

- **Average household philanthropy has declined** from \$978 in '89 to \$880 in '93. A strong correlation exists between the decline in volunteering & the level of giving. Households with one or more volunteers gave an average of \$1,193. Households with no volunteers gave an average of \$425. (More from IS, 1828 L St, NW, Wash DC 20036; 202/223-8100)

Irony: Retirees remain the most generous givers. This group gave 3.5% of their household income in '93, almost the same as in '91. Only 3 demographic groups showed an increase of 5% or more in their rate of volunteering from '91 to '93: (1) respondents aged 75 years or older; (2) retired persons; (3) divorced, separated or widowed.

DO PROTEST MOVEMENTS MAKE CONSENSUS DIFFICULT, DIVIDE US?

In that seminal reading for practitioners, *Divided We Fall* (pr 1/2/95), Haines Johnson claims "...Ross Perot-type protest movements make consensus more difficult. For Americans facing a long-term crisis of change, divided we fall."

He provides historical perspective: "During the forging of the Union, John Adams wrote to John Taylor of Carolina: 'Remember, democracy never lasts long. It soon wastes, exhausts, & murders itself. There never was a democracy yet that did not commit suicide.'

"What Adams & the Founders feared most was the power of 'faction,' the 18th century term for the passion of narrow interests that operate against the common good. *If anything, factions pose greater difficulties in late 20th century America.* They are better organized, better financed, better skilled at the politics of persuasion through pressure. That's especially so in an electronic age when public response can be mobilized instantly through nationwide computer networks & the assistance of call-in radio or tv shows, all of which can result in the flooding of congressional offices with expressions of mass support for or against specific bills, policies & nominees to high positions."

Johnson spoke with people in 15 states. "As historian D.W. Brogan noted long ago, the hardest task for a people forced to change is to acquire new attitudes & unlearn old lessons. Americans I met understand this; they say it, in private conversation, over & over again. I am convinced they are eager to respond to a strong challenge for unified action -- and, yes, willing to sacrifice to achieve clearly defined national goals."

- **"American politics are permeated by a culture of lies,"** offered Jim Tierney, Maine's attorney general for 10 yrs. "If you develop a generation of elected officials who can only face the voters with nontruths & attacking the very system of which they are a part, then how do you do what has to be done?"

WHO'S WHO IN PUBLIC RELATIONS

HONORS. Shirley Bonnem (vp, Children's Hospital of Philadelphia) is first recipient of PRSA Health Academy's "Lifetime Achievement Award."

SPIRIT OF SELF-RELIANCE RESHAPING IDEA, PRODUCT MARKETPLACES

Driving this new instinct, finds Roper Starch Worldwide, are:

- (a) long-term uncertainty,
- (b) lower expectations of society,
- (c) distrust of elites/institutions,
- (d) disillusionment with work,
- (e) economic exhaustion,
- (f) personal insecurity,
- (g) graying baby boomers.

Tom Miller, sr vp, notes these public opinion findings:

- **Decline** in those who are "completely satisfied" with the people they work with -- 37%, down 4% since '91, 11% since '85.
- **Workplace morale decline** to 67% in '94 from 77% in '86 saying it is "good" or "excellent."
- **A "great deal" of loyalty from employee to employer** is received by only 47%; and only 32% from employer to employee.
- 64% say the **"American Dream" is harder to attain** than a generation ago. 59% say both a rewarding career & family is "very much" a part of the dream, down from 72% in '90.
- Accomplishing "a good deal" or "fair amount" in solving the nation's problems are: **public interest groups (57%); governors (54%); individuals (53%); city officials (52%); the president (46%); state legislatures (46%); federal officials (37%); Congress (36%).**
- **Areas of rising loyalty** include family, friends, community, retailers, ass'ns/allies.

SIGNIFICANT TREND: NEED FOR RELATIONSHIPS

Driven by distrust of elites, plus disillusionment with work & personal insecurity. Consequently, focus is on friends & family & community-orientation (evident in the workplace). **This is a developing opportunity to be "consumer allies."** But note how consumers feel about what advertisers/marketers do:

	Very Often	Fairly Often
Be creative/entertaining	34%	50%
Set unrealistic standard of beauty	45	38
Exploit children	40	39
Reduce amount of product/but not price	30	42
Make misleading product comparisons	26	46
Exaggerate health benefits	27	44
Exaggerate environment benefits	20	47
Give accurate information	23	42
Advertise subliminally	10	53
Make accurate claims	9	54

Relationship marketing demands equal-to-equal, reality-based interactions.



LEVELS OF CONFIDENCE IN ORGANIZATIONS, 1994; SOME SURPRISES

Private Charitable Institutions (Top 8 in rank order)	Great Deal	Quite A Lot
Religious org'ns	21.3	28.3
Private higher colleges or universities	14.4	33.9
Youth development & recreation org'ns	13.8	33.0
Private elementary or secondary education	13.4	31.9
Federated charitable appeals (eg, United Way)	11.3	26.1
Health org'ns	11.2	24.4
Environmental org'ns	10.7	22.9
Human service org'ns	10.3	22.9
Other Institutions (Top 4 in rank order)		
Small businesses	16.2	36.7
Military	15.8	32.8
Public colleges or universities	11.4	33.9
Public elementary or secondary education	11.3	30.7

-- Survey by Independent Sector, in *Giving & Volunteering in the US*

DOES HI-TECH AWARENESS MAKE MARKET EXPLOSION IMMINENT?

Hi-tech is touting its uses vociferously. E.g. survey finds awareness of on-line services is high: 4 of 10 consumers report being aware (have either used or heard of) each of the 4 major services: Prodigy leads (73%), Internet (58%) & CompuServe (56%) follow, with America Online trailing (44%).

But 3% or fewer report being subscribers to each. Still, news releases see market explosion imminent. Claims the one, from a division of Creamer Dickson Basford, that accompanied the survey data:

"Taking into account this high awareness & the historical penetration rates for other technologies, plus the finding in our survey that as many as half of Americans now have home computers, we expect subscription rates to double in 1995. We're in the midst of more extensive research to more fully understand the process Americans undergo to embrace these & other new technologies available to them."

ABOUT ON-LINE SUBSCRIBERS

They have at least one distinguishing characteristic: bringing technology home with them. In addition to home computers (owned by 91%), they have at home modems (54%), fax machines (47%), beepers (37%), copiers (36%) & cellular phones (35%). But what about the rest of us who aren't techno whizzes?

TALKING NATURALLY TO A COMPUTER

Getting computers to understand the same language people use would be a giant step toward breaking down resistance arising from lack of user-friendliness in most hi-tech appliances. Rutgers prof Nabil Adams, with 2 colleagues, has devised a form-based approach that moves far beyond previous systems in granting "natural language" access to databases. It answers questions -- even fragmented or incomplete ones -- & can incorporate new information.

ALSO USER FRIENDLY

AT&T & Intel are working together so video calls & conferences done via personal computer become simple. A key goal is to reduce the 10-15 minutes it takes to set up a video conference to just using a few point-&-click mouse commands. Currently, it's very difficult to do. "For this technology to be adopted on a widespread level, they're going to have to make it as easy as a telephone call," says Bruce Ryon, an analyst at Dataquest (San Jose).

FACE-TO-FACE IS WHAT WORKS IN RAISING VOLUNTEERS & DOLLARS

New research confirms that face to face communications (or at least 1-on-1 personalized) increases a campaign's ability to raise volunteers & \$\$.

Statistics from a recent Independent Sector survey:

- People are more than *four times as likely to volunteer when asked* than when they are not. Among the 45% asked, 82% volunteered. Among the 54% not asked, only 21% volunteered.
- People are more than *twice as likely to give when asked* than when they are not. Among the 77% asked to give, 84% contributed. Among the 22% not asked, 38% contributed.

SURVEY IDENTIFIES PLIGHT OF VOLUNTEERS & DONORS TODAY

"Altho numerous indicators show the nation's economy to be on the rebound, Americans seem to be more insecure about their financial well being," notes Sara Melendez, IS pres. "This seems to have had a negative effect on charitable contributions over the last few years" -- increasing the importance of communicating face-to-face with targeted donors & volunteers. Some findings:

- **73% of respondents are worried about having enough money** in the future, compared to 67% in '92. Number of those who do not worry has steadily declined from 40% in '88 to 26% in '94.
- **48% volunteered in '93, down from 51% in '91 & 54% in '89.** Most of the decline is *informal* volunteering -- helping neighbors or agencies on an ad hoc basis.

Need to convince volunteers ...or renew their willingness ...to spend their time helping your organization? Psychologist Erwin Stamb (UMass) found "doing good" can be good for you. By studying thousands of volunteers, he found they get a "helpers' high" -- a warm feeling similar to a "runner's high."