ACCION INTERNATIONAL

HELP US MAKE A DIFFERENCE!

ACCION is dramatically expanding its programs to support job creation and economic growth in the Americas. As a friend of ACCION, it is your belief and interest in our work that makes what we do possible. As we implement our "Gran Salto" (Great Leap) expansion campaign it is important for us to know what you think. By completing this survey you will help us to better serve your interests. This is a CONFIDENTIAL survey. You need not fill in your name. Please return this survey to ACCION International in the accompanying reply envelope before November 15, 1992.

Name (optional) _____ (1)

DEMOGRAPHIC INFORMATION

Age: 1.__18-25 2.__26-35 3.__36-50
4.__51-65 5.__66-75 6.__76 or older (2)

Current Marital Status:__Single __Married (3)

Gender:__Male __Female (4)

Profession: 1.__Business 2.__Manufacturing
3.__Retail 4.__Government 5.__Education
6.__Human Services 7.__Legal 8.__Health Provider
9.__Other(specify)_____ (5)

Average Annual Household Income: (6)
1.__Less than $20,000 2.__$20,000 - $49,999
3.__$50,000 - $79,999 4.__$80,000 or more

DONOR INFORMATION

How long have you been a donor to ACCION? (7)
1.__Not a Donor 2.__Under 1 year 3.__1-2 years
4.__3-5 years 5.__6-10 years 6.__Over 10 years

Would you like to be able to make your contribution to ACCION in the form of a monthly or quarterly pledge? (8)
1.__Yes 2.__No 3.__Need more information

Would you like to be able to make your contribution to ACCION on your credit card? (9)
1.__Yes 2.__No 3.__Need more information

Would you consider making a planned gift, establishing a trust, or naming ACCION in your will or life insurance policy? (10) 1.__Yes 2.__No 3.__Need more information

At what level do you contribute annually to ACCION? (11)
1.__$5,000 or more (ACCIONista!)
2.__$1,000 - $4,999 (Socio)
3.__$500 - $999 (Padrino)
4.__$250 - $499 (Compañero)
5.__$100 - $249 (Amigo)
6.__$1 - $99 (Donante)
7.__Not currently a donor

BENEFITS

How important are the following benefits to you? (Please answer each question regardless of your giving level.)

	Very Important	Important	Not Important	
Quarterly Bulletin	____	____	____	(12)
Donor Acknowledgment in Publications	____	____	____	(13)
Individual Case Stories	____	____	____	(14)
10% Discount on Publications	____	____	____	(15)
Country/ Program Profiles	____	____	____	(16)
Participation in Program Delegations	____	____	____	(17)
Executive Briefings on Field Activities	____	____	____	(18)
Annual Awards Dinner	____	____	____	(19)

Can you suggest other benefits? (20) _____

_____

PROGRAMMATIC INFORMATION

How familiar are you with ACCION's programs? (21)
1.__Very Familiar 2.__Good Understanding
3.__Some Knowledge 4.__Unfamiliar

How did you first hear about ACCION International? (22)
1.__Friend 2.__Newspaper/Magazine Article
3.__Television/Radio Report 4.__Mail 5.__Event
6.__Advertisement 7.__Other(specify):_____

What are your general feelings about the quality of ACCION's work to alleviate poverty? (23)
1.__Excellent 2.__Very Good 3.__Good
4.__Average 5.__Poor

Would you be willing to introduce your friends to ACCION? (24) 1.__Yes 2.__No
If "Yes" which method would you prefer? (25)
1.__House Party 2.__By Letter 3. Other_____