



University foundations in the digital era: How to stimulate participation? The case of the Fondation UQTR

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This research project was funded by FODAR and the Fondation UQTR. Three researchers were involved: William Menvielle (Pr-UQTR), Léo Trespeuch and Elisabeth Robinot.

The results presented below stem from a survey that was made among individuals who have made a donation to the Fondation UQTR in the past 10 years, no matter the level of donation. The Fondation UQTR was founded in 1986 and has collected 65 million dollars since its creation.

How will they participate?

189

Respondents



48%
Retired

44%
Employees

41%
Women



75% WILL MAKE A
MONETARY
DONATION



18% WILL SPEAK
WITH THEIR FRIENDS
AND FAMILY



13% WILL TALK
ABOUT THE
FOUNDATION ON
SOCIAL MEDIA

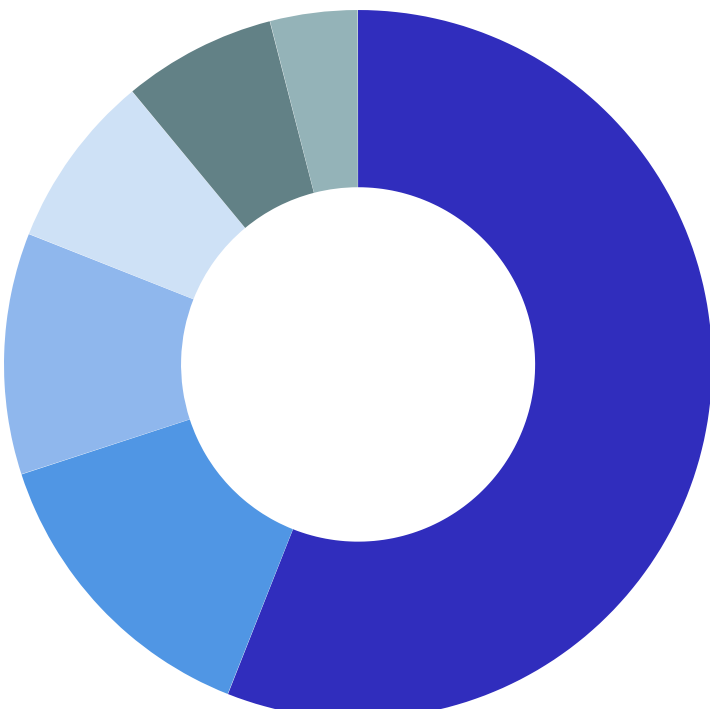


11% WILL GIVE
THEIR
COMMENTS AND
IDEAS

"28% of respondents consider making a planned gift, with a bequest being the best option for 77% of them."



Statut professionnel



What causes are supported within university foundations?



Education (56%) R & D (14%) Social (11%) Environment (8%)
Other (7%) No answer (4%)

What socio-demographic factors are linked to the intention to donate?



INCOME

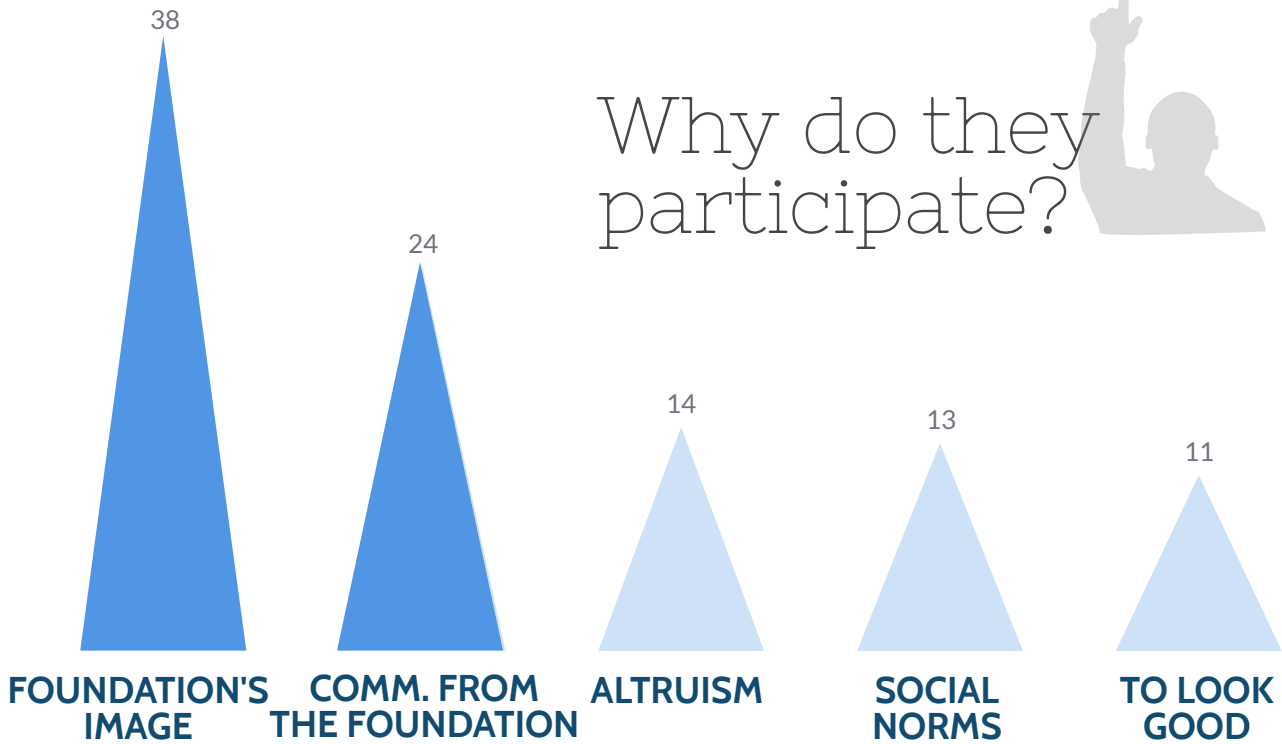


AGE



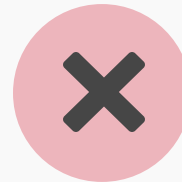
SCOLARSHIP
DURING STUDIES

Why do they participate?



This result goes against the popular belief that the "sense of belonging" is one of the top motivating factors for donations made to a University foundation for graduates.

Two factors that do not influence participation?



COMPENSATING FOR PUBLIC POLICIES



SENSE OF BELONGING TO THE UNIVERSITY



PhiLab

Quebec Hub

Research by
Elisabeth Robinot,
PhiLab member, **Leo**
Trespeuch and
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ObservatoirePhilanthropie.ca

Dons des Citoyens et Philanthropie Corporative
par le prisme des Sciences de Gestion

**ÉCOLE
DE GESTION**

UQTR



ESG UQÀM

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