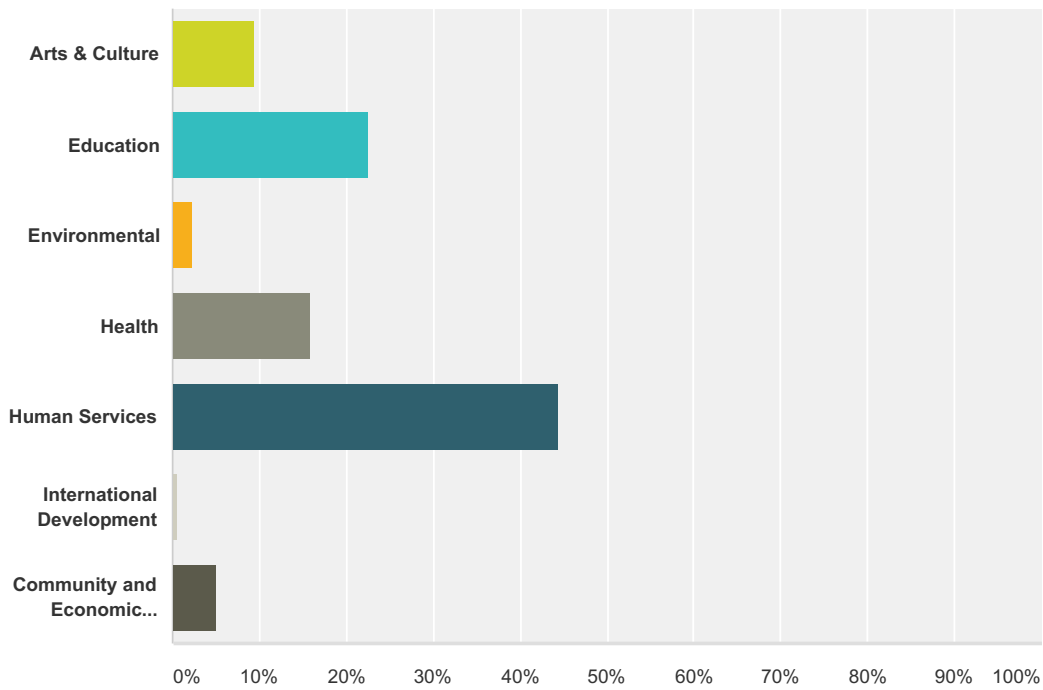


### Q1 Which of the following categories describes your organization (choose one)?

Answered: 182 Skipped: 17



Answer Choices	Responses
Arts & Culture	9.34% 17
Education	22.53% 41
Environmental	2.20% 4
Health	15.93% 29
Human Services	44.51% 81
International Development	0.55% 1
Community and Economic Development	4.95% 9
<b>Total</b>	<b>182</b>

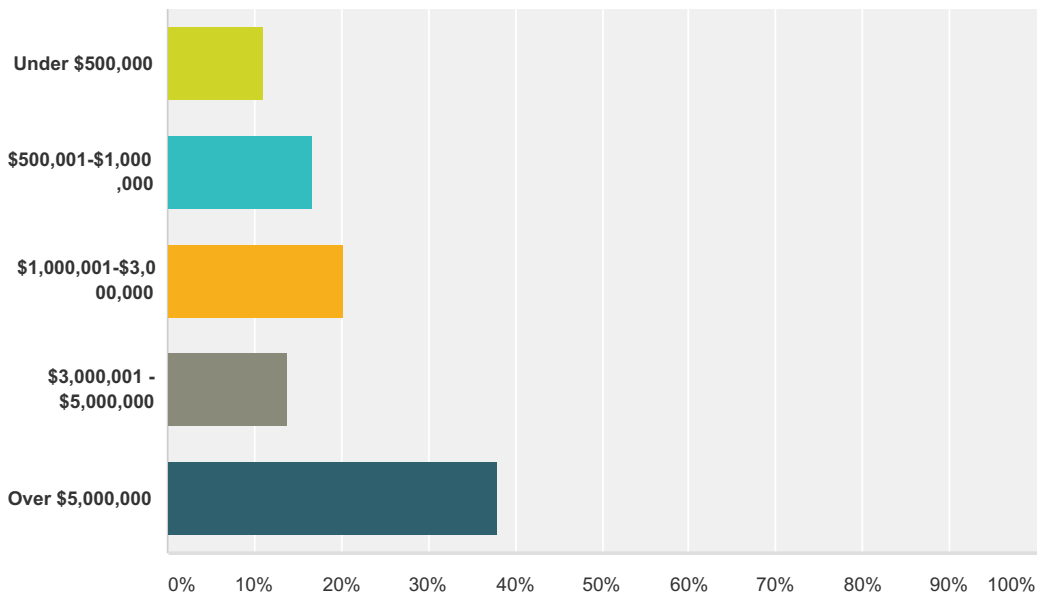
#	Other (please specify)	Date
1	Community Foundation--we do it all	7/29/2016 9:41 AM
2	Animal Welfare	7/27/2016 4:03 PM
3	Children's Issues	7/27/2016 1:00 PM
4	Community and Family mental health education	7/27/2016 12:02 PM
5	Center for Independent Living	7/27/2016 11:55 AM
6	Animals (Shelter)	7/22/2016 1:22 PM
7	Senior Living and Home Care	7/22/2016 11:40 AM
8	Advocacy	7/21/2016 11:03 AM

## 2016 Philanthropic Landscape Nonprofit Survey

9	Religion	7/18/2016 12:17 PM
10	Legal Services, free for persons living with low-income & low-opportunity	7/18/2016 9:53 AM
11	Catholic secondary education	7/17/2016 12:43 PM
12	Youth development	7/16/2016 1:28 PM
13	Civic	7/12/2016 4:42 PM
14	Religious	7/12/2016 3:33 PM
15	Food pantry	7/12/2016 7:54 AM
16	early childhood	7/8/2016 6:08 AM
17	Social services and mental health	7/6/2016 9:01 PM
18	Infrastructure and capacity building for all of the above	7/6/2016 11:50 AM
19	Science Outreach	7/5/2016 6:31 PM
20	Both Arts & Culture and Education	7/5/2016 4:18 PM
21	religious	7/5/2016 2:22 PM
22	education and Human Services	7/5/2016 12:56 PM

### Q2 What is your organization's current annual operating budget?

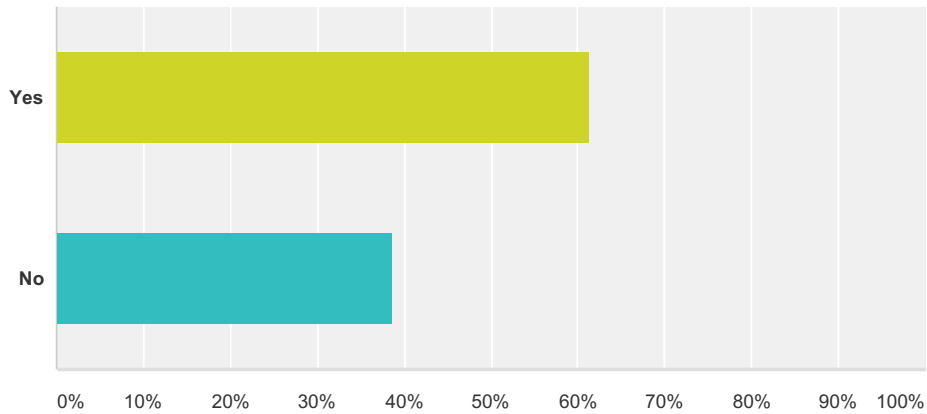
Answered: 197 Skipped: 2



Answer Choices	Responses
Under \$500,000	11.17% 22
\$500,001-\$1,000,000	16.75% 33
\$1,000,001-\$3,000,000	20.30% 40
\$3,000,001 - \$5,000,000	13.71% 27
Over \$5,000,000	38.07% 75
<b>Total</b>	<b>197</b>

### Q3 Did your organization reach its fundraising goal in 2015?

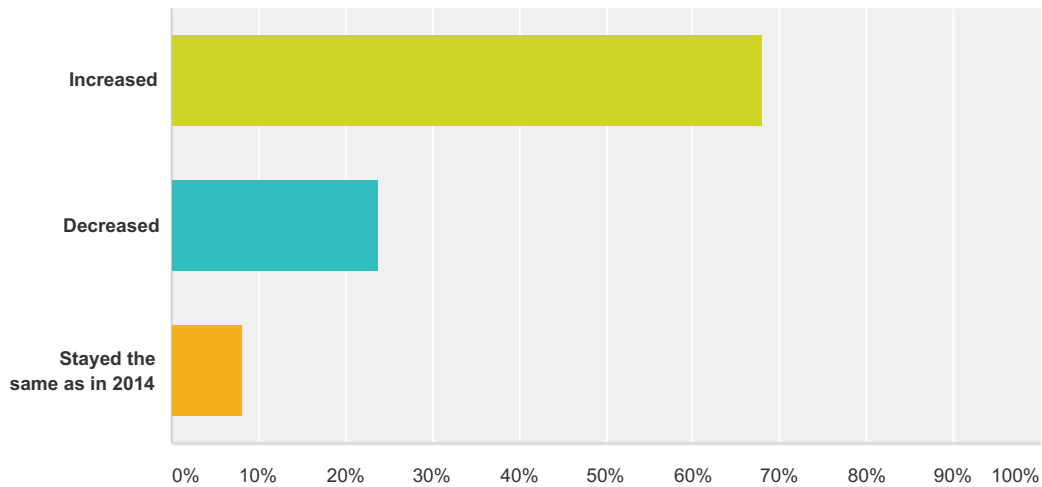
Answered: 197 Skipped: 2



Answer Choices	Responses
Yes	61.42% 121
No	38.58% 76
<b>Total</b>	<b>197</b>

### Q4 In 2015, did your contributed income increase or decrease compared to 2014?

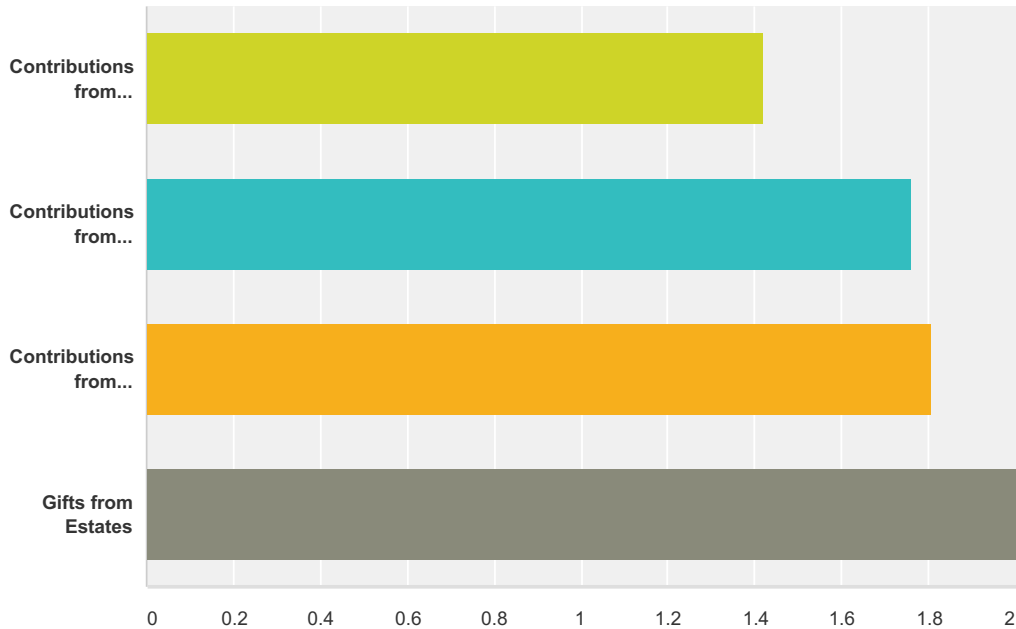
Answered: 197 Skipped: 2



Answer Choices	Responses
Increased	68.02% 134
Decreased	23.86% 47
Stayed the same as in 2014	8.12% 16

### Q5 In 2015, did your contributions from the following sources increase or decrease compared to 2014?

Answered: 197 Skipped: 2



	Increased	Decreased	Stayed the same as in 2014	N/A	Total	Weighted Average
Contributions from Individuals	69.04% 136	17.77% 35	11.68% 23	1.52% 3	197	1.42
Contributions from Foundations	45.69% 90	24.87% 49	23.35% 46	6.09% 12	197	1.76
Contributions from Corporations	40.61% 80	25.89% 51	23.86% 47	9.64% 19	197	1.81
Gifts from Estates	20.11% 38	10.05% 19	20.11% 38	49.74% 94	189	2.00

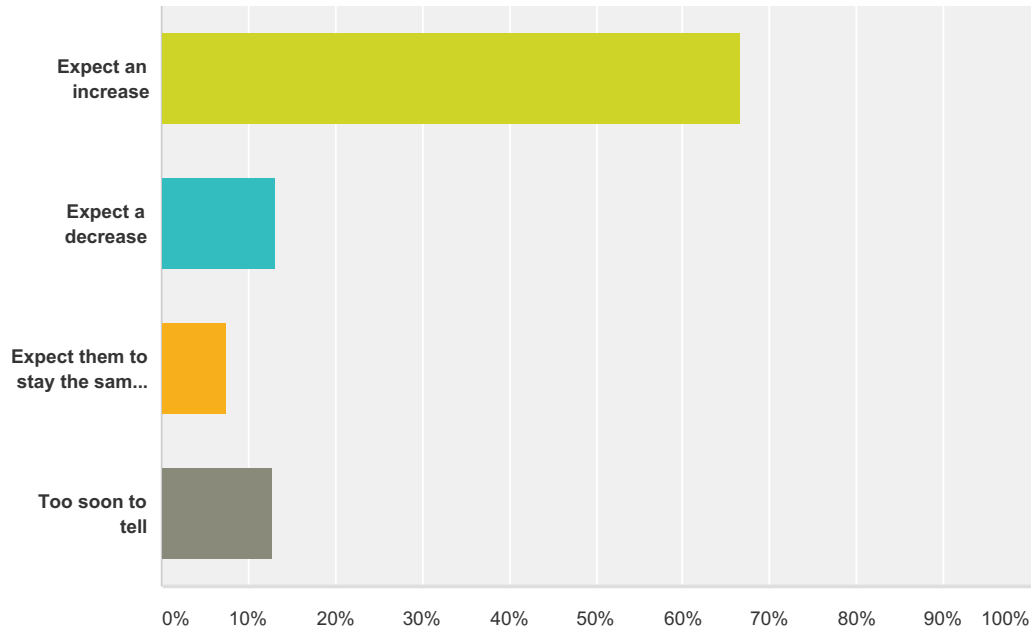
#	Comments	Date
1	Our gala was particularly successful.	7/27/2016 9:27 PM
2	We had a gala in 2014 but not in 2015 which contributed to the difference. We have a gala every other year.	7/27/2016 8:54 AM
3	Foundations are getting tougher and require real expertise and experience.	7/22/2016 2:01 PM
4	We had an outlier estate gift in 2014.	7/15/2016 10:57 AM
5	In 2015 we received a contribution for a telephone system which is not shown under expenses so it appears our contributions increased.	7/11/2016 3:17 PM
6	We employed a grant writer who had some success.	7/8/2016 9:40 AM
7	estate gifts were unsolicited	7/8/2016 9:39 AM
8	Our agency did not implement an aggressive fundraising initiative until after April 2015, when a new executive director was hired and a fundraising committee was established.	7/8/2016 8:41 AM

## 2016 Philanthropic Landscape Nonprofit Survey

9	Note: Restricted giving increased and exceeded expectations however unrestricted giving decreased.	7/5/2016 2:54 PM
10	United Way funding decreased	7/5/2016 1:26 PM
11	We have never done fundraising.	7/5/2016 10:42 AM

### Q6 How do you predict your fundraising results in 2016 will compare with 2015?

Answered: 197 Skipped: 2



Answer Choices	Responses
Expect an increase	66.50% 131
Expect a decrease	13.20% 26
Expect them to stay the same as in 2014	7.61% 15
Too soon to tell	12.69% 25
<b>Total</b>	<b>197</b>

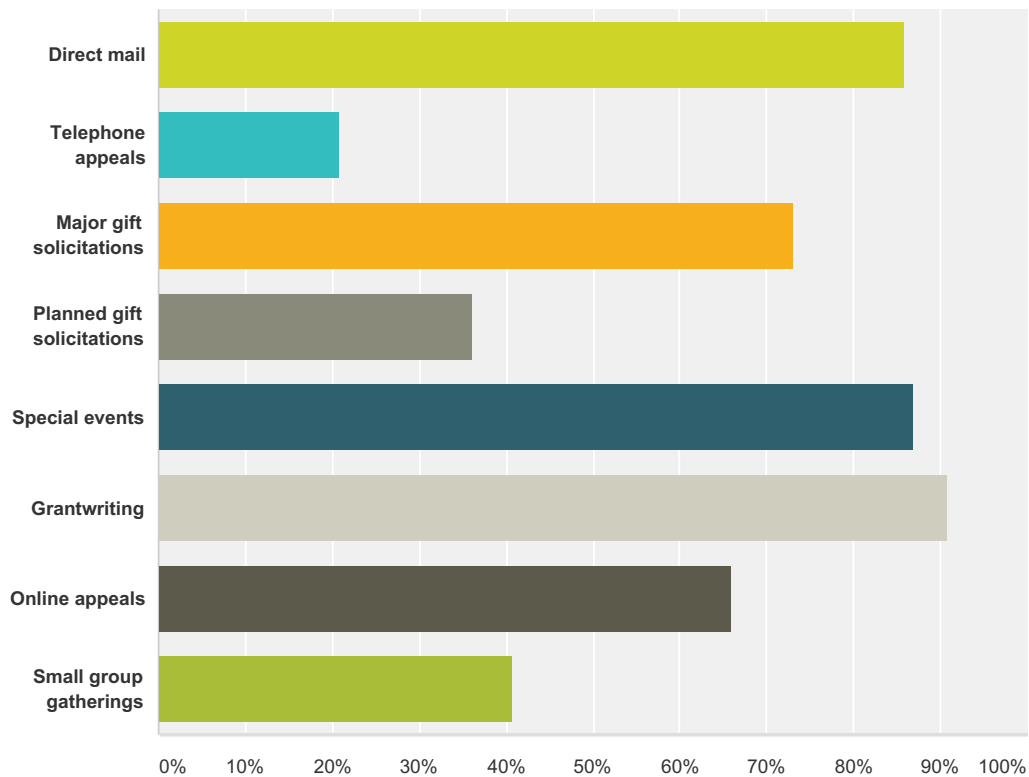
#	Comments	Date
1	launched Major Donor initiative and Giving Club	7/22/2016 2:14 PM
2	More attention being given to individual giving	7/22/2016 11:40 AM
3	We have asked several funders to upgrade their commitment in 2016 over 2015 and those requests have been met - folks are increasing; however, we have some planned attrition that we believe may diminish the impact of the upgraded gifts.	7/21/2016 11:15 AM
4	We have slowly increased from FY 13 to FY 14 to FY 15 to FY 16 in our Annual Fund, in particular.	7/17/2016 12:43 PM
5	We do not formally fund raise	7/12/2016 7:54 AM
6	We hired a new CDO so I'm hopeful that she will bring new ideas to increase revenue for 2016.	7/11/2016 3:17 PM
7	We were in a campaign in 2015.	7/8/2016 3:13 PM
8	A large bequest has saved us for our FY16 - we do not budget for them.	7/8/2016 9:54 AM

## 2016 Philanthropic Landscape Nonprofit Survey

9	We began a small capital campaign.	7/8/2016 9:40 AM
10	with this election, I think people are kind of on-hold, as far as individual giving is concerned.	7/8/2016 9:07 AM
11	We have recently hired a full-time fund developer who is completing her first year with us. We expect that our fund raising should increase this next year.	7/8/2016 8:58 AM
12	2016 is showing robust results to date; the fundraising plan developed during the 3rd and 4th quarters of 2015 was primarily focused on events to be held during the first three quarters of 2016.	7/8/2016 8:41 AM
13	We have exceeded our fundraising goal for 2016	7/8/2016 7:38 AM
14	A new Education application to the NEA is expected to net an additional \$20,000.	7/5/2016 4:18 PM
15	It's our 50th Anniversary	7/5/2016 2:29 PM
16	Also completed a capital campaign during this period	7/5/2016 12:56 PM
17	In 2015, received 3 gifts that made up 53% of fundraising goal. May not receive same level of funding from those 3 entities in 2016.	7/5/2016 12:19 PM
18	Our FY16 just ended and we missed FY15 level by \$8k. We have not reached goal in several years but 2013, 14, 15 were all increases over the previous year so that small miss is disheartening.	7/5/2016 11:56 AM

### Q7 Which of the following strategies do you employ in your fundraising efforts? (check all that apply)

Answered: 197 Skipped: 2



Answer Choices	Responses	Count
Direct mail	85.79%	169
Telephone appeals	20.81%	41

## 2016 Philanthropic Landscape Nonprofit Survey

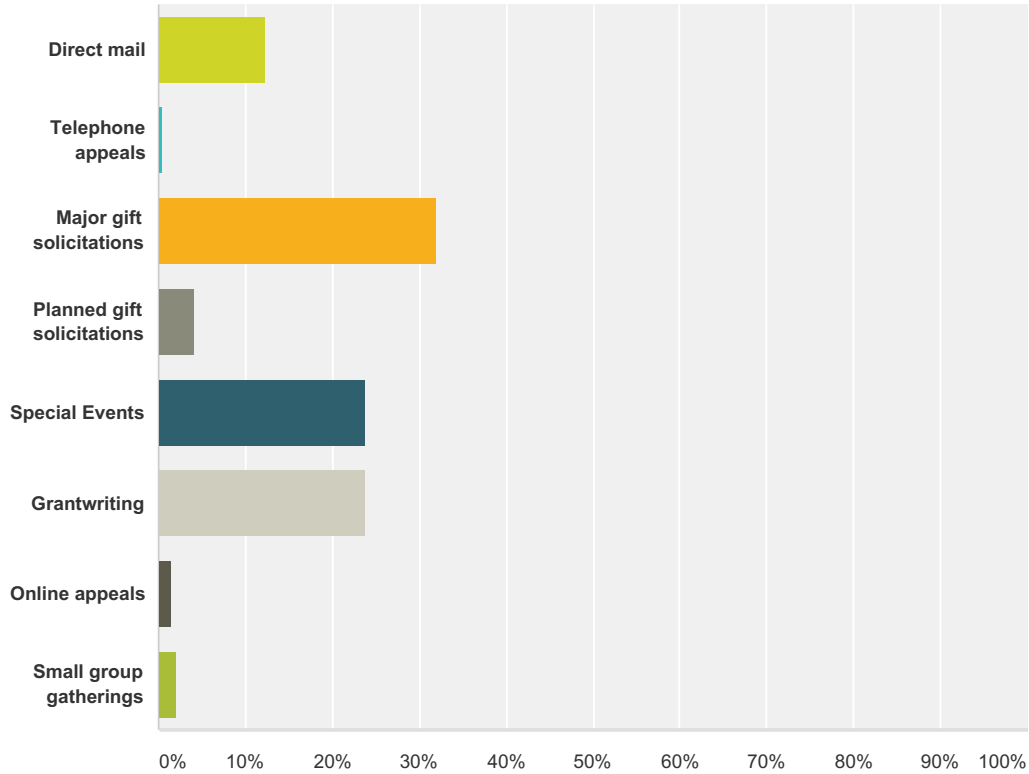
Major gift solicitations	73.10%	144
Planned gift solicitations	36.04%	71
Special events	86.80%	171
Grantwriting	90.86%	179
Online appeals	65.99%	130
Small group gatherings	40.61%	80
<b>Total Respondents: 197</b>		

#	Other (please specify)	Date
1	monthly newsletter	7/27/2016 12:06 PM
2	We use some of these tactics with Major Gift fundraising, others with Annual Fund. Telephone appeals are very sporadic and individualized, made by the President.	7/17/2016 12:43 PM
3	Our direct mail and telephone efforts are directed from our Headquarters offices.	7/15/2016 11:57 AM
4	Point of Sale	7/15/2016 11:22 AM
5	Tax Credit Solicitations	7/11/2016 3:17 PM
6	Selling of Tax Credits	7/9/2016 4:29 PM
7	earned revenue	7/6/2016 1:28 PM
8	We are just starting to fundraise.	7/5/2016 10:42 AM

### Q8 Which of these strategies is most effective in your fundraising efforts? (choose one)

Answered: 194 Skipped: 5

## 2016 Philanthropic Landscape Nonprofit Survey



Answer Choices	Responses	
Direct mail	12.37%	24
Telephone appeals	0.52%	1
Major gift solicitations	31.96%	62
Planned gift solicitations	4.12%	8
Special Events	23.71%	46
Grantwriting	23.71%	46
Online appeals	1.55%	3
Small group gatherings	2.06%	4
<b>Total</b>		<b>194</b>

#	Other (please specify) and add comments	Date
1	We are a 3 year old organization that recently hired a full-time development director. Direct mail campaigns was only once a year and now it is 3 times a year. Major gift solicitations are the next most effective effort with board help.	7/27/2016 8:54 AM
2	Following other cultivation strategies	7/25/2016 10:07 AM
3	Corporate Appeals	7/24/2016 9:12 PM
4	Most of these activities are layered on top of each other. So, while grantwriting results in the majority of funds raised, the donor outreach through multiple venues increases the success of both grant requests and individual donation requests.	7/21/2016 11:03 AM
5	Point of Sale & third party fundraising of corporate partners	7/15/2016 11:22 AM
6	Closely followed by planned giving	7/14/2016 8:26 PM
7	Tax Credit Solicitations	7/11/2016 3:17 PM

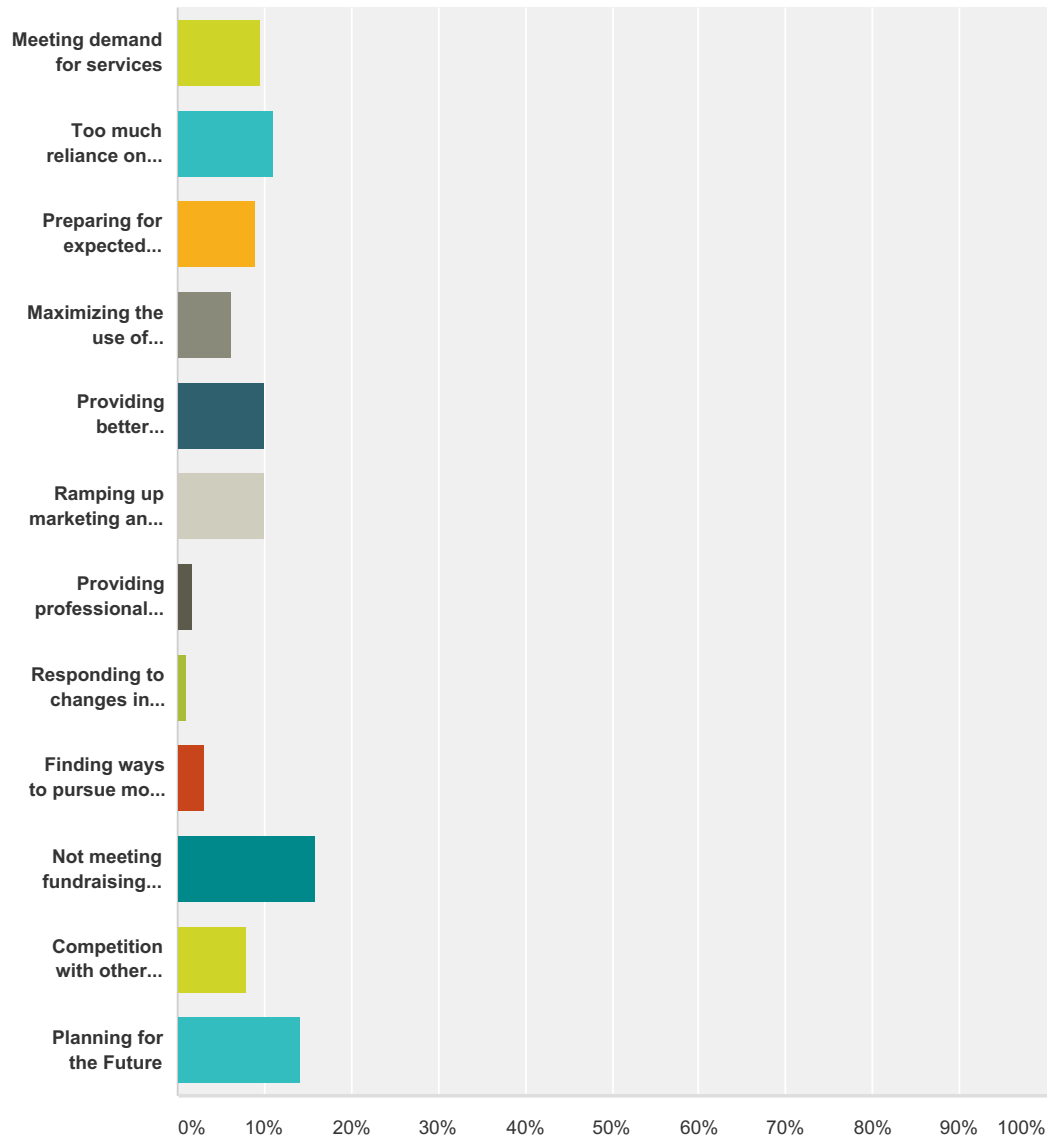


## 2016 Philanthropic Landscape Nonprofit Survey

8	sponsorships	7/11/2016 2:20 PM
9	Special events are driving people and dollars into other categories. Corporate gifts, etc	7/8/2016 11:36 AM
10	Our year-end, personalized direct mailing is our most successful campaign. We add hand-written cards and executives and Board members conduct follow-up calls.	7/8/2016 9:54 AM
11	face to face	7/8/2016 6:08 AM
12	The special event noted is an annual dinner which generates half our annual budget. This needs to change to a multi-faceted fun-raising effort.	7/5/2016 2:30 PM
13	Based on overall dollars raised through strategy.	7/5/2016 12:19 PM
14	one on one	7/5/2016 11:56 AM

### Q9 Which of the following do you see as your biggest challenge in 2016-17? (check only one choice below)

Answered: 189 Skipped: 10



## 2016 Philanthropic Landscape Nonprofit Survey

Answer Choices	Responses
Meeting demand for services	9.52% 18
Too much reliance on government funding	11.11% 21
Preparing for expected leadership changes (staff and/or board)	8.99% 17
Maximizing the use of technology	6.35% 12
Providing better data/measurements on program impact	10.05% 19
Ramping up marketing and communications	10.05% 19
Providing professional development for staff	1.59% 3
Responding to changes in public policy (social programs, health care, etc.)	1.06% 2
Finding ways to pursue more collaborations/alliances	3.17% 6
Not meeting fundraising goals	15.87% 30
Competition with other organizations/campaigns with similar missions	7.94% 15
Planning for the Future	14.29% 27
<b>Total</b>	<b>189</b>

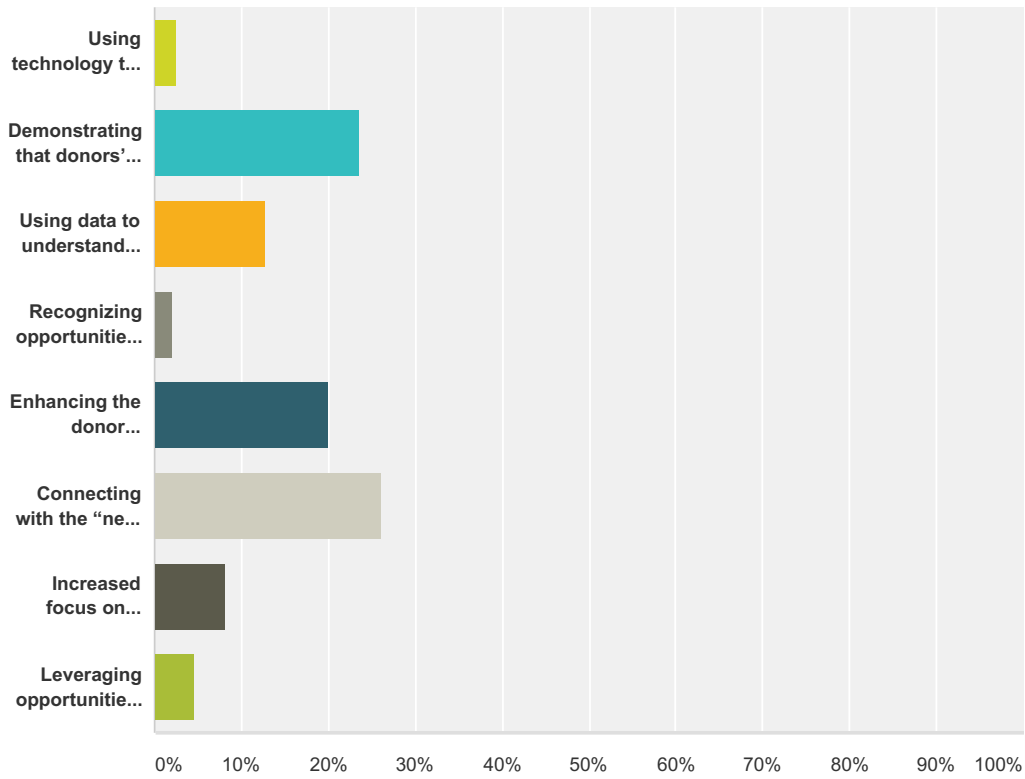
#	Other (please specify) and add comments	Date
1	need to refresh website and use more social media	7/27/2016 12:06 PM
2	Meeting demand for services without additional resources (both staff and funding)	7/27/2016 11:37 AM
3	We are putting together are first strategic plan this year.	7/27/2016 8:54 AM
4	Expanding major gift program.	7/25/2016 11:32 PM
5	Maintaining growth trajectory while managing a new staff and office structure	7/25/2016 9:47 AM
6	Converting event attendees into donors. And creating/building a recurring gift program which relies on sustainers/monthly givers instead of one-time traditional donations or event donations.	7/22/2016 3:21 PM
7	We will be changing our name and the launch next year will be critical.	7/15/2016 10:57 AM
8	Difficult to plan in Illinois with budget/payment issues.	7/12/2016 12:42 PM
9	Due to lack of direct care staff and sometimes facility space, we are unable to meet the demand for services.	7/11/2016 3:17 PM
10	Too much reliance on UW funding - need to diversify	7/8/2016 4:14 PM
11	We are in dire need of diversifying our revenue stream, and are faced with the challenges of doing so in an extremely small rural community that lacks a significant tax base.	7/8/2016 8:41 AM
12	It is difficult to track long-term impact on K-12 kids without having a total "in" with schools that can provide some kind of comparative results. Actually, it is all but impossible to come up with those results, since students frequently transfer (especially in the most in-need districts) yet we notice other organizations taking total credit for positive impact that should be attributed to the efforts of myriad teachers/administrators/organizations/programs. Yet the funders tend to not question such touting.	7/5/2016 6:31 PM
13	Increasing participation in annual fund giving	7/5/2016 2:17 PM
14	The changing focus of institutional arts funders who are moving toward a model that emphasizes equity and community engagement instead of prior focus on quality and innovation.	7/5/2016 2:13 PM
15	Significant changes in funder priorities and approaches	7/5/2016 1:08 PM
16	converting from RE to Salesforce	7/5/2016 12:56 PM
17	Because of...DOL policy to affect staff work-time, and potential leadership transition.	7/5/2016 12:19 PM

**Q10 What do you think is going to be the**

2016 Philanthropic Landscape Nonprofit Survey

**single most important factor for successful fundraising into the future? (check only one choice below)**

Answered: 195 Skipped: 4



Answer Choices	Responses
Using technology to engage donors face-to-face	2.56% 5
Demonstrating that donors' investments support measurable outcomes	23.59% 46
Using data to understand donors and develop fundraising strategies	12.82% 25
Recognizing opportunities to connect current events to your organization's mission	2.05% 4
Enhancing the donor experience	20.00% 39
Connecting with the "new" donor / generational shifts in giving	26.15% 51
Increased focus on planned giving	8.21% 16
Leveraging opportunities to connect current events to your organization's mission	4.62% 9
<b>Total</b>	<b>195</b>

#	Please add comments	Date
1	Funders are growing more demanding, but for those who can meet those demands, there is a definite advantage.	7/27/2016 9:27 PM
2	As a new Executive Director (only 8 months in this position), I am learning about my organization's history with fundraising (or lack thereof) and am dedicated to giving the staff and Board of Directors the tools to actualize our opportunities.	7/27/2016 12:15 PM

## 2016 Philanthropic Landscape Nonprofit Survey

3	We are preparing to make major changes in our agency structure and service provision by adding fee-based revenue sources that will help offset the decrease in government and private funding.	7/27/2016 11:37 AM
4	#1 is actually innovation & diversification to remain relevant	7/14/2016 8:26 PM
5	Remembering that some things don't change when all around you are saying that everything changes.	7/12/2016 3:57 PM
6	Our biggest challenge has been donor cultivation. We have not done a good job. With the new hire of our CDO, we expect that to change.	7/11/2016 3:17 PM
7	One of our largest challenges is the struggle between program services and fundraising. We have little to no cooperation.	7/11/2016 8:46 AM
8	Like other agencies, we have an aging donor database. We want to continue engaging current partners while finding and connecting with new donors.	7/8/2016 9:54 AM
9	For us, enhancing the donor experience means to consistently and effectively engage with donors in active ways rather than in reactive ways.	7/8/2016 9:39 AM
10	Like many non-profits, we tend to get the same donors to contribute over and over again, resulting in donor fatigue. Furthermore, our lack of a fresh, engaging "brand", and a lack of awareness of what we actually do, results in stereotypical perceptions of our senior center. We are actively working to create a new branding/marketing campaign that shares measurable outcomes with our community to enhance donor understanding of the importance of the dollars they contribute.	7/8/2016 8:41 AM
11	Clearer messaging is critical...we are more than just another early childhood center and building REAL RELATIONSHIPS...nothing too fancy just real relationship building...no fancy names...just REAL!	7/8/2016 6:08 AM
12	See #9	7/5/2016 6:31 PM
13	EXTREMELY HARD to pick just one of these.	7/5/2016 2:29 PM
14	And, continuing to build a prospect pool.	7/5/2016 12:19 PM
15	Some of these options sound remarkably similar.	7/5/2016 10:41 AM

### Q11 Are there any other comments you would like to share regarding local trends in philanthropy, the future of fundraising, or the nonprofit sector?

Answered: 21 Skipped: 178

#	Responses	Date
1	Importance of collaboration continues to grow.	7/27/2016 9:27 PM
2	Stability in development staff would be the most effective way to increase fund raising dollars	7/26/2016 4:25 PM
3	Trend toward giving with CC instead of check or cash.	7/22/2016 3:21 PM
4	I believe the future is dependent on major donors/relationships, hence the need to maximize their connectedness and engagement with the mission	7/22/2016 2:14 PM
5	Reliance big planned gifts and major gifts has lessened efforts in the more costly fundamentals of annual fund and communicating the case	7/22/2016 11:40 AM
6	The changing philanthropic landscape has demonstrated that donor choice and education on impact are becoming some of the dominant driver in individual and corporate giving. It is important to continue to focus on showing the impact of gift, as well as that of the organization, in order to educate donors so that they may make a more informed decisions.	7/22/2016 9:34 AM
7	Competition with internet-based appeals for charitable needs outside of our local area is stealing donations that could go to local needs.	7/20/2016 9:43 AM
8	There is a trend of collaboration but right now all that is happening are conversations and no actions. There needs to be trust and non-profits need to make the hard decisions of reducing duplication of services and picking what services they will provide.	7/18/2016 8:28 AM

## 2016 Philanthropic Landscape Nonprofit Survey

9	Direct phone calls towards the end of the Fiscal Year, calling on donors to renew their gift (those who have given the previous year) are most fruitful.	7/17/2016 12:43 PM
10	Seems to be a trend in some (non-service providers) community-focused organizations talking with or collaborating with funders about community issues and initiatives they would like to see funded going forward (which may mean a shift away from some current funding provided to service providers). Service providers need to be at the table for these type of discussions.	7/15/2016 11:41 AM
11	So many home-grown friends/family nonprofits popping up pull away from the great impact of coordinated efforts of established orgs with meaningful missions.	7/14/2016 8:26 PM
12	staff turnover remains a top issue. The pressure to put the funds in to programming takes away the opportunity for stability. All at a time when invested funds are projected to produce less. we need to invest in staff and develop more training grounds to produce an interest in our field at the under graduate level.	7/12/2016 3:54 PM
13	With the entrance of new nonprofits yearly, it's making fundraising that more competitive and difficult. Mergers should be discussed more in the nonprofit sector.	7/11/2016 3:17 PM
14	none	7/9/2016 4:29 PM
15	I would like to hear about monthly giving programs, text-to-give programs and engaging folks after an event.	7/8/2016 9:54 AM
16	We are engaging in collaborative appeals with our national office. It may make a difference in the trends of giving locally. The appeal must be worded perfectly so we are honest with our contributors and still keep money for local programs. Jury is out.	7/8/2016 9:34 AM
17	For our agency, and for our field (services to seniors and disabled individuals), one of the major challenges we face is connecting to the 'Baby Boomers' who are aging into the system. These individuals are decidedly not the stereotypical "senior", and our efforts to engage them must break new ground - both in terms of programs and appeals for financial support.	7/8/2016 8:41 AM
18	corporate sector continues to make changes that leave many arts organizations without continued funding.	7/5/2016 2:29 PM
19	It seems that the average number of times you have to "touch" each donor prior to them making the gift is increasing within the cycle of donor cultivation and solicitation.	7/5/2016 2:17 PM
20	The DOL policy is going to be monumental, as most of us are paid less than \$47,000 and work well over 40 hours a week. I think it's going to be a game-changer for the sector, and in what ways, yet to be determined.	7/5/2016 12:19 PM
21	We seem to really be struggling with focusing on individual donors and doing moves management and IDing and growing relationships with potential major donors. We all agree it is a priority--board and staff leadership--but it isn't happening nearly to the degree it's needed. We seem to be failing with the execution. We talk about it, but take very minimal action. We really need a consultant or someone who can steer this boat.	7/5/2016 11:16 AM

