1. Which of the following categories describes your organization?		
	Response Percent	Response Count
Arts & Culture	12.0%	13
Education	27.8%	30
Health	14.8%	16
Human Services	**32.4%**	**35**
Other	13.0%	14
	answered question	108
	skipped question	1

2. What is your organization's current annual operating budget?		
	Response Percent	Response Count
Under $500,000	12.0%	13
$501,000-$750,000	9.3%	10
$751,000-$1,000,000	5.6%	6
$1,001,000-$3,000,000	30.6%	33
Over $3,000,000	**42.6%**	**46**
	answered question	108
	skipped question	1

3. Please indicate whether you agree or disagree with each of the following statements about your organization.						
	Strongly disagree	**Disagree**	**Neither Agree/Disagree**	**Agree**	**Strongly Agree**	**Response Count**
My organization has an excellent reputation in the community	0.0% (0)	1.8% (2)	7.3% (8)	33.0% (36)	**57.8% (63)**	109
The community understands what we do.	0.9% (1)	16.5% (18)	31.2% (34)	**41.3% (45)**	10.1% (11)	109
We have strong, long-term relationships with the majority of our donors.	0.9% (1)	15.6% (17)	12.8% (14)	**54.1% (59)**	16.5% (18)	109
Our staff has the experience and expertise we need to succeed.	0.9% (1)	2.8% (3)	10.1% (11)	**56.9% (62)**	29.4% (32)	109
Our board is actively involved in meeting all its roles and responsibilities.	2.8% (3)	18.9% (20)	22.6% (24)	**48.1% (51)**	7.5% (8)	106
We are limited by a lack of financial resources.	0.9% (1)	11.9% (13)	17.4% (19)	**46.8% (51)**	22.9% (25)	109
We cannot keep up with the demand for our services given our current level of support.	3.7% (4)	24.8% (27)	18.3% (20)	**36.7% (40)**	16.5% (18)	109
					answered question	**109**
					skipped question	**0**

4. Did your organization reach its fundraising goal in 2008?			
		Response Percent	**Response Count**
Yes		49.0%	50
No		**51.0%**	**52**
		answered question	**102**
		skipped question	**7**

5. How much did your organization receive in gifts and grants from individuals, corporations/businesses and foundations in 2008?		
	Response Percent	Response Count
Less than $100,000	12.7%	13
$101,000-$200,000	9.8%	10
$201,000-$500,000	**25.5%**	**26**
$501,000-$1,000,000	21.6%	22
$1,001,000- $2,000,000	11.8%	12
More than $2,000,000	18.6%	19
	answered question	**102**
	skipped question	**7**

6. In 2008, did the amount of contributed income your agency received...		
	Response Percent	Response Count
Increase?	**43.1%**	**44**
Decrease?	36.3%	37
Stay about the same as in 2007?	20.6%	21
	answered question	**102**
	skipped question	**7**

7. How much did your contributed income increase or decrease in 2008, compared to 2007?

	Response Percent	Response Count
50% or more	2.9%	3
30-49%	5.9%	6
20-29%	15.7%	16
10-19%	**30.4%**	**31**
5-9%	18.6%	19
Less than 5%	26.5%	27
	answered question	**102**
	skipped question	**7**

8. Did the following sources of support increase or decrease for your organization in 2008 as compared to 2007?

	Increased	Decreased	No Change	Response Count
Individuals	**46.5% (47)**	29.7% (30)	23.8% (24)	101
Corporations/businesses	33.7% (34)	**44.6% (45)**	21.8% (22)	101
Private foundations	31.3% (31)	33.3% (33)	**35.4% (35)**	99
Government	25.6% (22)	16.3% (14)	**58.1% (50)**	86
United Way	10.4% (7)	10.4% (7)	**79.1% (53)**	67
Other (please specify)	15.4% (4)	19.2% (5)	**65.4% (17)**	26
			answered question	**101**
			skipped question	**8**

9. Which of the following strategies is most effective in your fundraising efforts?	Response Percent	Response Count
Direct mail	30.0%	30
Telephone appeals	2.0%	2
Major gifts	**35.0%**	**35**
Planned gifts	4.0%	4
Online appeals	1.0%	1
Special events	28.0%	28
answered question		**100**
skipped question		**9**

10. Which of the following strategies is least effective in your fundraising efforts?	Response Percent	Response Count
Direct mail	15.6%	15
Telephone appeals	17.7%	17
Major gifts	7.3%	7
Planned gifts	15.6%	15
Online appeals	**28.1%**	**27**
Special events	15.6%	15
answered question		**96**
skipped question		**13**

11. How do you predict your fundraising results in 2009 will compare with 2008?

	Response Percent	Response Count
Increase	33.0%	34
Decrease	**35.9%**	**37**
Remain the same	31.1%	32
answered question		**103**
skipped question		**6**

12. If you said you expect your fundraising results to change in 2009, how large of an increase or decrease do you expect?

	Response Percent	Response Count
50% or more	3.6%	3
30-49%	2.4%	2
20-29%	15.7%	13
10-19%	**27.7%**	**23**
5-9%	20.5%	17
Less than 5%	9.6%	8
Too soon to tell	20.5%	17
answered question		**83**
skipped question		**26**

13. Other than the economy, what do you see as the primary challenge you face in the year ahead? (choose only one)			
		Response Percent	**Response Count**
Attracting, retaining and training qualified staff		5.8%	6
Organizational leadership (board and staff)		12.6%	13
Ability to keep up with the growing demand for our services		10.7%	11
Competition for charitable dollars		27.2%	28
Finding new ways to communicate effectively to help the public understand who we are and what we do		**28.2%**	**29**
Aging of current donor base		6.8%	7
Other (please specify)		8.7%	9
		answered question	**103**
		skipped question	**6**

14. What do you consider to be your organization's most important fundraising strength? (Check only one)	Response Percent	Response Count
The stories you are able to tell	22.3%	23
Public awareness of your organization	2.9%	3
A strong image/reputation for your organization in the community	**29.1%**	**30**
The community understands your organization's need	5.8%	6
Solid relationships with donors	27.2%	28
Qualified staff	1.9%	2
Outstanding volunteer leadership	5.8%	6
Other (please specify)	4.9%	5
	answered question	**103**
	skipped question	**6**

15. What do you consider to be your organization's biggest fundraising challenges? (Check only one)		
	Response Percent	**Response Count**
Finding good stories to tell	2.9%	3
A lack of public awareness of your organization	**32.4%**	**33**
A poor image/reputation for your organization in the community	0.0%	0
The community does not understand your organization's need	17.6%	18
A need to strengthen relationships with donors	20.6%	21
Relatively new, inexperienced or unqualified staff	4.9%	5
A need to recruit better volunteer leadership	7.8%	8
Other (please specify)	13.7%	14
	answered question	**102**
	skipped question	**7**

16. Please rate your organization's current capacity in each of the following areas. (1=Inadequate / 10=Excellent)										
	1	**2**	**3**	**4**	**5**	**6**	**7**	**8**	**9**	**10**
Strategic planning	2.0% (2)	5.9% (6)	3.9% (4)	2.9% (3)	15.7% (16)	6.9% (7)	13.7% (14)	**26.5% (27)**	16.7% (17)	5.9% (6)
Staff resources	0.0% (0)	5.0% (5)	4.0% (4)	8.9% (9)	8.9% (9)	11.9% (12)	**20.8% (21)**	**20.8% (21)**	11.9% (12)	7.9% (8)
Technology	0.0% (0)	3.9% (4)	4.9% (5)	9.8% (10)	7.8% (8)	13.7% (14)	14.7% (15)	**27.5% (28)**	10.8% (11)	6.9% (7)
Programs/services	0.0% (0)	0.0% (0)	3.0% (3)	0.0% (0)	1.0% (1)	1.0% (1)	7.9% (8)	23.8% (24)	**33.7% (34)**	29.7% (30)
Training for staff	0.0% (0)	2.0% (2)	2.9% (3)	6.9% (7)	7.8% (8)	14.7% (15)	22.5% (23)	**29.4% (30)**	6.9% (7)	6.9% (7)
Board/Leadership	0.0% (0)	3.0% (3)	5.0% (5)	6.9% (7)	13.9% (14)	10.9% (11)	19.8% (20)	**23.8% (24)**	12.9% (13)	4.0% (4)
Facilities	1.0% (1)	4.9% (5)	2.9% (3)	3.9% (4)	10.8% (11)	6.9% (7)	12.7% (13)	16.7% (17)	**21.6% (22)**	18.6% (19)
Marketing	1.0% (1)	6.9% (7)	10.8% (11)	8.8% (9)	14.7% (15)	17.6% (18)	**18.6% (19)**	10.8% (11)	5.9% (6)	4.9% (5)
Public Relations	1.0% (1)	7.8% (8)	5.9% (6)	9.8% (10)	15.7% (16)	**17.6% (18)**	**17.6% (18)**	12.7% (13)	8.8% (9)	2.9% (3)
Resources to try new things	5.0% (5)	8.0% (8)	10.0% (10)	8.0% (8)	**23.0% (23)**	11.0% (11)	19.0% (19)	11.0% (11)	3.0% (3)	2.0% (2)
	answered question									
	skipped question									

17. What has been the financial impact of the economic downturn on your organization so far in 2009? (check all that apply)		
	Response Percent	**Response Count**
No real impact seen to date	18.4%	18
Reduced contributed income by less than 10% compared to this time last year	**30.6%**	**30**
Reduced contributed income by 10-25% compared to this time last year	25.5%	25
Reduced contributed income by 25-50% compared to this time last year	9.2%	9
Reduced contributed income by more than 50% compared to this time last year	2.0%	2
Increased contributed income by less than 10% compared to this time last year	9.2%	9
Increased contributed income by 10-25% compared to this time last year	5.1%	5
Increased contributed income by 25-50% compared to this time last year	1.0%	1
Increased contributed income by more than 50% compared to this time last year	0.0%	0
	answered question	**98**
	skipped question	**11**

18. Specifically, what impact have you seen from the economy on your organization's fundraising strategies so far in 2009?				
	Increased	**Decreased**	**Rating Average**	**Response Count**
Repeat gifts from individual donors	41.8% (33)	**58.2% (46)**	1.58	79
Corporate donations	11.6% (10)	**88.4% (76)**	1.88	86
Foundation gifts	23.5% (19)	**76.5% (62)**	1.77	81
Number of new donors	40.7% (33)	**59.3% (48)**	1.59	81
Size of gifts received	22.6% (19)	**77.4% (65)**	1.77	84
Attendance at events	42.5% (31)	**57.5% (42)**	1.58	73
Revenue from events	36.1% (26)	**63.9% (46)**	1.64	72
In-kind gifts	**64.4% (38)**	35.6% (21)	1.36	59
			Other (please specify)	9
			answered question	**96**
			skipped question	**13**

19. What strategies have you implemented to reduce the impact of the economic downturn and "weather the storm" in 2009? (check all that apply)

	Response Percent	Response Count
Implemented a hiring freeze	27.5%	28
Laid off staff	20.6%	21
Eliminated underperforming programs/services	18.6%	19
Reduced unnecessary expenses	**84.3%**	**86**
Delayed launching any new programs or initiatives	37.3%	38
Increased marketing/communication efforts to raise awareness of your needs	46.1%	47
Ramped up solicitation efforts with individual donors to offset decreases in corporate/foundation giving	51.0%	52
Tested new strategies, such as social networking, to attract prospective donors	48.0%	49
Considered/considering a merger/partnership/collaboration	16.7%	17
Put more emphasis on planned gifts/bequests	21.6%	22
Put more emphasis on major gifts	49.0%	50
Put more emphasis on events	18.6%	19
Put more emphasis on in-kind gifts	10.8%	11
Other (please specify)	18.6%	19
	answered question	**102**
	skipped question	**7**

20. In light of the current economy, have you changed your approach to soliciting donors?

		Response Percent	Response Count
Yes		**51.5%**	**51**
No		48.5%	48
		If yes, please tell us how.	47
		answered question	**99**
		skipped question	**10**

21. To what extent has your board been engaged in developing and implementing strategies to address any potential impacts of the current economic climate on your organization? (check all that apply)

		Response Percent	Response Count
Board has not done anything special in this regard		**46.0%**	**46**
Board has recruited more new donors		22.0%	22
Board has increased its own giving		22.0%	22
Board has participated in more calls on donors		15.0%	15
Board has assisted in finding expense reductions		16.0%	16
Board has assisted in finding alternate funding sources (grants, loans, etc.)		20.0%	20
Other (please specify)		12.0%	12
		answered question	**100**
		skipped question	**9**

22. To what extent have existing donors been engaged in helping you counteract any potential impacts of the economic climate on your organization? (check all that apply)		
	Response Percent	**Response Count**
Donors have not done anything special in this regard	**61.5%**	**59**
Donors have participated in fundraising strategy sessions	10.4%	10
Donors have recruited other donors	18.8%	18
Donors have increased their own giving	25.0%	24
Donors have participated in more calls on donors	5.2%	5
Other (please specify)	4.2%	4
	answered question	**96**
	skipped question	**13**

23. When do you expect things to turn around?		
	Response Percent	**Response Count**
Things have already begun to improve	3.9%	4
Second half of 2009	12.7%	13
First half of 2010	**32.4%**	**33**
Second half of 2010	8.8%	9
Sometime in 2011	11.8%	12
Don’t know	30.4%	31
	answered question	**102**
	skipped question	**7**

24. What long-term impact do you anticipate this economic climate will have on your organization and local fundraising overall? (check all that apply)		
	Response Percent	**Response Count**
We plan to put more emphasis on seeking gifts from individuals	**73.0%**	**73**
We plan to build an endowment to sustain us in difficult times	38.0%	38
We don't expect corporate giving to return to previous levels for a long time	43.0%	43
We don't expect foundation giving to return to previous levels for along time	34.0%	34
We will continue to operate with a smaller staff for the foreseeable future	24.0%	24
We will be more proactive in paring out programs and services that are not critical to our mission	24.0%	24
We will actively seek to form more partnerships and collaborations in order to do 'more with less.'	54.0%	54
Other (please specify)	12.0%	12
	answered question	**100**
	skipped question	**9**

25. Are there any other comments you would like to share regarding local trends in philanthropy?	
	Response Count
	17
answered question	**17**
skipped question	**92**

26. If you do not receive The Rome Group’s e-newsletter and would like to be added to our mailing list, please provide your email address below.		
		Response Count
		7
	answered question	**7**
	skipped question	**102**