



INDIVIDUAL DONOR BENCHMARK REPORT

2013

THIRD SPACE STUDIO

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2013 INDIVIDUAL DONOR BENCHMARK REPORT



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We are excited to share the 2013 NC Individual Donor Benchmark Report. This year's report expands on the work we started in 2012 to help grassroots organizations strengthen their fundraising.

We began this project because we believe that successful fundraisers set ambitious yet realistic goals, experiment with new strategies, and invest in the strategies that work. Knowing what works means doing some deep analysis: What is the average gift from our major donors and how does that compare to other organizations? How many monthly donors can we realistically expect to attract?

Unfortunately, we've found that small nonprofits often operate in a vacuum, with no way to compare their goals or results to similar organizations. The goal of this project is to take a small slice of the nonprofit universe and create a useful set of metrics. Our hope is to create a clear picture of realistic fundraising goals and results that organizations can share with their staff and Board.

We'd like to say a big thank you to the 29 organizations who are tracking their data and were willing to share it with us — and you — in this report. We'd also like to thank the Grassroots Institute for Fundraising Training and BC/DC Ideas for their support of this project.

If you have questions about the data presented in this report, or would like to find out how to be included in next year's survey, please contact me at heather@thirdspacestudio.com.

Heather Yandow

Third Space Studio



Heather Yandow

Third Space Studio





This year's report includes data from organizations with budgets under \$2 million from across the US. While the data is not 'statistically significant', we find it incredibly interesting – and hope you do, too!

While we love all the data, here are some things that we noticed this year:

	<p>Average gift and online gift average were consistent with past years.</p> <p>Consistency means that the ask amounts are effective and working. The average gift is just over \$400 and the average online gift was right around \$100. While online donations may seem easier to solicit, organizations are still raising more money from offline donors.</p>
	<p>There's a great opportunity in recurring gifts.</p> <p>This isn't news for many development professionals, but recurring or monthly gifts are a great strategy for many nonprofits. In this year's survey, only 8% of overall individual donor revenue came from recurring donations. Investing in this strategy could really pay off.</p>
	<p>Most nonprofits have an opportunity to grow in online giving.</p> <p>For the nonprofits in this survey, the online fundraising total was only 16 percent of overall individual donor revenue. While smaller organizations are seeing dramatic growth, there is still room to focus on utilizing this tool more in your fundraising mix.</p>
	<p>Small and mighty nonprofits continue to stretch their dollars.</p> <p>In philanthropy, there are always tight budgets and we all do more with less. And, y'all are doing a LOT with less. In this year's survey, the average FTE devoted to individual donor fundraising was 0.5. Organization wide, the average cost per staff person was \$87,575 including salary, benefits and program expenses. The average salary of the primary individual donor fundraiser is \$41,333 per year.</p>



COMPARING TO PAST INDIVIDUAL DONOR BENCHMARKS REPORT FINDINGS

This is the third year that we've completed the Individual Donor Benchmarks Report. Thank you to the all the nonprofits that have contributed data over the past 3 years, including our seven rock star groups who have participated every year.

Our numbers and budget size of contributors have changed over the past 3 years, so we all need to read these comparisons with a grain of salt, but what we find remarkable is how the numbers have grown or are stable. The continued individual donor revenue growth over time means nonprofits are in a better place means that nonprofits are in a better place than they were 3 years ago—YAY! The stabilization of the online gift size means all nonprofits need a \$100 option on your donation page—do you have one?!

OUR RESULTS YEAR BY YEAR

Statistic	2011	2012	2013
Number of nonprofits participating	22	27	29
Average gift	\$324	\$413	\$403
Number of individual donors	388	669	552
Individual donor revenue growth from previous year	17%	35%	18%
Average online gift	\$110	\$91	\$94
Number of online donors	198	354	204
% of individual donor revenue raised online	13%	13%	16%



COMPARING TO OTHER STUDIES

Our data is a special unique flower with no comparisons. Well...not quite. But we did start this report because there really wasn't data on individual donor fundraising for small and mighty groups.

But, here are a few stats that we found interesting.

M+R and NTEN put out a report each year focusing on the online activities of 53 national organizations. We can also look at the Blackbaud 2013 Charitable Giving Report, which looks at the overall fundraising of 4,129 organizations across the US.

OTHER STUDIES

Topic	M+R and NTEN	Blackbaud	Our Data
Online revenue growth 2012-2013	13%	13.5%	79%
Average online gift	\$68		\$94
Average recurring gift (per year)	\$252		\$625

Basically, the small groups are outperforming the big groups online in every metric!

COMPARING DEVELOPMENT STAFF SALARIES

Another interesting report is UnderDeveloped by Compasspoint, which looks at many challenges to fundraising. They examined 2,722 organizations of all shapes and sizes. They found the average development staff salary for organizations with budgets under \$1 million to be \$49,141, which compares with \$37,175 in our survey.

HOW TO USE THIS REPORT



HOW DOES YOUR ORGANIZATION MEASURE UP?

This report is to give you a snapshot of your sector, nonprofits with budgets under the \$2 million mark. This is a great way for your to see how you measure up against the bigger pool of nonprofits in this bracket but also against nonprofits in your smaller budget ranges.

Use this document to:

	<p>1. Celebrate your strengths!</p> <p>Nonprofit professionals work HARD. Really, really hard! Find numbers that make you feel good about your progress and shout them from the roof tops!</p>
	<p>2. Identify your challenges.</p> <p>This report is your annual opportunity to check-in on how you are faring against the average.</p>
	<p>3. Find markers that motivate your team.</p> <p>If your staff and board are obsessed about increasing online donations, focus there and use the averages in this report as a guide. We recommend picking 2-3 markers of success for your organization and work on those smaller goals.</p>

Don't use this document as your only source of inspiration. Your nonprofit has so many factors and unique aspects that are beyond the numbers shared here.

GLOSSARY

Could vs should: We've purposely chosen to use "could" versus "should" when talking about fundraising goals. These numbers, while imperfect, can be used as a benchmark of how your nonprofit compares to other organizations.

Sizes: We've reported the average of our sample, but we've also broken many of the numbers down to smaller brackets. Find the specific slice that fits your organization:

- + Small (revenue under \$200,000)
- + Medium (revenue between \$200,000 and \$400,000)
- + Large (revenue between \$400,000 and \$800,000)
- + Super (revenue above \$800,000)



INDIVIDUAL DONOR GIVING

HOW MUCH COULD WE BE RAISING FROM INDIVIDUAL DONORS?

INDIVIDUAL DONOR GIVING



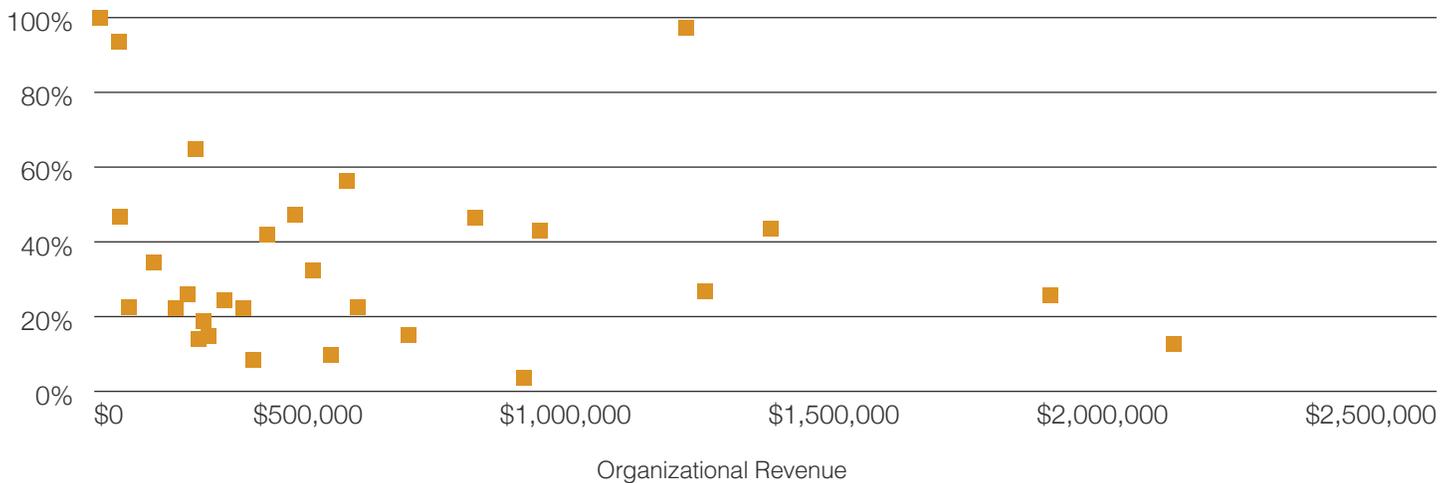
HOW MUCH COULD WE BE RAISING FROM INDIVIDUAL DONORS?

One million dollars!

(Just kidding!) It's a good question, and there's no one answer to it. Here are some ideas to help you figure out how much you could be raising from individuals.

On average, organizations under \$2 million are raising about 36% of their budget from individual donors. That number varies widely though, especially for smaller organizations.

PERCENT OF REVENUE FROM INDIVIDUALS



TOTAL AMOUNT RAISED FROM INDIVIDUALS

You can also look at the total amount raised from individuals, which is about \$168,042 on average. While averages are important for surveys, they shouldn't stress you out. This is a benchmark to let you know on average how much and what percentage of a organization of your size is depending on this funding source. So the amount raised from individuals differs by organizational size:

Size of Organization	Revenue
• Small (revenue under \$200,000)	\$39,987
•• Medium (revenue between \$200,000 and \$400,000)	\$75,309
••• Large (revenue between \$400,000 and \$800,000)	\$160,949
•••• Super (revenue above \$800,000)	\$431,497

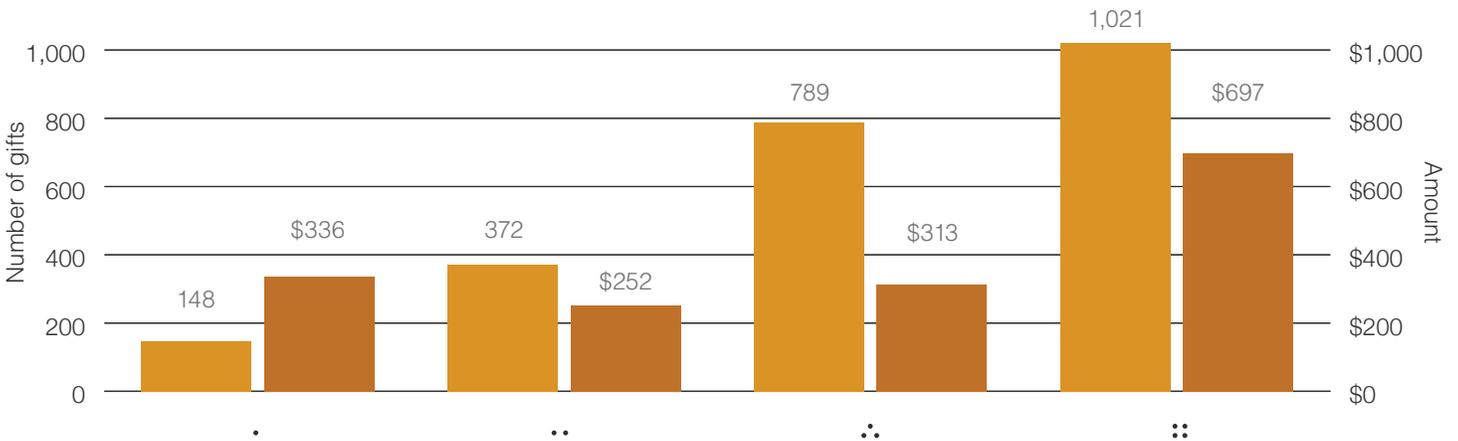
INDIVIDUAL DONOR GIVING



HOW MUCH COULD WE BE RAISING FROM INDIVIDUAL DONORS?

NUMBER OF GIFTS AND AVERAGE GIFT

Another option is to look at the total number of donors and average gift for each donor. Overall, organizations had about 552 donors giving about \$403 on average. Again, there are big changes by organizational size:



IMPACT OF MEMBERSHIPS

About half of the organizations we surveyed had some type of membership, so we were curious how membership impacted individual giving. In general, membership organizations had many more donors than non-membership organizations (821 vs 319), which makes sense. What is interesting is that they had a smaller average gift (\$366 vs \$435). This evens out so each organization is generating almost the same overall percentage of their revenue from individuals (37% vs 35%).

Interesting finding

Membership organizations had smaller average gifts but generated about the same amount of income from individual donors as those organizations without membership programs.

KEY

- Small organization (revenue under \$200,000)
- Medium (revenue between \$200,000 and \$400,000)
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INDIVIDUAL DONOR GIVING



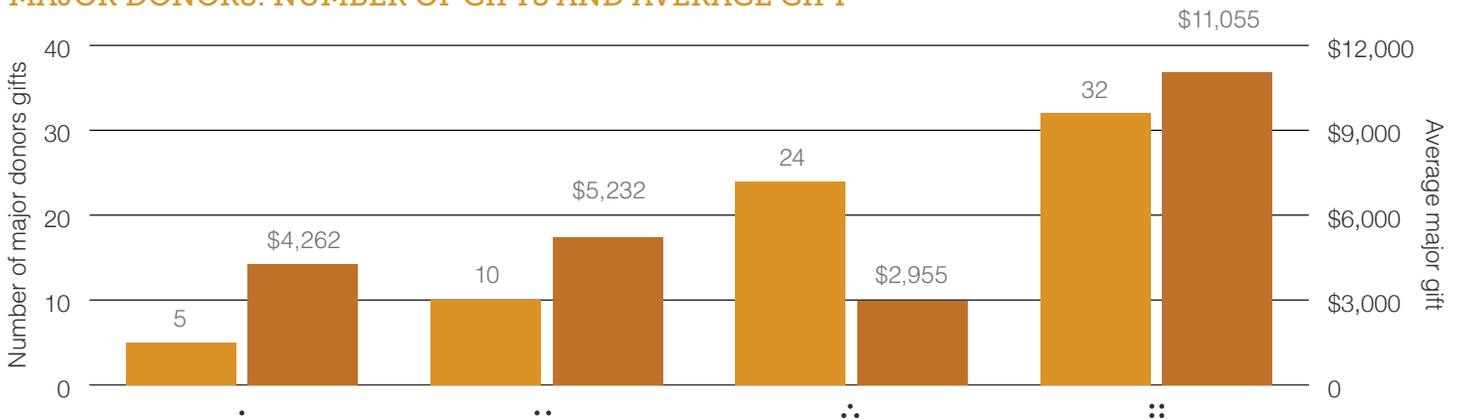
HOW MUCH COULD WE BE RAISING FROM INDIVIDUAL DONORS?

MAJOR GIFTS

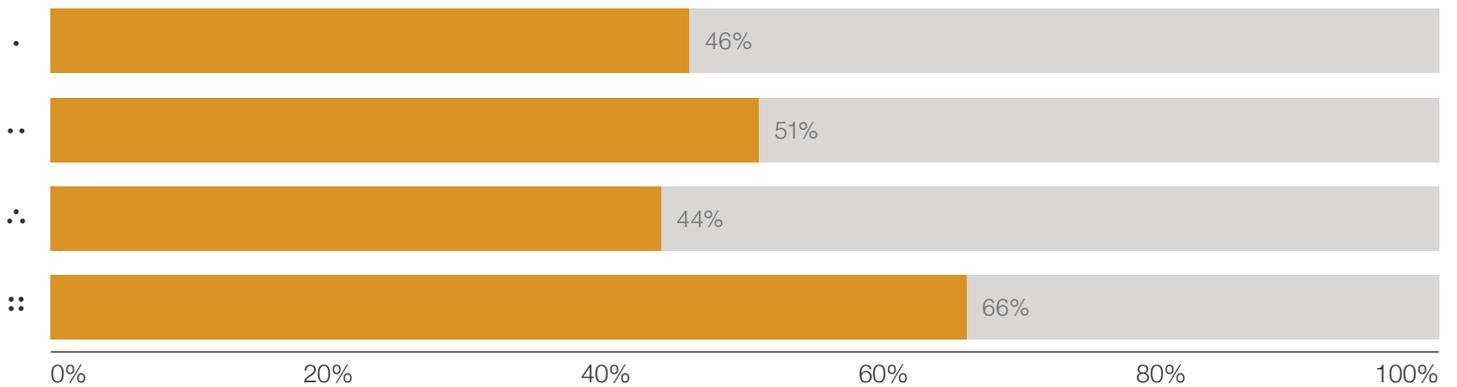
We also looked at how gifts broke down by size: those \$1,000 or more (often called major gifts) and those under \$1,000 (not often given a special name – we will call them smaller gifts).

Organizations averaged 16 major donors giving an average gift of \$5,752. The total amount of revenue from major donors was about 51% of all revenue from individuals. These statistics vary greatly across organizational revenue:

MAJOR DONORS: NUMBER OF GIFTS AND AVERAGE GIFT



PERCENT OF INDIVIDUAL DONOR REVENUE FROM MAJOR DONORS



KEY

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- Medium (revenue between \$200,000 and \$400,000)
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INDIVIDUAL DONOR GIVING

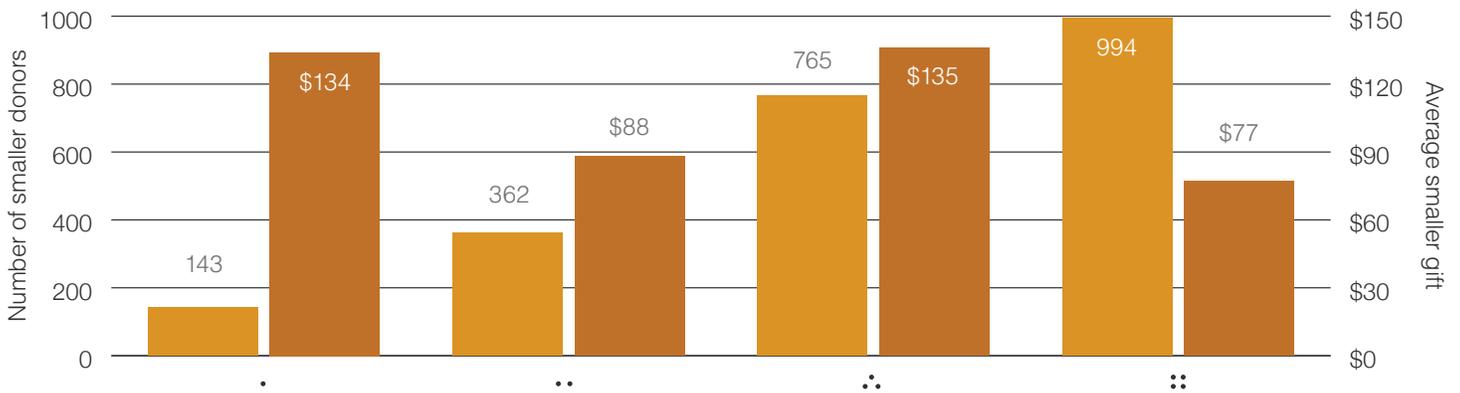


HOW MUCH COULD WE BE RAISING FROM INDIVIDUAL DONORS?

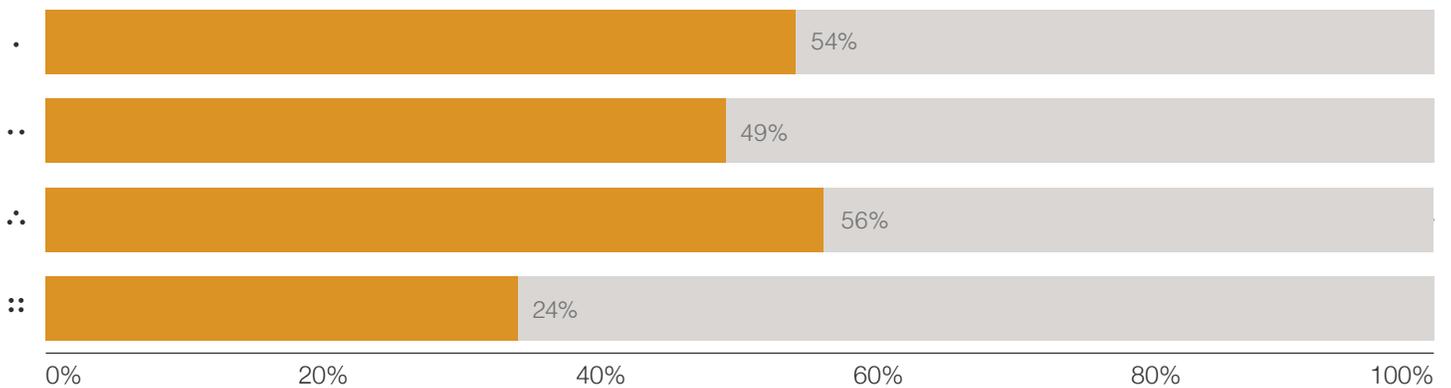
SMALLER GIFTS

On the flip side, organizations averaged 536 donors giving \$1,000 or less with an average gift of \$112. In total, organizations raised an average of 49% of their income from donors giving less than \$1,000. Here's the breakdown by organizational size:

SMALLER DONORS: NUMBER OF GIFTS AND AVERAGE GIFT



PERCENT OF INDIVIDUAL DONOR REVENUE FROM SMALLER GIFTS



KEY

- Small organization (revenue under \$200,000)
- Medium (revenue between \$200,000 and \$400,000)
- Large (revenue between \$400,000 and \$800,000)
- Super (revenue above \$800,000)

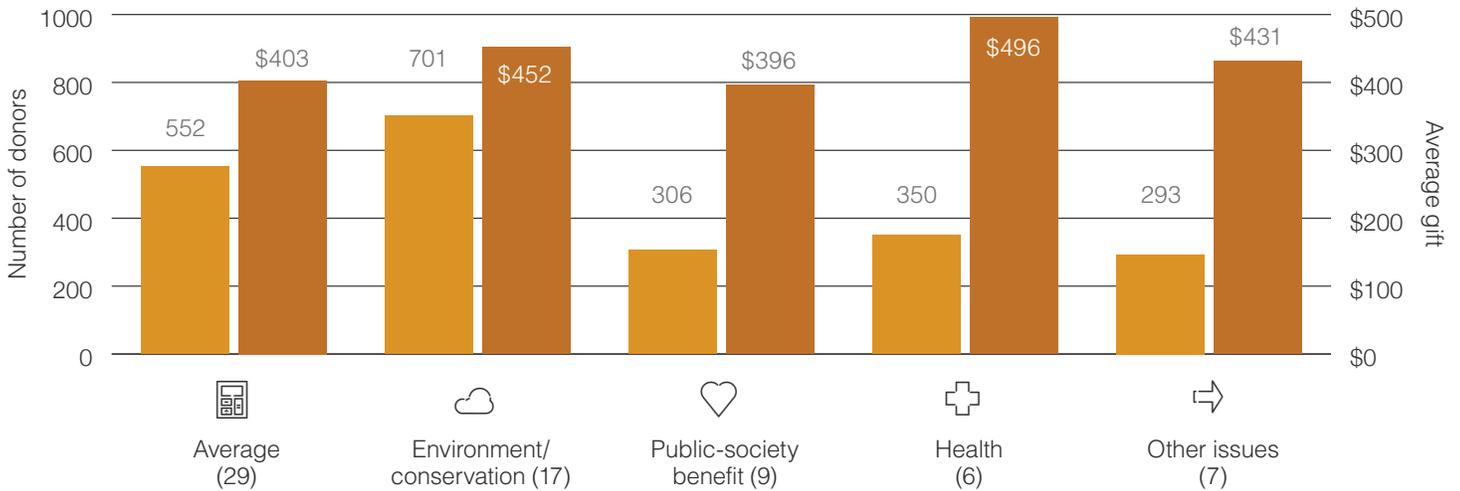
INDIVIDUAL DONOR GIVING



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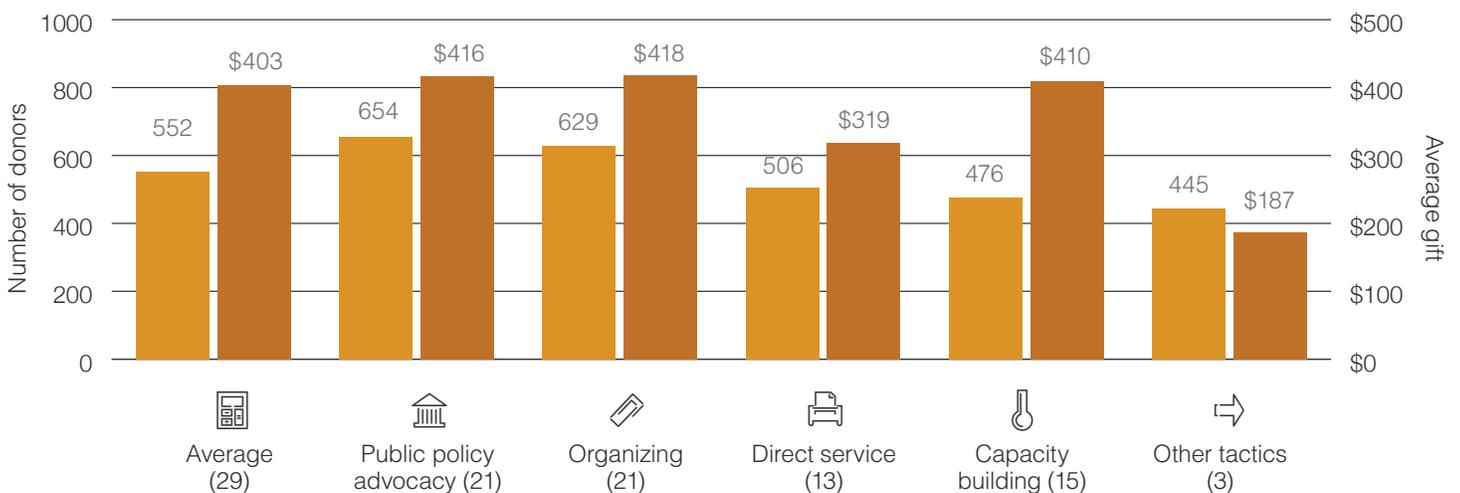
GIFTS BY ISSUE FOCUS

We asked organizations about their issue focus mostly because we love data, but we also thought there might be some interesting trends. We think the number of donors and average gifts are interesting. How about you?



GIFTS BY TACTIC

We also asked for you to help us understand how your organization's tactics influence individual donor giving. Public policy advocacy and organizing focused organizations seemed to have the highest average gift and the most donors.





OVERALL RESULTS

HOW IS EVERYONE DOING?

OVERALL RESULTS



HOW IS EVERYONE DOING?

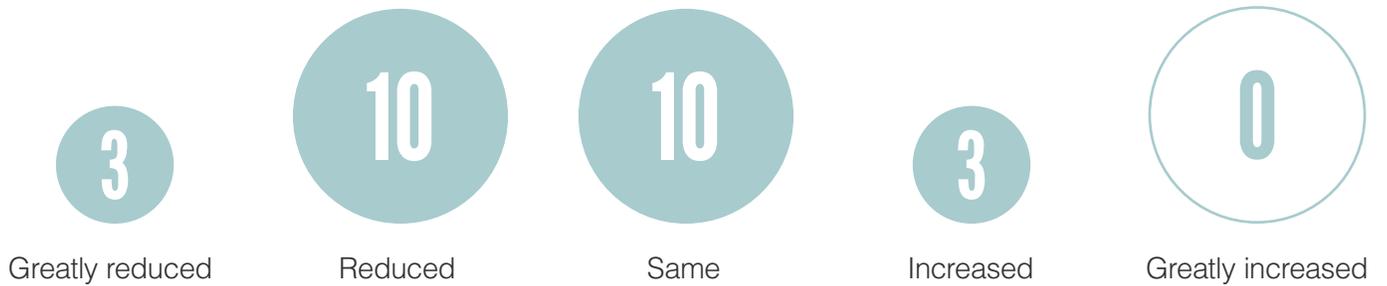
In a word: better. Much better.

Overall, revenue was up by 14% between 2012 and 2013. More fantastic news: individual donor fundraising was up by 18% and online fundraising was up a whopping 79%! More on online fundraising below.

DEPENDENCE ON FOUNDATIONS

One of the reasons organization's focus on individual donor fundraising is to decrease dependence on foundations, so we wanted to know how that's been going for organizations. Over the past five years, half of the organizations have reduced their dependence on foundations, 10 have about the same dependence, and 3 have increased their dependence.

FOUNDATION DEPENDENCE OVER THE PAST FIVE YEARS





ONLINE GIVING

HOW MUCH COULD WE BE RAISING ONLINE?



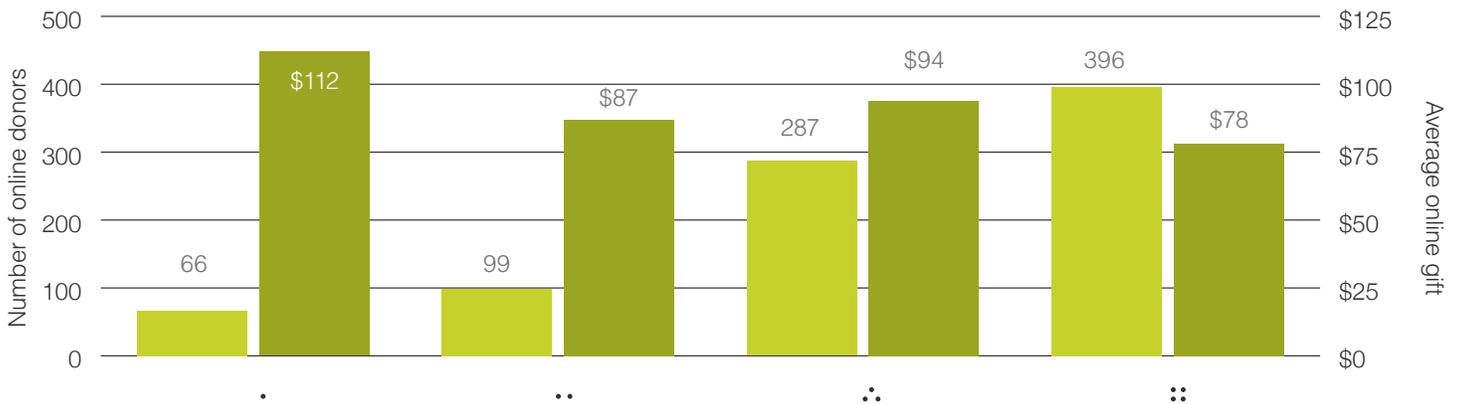
Organizations are still seeing big growth in online fundraising.

From 2012 to 2013, organizations saw a 79% increase in the amount of revenue they are generating online (up from 35% between 2011 and 2012). For many organizations, they are still building their online giving programs, and are seeing exponential growth.

On average, organizations are raising \$16,638 online, which represents an average of 16% of their overall individual donor revenue. They've got 204 donors giving an average of \$94. As organizations continue to see double-digit growth in online giving, focusing on this tactic can produce serious results.

As with much of the data we collected, there are differences based on budget size:

NUMBER OF ONLINE DONORS AND AVERAGE ONLINE GIFT



Size	Online Revenue	Percent of Individual Donor Revenue Raised Online
•	\$6,453	15%
••	\$9,395	15%
•••	\$20,846	22%
••••	\$32,554	10%

KEY

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You are an online fundraising wiz! What have been the key factors of success for your online program?

We try to remind our members that online donations are quick and easy – they don't have to write a check or send their credit card information through the mail.

When it's time for membership renewals or our annual appeal, we send out online donation information in the mail (along with the traditional reply card), in our e-newsletter, and on Facebook. Our membership communications talk about the important work we do and the convenience of giving online.

Our membership communications talk about the important work we do and the convenience of giving online.

What have been some of your most successful strategies for getting online donations?

Earlier this year, we tried a membership promotion via our e-newsletter and on Facebook where new members were entered into a drawing for gift certificates from a bicycle shop and ECGA merchandise. We definitely got new members donating online from the promotion – and they came at a time of the year when

we normally have no new memberships coming in!

We also added an online component to our Week a Year Tour of the East Coast Greenway last summer. Riders committed to donating or raising \$500, and they could create an online profile through FirstGiving. Those that used the online system raised more than the previous year and we definitely got more donations overall. We are using that platform again for this summer's tour.



RECURRING DONORS

WHAT COULD OUR RECURRING DONORS PROGRAM LOOK LIKE?

RECURRING DONORS

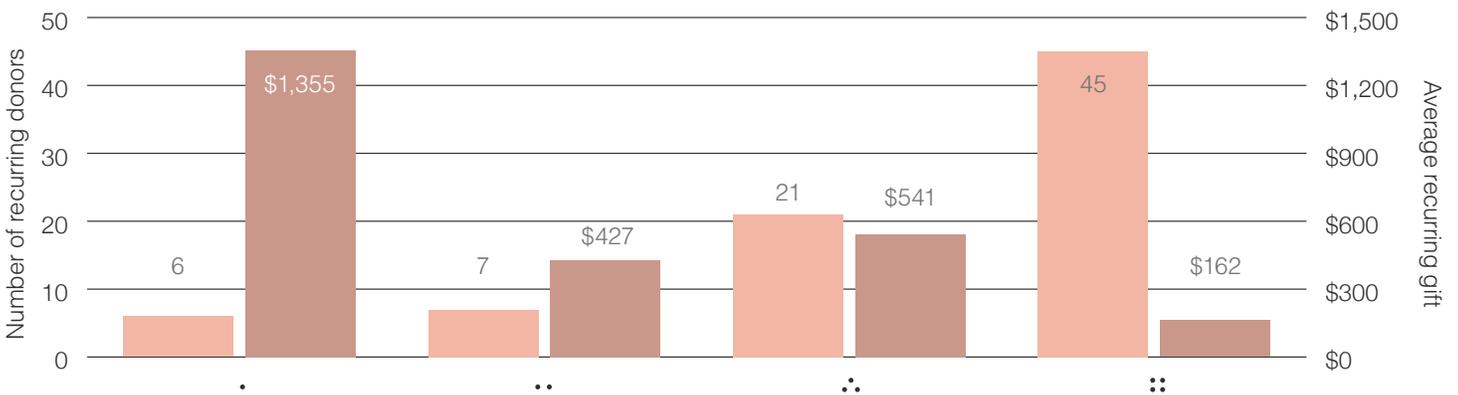


WHAT COULD OUR RECURRING DONORS PROGRAM LOOK LIKE?

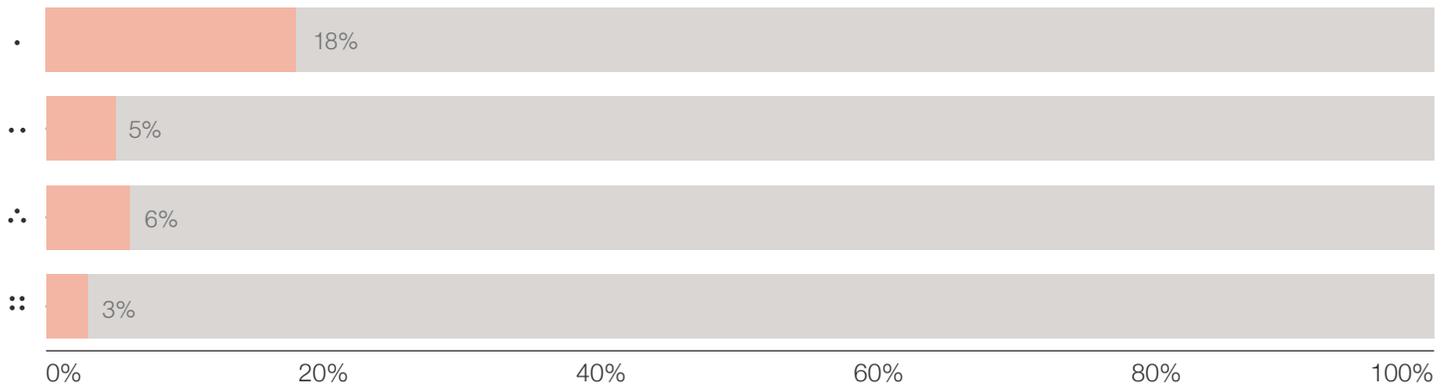
Mostly, it could look like NPR's Sustainers Program. They've figured out how to reap the benefits of monthly (or quarterly donations): bigger average gifts with a very high renewal rate. Building a strong recurring donor program has been dubbed the 'holy grail' of individual donor fundraising.

More specifically, the organizations have an average of 20 folks giving to them on a regular schedule, which is about 4% of their donor base. These donors give a total of \$625 a year each, which adds up to \$6,650 or about 8% of individual donor income.

RECURRING DONORS: NUMBER OF GIFTS AND AVERAGE GIFTS



PERCENT OF INDIVIDUAL DONOR INCOME



KEY

- Small organization (revenue under \$200,000)
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Everyone is trying to figure out how to get more recurring donors. You seem to have cracked the code. What have you learned about building a strong recurring donor program?

Our Board is very focused on fundraising and each member is responsible for fundraising. Recurring donations are one of the primary tasks of Board members and they are always making the effort to try to set up meetings to request recurring and large donations.

What advice do you have for others working to build their recurring donor program?

Having a fundraising strategy in place has really helped. Board members refer back to the strategy and are always looking at where they are in that plan. We talk about fundraising at every board meeting, including where we are and what we are planning to do.

We are focused on recruiting recurring donors giving larger amounts. We focus our pitch on why the donor should support the organization, just like other donations — it's just the donation vehicle that's different.

We are focused on recruiting recurring donors giving larger amounts.





COMMUNICATION

HOW COULD I BE TALKING TO MY DONORS?



HOW COULD I BE TALKING TO MY DONORS?

Ideally, you'd have time for a cup of tea with each of your wonderful donors and potential donors. In the real world, Facebook, snail mail, and email have to suffice for many folks.

On average, organizations held just 17 meetings with donors to cultivate, ask, or thank them.

DONOR MEETINGS

4 ·	14 ..	20 ∴	31 ∴
Small organizations	Medium organizations	Large organizations	Super organizations

The average organization has 1,917 people on their mailing list, one of the numbers that has less variation from the average as budget size increases.

POSTAL MAIL LIST

1,257 ·	1,497 ..	2,578 ∴	2,525 ∴
Small organizations	Medium organizations	Large organizations	Super organizations

Organizations have on average 7,581 email addresses on their most frequently used email list and 4,439 Facebook fans. An interesting item to note is how the disparity grows between Facebook fans and email lists for the middle and large nonprofits. Organizations in this range can work harder to make sure their email recipients are also Facebook fans.

Size	Email list	Facebook fans
Small	1,756	736
Medium	2,010	980
Large	6,217	1,731
Super	20,979	14,450

KEY

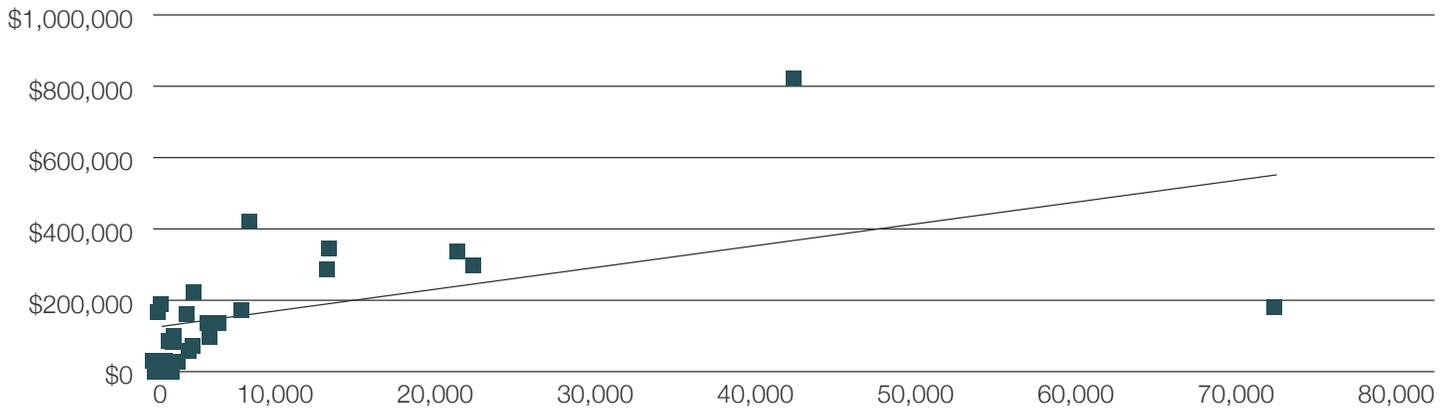
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HOW COULD I BE TALKING TO MY DONORS?

So what good does it do to have Facebook fans or email addresses? Ultimately, you want to turn their 'like' or signup into action – maybe even a gift! So, we looked at how online revenue relates to Facebook and email. Overall, as the size of your email list grows, your online income grows.

ONLINE REVENUE AND EMAIL LIST SIZE



On average, for every Facebook fan you have, you could generate \$12 in online revenue. For every email address you could generate \$8 in online revenue. Now, that doesn't mean that those people are the people who gave you the money, but it gives you an idea of how your reach can impact your online fundraising.

To take a closer look, we broke the data up by size of email list, rather than size of budget:

Interesting finding

Organizations generate on average \$12 in online revenue for every Facebook fan and \$8 for every person on their email list.

Email list size	Email list	Facebook fans	Online Revenue	Online \$/email	Online \$/# FB fans
Under 1,000	376	610	\$6,528	\$22.59	\$18.86
1,000 up to 2,500	1,556	707	\$7,363	\$4.77	\$11.51
2,500 up to 10,000	4,170	1,631	\$19,754	\$4.86	\$12.44
More than 10,000	28,477	17,366	\$37,831	\$1.89	\$7.18
Overall	7,581	4,439	\$16,525	\$8.14	\$12.05



How can nonprofits activate social media followers to give donations?

We recommend that nonprofits spend at least 3-6 months posting information about their organization before they make an ask on social media. By sharing information about your organization, you are "priming the pump," and building trust and credibility. Through sharing your achievements over those 3-6 months, you are sharing the reasons why you need to ask

By sharing information about your organization, you are "priming the pump," and building trust and credibility.

them for money to support your mission.

How often should our email subscribers receive a fundraising email during a campaign?

For a month or shorter campaign, we like the rule of threes. One email to introduce the campaign, one email to remind them, and one email to tell them it's almost too late. Honestly, people need that many touches to make a decision. Humans need urgency to make a decision.

How can a nonprofit convert Facebook fans to email subscribers?

Nonprofit organizations shouldn't assume that their Facebook fans are the same as their email list. The ultimate goal is to have as many Facebook fans as possible become email subscribers. It's important to get your fans into your regular fundraising stream.

We've had some success with simple giveaways for joining an email list. We've found that the best way to convert Facebook fans is to tease them with items from your newsletter to your Facebook page with a promise to get more if they sign-up for email. People hate missing out!



HUMAN RESOURCES

WHO MAKES ALL OF THIS HAPPEN?

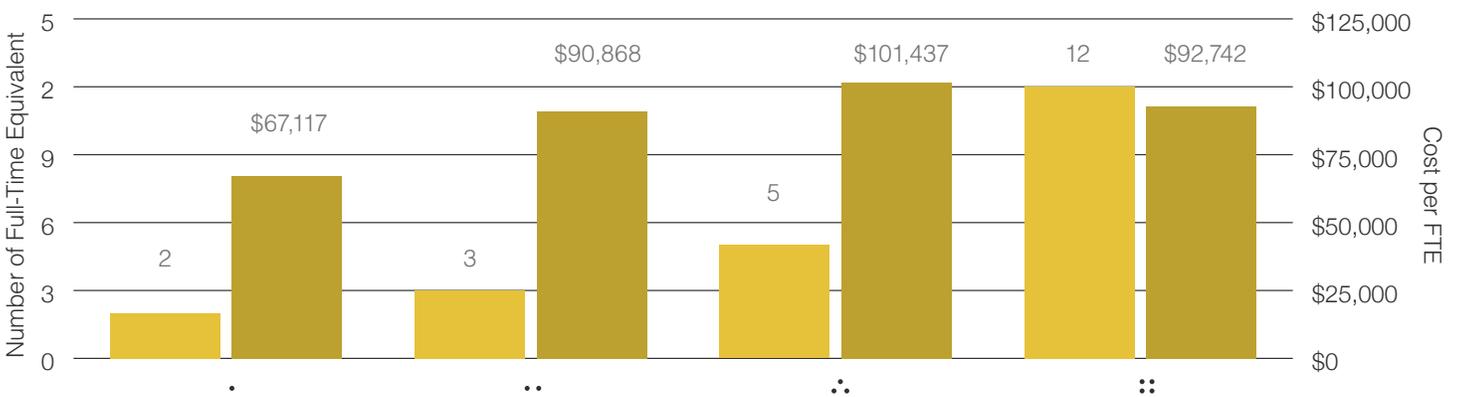
HUMAN RESOURCES



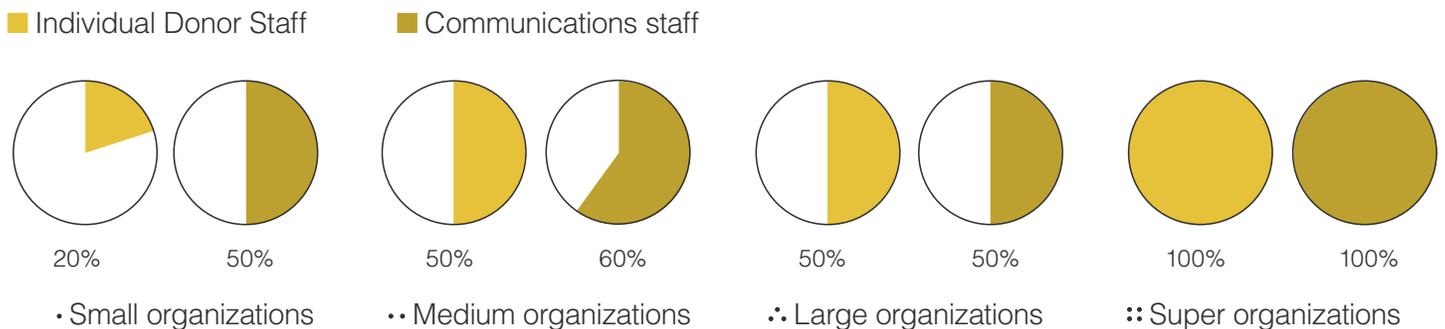
WHO MAKES ALL OF THIS HAPPEN?

People give to people – namely your staff and Board members. Organizations taking the survey reported an average of 5.6 Full-Time Equivalents (FTEs), with an average of 0.5 of a FTE devoted to individual donor fundraising and 0.6 of an FTE devoted to communications. An FTE cost an organization an average of \$87,575 including salary, benefits and program expenses (we just took total expenses divided by FTEs).

TOTAL STAFF AND COST PER FTE



TIME OF ONE FTE DEDICATED TO INDIVIDUAL DONORS & COMMUNICATION



KEY

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HUMAN RESOURCES



WHO MAKES ALL OF THIS HAPPEN?

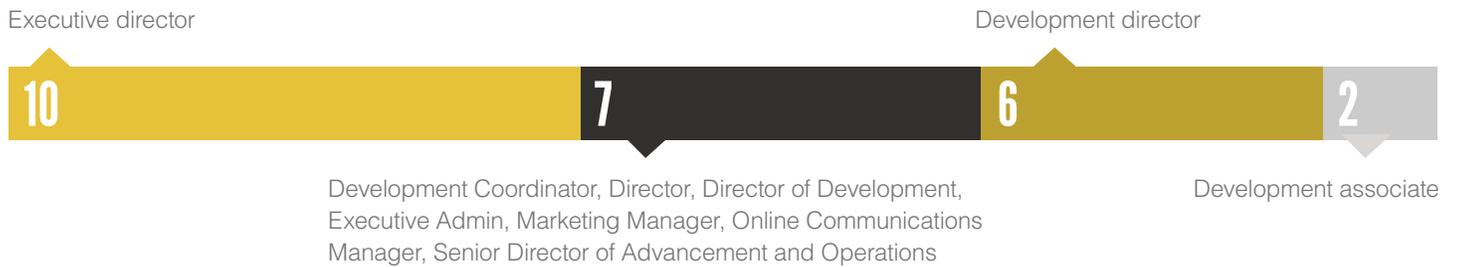
On average, the staff person responsible for managing individual donor work makes \$41,333 per year and has been with the organization 6 years.

SALARIES

\$25,333 Small organizations	\$37,667 Medium organizations	\$45,083 Large organizations	\$57,250 Super organizations
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JOB TITLES

The title of this person is most likely to be Executive Director or Director.



BOARD MEMBERS PLAYING A SIGNIFICANT ROLE

Organizational Boards are also taking part in individual donor fundraising – although not as much as most development staff would like! On average, 45% of Board members play some significant role in cultivating and asking individual donors.



PEOPLE INVOLVED IN DONOR MEETINGS

In terms of meetings with donors, on average four different people from the organization are involved in these kinds of meetings – not a very deep bench!



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You had 100% significant Board participation in fundraising. How did you do that?

Our Board wasn't always used to fundraising and it took a couple of years to get to 100%. We've built a fundraising Board by recruiting new Board members and being up front with them that fundraising is going to be a large part of their responsibilities.

We've done trainings on how to do fundraising and developed an understanding that fundraising is organizing. We also offer every

We don't have a fundraising committee because it's everyone's job to fundraise.

Board member a fundraising menu so that they can pick the tasks that they would like to participate in.

How do you keep Board members motivated and engaged in fundraising?

We don't have a fundraising committee because it's everyone's job to fundraise. We have one person on the Board who works with staff to keep Board members accountable. The Board has a fundraising goal for the year and a plan on how to get there. The plan gets discussed at every Board meeting. Board members also get one-on-one phone and email follow up to check on progress and offer support.





TECHNOLOGY

WHAT TECHNOLOGY COULD I USE TO SUPPORT MY FUNDRAISING?



WHAT TECHNOLOGY COULD I USE TO SUPPORT MY FUNDRAISING?

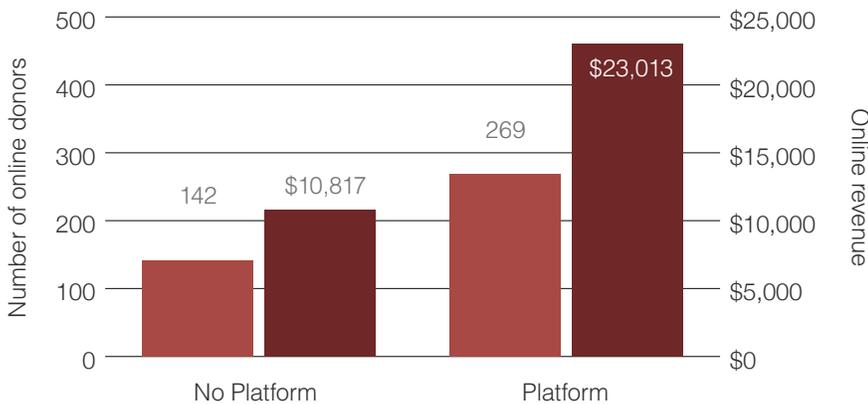
We looked at two different ways that technology can assist fundraising: online fundraising platforms and databases.

In terms of platforms, there were a smattering of options, including:

- + Network for Good (3)
- + Firstgiving (2)
- + Online Fundraising Platforms
- + Blue State Digital
- + Crowdrise
- + Qgiv
- + Razoo

There was a noticeable increase in online fundraising success for the organizations who reported using one of the above tools.

ONLINE DONORS AND REVENUE



	Increase in Online Giving 2012 to 2013	Individual Donor Revenue Generated Online
No platform	38%	11%
Platform	123%	20%

Almost every organization reported using some kind of database, with Salsa and Neon being the most used – but not the most loved.

The database All Stars – those who received the highest rating on either ‘How much do you love your database?’ or ‘How easy was it to get this data out of your database?’ are: Access, Constant Contact, Donor Perfect, Giftworks, and SalesForce. Note that several of these databases were only used by one organization - although that organization gave them high marks!

Database	Love	Ease	Time to Generate Data (minutes)	Count
Access	♥♥♥♥	☆☆☆☆☆	15	1
AlphaFour	♥♥♥	☆☆	420	1
Blue State Digital	♥♥♥	☆☆☆☆	60	1
Constant Contact	♥♥♥♥♥	☆☆☆	120	1
Donor Perfect	♥♥♥♥	☆☆☆	45	2
DonorPro	♥♥♥♥	☆☆☆☆	35	1
Ebase	♥	☆☆☆	40	1
eTapestry	♥♥♥♥	☆☆☆	90	1
Exceed	♥♥♥♥	☆☆☆☆	15	1
Filemaker Pro	♥♥♥	☆☆☆	27.5	2
Giftworks	♥♥♥♥	☆☆☆☆	43.3	3
Neon	♥♥♥	☆☆☆	43.8	4
PowerBase	♥♥♥	☆☆☆	15	1
SalesForce	♥♥♥♥	☆☆☆	37.5	2
Salsa	♥♥♥	☆☆☆	108	5
WaterGrass	♥♥♥	☆☆☆	180	1



You had one of the shortest times for completing the survey. What's your secret?

We have a comprehensive development plan that includes most of the data you asked for so it was really easy for me to find the numbers. The development plan is really helpful to figure out what makes sense to do and what the trends are. To be a successful fundraiser, you have to have good organizational work, build relationships, be strategic, and have a system for moving through a strategic program for fundraising. If you are missing the strategic

analysis, then you are just spinning your wheels.

How do you track and use this kind of fundraising data in your organization?

We have a custom-built Access database. It's not turn key, but it has lots of flexibility and it is cheap. We use the database to track data and conversations for our programs and development efforts. It provides historical information so we can analyze data and keep track of interactions with a particular contact to personalize their relationship with us.

To be a successful fundraiser, you have to have good organizational work, build relationships, be strategic, and have a system for moving through a strategic program for fundraising.





THE SURVEY

HOW DID YOU GET THIS DATA?



PARTICIPATING ORGANIZATIONS

- + Carolina Justice Policy Center*
- + Catawba Riverkeeper Foundation
- + Clean Air Carolina
- + Clean Air Coalition of Western New York
- + Clean Energy Durham†
- + Democracy North Carolina*
- + Earthworks
- + East Coast Greenway Alliance†
- + El Pueblo
- + Ellerbe Creek Watershed Association*
- + Eno River Association
- + Jumping Mouse Children's Center
- + Murder Victims' Families for Reconciliation†
- + NC Conservation Network*
- + NC WARN
- + North Carolina Rail-Trails
- + Ohio Environmental Council†
- + Prince Georges Feral Friends, SPCA
- + Resource Center for Women and Ministry in the South†
- + Snake River Alliance
- + Spirit in Action
- + Student Action with Farmworkers†
- + Tippecanoe Watershed Foundation†
- + Toxic Free NC*
- + WakeUP Wake County*
- + Washington Peace Center†
- + Western North Carolina Alliance*
- + White Oak New Riverkeeper Alliance
- + Women's Community Center

* Participated all three years (2011, 2012 and 2013)

† Participated in 2012 and 2013

THE SURVEY



HOW DID YOU GET THIS DATA?

FUNDRAISING FOCUS

9 City	4 Multicounty	9 State	2 Multistate	2 National	2 Other
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ORGANIZATION SIZE

6 Super	7 Large	7 Medium	9 Small
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SURVEY QUESTIONS

Email:

What is the name of your organization?

Your Results

Please answer the first set of questions for the calendar year 2013, or your most recently completed fiscal year.

1. What was your organization's total income/revenue in 2013?
2. What were your organization's total expenses in 2013?
3. What is the total amount raised from individuals in 2013? Please include online and offline donations from direct mail, email, major donors, and other individual donor strategies.
4. How many individuals donated in 2013?
5. How much did you raise online from individuals in 2013? Please do not include recurring (monthly, quarterly, etc) in this total.
6. How many people gave online in 2013?
7. How much was given through recurring (monthly, quarterly, etc) donations in 2013?
8. How many people made recurring donations in 2013?
9. How much did you raise from people giving \$1,000 or more in 2013?
10. How many people made gifts of \$1,000 or more in 2013?
11. Does your organization offer memberships?
Yes No If yes, what are the levels of membership:
12. Did you use the 2013 calendar year to answer the above questions?
Yes No If no, what time period did you use?



This next set of questions focuses on your results in 2012 (or your corresponding fiscal year).

13. What was your organization's total income/revenue in 2012?
14. What was your organization's total income from individual donors in 2012?
15. What was your organization's total income from online donations in 2012?
16. Over the past five years, how has your organization's dependence on foundations changed?
Greatly reduced Reduced Same Increased Greatly increased Do not know
Comments:

Your People

1. How many people are on your email list? Choose the list most commonly used for e-newsletters, action alerts, etc. Feel free to estimate.
2. How many people like your organization on Facebook?
3. How many people are on your postal mail list? Choose the list most commonly used for newsletters, direct mail appeals, etc. Please feel free to estimate.
4. How many total Full-Time Equivalents did you have on staff in 2013? A Full Time Equivalent is equal to one person working a full week. For example, if you have a full-time Executive Director, a three quarters time program staffer, and a half-time administrator, then you have 2.25 Full Time Equivalents on staff. Please use this definition in the below questions.
5. How many total Full-Time Equivalents were devoted to individual donor fundraising in 2013? Do not include marketing, communications, grantwriting, volunteer management, event planning or other activities not directly focused on individual donor fundraising. If individual donor fundraising work is 50% of someone's full-time job, that is 0.5 FTE.
6. How many total Full-Time Equivalents worked on communications and marketing in 2013?
7. What is the title of the person primarily responsible for individual donor fundraising?
8. What is the approximate annual salary of your lead individual donor fundraiser? Please feel free to estimate.
9. How long has your lead individual donor fundraiser been on staff in this position?
10. How many Board members did you have in 2013?
11. How many of your Board members actively participated in fundraising during 2013 (or your last completed fiscal year)? Active participation includes activities like providing introductions to donors, attending major donor meetings, soliciting donors by phone, writing personal letters to friends, among other significant activities. It does not include writing notes on annual appeals or making thank you phone calls (although those are good things).
12. How many volunteers (other than Board members) are actively involved in individual donor fundraising? Please use the description of 'active' above.
13. How many face-to-face meetings did you have in 2013 to cultivate, ask for donations, or thank for support? Feel free to estimate.



14. How many different people were actively involved in these meetings?

Organizational Background

Please tell us a little more about your organization. This information will help us interpret the data and give you more personalized results.

1. On what issues does your organization focus its work? Please choose all that apply. Categories are from Giving USA.
 - + Environmental/conservation Public-society benefit Health
 - + Human services
 - + Education
 - + Animal Welfare
 - + International
 - + Arts, culture, and humanities
 - + Other
 - + If you chose 'other', please specify:
2. What strategies does your organization use to pursue its mission? Please choose all that apply.
 - + Public policy advocacy
 - + Organizing
 - + Direct service
 - + Capacity building
 - + Other
 - + If you chose 'other', please specify:
3. Are you actively using any online fundraising platforms (Razoo, Crowdrise, FirstGiving, etc.)? If so, which ones?
4. What is the name of your primary fundraising database?
5. On a scale of one to five, how much do you like your database?
1: I love it! 2: I like it. 3: It's okay. 4: I don't really like it. 5: I hate it! Not applicable. Why did you rank your database in this way?
6. On a scale of one to five, how easy was it to get the data for this survey from your database, and other data sources?
1: Super easy. 2: Easy. 3: Easy for some things, harder for others. 4: Hard. 5: Very hard. Not applicable. Why did you rank your database in this way?
7. How long did it take you and/or your staff to gather this data and complete the survey?



8. What is your organization's zip code? If you have several locations, use the zip code for the main office.
9. At what level is your individual donor fundraising primarily focused?
 - + City or county
 - + Multi-county region of the state
 - + Statewide
 - + Multi-state
 - + National
 - + International
 - + Other
 - + If you chose 'other', please specify?