


















THE FUND-RAISING OUTLOOK SURVEY - 2006 SUMMARY RESULTS

1. Basic Information

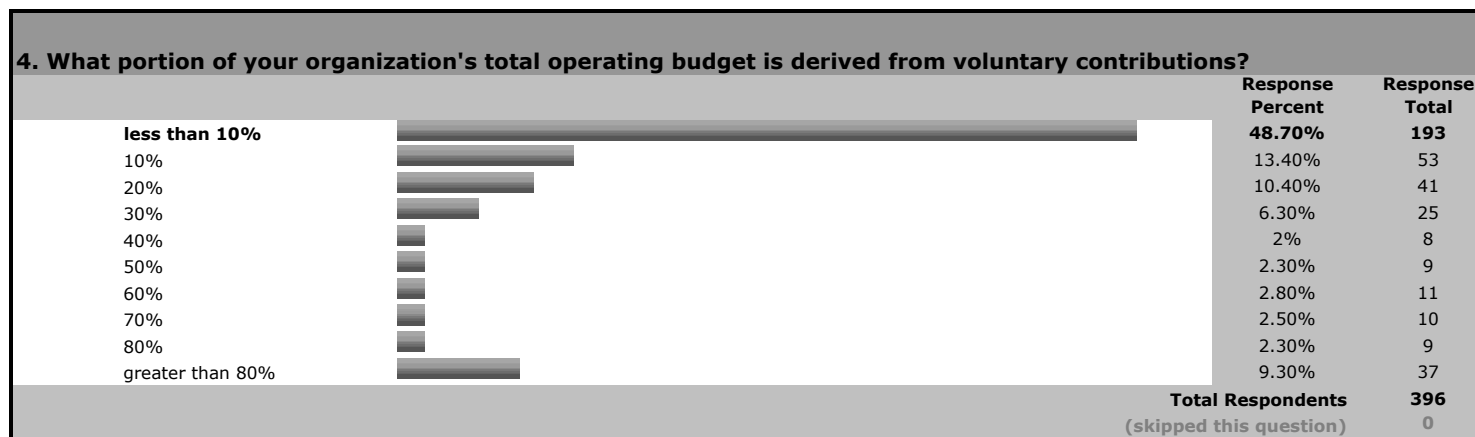
1. What is the focus of your organization's mission?

		Response Percent	Response Total
Health Care		30.80%	122
Higher Education		21.50%	85
Education (Primary/Secondary)		13.10%	52
Human Services		11.10%	44
Arts/Culture		8.10%	32
Recreation		1.80%	7
Fund-Raising		3%	12
Other		10.60%	42
Total Respondents			396
(skipped this question)			0

2. What is your organization's total annual operating budget?

		Response Percent	Response Total
less than \$500,000		16.90%	67
between \$500,000 and \$1.0 million		9.10%	36
\$1.1 Million - \$2.0 Million		8.30%	33
\$2.1 Million - \$3.0 Million		4.80%	19
\$3.1 Million - \$5.0 Million		7.30%	29
\$5.1 Million - \$10 Million		12.10%	48
\$10.1 Million - \$20 Million		10.40%	41
\$20.1 Million - \$50 Million		11.60%	46
More than \$50 Million		19.40%	77
Total Respondents			396
(skipped this question)			0




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2. Operations






1. Does your organization include/allocate general overhead expense as part of your total reported fund-raising expense? (for example: do you allocate office rent, office utilities, or a portion of the CEO/Ex. Dir's salary for time spent on fund-raising activities, etc.)

		Response Percent	Response Total
YES		38.60%	148
NO		48.30%	185
I Don't Know		13.10%	50
Total Respondents			383
(skipped this question)			13

2. Does another (affiliated) organization pay for any portion of your total fund-raising operational expense? (For example: does the hospital pay the salaries of the foundation staff?)

		Response Percent	Response Total
YES		27.20%	104
NO		71.30%	273
I don't know		1.60%	6
Total Respondents			383
(skipped this question)			13

3. Comparing fund-raising results in the current year (calendar or fiscal) with the last, did your organization raise more or less?

		Response Percent	Response Total
A Lot More!		8.90%	34
More		50.10%	192
About the same		26.40%	101
Less		11.70%	45
Significantly Less!		2.90%	11
Total Respondents			383
(skipped this question)			13

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3. Why did results decline

1. Do you believe this years fund-raising results are part of a discernable trend?

		Response Percent	Response Total
Yes		30.80%	16
No		42.30%	22
I don't know		26.90%	14
Total Respondents			52
(skipped this question)			344

2. In your opinion, which individual or group was most responsible for the decrease in your fund-raising results for this past year (2005)?




		Response Percent	Response Total
Development/Fund-Raising staff		16%	8
CEO/Executive Director		10%	5
Consultant		0%	0
Governing Board		10%	5
Foundation/Fund-Raising Board/Committee		18%	9
Other (please specify)		46%	23
Total Respondents			50
(skipped this question)			346


3. Which of the following factors do you think had the greatest impact on your fund-raising decrease for this past year (2005)?

		Response Percent	Response Total
Current image or reputation		2%	1
Lack of adequate awareness or visibility in the marketplace		9.80%	5
Position in the marketplace (vs. other nonprofits)		9.80%	5
Lack of planning or proper strategy		19.60%	10
Organizational Finances		9.80%	5
Insufficient budget for development operations		17.60%	9
Other (please specify)		31.40%	16
Total Respondents			51
(skipped this question)			345

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4. Why did your fund-raising results improve

1. Do you believe that this year's fund-raising results are part of a discernable trend?			Response Percent	Response Total
Yes			34.20%	92
No			33.80%	91
I don't know			32%	86
Total Respondents				269
(skipped this question)				127

2. In your opinion, which individual or group was most responsible for the increase in your fund-raising results for this past year (2005)?			Response Percent	Response Total
Development/Fund-Raising staff			42.90%	108
CEO/Executive Director			12.70%	32
Consultant			2.80%	7
Governing Board			6.30%	16
Foundation/Fund-Raising Board/Committee			13.90%	35
Other (please specify)			21.40%	54
Total Respondents				252
(skipped this question)				144

3. Which of the following factors do you think had the greatest impact on the increase in your fund-raising results for this past year (2005)?			Response Percent	Response Total
An improved image or reputation			6.10%	15
Greater awareness or visibility for the organization			22.70%	56
Improved position in the marketplace (vs. other nonprofits)			3.60%	9
Careful planning and proper strategy			42.50%	105
Organizational Finances			1.20%	3
Sufficient or increased budget for development operations			4.90%	12
Other (please specify)			19%	47
Total Respondents				247
(skipped this question)				149

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5. Operational Results

1. Roughly, how much voluntary support (gifts, grants, and pledges payable in this past fiscal/calendar year) did your organization receive last year?

Total Respondents 358

(skipped this question) 38

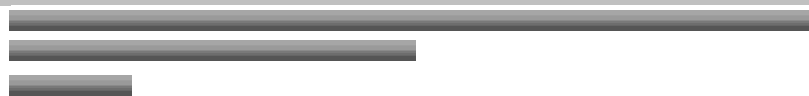
2. For your next budget year, do you anticipate that your organization will raise more or less than this year?

More

About the

Same

Less



**Response
Percent**

60.60%

30.20%

9.20%

**Response
Total**

217

108

33

Total Respondents 358

(skipped this question) 38

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6. The Marketplace

1. Competition is a factor for all organizations. Please indicate those areas where you believe your organization is experiencing more or less competition?					
	More	About the Same	Less	Not Applicable	Response Total
Competition for service delivery/clients/customers	38% (134)	49% (170)	5% (16)	9% (30)	350
Competition for donors/contributions	74% (260)	24% (85)	1% (2)	1% (3)	350
Awareness/visibility of your services	43% (151)	50% (175)	6% (20)	1% (4)	350
Enlisting board members (leaders)	33% (116)	56% (197)	7% (23)	4% (14)	350
Competition identifying and enlisting volunteers	38% (133)	54% (188)	5% (16)	4% (13)	350
Internal competition for budgeted resources	33% (115)	49% (173)	6% (21)	12% (41)	350
Competition for qualified fund-raising professionals	35% (121)	37% (129)	4% (14)	25% (86)	350
			Total Respondents		350
			(skipped this question)		46

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7. Plans & Expectations

1. What factor(s) do you think will be most crucial to your organization's fund-raising growth and advancement in this year (2006)? (select all that apply)

	Response Percent	Response Total
Image/reputation	58.40%	199
Awareness/visibility	68.30%	233
Position in the marketplace (vs. other nonprofits)	47.20%	161
Planning & strategy	74.20%	253
Organizational finances	22.30%	76
Budget for development	30.80%	105
Other (please specify)	15.80%	54
Total Respondents		341
(skipped this question)		55

2. What will be the greatest challenges for your organization in the future? (Open ended written responses received.)

Total Respondents	260
(skipped this question)	136

3. What specific initiatives are you planning or considering for this year (2006)?

	Yes	Perhaps	No	Don't Know	Response Total
Feasibility-planning study	21% (60)	16% (47)	56% (161)	6% (17)	285
Capital campaign	42% (127)	15% (44)	40% (119)	3% (10)	300
Strategic planning process	58% (177)	14% (44)	24% (73)	3% (10)	304
Board development program	50% (152)	28% (87)	17% (51)	5% (16)	306
Development of a new case for support	48% (141)	23% (68)	27% (80)	2% (6)	295
Development of new marketing communications	58% (179)	26% (80)	11% (35)	5% (14)	308
A branding/positioning campaign	35% (101)	29% (85)	30% (89)	6% (17)	292
Internet/online giving	45% (132)	22% (63)	28% (81)	6% (17)	293
New or redesigned website/portal	50% (148)	27% (79)	20% (59)	4% (12)	298
Updating or expanding information technology (e.g., donor software/hardware)	31% (89)	19% (55)	45% (129)	5% (15)	288
Other	16% (17)	11% (12)	25% (26)	48% (50)	105
Total Respondents					339
(skipped this question)					57