

TABLE OF CONTENTS

Glossary of Tables	iv
Glossary of Figures	v
Summary	1
Introduction	3
Correlates of Donation Size	5
Donor Profiles	9
Implications	13

The views expressed in this report are the author's and do not necessarily reflect the views of the Columbus Jewish Federation.

GLOSSARY OF TABLES

TABLE 1	Philanthropy by Median Household Income	15
TABLE 2	Philanthropy by Zone of Residence	16
TABLE 3	Philanthropy by Place of Birth	17
TABLE 4	Philanthropy by Marital Status	18
TABLE 5	Philanthropy by Employment Status	19
TABLE 6	Philanthropy by Denomination	20
TABLE 7	Philanthropy by Intermarriage	21
TABLE 8	Philanthropy by Congregation Membership	22
TABLE 9	Philanthropy by Specific Congregation Membership	23
TABLE 10	Philanthropy by Whether Asked to Contribute to Community Campaign	24
TABLE 11	Philanthropy by Method of Campaign Solicitation	25
TABLE 12	Philanthropy by Factors That Would Increase Contributions	26
TABLE 13	Philanthropy by Political Affiliation	27
TABLE 14	Philanthropy by Israel Contact	28

On some tables the percentages may not add up to 100% because of rounding.

GLOSSARY OF FIGURES

Figure 1	PROFILE: Pledge of \$1000 or More to Campaign	29
Figure 2	PROFILE: No Pledge to Campaign	30
Figure 3	PROFILE: \$1000 + to All Jewish Charities	31
Figure 4	PROFILE: \$100 or Less to All Jewish Charities	32

SUMMARY

THE SAMPLE

The sample used in this study consists of the 475 respondents to the 1989-90 Jewish Population Study of Greater Columbus for whom matches were found in the Columbus Jewish Federation's campaign database. The sample is not representative of the entire Jewish community of the Columbus area. Rather it is a representation of that portion of the Jewish community that is known to the Federation and that has been solicited for contributions to the Federation's annual Jewish Community Campaign.

MEASURE OF PHILANTHROPY

Two measures of philanthropy are used in this analysis: the amount pledged in the Community Campaign (as recorded in the campaign database) and the amount contributed to all Jewish charities, including congregation memberships (as reported in the Jewish Population Survey).

FINDINGS

High levels of philanthropy are associated with high income, living in Bexley, being locally born, and being married. Self-identification as Orthodox increases directly with the amount of contributions and being intermarried decreases as the amount of giving increases. In addition, congregation membership rates rise with level of philanthropy. Political conservatism and having visited Israel are associated with high levels of philanthropy, perhaps because they are also associated with high income.

IMPLICATIONS

There are only two ways that contributions to Jewish causes can increase—by increasing the size of the contributions of those who already give or by increasing the number of contributors by converting non-donors to donors. In the short term, the first method, increasing donation size through an increased awareness of need, will probably be effective, especially in view of the fact that approximately three-quarters of those responding indicated that *something* would increase their level of giving. This method of increasing contributions, however, may serve to isolate the community from those on the periphery.

In the long term, widening the net to attract newcomers to local Jewish philanthropy may have the best payoff. Outreach campaigns, coupled with genuine efforts to serve the needs of the peripheral Jewish community, may be the best strategy. Before this strategy is likely to be effective, however, the infrastructure of the Jewish community must be perceived as being able to serve the needs of Jewish households that contain non-Jews, that are not religiously observant, that are relatively new to Columbus, and that are geographically dispersed.

INTRODUCTION

THE SAMPLE

The sample used in this study consists of the 475 respondents to the 1990 Jewish Population Study of Greater Columbus for whom matches were found in the Columbus Jewish Federation's campaign database (approximately 63 percent of all respondents). Matches were made on the basis of telephone numbers. The identity of respondents was neither required nor known. All data in this report are presented in aggregate form, thus preserving the anonymity of the respondents' survey responses.

The sample used in this study is not representative of the entire Jewish community of the Columbus area. Rather it is a representation of that portion of the Jewish community that is known to the Federation and that has been solicited for contributions to the Federation's annual Jewish COMMUNITY Campaigns. This sample differs from the entire Jewish community in that it is more integrated into the Columbus Jewish organizational infrastructure. This sample is, for example, more likely to belong to a congregation and less likely to be intermarried than is a sample representative of the entire Jewish community of Columbus.

MEASURES OF PHILANTHROPY

Two measures of philanthropy are used in this report. The first measure, referred to as *campaign pledge*, is the amount of money pledged by the respondent's household to the Federation's 1989 Jewish COMMUNITY Campaign. This is the actual dollar figure taken from the Federation's Campaign database.

The second measure of philanthropy, referred to as *all Jewish contributions*, is the annual sum total of contributions that the respondent indicated that his or her household donated to all Jewish charities. This figure is taken from the responses to the Jewish Population Study of Greater Columbus. It is a self-reported estimate of the amount of the household's contributions to all Jewish charities and is subject to more error (both intentional and unintentional) than is the first measure. Respondents were instructed to include in this amount dues paid for congregation memberships, and for many, congregation dues are undoubtedly the largest component of the total amount.

CORRELATES OF DONATION SIZE

INCOME

It is not surprising to find that the magnitude of philanthropy is related to the ability to contribute. The size of a household's pledge to the annual Jewish CommUNITY Campaign appears to have a strong positive relationship with annual household income. Those pledging less than \$100 have a median income of approximately \$42,000. Those pledging more than this, but less than \$1,000, have a median income of nearly \$56,000, and those pledging \$1,000 or more have a median income of over \$125,000. Households declining to pledge have the lowest median income, about \$41,000. (See Table 1.)

The relationship between total Jewish contributions and annual household income is not as strong as the relationship between campaign pledges and income. Those contributing \$1,000 or more do earn considerably more (\$75,000) than those contributing \$100 or less (\$27,000); but in the middle ranges of contributions (between \$100 and \$1,000), median incomes are about the same in both mid-level giving categories. It is likely that in these middle ranges, the largest determinant of contribution size is whether or not the household pays congregation membership dues. Belonging to a congregation does not appear to be strongly related to income. (See Table 1.)

RESIDENCE PATTERNS

Amount of giving is related to area of residence. While respondents in the Bexley area comprise 31 percent of this sample, they comprise over 73 percent of those pledging \$1,000 or more to the annual Jewish CommUNITY Campaign and nearly 46 percent of those contributing \$1,000 or more to all Jewish charities. In contrast, Perimeter North respondents comprise 24 percent of this sample but represent less than 9 percent of those pledging \$1,000 or more and about 14 percent of those contributing more than \$1,000 to all Jewish charities. Residents in the North/Other sector are also under-represented among large contributors. Living in the East-Southeast part of town is not related to size of donation. (See Table 2.)

PLACE OF BIRTH

Philanthropy does not appear to be related to whether or not the respondent is foreign born. There is some tendency, however, for Ohio born respondents to be over-represented among large givers and there is a strong relationship between being a Columbus native and being a large contributor. Twenty-eight percent of the sample were born in Columbus, but Columbus natives comprise nearly 47 percent of those pledging \$1,000 or more and 34 percent of those contributing more than \$1,000 to all Jewish charities. (See Table 3.)

OTHER DEMOGRAPHIC FACTORS

Large contributors are more likely to be currently married than are small contributors. While nearly 69 percent of the sample are currently married, married respondents comprise 82 percent of those pledging \$1,000 or more to the annual Jewish CommUNITY Campaign and 87 percent of those contributing more than 41,000 to all Jewish charities. (See Table 4.) Size of contribution does not appear to be related to employment status, which suggests that some generous contributors may be retired or not working. (See Table 5.)

INSTITUTIONAL AFFILIATION

Self-identification as Orthodox by respondents increases directly with the amount pledged to the Jewish CommUNITY Campaign. About 10 percent of the respondents identify themselves as Orthodox, but the Orthodox comprise 20 percent of those pledging \$1,000 or more. Amount of total Jewish contributions also increases with self-identification as Orthodox, although this relationship is less pronounced. (See Table 6.) Being Conservative also has a positive, though weaker, relationship with size of pledge; but it is not related to total contributions to all Jewish charities. Being Reform does not appear to be related to either measure of philanthropy. (See Table 6.)

Intermarriage has a negative relationship with Jewish philanthropy. Respondents with non-Jewish spouses comprise nearly 18 percent of this sample but only 7 percent of those with contributions exceeding \$1,000. There are no intermarried respondents in the sample of those pledging \$1,000 or more to the annual Jewish CommUNITY Campaign. (See Table 7.)

Congregation membership rates rise with level of philanthropy. Nearly 72 percent of this sample belong to a congregation, but congregation members represent over 80 percent of those whose contributions to all Jewish charities exceed \$1,000. All respondents in the sample who pledged \$1,000 or more to the annual Jewish CommUNITY Campaign belong to congregations. (See Table 8.) There are no clear-cut relationships between congregational membership and level of philanthropy, though there is some tendency for those affiliated with Agudas Achim (about 19 percent of the sample) to be over-represented among the larger donors (38 percent of the highest pledgers and 20 percent of the largest contributors). (See Table 9.)

SOLICITATION FACTORS

It is no surprise to find that recollection of the annual Jewish CommUNITY Campaign solicitation increases with the amount pledged and with the total contributions to Jewish charities. Nearly 88 percent of the sample recall being solicited, but only about 80 percent of those declining to pledge recall the solicitation and just under 70 percent of those contributing \$100 or less to all Jewish charities recall being solicited. (See Table 10.)

Large donors are more likely to have been contacted in person for campaign solicitations than are small donors. Though only about 7 percent of the sample were contacted in person, nearly a quarter (23 percent) of those pledging \$1,000 or more were contacted in person and over 16 percent of those contributing more than \$1,000 to all Jewish charities were contacted in person. (See Table 11.) In

contrast, small donors are more likely to have been contacted by mail. Only about 21 percent of this sample were solicited for campaign pledges through the mail, though 29 percent of those declining to pledge were solicited this way and 39 percent of those contributing \$100 or less to all Jewish charities were contacted by mail. (See Table 11.)

The top two factors mentioned by respondents that would increase their levels of philanthropy are a change in income (53 percent) or an increased awareness of need (16 percent). Nearly a quarter of the sample (23 percent) indicated that nothing would increase their levels of philanthropy. There does not appear to be any relationship between factors mentioned and the respondents' current philanthropy levels. (See Table 12.)

POLITICS AND ISRAEL CONTACT

Identifying oneself as politically conservative is positively related to size of donations. About 17 percent of this sample label themselves as politically conservative, but these individuals comprise 31 percent of those pledging \$1,000 or more to the Jewish CommUNITY Campaign and 23 percent of those whose total contributions to Jewish charities exceed \$1,000. Being liberal or middle of the road does not appear to vary in a pattern related to the level of philanthropy. It is possible, however, that the association between conservative politics and philanthropy is due to an association between conservatism and high income. (See Table 13.)

Visiting Israel is positively related to level of philanthropy even though having relatives in Israel is not. Nearly 39 percent of this sample have been to Israel, but over two-thirds (67 percent) of those pledging \$1,000 or more to the annual Jewish CommUNITY Campaign have been to Israel and half of those whose total contributions exceed \$1,000 have been to Israel. About 21 percent of this sample have relatives in Israel and this figure does not vary in relation to philanthropy. It may be that visiting Israel is so closely related to income, rather than Israel contact, underlies the relationship with philanthropy. (See Table 14.)

DONOR PROFILES

Those pledging \$1,000 or more to the Jewish CommUNITY Campaign:

Respondents who pledge \$1,000 or more to the annual Jewish CommUNITYign differ from the total sample of respondents in the following ways:

- They are more likely to reside in the Bexley area (73 percent compared with 31 percent).
- They are more likely to be Columbus natives (47 percent compared with 28 percent).
- They are more likely to be currently married (82 percent compared with 69 percent).
- They are more likely to identify themselves as Orthodox (20 percent compared with 10 percent).
- They are less likely to be intermarried (none compared with 18 percent).
- They are more likely to be congregation members (100 percent compared with 72 percent).
- They are more likely to belong to Agudas Achim (38 percent compared with 19 percent).
- They are more likely to have been solicited for the annual Jewish CommUNITY Campaign in person (23 percent compared with 7 percent).
- They are more likely to be politically conservative (31 percent compared with 17 percent).
- They are more likely to have visited Israel (67 percent compared with 39 percent).
- They are more likely to have high household incomes (76 percent over \$100,000 compared with 18 percent).

This profile is presented graphically in Figure 1.

Those not making a pledge to the Jewish CommUNITY Campaign:

The profile of those pledging \$1,000 or more to the annual Jewish CommUNITY Campaign differs dramatically from the profile of the total sample. In contrast, the profile of those who do not make a pledge differs very little from that of the total sample. There are some variations, noted below, but the differences are so small that sampling error cannot be ruled out as the cause of these differences.

- They are about as likely to reside in the Bexley area (31 percent compared with 26 percent).
- They are about as likely to be Columbus natives (28 percent compared with 25 percent).
- They are about as likely to be currently married (71 percent compared with 69 percent).
- They are a little less likely to identify themselves as Orthodox (4 percent compared with 10 percent).
- They are just as likely to be intermarried (19 percent compared with 18 percent).
- They are about as likely to be congregation members (67 percent compared with 72 percent).
- They are about as likely to belong to Agudas Achim (16 percent compared with 19 percent).
- They are just as likely to have been solicited in person for the annual Jewish CommUNITY Campaign (7 percent for both groups).
- They are about as likely to be politically conservative (15 percent compared with 17 percent).
- They are just as likely to have visited Israel (37 percent compared with 39 percent).
- They are nearly as likely to have high household incomes (14 percent over \$100,000 compared with 18 percent).

This profile is presented graphically in Figure 2.

Those Contributing More Than \$1,000 To All Jewish Charities:

Respondents who contribute more than \$1,000 to all Jewish charities differ from the total sample of respondents in the following ways:

- They are more likely to reside in the Bexley area (46 percent compared with 31 percent).
- They are a little more likely to be Columbus natives (34 percent compared with 28 percent).
- They are more likely to be currently married (87 percent compared with 69 percent).
- They are about as likely to identify themselves as Orthodox (13 percent compared with 10 percent).
- They are less likely to be intermarried (7 percent compared with 18 percent).
- They are more likely to be congregation members (97 percent compared with 72 percent).
- They are just as likely to belong to Agudas Achim (20 percent compared with 19 percent).
- They are more likely to have been solicited in person for the annual Jewish CommUNITY Campaign (17 percent compared with 7 percent).
- They are a little more likely to be politically conservative (23 percent compared with 17 percent).
- They are more likely to have visited Israel (50 percent compared with 39 percent).
- They are more likely to have high household incomes (49 percent over \$100,000 compared with 18 percent).

This profile is presented graphically in Figure 3.

Those Contributing Less Than \$100 To All Jewish Charities:

In contrast, respondents who contribute \$100 or less in total to all Jewish charities differ from the total sample of respondents in the following ways:

- They are less likely to reside in the Bexley area (9 percent compared with 31 percent).
- They are less likely to be Columbus natives (13 percent compared with 28 percent).
- They are less likely to be currently married (55 percent compared with 69 percent).
- They are less likely to identify themselves as Orthodox (2 percent compared with 10 percent).
- They are more likely to be intermarried (39 percent compared with 18 percent).
- They are less likely to be congregation members (12 percent compared with 72 percent).
- They are less likely to belong to Agudas Achim (none compared with 19 percent).
- They are less likely to have been solicited in person for the annual Jewish CommUNITY Campaign (none compared with 7 percent).
- They are less likely to be politically conservative (9 percent compared with 17 percent).
- They are less likely to have visited Israel (28 percent compared with 39 percent).
- They are less likely to have high household incomes (2 percent over \$100,000 compared with 18 percent).

This profile is presented graphically in Figure 4.

IMPLICATIONS

Unfortunately, that portion of the Columbus Jewish community that pledges and contributes large amounts to the community is probably not a growing population segment. The following trends lead to the conclusion that this segment may decline as a proportion of the total Columbus area Jewish community:

- The national and local Jewish demographic surveys indicate that the number of Orthodox continues to decline as a proportion of the population.
- The Columbus area continues to grow through in-migration, suggesting that Columbus natives will continue to decrease as a proportion of the total.
- Geographically, the Columbus Jewish population is likely to become increasingly dispersed and less concentrated in the Bexley area.
- National and local trends confirm that intermarriage rates are rising.

On a more positive note, earlier findings based on the Jewish Population Study of Greater Columbus suggest that organizational membership, volunteering, and contributing increase with age. (See Table 12.7 of the comprehensive report.) To the extent that growth will occur in the population segment over age 45 in the next decade, this bodes well for solicitation efforts. Additionally, the profile of those not making a pledge resembles the profile of the larger community that is solicited by the Federation. Continuing efforts to convert this group to donors may be worthwhile.

There are only two ways that contributions to Jewish causes can increase—by increasing the size of the contributions of those who already give or by increasing the number of contributors by converting non-donors to donors. In the short term, the first method, increasing donation size through an increased awareness of need, will probably be effective, especially in view of the fact that approximately three-quarters of those responding indicated that *something* (change in income, more awareness of need) would increase their level of giving. This method of increasing contributions, however, may serve to isolate the community from those on the periphery.

In the long term, widening the net to attract newcomers to local Jewish philanthropy may have the best payoff. Outreach campaigns, coupled with genuine efforts to serve the needs of the peripheral Jewish community, may be the best strategy. Before this strategy is likely to be effective, however, the infrastructure of the Jewish community must be perceived as being able to serve the needs of Jewish households that contain non-Jews, that are not religiously observant, that are relatively new to Columbus, and that are geographically dispersed.

TABLE 1 Philanthropy by Median Household Income

	Median Income	Sample Size
Campaign Pledge		
None	\$41,249	180
Less than \$100	\$42,323	113
\$100-\$999	\$55,667	60
\$1000 or more	\$125,425	29
All Jewish Contributions		
\$100 or less	\$27,127	67
\$101-\$500	\$42,840	103
\$501-\$1000	\$41,193	88
More than \$1000	\$75,364	103
Don't know/Refused	\$40,357	21
Total Sample	\$40,471	382

TABLE 2 Philanthropy by Zone of Residence (Percent Distribution)

	All Zones	Perimeter North	Bexley Area	East-Southeast	North/ Other	Sample Size
Campaign Pledge						
None	100.0	27.8	25.5	30.6	16.2	216
Less than \$100	100.0	23.9	21.6	34.3	20.2	134
\$100-\$999	100.0	22.5	40.0	25.0	12.5	80
\$1000 or more	100.0	8.9	73.3	13.3	4.4	45
All Jewish Contributions						
\$100 or less	100.0	40.6	8.7	21.7	29.0	69
\$101-\$500	100.0	22.5	25.2	29.7	22.5	111
\$501-\$1000	100.0	24.2	29.5	34.7	11.6	95
More than \$1000	100.0	22.0	45.5	26.0	6.5	123
Don't know/Refused	100.0	14.3	40.3	32.5	13.0	77
Total Sample	100.0	24.0	31.4	29.1	15.6	475

TABLE 3 Philanthropy by Place of Birth

	Percent U.S. Born	Percent Ohio Born	Percent Columbus Born	Sample Size
Campaign Pledge				
None	94.0	53.7	25.0	216
Less than \$100	90.3	46.3	25.4	134
\$100-\$999	91.3	52.5	30.0	80
\$1000 or more	88.9	57.8	46.7	45
All Jewish Contributions				
\$100 or less	92.8	46.4	13.0	69
\$101-\$500	92.8	54.1	27.9	111
\$501-\$1000	91.6	49.5	28.4	95
More than \$1000	95.1	54.5	34.1	123
Don't know/Refused	85.7	51.9	31.2	77
Total Sample	92.0	51.8	28.0	475

TABLE 4 Philanthropy by Marital Status (Percent Distribution)

	All Marital Statuses						Sample Size
	Never Married	Married	Divorced	Separated	Widowed		
Campaign Pledge							
None	14.8	70.8	8.3	0.5	5.6		216
Less than \$100	13.4	60.5	13.4	0.8	11.9		134
\$100-\$999	17.5	68.8	3.8	1.3	8.8		80
\$1000 or more	2.2	82.2	4.4	0.0	11.1		45
All Jewish Contributions							
\$100 or Less	30.4	55.1	10.1	0.0	4.4		69
\$101-\$500	22.5	55.9	9.0	1.8	10.8		111
\$501-\$1000	9.5	74.7	10.5	0.0	5.3		95
More than \$1000	1.6	87.0	2.4	0.8	8.1		123
Don't Know/Refused	10.4	62.3	14.3	0.0	13.0		77
Total Sample	13.7	68.6	8.6	0.6	8.4		475

TABLE 5 Philanthropy by Employment Status

	Percent Employed	Sample Size
Campaign Pledge		
None	75.5	216
Less than \$100	69.4	134
\$100-\$999	72.5	80
\$1000 or more	68.9	45
All Jewish Contributions		
\$100 or less	85.5	69
\$101-\$500	63.1	111
\$501-\$1000	81.1	95
More than \$1000	79.7	123
Don't know/Refused	53.3	77
Total Sample	72.6	475

TABLE 6 Philanthropy by Denomination (Percent Distribution)

	All Denominations	Orthodox	Conservative	Reform	Other	Sample Size
Campaign Pledge						
None	100.0	3.9	26.3	52.6	17.2	209
Less than \$100	100.0	6.1	30.5	53.4	10.0	131
\$100-\$999	100.0	16.5	34.2	41.8	7.5	79
\$1000 or more	100.0	20.0	37.8	31.1	11.1	45
All Jewish Contributions						
\$100 or less	100.0	1.5	28.8	57.6	12.1	66
\$101-\$500	100.0	10.9	30.0	50.9	8.2	110
\$501-\$1000	100.0	11.6	30.5	48.4	9.5	95
More than \$1000	100.0	13.2	30.6	44.6	11.6	121
Don't know/Refused	100.0	11.1	29.2	45.8	13.9	72
Total Sample	100.0	10.3	30.0	48.9	10.8	464

TABLE 7 Philanthropy by Intermarriage: Currently Married Respondents

	Percent with Non-Jewish Spouse	Sample Size
Campaign Pledge		
None	19.3	145
Less than \$100	25.3	79
\$100-\$999	15.4	52
\$1000 or more	0.0	37
All Jewish Contributions		
\$100 or less	39.4	33
\$101-\$500	26.7	60
\$501-\$1000	15.9	69
More than \$1000	6.7	105
Don't know/Refused	19.6	46
Total Sample	17.9	313

TABLE 8 Philanthropy by Congregation Membership

	Percent Belonging to Congregation	Sample Size
Campaign Pledge		
None	66.7	213
Less than \$100	69.2	133
\$100-\$999	73.4	79
\$1000 or more	100.0	45
All Jewish Contributions		
\$100 or less	11.6	69
\$101-\$500	62.2	111
\$501-\$1000	87.4	95
More than \$1000	96.7	122
Don't know/Refused	80.8	73
Total Sample	71.7	470

TABLE 9 Philanthropy by Specific Congregation Membership: Congregation Members (Percent Distribution)

Campaign Pledge	All Congregations	Agudas Achih	Ahavas Shalom	Beth Jacob	Beth Shalom	Beth Tikvah	Temple Israel	Tifereth Israel	Other	Sample Size
None	100.0	15.6	0.0	7.1	2.8	19.2	36.2	18.4	0.7	141
Less than \$100	100.0	12.1	0.0	5.5	6.6	14.3	34.1	24.2	3.3	91
\$100-\$999	100.0	22.8	1.8	10.5	3.5	10.5	15.8	33.3	1.8	57
\$1000 or more	100.0	37.8	2.2	2.2	0.0	2.2	27.7	28.9	0.0	45
All Jewish Contributions										
\$100 or less	100.0	0.0	0.0	12.5	0.0	25.0	25.0	37.5	0.0	8
\$101-\$500	100.0	17.7	0.0	11.8	2.9	10.3	30.9	20.6	5.9	68
\$501-\$1000	100.0	15.7	1.2	6.0	7.2	21.7	22.9	25.3	0.0	83
More than \$1000	100.0	19.7	0.9	4.3	3.4	13.7	31.6	25.6	0.9	117
Don't know/Refused	100.0	25.9	0.0	5.2	0.0	6.9	41.4	20.7	0.0	58
Total Sample	100.0	18.9	0.6	6.6	3.6	14.1	30.8	24.0	1.5	334

TABLE 10 Philanthropy by Whether Asked to Contribute to Community Campaign

	Percent Yes	Sample Size
Campaign Pledge		
None	79.7	182
Less than \$100	90.9	121
\$100-\$999	96.0	75
\$1000 or more	97.7	44
All Jewish Contributions		
\$100 or less	69.4	62
\$101-\$500	88.1	101
\$501-\$1000	88.9	90
More than \$1000	94.0	117
Don't know/Refused	92.3	52
Total Sample	87.7	442

TABLE 11 Philanthropy by Method of Campaign Solicitation: Respondents Who Were Asked to Contribute
(Percent Distribution)

Campaign Pledge	All Methods					Sample Size
	Mail	Phone	In Person	At Synagogue	Other	
None	100.0	59.4	6.5	1.5	3.6	138
Less than \$100	100.0	76.2	1.0	0.0	1.9	105
\$100-\$999	100.0	71.0	5.8	2.9	5.8	69
\$1000 or more	100.0	58.1	23.3	2.3	7.0	43
All Jewish Contributions						
\$100 or less	100.0	58.5	0.0	0.0	2.4	41
\$101-\$500	100.0	70.5	2.3	1.1	3.4	88
\$501-\$1000	100.0	75.0	1.3	1.3	1.3	76
More than \$1000	100.0	62.4	16.5	1.8	8.3	109
Don't Know/Refused	100.0	61.0	7.3	2.4	0.0	41
Total Sample	100.0	66.5	6.8	1.4	3.9	355

TABLE 12 Philanthropy by Factors That Would Increase Contributions (Percent Distribution)

	All Factors	Change in Income	More Awareness of Need	Events in Israel	Trip to Israel	Community Recognition	Nothing	Sample Size
Campaign Pledge								
None	100.0	50.5	15.0	4.5	3.0	1.0	26.0	200
Less than \$100	100.0	56.9	16.3	3.3	1.6	3.3	18.7	123
\$100-\$999	100.0	58.9	16.4	2.7	0.0	0.0	21.9	73
\$1000 or more	100.0	42.5	17.5	5.0	5.0	2.5	27.5	40
All Jewish Contributions								
\$100 or less	100.0	48.5	16.7	3.0	1.5	4.6	25.8	66
\$101-\$500	100.0	56.0	16.5	3.7	2.8	0.9	20.2	109
\$501-\$1000	100.0	61.5	13.2	3.3	3.3	2.2	16.5	91
More than \$1000	100.0	49.6	20.0	5.2	1.7	0.9	22.6	115
Don't know/Refused	100.0	45.5	9.1	3.6	1.8	0.0	40.0	55
Total Sample	100.0	53.0	15.8	3.9	2.3	1.6	23.4	436

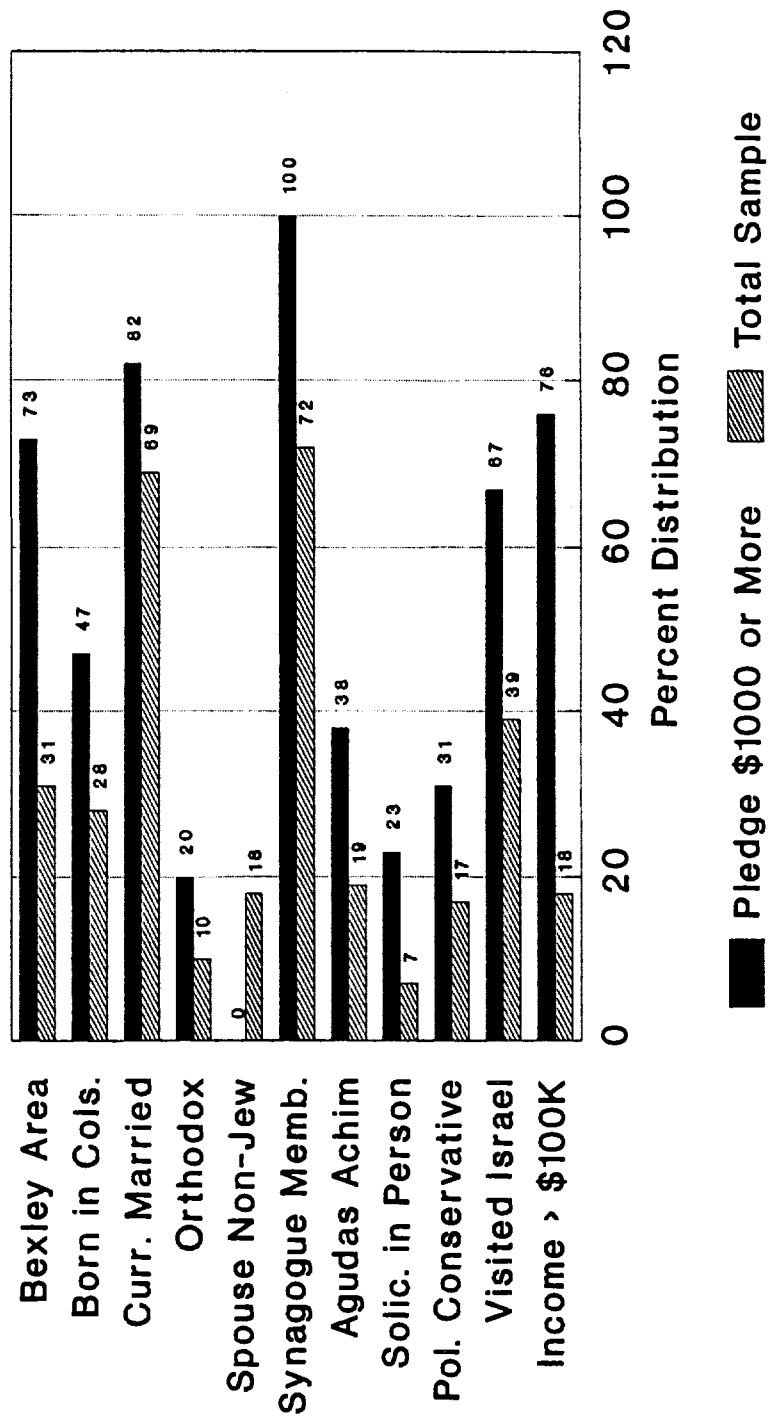
TABLE 13 Philanthropy by Political Affiliation (Percent Distribution)

	All Political Affiliations	Liberal	Middle of the Road	Conservative	Other	Sample Size
Campaign Pledge						
None	100.0	38.2	43.1	14.7	3.9	204
Less than \$100	100.0	38.1	42.3	17.5	3.2	126
\$100-\$999	100.0	46.7	36.0	16.0	1.3	75
\$1000 or more	100.0	21.4	45.2	31.0	7.1	42
All Jewish Contributions						
\$100 or less	100.0	44.8	43.3	9.0	3.0	67
\$101-\$500	100.0	43.9	41.1	10.3	4.7	107
\$501-\$1000	100.0	39.8	37.6	19.4	3.2	93
More than \$1000	100.0	29.7	44.9	22.9	2.5	118
Don't know/Refused	100.0	33.9	40.3	24.2	1.6	62
Total Sample	100.0	38.0	41.6	17.2	3.1	447

TABLE 14 Philanthropy by Israel Contact

	Percent That Have Visited Israel	Percent With Relative in Israel	Sample Size
Campaign Pledge			
None	36.8	20.7	209
Less than \$100	24.1	22.6	133
\$100-\$999	51.3	19.2	78
\$1000 or more	66.7	22.2	45
All Jewish Contributions			
\$100 or less	27.5	15.9	69
\$101-\$500	28.8	26.1	111
\$501-\$1000	39.0	27.1	95
More than \$1000	50.0	16.4	122
Don't know/Refused	44.1	25.4	68
Total Sample	38.5	21.1	465

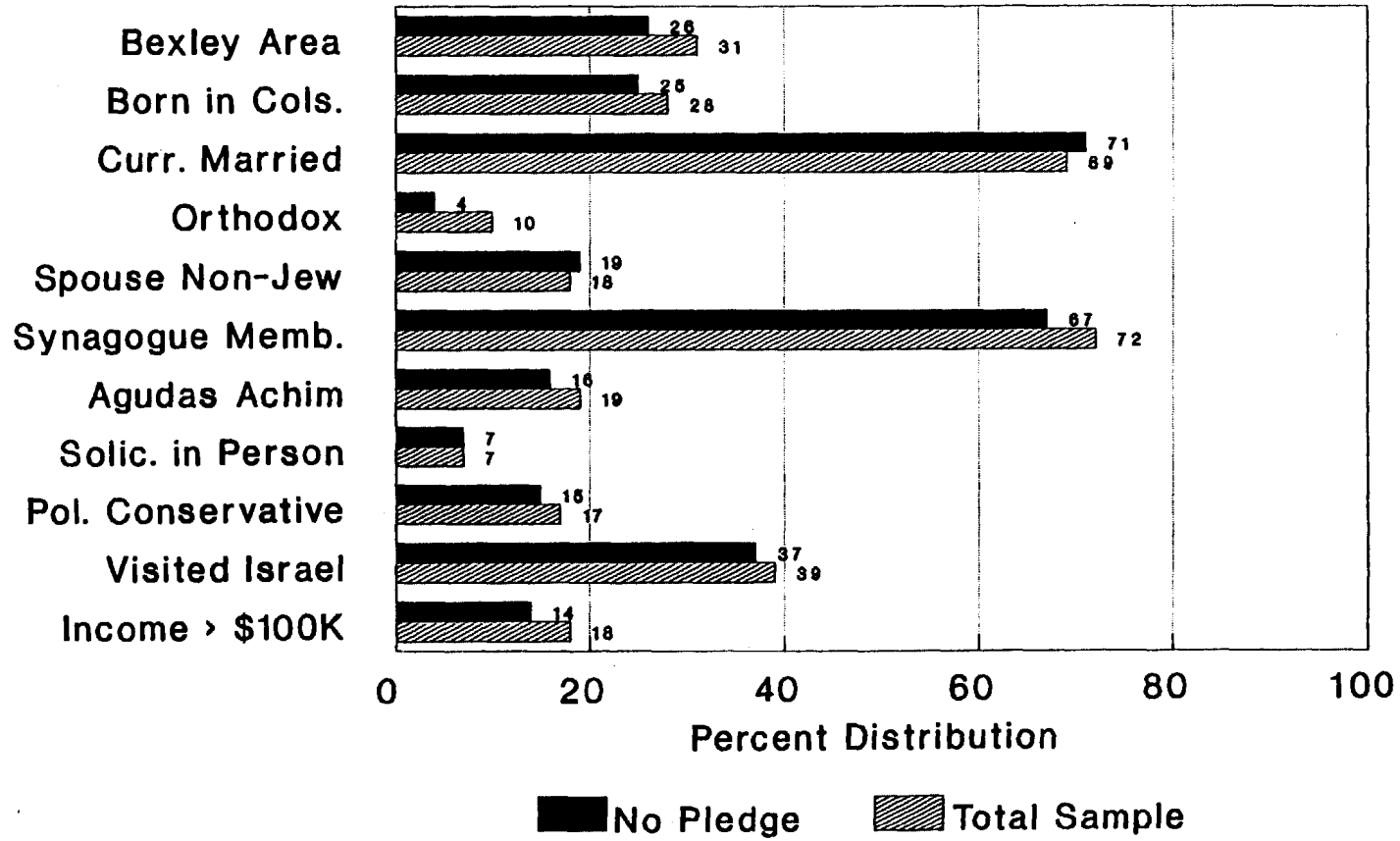
FIGURE 1
PROFILE: Pledge of \$1000 or More to Campaign



Sample matched to campaign data (n=475).

FIGURE 2

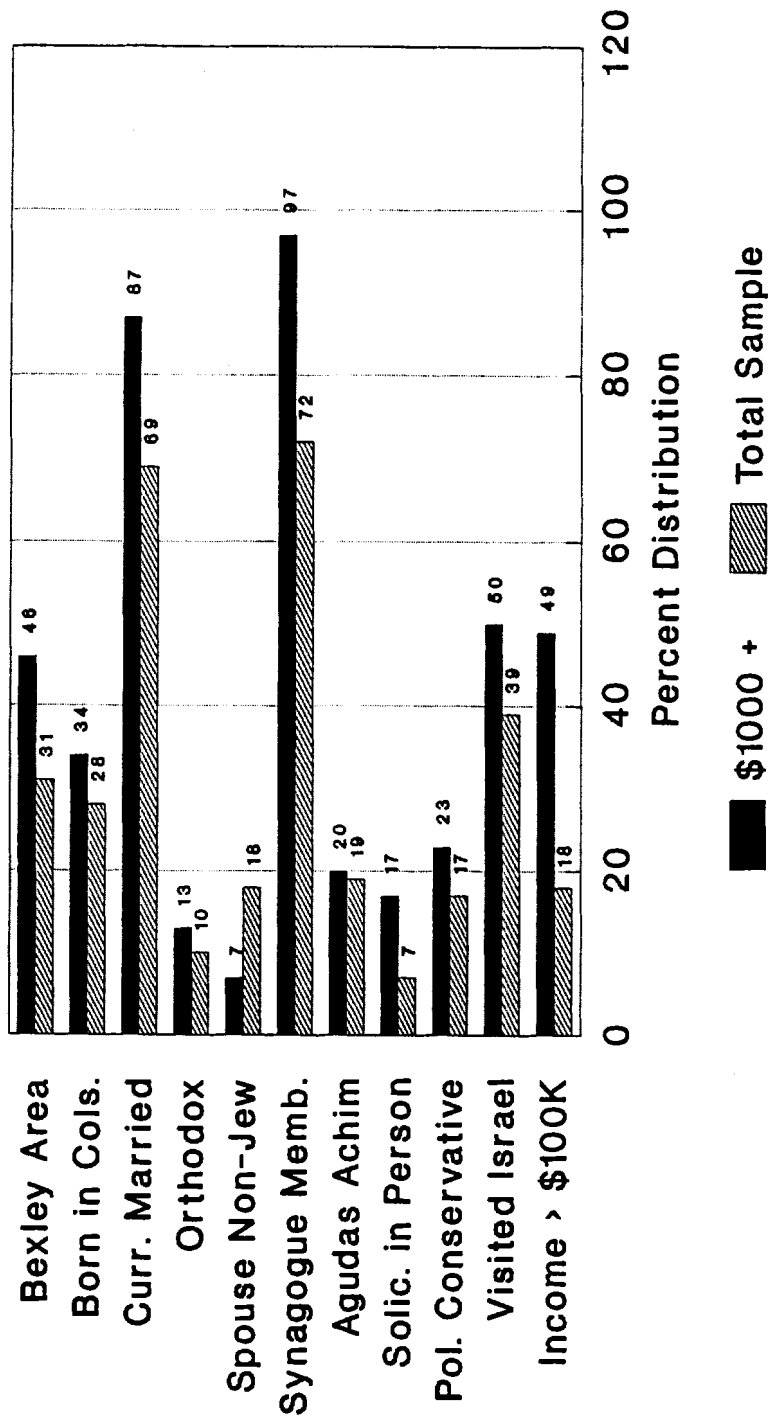
PROFILE: No Pledge to Campaign



Sample matched to campaign data (n=475).

30

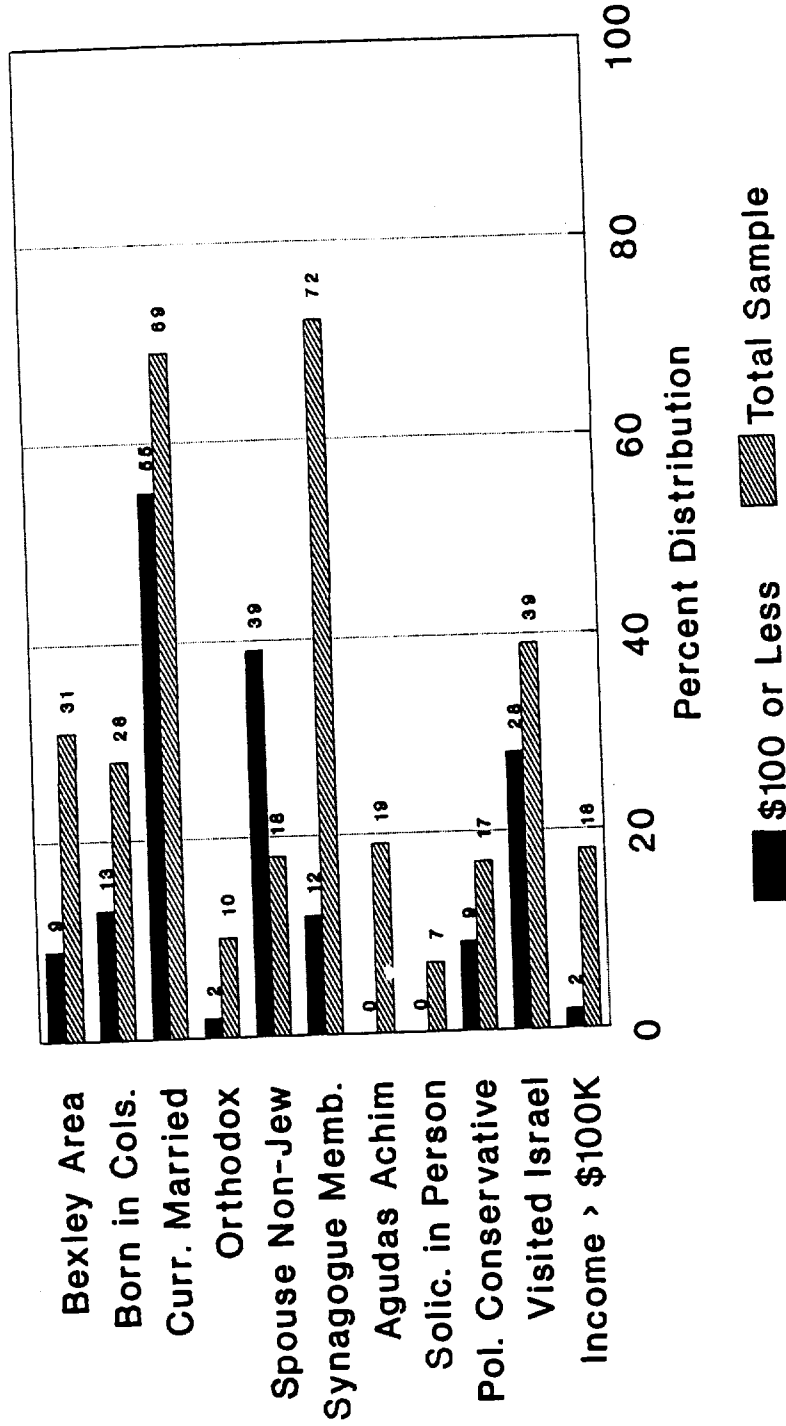
FIGURE 3
PROFILE: \$10000 + to All Jewish Charities
(Self-Reported in Survey)



Sample matched to campaign data (n=475).

FIGURE 4

PROFILE: \$100 or Less to All Jewish Charities (Self-Reported in Survey)



Sample matched to campaign data (n=475).