

**Philanthropic Landscape 2012**  
**Nonprofit Survey Results by Type of Organization**

**Did your organization reach its fundraising goal in 2011?**

	<b>% Yes</b>
All Types	61%
Arts	70
Education	68
Health	58
Human Services	57
Other	61

**In 2011, did your contributed income increase or decrease compared to 2010?**

	<b>% Increase / % Decrease</b>
All Types	58%/25%
Arts	74/22
Education	56/27
Health	71/21
Human Services	55/27
Other	51/24

**How do you predict your fundraising results in 2012 will compare with 2011?**

	<b>Expect increase</b>	<b>Stay the same</b>	<b>Expect Decrease</b>	<b>Too soon to tell</b>
All Types	55%	14%	10%	22%
Arts	64	9	23	4
Education	52	22	20	5
Health	58	12	14	17
Human Services	54	11	10	26
Other	53	17	0	29

<b>Which strategies are most effective in your fundraising efforts?</b>	
All Types	Special events (43%)
Arts	Special events (32)
Education	Major gifts (54)
Health	Special events (46)
Human Services	Special events (51)
Other	Special events (45)

<b>Which strategies are least effective in your fundraising efforts?</b>	
All Types	Online appeals (33%)
Arts	Online appeals
Education	Online appeals
Health	Online appeals
Human Services	Online appeals
Other	Online appeals

**What do you see as your biggest challenges in 2012-13? (check all that apply)**

	<b>All Types</b>	<b>Arts</b>	<b>Education</b>	<b>Health</b>	<b>Human Services</b>	<b>Other</b>
Still in survival mode	15%	22%	15%	13%	16%	12%
Unable to meet demand with current staffing level	40	56	48	48	35	32
Competition for charitable dollars	58	52	48	74	58	61
Finding new ways to communicate effectively to help the public understand who we are and what we do	55	30	65	48	55	61
Need better technology/data collection	26	26	25	22	30	22
Lack of resources to do effective program measurement/evaluation	25	35	22	9	27	24

**Compared to five years ago, please indicate if you agree or disagree with each of the following statements.**

	<b>All Types</b>	<b>Arts</b>	<b>Education</b>	<b>Health</b>	<b>Human Services</b>	<b>Other</b>
We use more storytelling in our fundraising today.	71%	56%	71%	71%	78%	61%
We have increased the resources we devote to marketing/communications	62	52	68	75	57	68
We have successfully used social media to raise funds	34	41	12	25	33	34
We have increased our spending on professional development for staff.	41	23	51	42	40	32
We have investigated opportunities to pursue collective impact strategies	48	48	39	33	53	53
We have built up our capacity in several areas	67	74	71	62	64	69
We are focusing more on major gifts as a primary fundraising strategy than in the past	58	43	71	48	61	44

**In what areas have you collaborated? (check all that apply)**

	<b>All Types</b>	<b>Arts</b>	<b>Education</b>	<b>Health</b>	<b>Human Services</b>	<b>Other</b>
Program delivery.	78%	70%	72%	81%	81%	80%
Facilities	33	60	31	38	28	27
Marketing/communications	42	60	31	50	37	50
Lobbying/advocacy/legislative agendas	37	10	28	31	50	30
Human resources (payroll, recruiting, etc.)	14	5	9	19	14	20
Financial management	10	0	22	19	6	10
Technology	15	5	19	25	13	17

**Do you conduct an evaluation of every program you do?**

	<b>% Yes</b>
All Types	60%
Arts	17
Education	56
Health	61
Human Services	71
Other	56

**Do you have a planned giving program?**

	<b>% Yes</b>
All Types	37%
Arts	30
Education	32
Health	46
Human Services	40
Other	34

**Has your organization created a formal development plan in the past 2-3 years?**

	<b>% Yes</b>
All Types	61%
Arts	35
Education	66
Health	46
Human Services	69
Other	56

**How much cash (including reserves) does your organization currently have readily available?**

All Types (median)	4-6 mos expenses
Arts	2-3 mos
Education	1 year
Health	4-6 mos
Human Services	4-6 mos
Other	6+ mos

**How has the demand for your services/programs (or attendance for arts/cultural organizations) changed in the past 12 months?**

All Types (median)	+1-9%
Arts	+1-9%
Education	+1-9%
Health	+1-9%
Human Services	+10-24%
Other	+1-9%

**Looking ahead to the next 5-10 years, what factor do you expect will have the biggest impact on the local nonprofit sector? (select only one)**

	All Types	Arts	Education	Health	Human Services	Other
Collaboration across different sectors	14%	13	10	22	14	18
Technology enhancements	1%	4	0	4	1	0
Slow economic recovery	36%	39	39	35	36	35
Social media	5%	4	10	4	4	
Changes in government funding	13%	4	2	13	19	5
Changes in local corporate Philanthropy	8%	4	10	4	8	10
Increasing importance of measurement and evaluation	11%	4	24	9	10	8
Changes in nonprofit leadership	8%	22	5	4	7	10