

# WE CAN END WORLD HUNGER (IT'S EASIER THAN YOU THINK)

A Common Sense Analysis of  
World Hunger Survey 1.0  
Results and Implications

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# WHS 1.0: Summary of Results



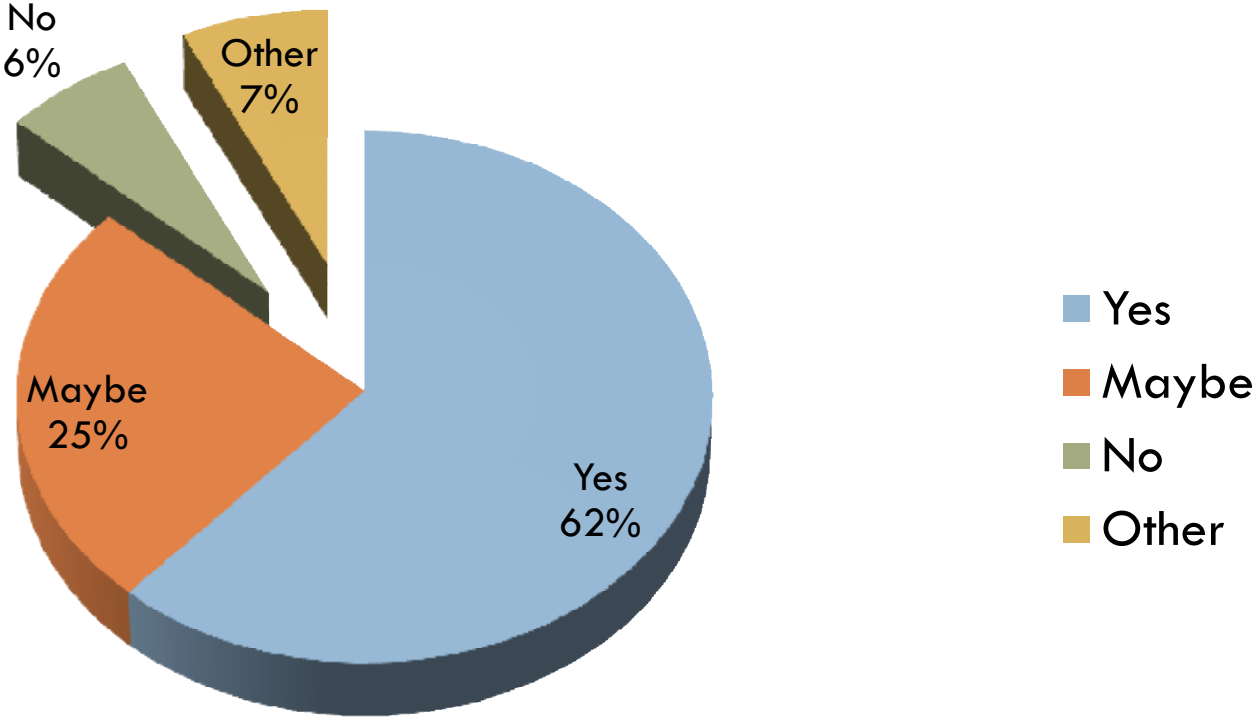
**62%** Percent of respondents would give at least 1% of their income to end hunger

**1.6%** Total overall average giving level, including those who would not give

*Best practices had a modest impact on results*

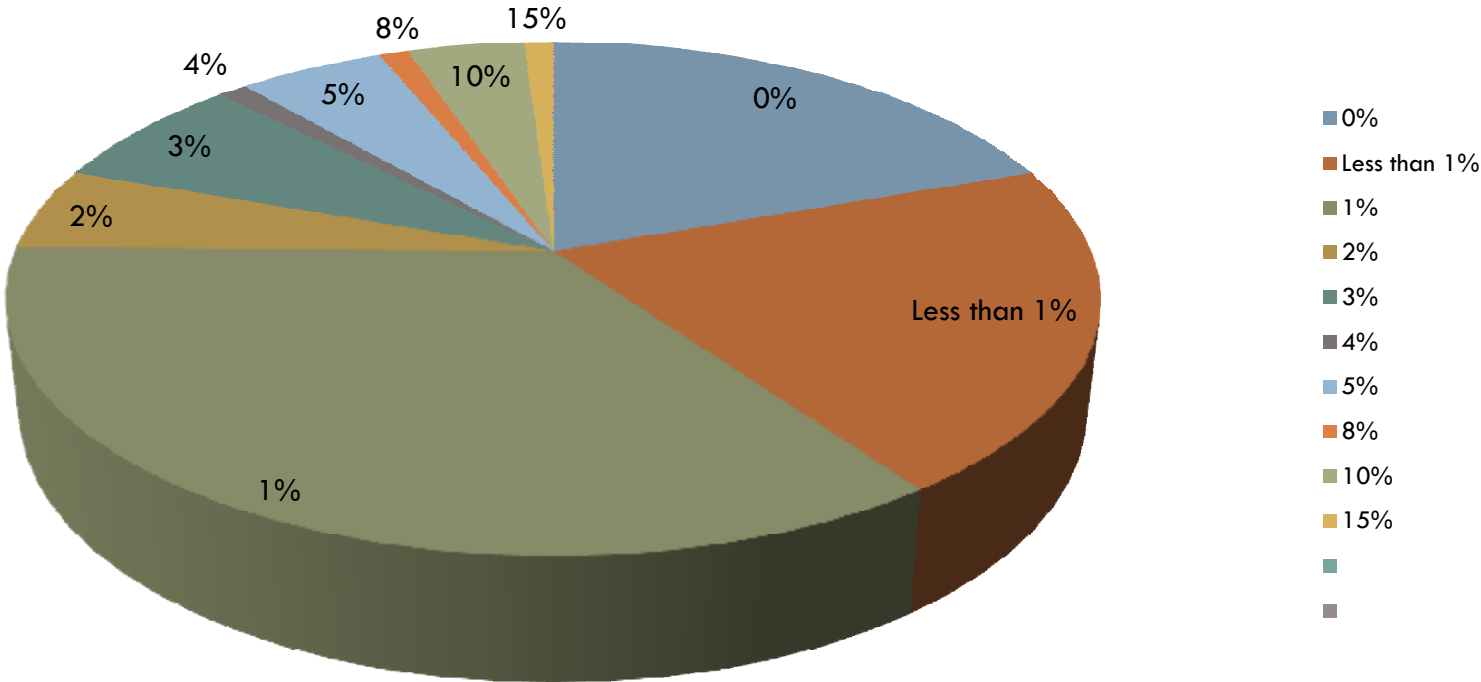
# WHS 1.0: Summary of Results

**Would you donate 1% of your income if you were certain it would end world hunger?**



# WHS 1.0: Summary of Results

**What is the maximum % of income you would donate if you were sure that it would end world hunger?**



# Summary of Results – Low-Impact Factors

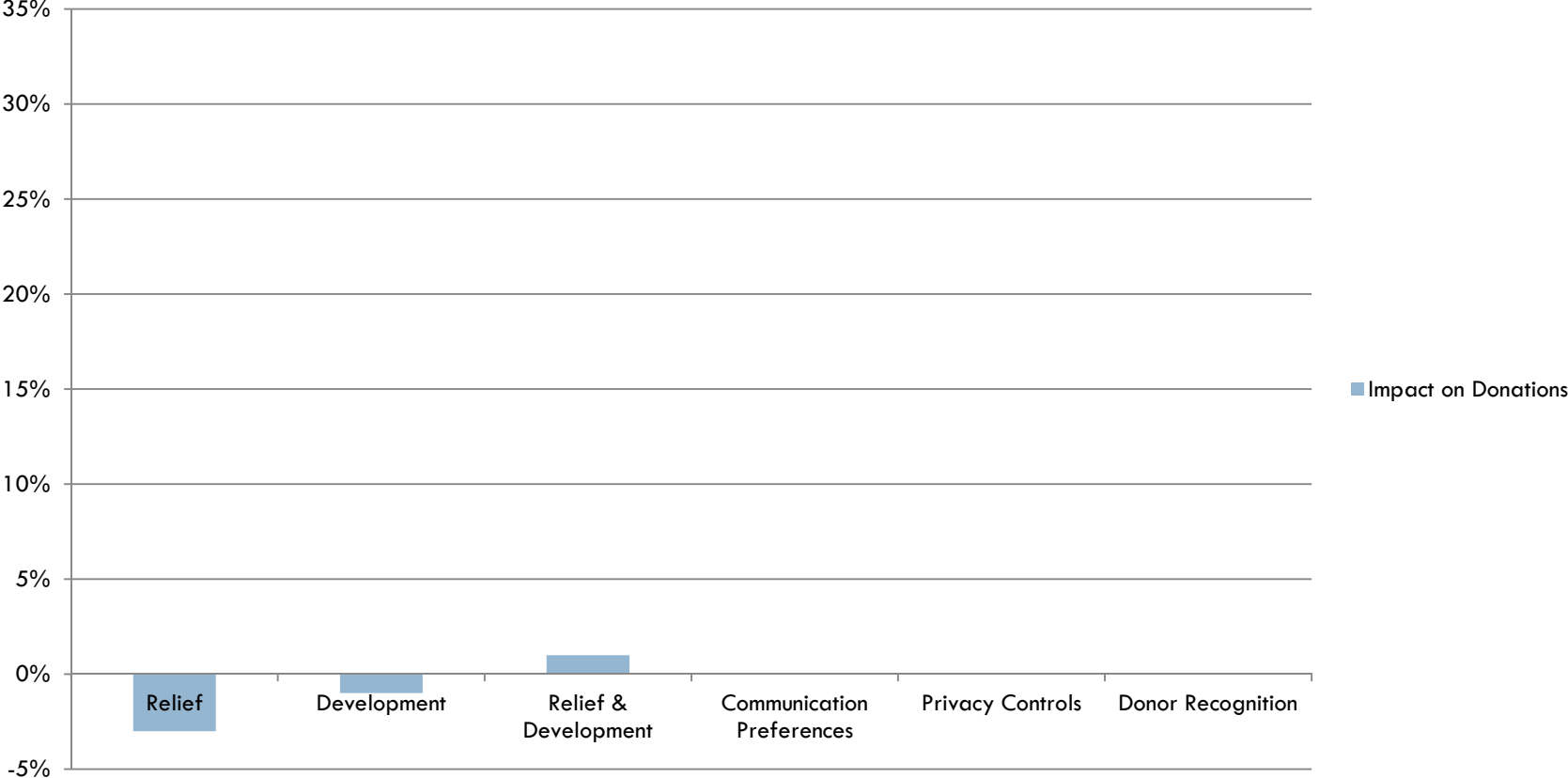
## □ Little or No Impact on Donor Giving:

- Emphasis on Relief vs. Development
- Donor-Controlled Communications Preferences
- Donor-Controlled Privacy Preferences
- Public Recognition of Gifts
  - *Many commented that they did NOT want public recognition and would not give if publicly recognized.*
- Conclusions cannot be drawn – these factors were not statistically significant

# WHS 1.0: Low-Impact Factors



**Impact on Donations, % Increase**



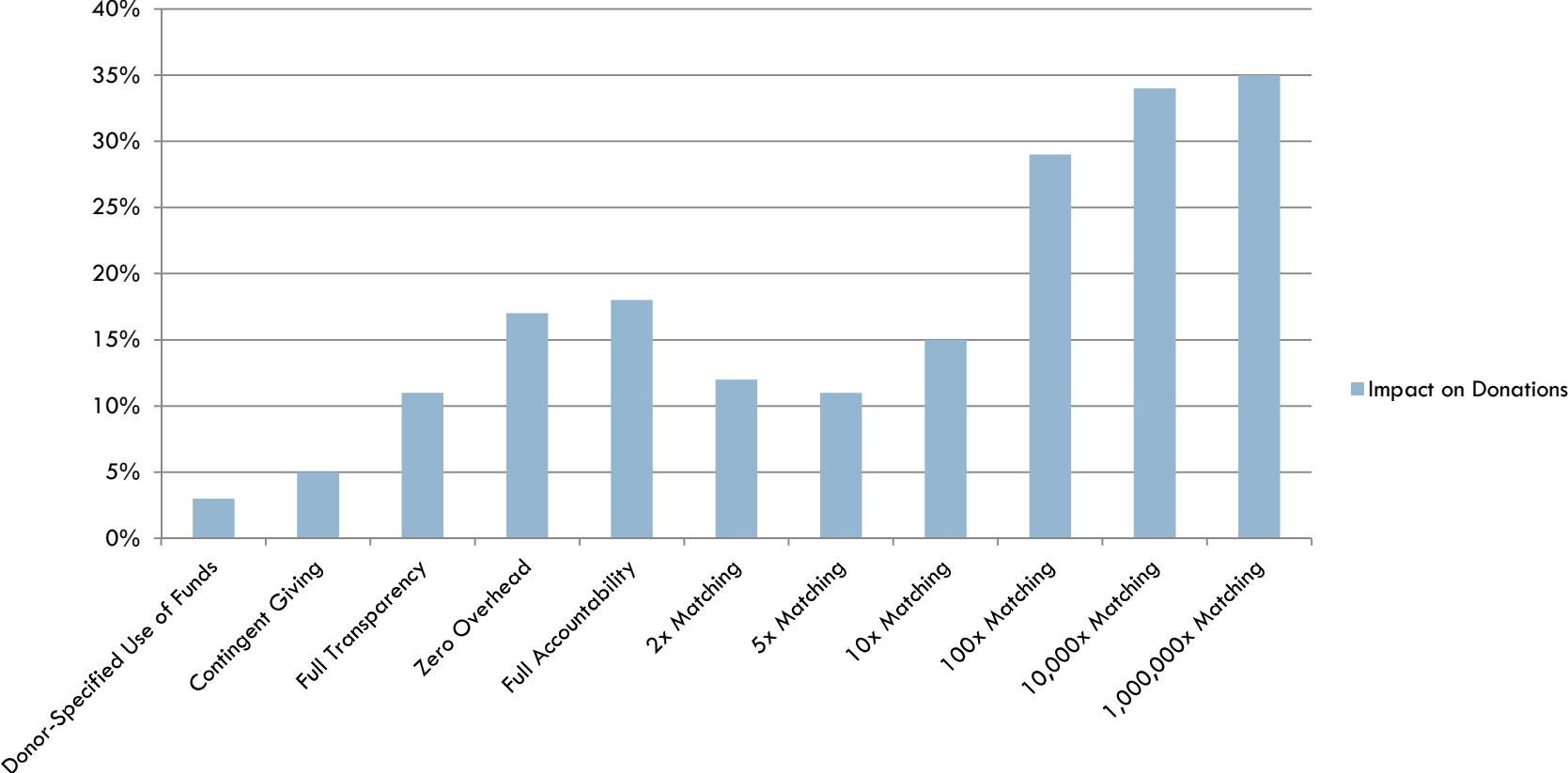
# Summary of Results – High-Impact Factors

## □ Positive Net Impact on Giving:

- Use-of-Funds Designation: 3% Increase
- Contingent Giving: 5% Increase
  - Some donors expressed a preference against contingent giving, saying “put the money to work immediately!”
- Full Transparency: 11% Increase
- Zero Overhead: 17% Increase
- Full Accountability: 18% Increase
- Matching: 12%-35% Increase

# WHS 1.0: High-Impact Factors

Impact on Donations, % Increase





# Summary of Results – Matching Funds

- **Effect of matching funds on donation amount:**
  - ▣ 52% Gave The Same Amt. As Unmatched Donation
  - ▣ 29% Gave More When Matched
  - ▣ 19% Gave Less When Matched
  - ▣ Average Donor Gave 12% more for 2x Match
  - ▣ Average Donor Gave 35% more for 10,000x Match
  
- **Effect of matching multiplier (2x vs. 1,000,000x):**
  - ▣ 69% Gave The Same Amt. Regardless of Multiplier
  - ▣ 9% Gave Less as Multiplier Increased
    - In this group, avg. 1M amt was 42% of 2x amt
  - ▣ 22% Gave More as Multiplier Increased
    - In this group, avg. 1M amt was 135% of 2x amt

# Learn More or Get Involved



- Email us:
  - [tom@advertitithing.com](mailto:tom@advertitithing.com)
- Take the survey:
  - <http://www.WorldHungerSurvey.com>
- Learn more:
  - <http://www.YourOnePercent.org>
- Help fund our overhead costs:
  - <http://www.Adver-Tithing.com>
- And finally...
  - GIVE 1% FOR HUNGER RELIEF AND...
  - ENCOURAGE OTHERS TO DO THE SAME!

THANK YOU!!!





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