

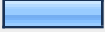
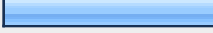




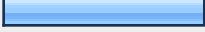

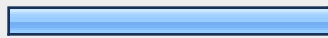
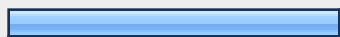


NFP Survey 2009

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
			<i>answered question</i>	108
			<i>skipped question</i>	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
			<i>answered question</i>	108
			<i>skipped question</i>	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
	<i>answered question</i>					109
	<i>skipped question</i>					0

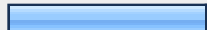

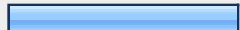


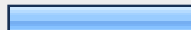
4. Did your organization reach its fundraising goal in 2008?			
		Response Percent	Response Count
Yes		49.0%	50
No		51.0%	52
	<i>answered question</i>		102
	<i>skipped question</i>		7


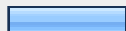

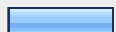

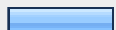
5. How much did your organization receive in gifts and grants from individuals, corporations/businesses and foundations in 2008?			
		Response Percent	Response Count
Less than \$100,000		12.7%	13
\$101,000-\$200,000		9.8%	10
\$201,000-\$500,000		25.5%	26
\$501,000-\$1,000,000		21.6%	22
\$1,001,000- \$2,000,000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

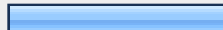
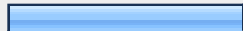
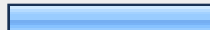
6. In 2008, did the amount of contributed income your agency received...			
		Response Percent	Response Count
Increase?		43.1%	44
Decrease?		36.3%	37
Stay about the same as in 2007?		20.6%	21
		<i>answered question</i>	102
		<i>skipped question</i>	7




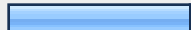
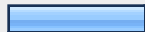

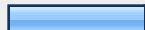
7. How much did your contributed income increase or decrease in 2008, compared to 2007?			
		Response Percent	Response Count
50% or more		2.9%	3
30-49%		5.9%	6
20-29%		15.7%	16
10-19%		30.4%	31
5-9%		18.6%	19
Less than 5%		26.5%	27
<i>answered question</i>			102
<i>skipped question</i>			7

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
<i>answered question</i>				101
<i>skipped question</i>				8




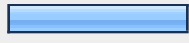



9. Which of the following strategies is most effective in your fundraising efforts?			
		Response Percent	Response Count
Direct mail		30.0%	30
Telephone appeals		2.0%	2
Major gifts		35.0%	35
Planned gifts		4.0%	4
Online appeals		1.0%	1
Special events		28.0%	28
		<i>answered question</i>	100
		<i>skipped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

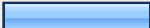

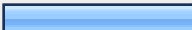

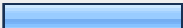



10. Which of the following strategies is least effective in your fundraising efforts?			
		Response Percent	Response Count
Direct mail		15.6%	15
Telephone appeals		17.7%	17
Major gifts		7.3%	7
Planned gifts		15.6%	15
Online appeals		28.1%	27
Special events		15.6%	15
		<i>answered question</i>	96
		<i>skipped question</i>	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
		<i>answered question</i>	103
		<i>skipped question</i>	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
		<i>answered question</i>	83
		<i>skipped question</i>	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
		<i>answered question</i>	103
		<i>skipped question</i>	6

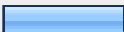







14. What do you consider to be your organization's most important fundraising strength? (Check only one)			
		Response Percent	Response Count
The stories you are able to tell		22.3%	23
Public awareness of your organization		2.9%	3
A strong image/reputation for your organization in the community		29.1%	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
		<i>answered question</i>	103
		<i>skipped question</i>	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	<input type="checkbox"/>	2.9%	3
A lack of public awareness of your organization	<input checked="" type="checkbox"/>	32.4%	33
A poor image/reputation for your organization in the community	<input type="checkbox"/>	0.0%	0
The community does not understand your organization's need	<input type="checkbox"/>	17.6%	18
A need to strengthen relationships with donors	<input type="checkbox"/>	20.6%	21
Relatively new, inexperienced or unqualified staff	<input type="checkbox"/>	4.9%	5
A need to recruit better volunteer leadership	<input type="checkbox"/>	7.8%	8
Other (please specify)	<input type="checkbox"/>	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)
	<i>answered question</i>									
	<i>skipped question</i>									

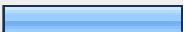

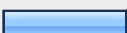
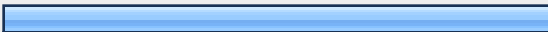


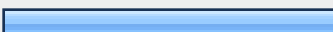
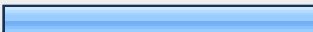
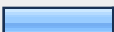
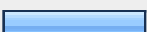
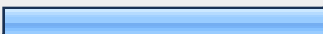
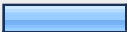

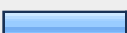
17. What has been the financial impact of the economic downturn on your organization so far in 2009? (check all that apply)

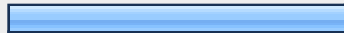
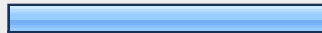
		Response Percent	Response Count
No real impact seen to date		18.4%	18
Reduced contributed income by less than 10% compared to this time last year		30.6%	30
Reduced contributed income by 10-25% compared to this time last year		25.5%	25
Reduced contributed income by 25-50% compared to this time last year		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
		<i>answered question</i>	98
		<i>skipped question</i>	11

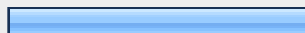
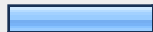
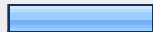
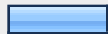



18. Specifically, what impact have you seen from the economy on your organization's fundraising strategies so far in 2009?

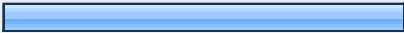


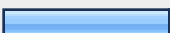


	Increased	Decreased	Rating Average	Response Count
Repeat gifts from individual donors	41.8% (33)	58.2% (46)	1.58	79
Corporate donations	11.6% (10)	88.4% (76)	1.88	86
Foundation gifts	23.5% (19)	76.5% (62)	1.77	81
Number of new donors	40.7% (33)	59.3% (48)	1.59	81
Size of gifts received	22.6% (19)	77.4% (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
	<i>answered question</i>			96
	<i>skipped question</i>			13






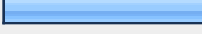
19. What strategies have you implemented to reduce the impact of the economic downturn and “weather the storm” in 2009? (check all that apply)

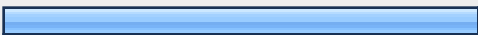
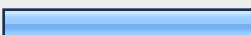
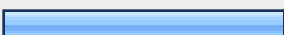
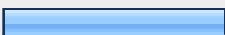
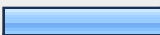
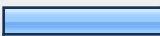
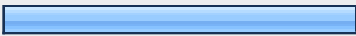

		Response Percent	Response Count
Implemented a hiring freeze		27.5%	28
Laid off staff		20.6%	21
Eliminated underperforming programs/services		18.6%	19
Reduced unnecessary expenses		84.3%	86
Delayed launching any new programs or initiatives		37.3%	38
Increased marketing/communication efforts to raise awareness 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
		<i>answered question</i>	102
		<i>skipped question</i>	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
	<i>answered question</i>	7
	<i>skipped question</i>	102