



## LEAVE A LEGACY™ Stories and Stats – January 2010

### **DID YOU KNOW?**

According to a report by KCR Research in November 2009, the majority of non-profit professionals support social media.

Other interesting findings from this report include:

- 88% are experimenting with social media to engage key audiences, but 79% are uncertain of how to demonstrate social media's value for their organizations
- 51% of respondents reported active use of social media. The survey found that 92% of non-profit and foundation professionals believe their online presence helps raise awareness
- 86% believe it keeps external audiences engaged;
- 77% believe that it reduces costs relative to traditional media.
- 61% percent say the rewards outweigh the risks.

For these reasons, 85% intend to make greater use of social media in the next two years and 78% will require additional and deeper social media expertise.

To read the entire report, please [click here](#).

Send in your donor stories today! If you have a donor story to share and would like to see it posted in the News section of the LEAVE A LEGACY™ website or an upcoming Stories and Stats, please contact Jennifer Paradis, National LEAVE A LEGACY™ coordinator by email – [leavealegacy@cagp-acpdp.org](mailto:leavealegacy@cagp-acpdp.org), or by phone, 1-888-430-9494 ext. 3.