



Why Do Donors Give?

2021 Generosity Research Project

Getting Started...

ECFA's Responsibility:

1. Use our expertise to make the process as simple and easy as possible for you.
2. Supply four different links to the survey, and an email invitation template, along with two suggested follow-up reminders.
3. Tally *your* survey responses and send you a personalized report. Plus, we will send you an Excel file with your actual response data. It will not contain any personal identifiers since we never see or know your givers' emails, addresses, or names. We will also tally the responses of *all participating ministries and churches* into an in-depth analysis and send you that report once we have completed it.
4. Maintain data confidentiality at every step.

YOUR Responsibility:

1. Complete this Participation Form.
2. Pay the agreed-upon shared cost.
3. Create four lists (up to 2,000 people per each) representing samples of those who annually give:
 - a. less than \$500
 - b. \$500-\$999
 - c. \$1,000-\$9,999
 - d. \$10,000 or more
4. Send each list the survey invitation (which you are free to edit) with the appropriate survey link, plus two reminders.

If you have any questions, please email research@ecfa.org. Our survey director, Dr. Warren Bird, and his team try to respond to all emails within 24 hours.

Ready to Say Yes? [Click here to complete the participation form.](#)