














THE FUND-RAISING OUTLOOK SURVEY - 2007 SUMMARY RESULTS

1. Basic Information

1. What is the focus of your organization's mission?			Response Percent	Response Total
Health Care			27.10%	87
Higher Education			22.70%	73
Education (Primary/Secondary)			11.20%	36
Human Services			14.30%	46
Arts/Culture			8.70%	28
Recreation			2.20%	7
Fund-Raising			3.70%	12
Other			10.00%	32
Total Respondents			321	
(skipped this question)				0

2. What is your organization's total annual operating budget?			Response Percent	Response Total
less than \$500,000			14.30%	46
between \$500,000 and \$1.0 million			7.80%	25
\$1.1 Million - \$2.0 Million			11.20%	36
\$2.1 Million - \$3.0 Million			7.50%	24
\$3.1 Million - \$5.0 Million			6.90%	22
\$5.1 Million - \$10 Million			10.60%	34
\$10.1 Million - \$20 Million			10.60%	34
\$20.1 Million - \$50 Million			12.50%	40
More than \$50 Million			18.70%	60
Total Respondents			321	
(skipped this question)				0

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3. How many full-time professional development (fund-raising) personnel are employed by your organization?

		Response Percent	Response Total
none		11.20%	36
part-time (less than one)		7.50%	24
one		27.40%	88
2		14.30%	46
3 to 5		20.90%	67
6 to 10		9.00%	29
11 to 15		3.70%	12
16 or more		5.90%	19
Total Respondents			321
(skipped this question)			0




4. What portion of your organization's total operating budget is derived from voluntary contributions?

		Response Percent	Response Total
less than 10%		43.00%	138
10%		16.80%	54
20%		9.40%	30
30%		6.50%	21
40%		4.10%	13
50%		5.00%	16
60%		1.60%	5
70%		3.10%	10
80%		2.50%	8
greater than 80%		8.10%	26
Total Respondents			321
(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		32.50%	102
NO		55.70%	175
I Don't Know		11.80%	37
		Total Respondents	314
		(skipped this question)	7

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		23.90%	75
NO		75.50%	237
I don't know		0.60%	2
		Total Respondents	314
		(skipped this question)	7

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!		10.20%	32
More		47.50%	149
About the same		28.70%	90
Less		12.10%	38
Significantly Less!		1.60%	5
		Total Respondents	314
		(skipped this question)	7

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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		15.90%	7
No		56.80%	25
I don't know		27.30%	12
Total Respondents			44
(skipped this question)			277

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		9.30%	4
CEO/Executive Director		2.30%	1
Consultant		0.00%	0
Governing Board		18.60%	8
Foundation/Fund-Raising Board/Committee		7.00%	3
Other (please specify)		62.80%	27
Total Respondents			43
(skipped this question)			278

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		4.70%	2
Lack of adequate awareness or visibility in the marketplace		9.30%	4
Position in the marketplace (vs. other nonprofits)		7.00%	3
Lack of planning or proper strategy		20.90%	9
Organizational Finances		0.00%	0
Insufficient budget for development operations		4.70%	2
Other (please specify)		53.50%	23
Total Respondents			43
(skipped this question)			278



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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		43.60%	78
No		27.90%	50
I don't know		28.50%	51
Total Respondents			179
		(skipped this question)	142

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		50.90%	90
CEO/Executive Director		14.10%	25
Consultant		2.30%	4
Governing Board		6.80%	12
Foundation/Fund-Raising Board/Committee		9.00%	16
Other (please specify)		17.00%	30
Total Respondents			177
		(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		7.40%	13
Greater awareness or visibility for the organization		21.70%	38
Improved position in the marketplace (vs. other nonprofits)		1.70%	3
Careful planning and proper strategy		51.40%	90
Organizational Finances		0.00%	0
Sufficient or increased budget for development operations		5.10%	9
Other (please specify)		12.60%	22
Total Respondents			175
		(skipped this question)	146

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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 Gifts, Grants, Pledges	\$1.2 billion
Total Respondents	294
<i>(skipped this question)</i>	<i>27</i>

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

	Response Percent	Response Total
More 	59.70%	176
About the Same 	31.20%	92
Less 	9.20%	27
Total Respondents		295
<i>(skipped this question)</i>		<i>26</i>

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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	33.2% (96)	50.9% (147)	6.2% (18)	9.7% (28)	289
Competition for donors/contributions	66.8% (193)	30.8% (89)	1.7% (5)	0.7% (2)	289
Awareness/visibility of your services	34.3% (99)	57.1% (165)	7.3% (21)	1.4% (4)	289
Enlisting board members (leaders)	30.1% (87)	59.2% (171)	8.0% (23)	2.8% (8)	289
Competition identifying and enlisting volunteers	32.2% (93)	55.7% (161)	7.6% (22)	4.5% (13)	289
Internal competition for budgeted resources	31.1% (90)	50.9% (147)	6.2% (18)	11.8% (34)	289
Competition for qualified fund-raising professionals	28.4% (82)	40.8% (118)	6.6% (19)	24.2% (70)	289
			Total Respondents		289
			(skipped this question)		32

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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	53.20%	151
Awareness/visibility	66.60%	189
Position in the marketplace (vs. other nonprofits)	39.10%	111
Planning & strategy	77.10%	219
Organizational finances	20.40%	58
Budget for development	32.40%	92
Other (please specify)	9.90%	28
Total Respondents		284
(skipped this question)		37

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
Planning study	24.1% (59)	14.7% (36)	57.1% (140)	4.1% (10)	245
Capital campaign	42.7% (112)	16.0% (42)	39.3% (103)	1.9% (5)	262
Strategic planning process	58.4% (149)	17.6% (45)	22.0% (56)	2.0% (5)	255
Board development program	46.6% (117)	27.1% (68)	20.3% (51)	6.0% (15)	251
Development of a new case for support	48.0% (122)	24.0% (61)	24.4% (62)	3.5% (9)	254
Development of new marketing communications	54.9% (145)	31.8% (84)	11.4% (30)	1.9% (5)	264
A branding/positioning campaign	31.1% (78)	30.7% (77)	32.3% (81)	6.0% (15)	251
Internet/online giving	51.7% (135)	25.3% (66)	18.8% (49)	4.2% (11)	261
New or redesigned website/portal	52.7% (135)	20.7% (53)	23.4% (60)	3.1% (8)	256
Updating or expanding information technology (e.g., donor software/hardware)	34.3% (84)	22.9% (56)	39.6% (97)	3.3% (8)	245
Other	15.2% (12)	12.7% (10)	15.2% (12)	57.0% (45)	79
Total Respondents					281
(skipped this question)					40