

Student Philanthropy Fall Survey

Rutgers University–New Brunswick

Start of Block: What are your thoughts about philanthropy?

Q1 The Oxford Dictionary defines philanthropy as “the desire to promote the welfare of others, expressed especially by the generous donation of money to good causes.”

Based on the definition provided, what do you believe philanthropy at Rutgers includes: (Check all that apply)

- Donating money (1)
 - Donating items (e.g., food, clothing) (2)
 - Volunteering time (3)
 - Inspiring others to give to charitable cause (4)
 - Walking, running, or cycling for a charitable cause (5)
 - None of the above (6)
-

Q2 Please rank your reasons why you make or would make a financial contribution to an organization or online fundraiser? (1) least to favorite (7)

- _____ The cause/organization is important to me (1)
 - _____ Giving is part of my values/my family's values (2)
 - _____ I want to make a difference in my community (3)
 - _____ I want to help someone (4)
 - _____ Giving brings me satisfaction (5)
 - _____ A person asked me to give (6)
 - _____ I don't give, but would like to in the future (7)
-

Q3 In your opinion, what would be the minimum gift amount a donor can give to truly make a difference?

- \$5 (1)
 - \$10 (2)
 - \$25 (3)
 - \$50 (4)
 - \$100 (5)
 - \$250 or more (6)
-

Q4 One way alumni donors support Rutgers is by setting up automatic monthly donations. In your opinion, what makes this most appealing to the donor?

- Their gift adds up within a year to make an even bigger impact. (1)
 - It's more feasible than giving one large gift. (2)
 - Monthly giving allows donors to continue giving and become members of the Rutgers Loyalty Society, which recognizes donors who donate every year. (3)
 - Showing continuous support is part of being Scarlet Forever, staying forever connected, engaged, and giving. (4)
-

Q5 Do you know that the Rutgers University Foundation serves as the fundraising arm for Rutgers University?

- Yes (1)
 - No (2)
-

Q6 What percentage of a student's academic year do you think tuition actually covers?

- Roughly 20% (1)
 - Roughly 30% (2)
 - Roughly 50% (3)
 - Roughly 70% (4)
 - Roughly 100% (5)
-

Q7 Alumni donors can make a difference in a number of ways at Rutgers. Rank the order of importance to you personally. (1) least to favorite (5)

_____ To keep Rutgers competitive by offering top-notch programs and experiences both inside and outside the classroom. (1)

_____ To provide research opportunities for students and faculty to make new discoveries that are changing our world for the better. (2)

_____ To provide financial assistance and/or scholarship support for those in need or those with proven academic merit. (3)

_____ To provide college access programming to ensure everyone has a chance to obtain a college education. (4)

_____ To support community-based programs offered by Rutgers. (5)

Q8 Did you know there are more than 2,500 funds across Rutgers that alumni and friends financially support in any given year?

- Yes (1)
 - No (2)
-

Q9 I would be willing to participate in a student organization dedicated to building a culture of philanthropy on campus.

- Yes (1)
- No (2)

Q10 I am familiar with our student philanthropy group Talking About Giving (TAG) Team.

Yes (1)

No (2)

Q11 I've taken part in at least one tabling activity during the fall, TAG (Talking about Giving) Days events.

Yes (1)

No (2)

Q12 If yes, what were some of your favorite events/activities from TAG Days?

- Philanthropy Giant Jenga (1)
 - TAG Days Trivia Wheel (2)
 - TAG Days Matching Game (3)
 - Took part in thank you video message to alumni donors (4)
 - Voting for a cause at Rutgers to be awarded additional money (5)
 - TAG Days lawn signs sharing information about alumni donors and their impact at Rutgers (6)
 - I received a red "R" cookie with an alumni donor special message (7)
 - I received a t-shirt or another giveaway after participating in games (8)
 - I followed the TAG Team on Instagram (9)
 - I have not participated in TAG Days events (10)
-

Q13 Check all that you participate in:

- Student club/organization (1)
 - Fraternity/sorority (2)
 - Department club/ organization (3)
 - Specific program (e.g., EOF, Bridges) (4)
 - I am an athlete (5)
 - I have an on-campus job (6)
 - I am not involved with anything, but would like to (7)
 - I am not engaged on the campus (8)
-

Q14 Please rank the following areas where you would give back to at Rutgers (1) least to favorite (9):

- _____ An on-campus cause (Student Food Pantry, Cancer Institute, Center on Violence Against Women and Children, Autism, etc.) (1)
- _____ Scholarships (School scholarship or Rutgers University Scholarship, Honors College, etc.) (2)
- _____ College Access programming (Rutgers Future Scholars, Educational Opportunity Fund, EOF) (3)
- _____ My school/academics (School of Arts and Sciences, Mason Gross School of Arts) (4)
- _____ My major/department (Criminal Justice, Biology, Mathematics Departments) (5)
- _____ My affinity group (Student club, organization, athletics team) (6)
- _____ Student and Academic Affairs (Student Leadership, Student Health and Wellness, Learning Resource Center, Study Abroad, Alternative Break) (7)
- _____ Emergency Support (Student Emergency Fund, Dean's Emergency Funds) (8)
- _____ Diversity and Inclusion (Cultural Centers) (9)

End of Block: What are your thoughts about philanthropy?

Start of Block: Let's Talk About You!

Q15 I identify as...

- He (1)
 - She (2)
 - They (3)
 - Other (4)
 - No response (5)
-

Q16 Select the level of debt you will accrue upon graduation.

- \$0 (1)
 - Less than \$10K (2)
 - \$10K - \$20K (3)
 - \$20K - \$30K (4)
 - \$30K - \$40K (5)
 - \$40K - \$50K (6)
 - \$50K+ (7)
-

Q17 Which race/ethnicity best describes you? (Please choose only one.)

- American Indian or Alaskan Native (1)
 - Asian / Pacific Islander (2)
 - Black or African American (3)
 - Hispanic (4)
 - White / Caucasian (5)
 - Multiple ethnicity / Other (please specify) (6)
 - No response (7)
-

Q18 What campus are you part of?

- New Brunswick (1)
 - Rutgers Biomedical and Health Science (2)
-

Q19 What is your expected year of graduation?

- 2020 Undergraduate (1)
 - 2020 Graduate (2)
 - 2021 Undergraduate (3)
 - 2021 Graduate (4)
 - 2022 Undergraduate (5)
 - 2022 Graduate (6)
 - 2023 Undergraduate (7)
 - 2023 Graduate (8)
 - 2024 Undergraduate (9)
 - 2024 Graduate (10)
-

Q20 What school/college are you currently associated with?

- Edward J. Bloustein School of Planning and Public Policy (1)
- Ernest Mario School of Pharmacy (2)
- Graduate School of Applied and Professional Psychology (3)
- Graduate School of Education (4)
- Mason Gross School of the Arts (5)
- Robert Wood Johnson Medical School (6)
- Rutgers Business School-New Brunswick (7)
- School of Arts and Sciences (8)
- School of Communication and Information (9)
- School of Engineering (10)
- School of Environmental and Biological Sciences (11)
- School of Graduate Studies (12)
- School of Health Professions (13)
- School of Management and Labor Relations (14)
- School of Nursing-New Brunswick (15)
- School of Public Health (16)
- School of Social Work (17)

Q21 If you would like to participate in the drawing for a gift card, please fill out your name AND email below:

End of Block: Let's Talk About You!
