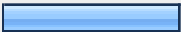






2010 NFP Philanthropic Landscape Survey



1. Which of the following categories describes your organization?

	Response Percent	Response Count
Arts & Culture 	8.5%	19
Education 	14.7%	33
Health 	15.2%	34
Human Services 	47.8%	107
Other 	13.8%	31
<i>answered question</i>		224
<i>skipped question</i>		0


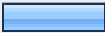




2. What is your organization's current annual operating budget?

	Response Percent	Response Count
Under \$500,000 	26.3%	59
\$501,000-\$750,000 	8.9%	20
\$751,000-\$1,000,000 	10.7%	24
\$1,001,000-\$3,000,000 	23.2%	52
Over \$3,000,000 	30.8%	69
<i>answered question</i>		224
<i>skipped question</i>		0

3. Did your organization reach its fundraising goal in 2009?

		Response Percent	Response Count
Yes		48.8%	106
No		51.2%	111
<i>answered question</i>			217
<i>skipped question</i>			7

4. How much did your organization receive in gifts and grants from individuals, corporations/businesses and foundations in 2009?

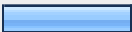
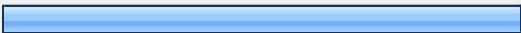

		Response Percent	Response Count
Less than \$100,000		23.1%	51
\$101,000-\$200,000		14.9%	33
\$201,000-\$500,000		31.7%	70
\$501,000-\$1,000,000		11.3%	25
\$1,001,000- \$2,000,000		9.5%	21
More than \$2,000,000		9.5%	21
<i>answered question</i>			221
<i>skipped question</i>			3



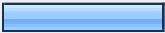


5. In 2009, how much did your contributed income increase or decrease compared to 2008?

		Response Percent	Response Count
Increased by 10% or less		31.4%	69
Increased by 11-25%		12.3%	27
Increased by 26% or more		6.4%	14
Decreased by 10% or less		20.9%	46
Decreased by 11-25%		15.5%	34
Decreased by 26% or more		5.5%	12
Stayed the same as in 2008		8.2%	18
answered question			220
skipped question			4


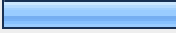

6. Did the following sources of support increase or decrease for your organization in 2009 as compared to 2008?

	Increased	Decreased	No Change	Response Count
Individuals	48.6% (108)	33.3% (74)	18.0% (40)	222
Corporations/businesses	24.4% (53)	50.2% (109)	25.3% (55)	217
Private foundations	27.2% (59)	42.4% (92)	30.4% (66)	217
Government	34.4% (67)	23.6% (46)	42.1% (82)	195
United Way	6.7% (11)	20.0% (33)	73.3% (121)	165
			Other (please specify)	25
answered question				223
skipped question				1






7. Did your organization receive any federal stimulus funding in either 2009 or 2010?		
	Response Percent	Response Count
Yes 	19.2%	43
No 	78.6%	176
Unsure 	2.2%	5
If yes, approximately how much did you receive?		37
<i>answered question</i>		224
<i>skipped question</i>		0

8. How has the demand for your services/programs (or attendance for arts/cultural organizations) changed in the past 12 months?		
	Response Percent	Response Count
Increased by 25% or more 	20.9%	46
Increased by 10-24% 	30.5%	67
Increased by 1-9% 	24.1%	53
Decreased 	7.7%	17
Stayed the same 	16.8%	37
Please add comments		22
<i>answered question</i>		220
<i>skipped question</i>		4

9. Have you been able to meet any increased demand for services?

	Response Percent	Response Count
Yes 	53.9%	118
No 	26.0%	57
Not applicable 	20.1%	44
Please add comments		31
answered question		219
skipped question		5

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

	Response Percent	Response Count
None 	8.7%	19
One month's expenses 	15.1%	33
2-3 months expenses 	25.7%	56
4-6 months expenses 	15.6%	34
6+ months expenses 	34.9%	76
Please add comments		18
answered question		218
skipped question		6








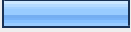
11. Please indicate whether you agree or disagree with each of the following statements about your organization.

	Strongly disagree	Disagree	Neither Agree/Disagree	Agree	Strongly Agree	Not Applicable	Response Count
We are "weathering the economic storm" so far.	1.8% (4)	12.1% (27)	7.6% (17)	54.7% (122)	22.9% (51)	0.9% (2)	22
We are more at risk today than at this time last year.	6.8% (15)	29.0% (64)	14.5% (32)	31.7% (70)	16.7% (37)	1.4% (3)	22
We cannot keep up with the demand for our services given our current level of support.	7.7% (17)	29.4% (65)	16.7% (37)	29.0% (64)	14.5% (32)	2.7% (6)	22
Repeat gifts from individual donors have been reduced or delayed.	1.3% (3)	25.1% (56)	16.6% (37)	43.9% (98)	8.5% (19)	4.5% (10)	22
It is increasingly harder to find new donors.	0.9% (2)	17.1% (38)	17.6% (39)	39.6% (88)	23.4% (52)	1.4% (3)	22
Gifts are still coming in, but in smaller amounts.	0.0% (0)	16.8% (37)	18.2% (40)	53.6% (118)	8.6% (19)	2.7% (6)	22
Revenue from fundraising events is down.	5.4% (12)	29.9% (66)	14.5% (32)	25.3% (56)	14.0% (31)	10.9% (24)	22
Attendance at performance/exhibits is down.	2.7% (6)	19.6% (43)	11.0% (24)	12.8% (28)	4.6% (10)	49.3% (108)	21
answered question							22
skipped question							




12. Over the past year, has the effectiveness of each of the following fundraising strategies increased or decreased for your organization?

	Increased	Decreased	No Change	Response Count
Direct mail	26.3% (56)	30.0% (64)	43.7% (93)	213
Telephone appeals	8.0% (14)	11.4% (20)	80.6% (141)	175
Major gifts	29.5% (59)	31.5% (63)	39.0% (78)	200
Planned gifts	15.4% (29)	11.7% (22)	72.9% (137)	188
Online direct appeals	25.9% (48)	10.3% (19)	63.8% (118)	185
Online unsolicited gifts	19.7% (36)	10.4% (19)	69.9% (128)	183
Social networking	47.0% (87)	3.2% (6)	49.7% (92)	185
Special events	37.5% (78)	29.3% (61)	33.2% (69)	208
<i>answered question</i>				219
<i>skipped question</i>				5



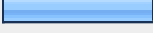
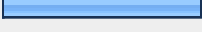
13. How do you predict your fundraising results in 2010 will compare with 2009?

	Response Percent	Response Count
Increase by 10% or less 	35.9%	80
Increase by 11-25% 	15.2%	34
Increase by 26% or more 	4.5%	10
Decrease by 10% or less 	10.8%	24
Decrease by 11-25% 	5.8%	13
Decrease by 26% or more 	3.1%	7
Stay the same as in 2008 	5.8%	13
Too soon to tell 	18.8%	42
Please add comments		16
<i>answered question</i>		223
<i>skipped question</i>		1

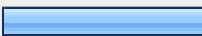
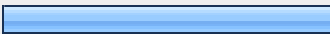

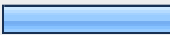
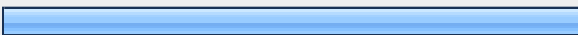
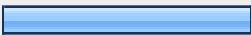
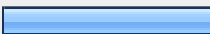

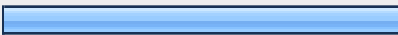
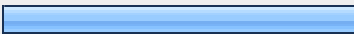
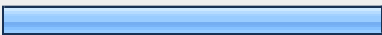






14. Have you changed your endowment spending for 2010?

	Response Percent	Response Count
Yes 	11.6%	24
No (skip to Q16) 	77.3%	160
Unsure 	11.1%	23
<i>answered question</i>		207
<i>skipped question</i>		17

15. If you answered Yes to Q14, what will your endowment spending rate be for 2010?

	Response Percent	Response Count
0-2% 	37.0%	10
3-4% 	11.1%	3
5-6% 	22.2%	6
7% or more 	29.6%	8
<i>answered question</i>		27
<i>skipped question</i>		197

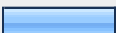
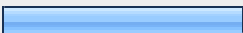
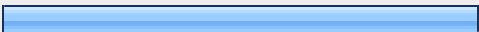
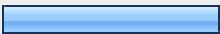
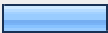


16. What strategies have you implemented to reduce the impact of the economic downturn in 2010? (check all that apply)

		Response Percent	Response Count
Implemented a hiring freeze		30.0%	66
Froze all wages		49.5%	109
Furloughed staff		4.5%	10
Laid off staff		25.0%	55
Reduced all unnecessary expenses		87.3%	192
Delayed launching any new programs or initiatives		37.3%	82
Renegotiated vendor contracts		31.4%	69
Sold assets		5.0%	11
Increased marketing/communication efforts to raise awareness of our needs		60.0%	132
Ramped up solicitation efforts with individual donors to offset decreases in corporate/foundation giving		53.2%	117
Tested new strategies, such as social networking, to attract prospective donors		57.3%	126
Launched or planned social entrepreneurial programs to generate new revenues		11.8%	26
Put more emphasis on planned gifts/bequests		16.8%	37
Put more emphasis on major gifts		35.0%	77
Put more emphasis on events		31.8%	70
Utilizes reserve funds		34.1%	75
Other (please specify)		9.5%	21
answered question			220




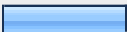

**17. Other than the economy, what do you consider to be your organization's biggest fundraising challenges?
(Check only one)**

	Response Percent	Response Count
Developing good stories to tell <input type="checkbox"/>	4.1%	9
A lack of public awareness of your organization <input checked="" type="checkbox"/>	27.9%	61
A poor image/reputation for your organization in the community	0.0%	0
The community does not understand your organization's need and/or impact <input type="checkbox"/>	15.5%	34
A need to strengthen relationships with donors <input checked="" type="checkbox"/>	23.7%	52
Need for more, experienced staff <input type="checkbox"/>	9.6%	21
A need to recruit better volunteer leadership <input type="checkbox"/>	11.9%	26
Other (please specify) <input type="checkbox"/>	7.3%	16
answered question		219
skipped question		5



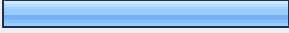
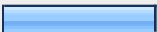



18. Which of the following types of technical assistance would be helpful now to your organization? (Check all that apply.)

		Response Percent	Response Count
Analyzing financial situation		16.5%	33
Scenario planning/strategic planning		36.0%	72
Marketing/communications support		72.0%	144
Technology support		32.5%	65
Collaboration or merger assessment		15.5%	31
Debt restructuring		6.5%	13
Other (please specify)		9.0%	18
		<i>answered question</i>	200
		<i>skipped question</i>	24

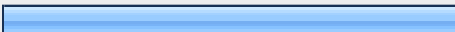


19. Which of the following statements most closely describes your organization's fundraising situation? (select only one)

	Response Percent	Response Count
We remain pessimistic about our fundraising prospects for the foreseeable future. 	6.9%	15
We expect 2011 revenues to be much better than 2010. 	23.4%	51
We do not expect much improvement in our fundraising until 2012. 	11.9%	26
Things have begun to turn around and we expect our revenues will increase later this year. 	18.3%	40
It is still too soon to tell what the future will be with regard to our revenue levels. 	39.4%	86
<i>answered question</i>		218
<i>skipped question</i>		6

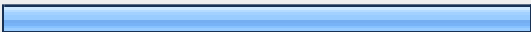
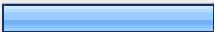
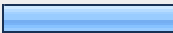





20. How is the country's economic crisis impacting your organization's fundraising strategies? (check all that apply)

		Response Percent	Response Count
We plan to put more emphasis on seeking gifts from individuals.		70.5%	155
We plan to build an endowment to sustain us in difficult times.		22.3%	49
We will continue to operate with a smaller staff for the foreseeable future.		43.2%	95
We will be more proactive in cutting programs and services that are not critical to our mission.		22.7%	50
We will actively seek to form more partnerships and collaborations in order to do "more with less."		49.5%	109
We will pursue more earned income opportunities.		30.5%	67
Other (please specify)		9.5%	21
answered question			220
skipped question			4




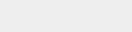
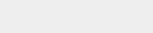

21. Have you participated in any partnerships or alliances or collaborations with other nonprofits in the past two years?

		Response Percent	Response Count
Yes		68.8%	152
No (skip to Q28)		29.0%	64
Unsure		2.3%	5
answered question			221
skipped question			3

22. If your answer to Q21 was Yes, in what areas have you collaborated? (check all that apply)

		Response Percent	Response Count
Program delivery		80.3%	122
Facilities		31.6%	48
Marketing/communications		25.7%	39
Lobbying/advocacy		36.2%	55
Human resources (payroll, recruiting, etc.)		9.2%	14
Financial management		5.3%	8
Technology		10.5%	16
Other (please specify)		6.6%	10
answered question			152
skipped question			72

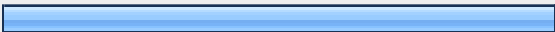

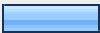
23. What was the primary reason you pursued a collaboration or alliance? (select only one answer)

		Response Percent	Response Count
Encouraged to do so by funders		8.6%	13
Opportunity to reach more clients/audiences		36.8%	56
Response to declining revenues		4.6%	7
Recognition of similar missions		19.1%	29
Greater cost effectiveness/efficiency		22.4%	34
Other (please specify)		8.6%	13
answered question			152
skipped question			72

24. Do you consider your collaboration/partnership a success?			Response Percent	Response Count
Yes			84.9%	129
No			2.0%	3
Too soon to tell			13.2%	20
answered question				152
skipped question				72

25. How difficult were the following factors in creating your collaboration/partnership? (1-Not difficult / 5= Very difficult)						
	1	2	3	4	5	Response Count
Incompatible organizational cultures	60.3% (88)	19.2% (28)	11.6% (17)	4.8% (7)	4.1% (6)	146
Board leadership issues	69.0% (98)	14.1% (20)	8.5% (12)	4.2% (6)	4.2% (6)	142
Staff leadership issues	50.0% (71)	20.4% (29)	21.1% (30)	4.9% (7)	3.5% (5)	142
Finding funding for collaborative or merger activities	32.6% (46)	19.9% (28)	24.8% (35)	13.5% (19)	9.2% (13)	141
Communication	32.9% (48)	26.0% (38)	24.7% (36)	14.4% (21)	2.1% (3)	146
Sharing human resources	43.4% (59)	23.5% (32)	23.5% (32)	8.8% (12)	0.7% (1)	136
Sharing financial resources	36.0% (49)	23.5% (32)	22.8% (31)	12.5% (17)	5.1% (7)	136
Measurement/evaluation	41.0% (57)	17.3% (24)	25.2% (35)	10.1% (14)	6.5% (9)	139
answered question						147
skipped question						77

26. Do you expect to pursue more collaborative efforts in the next few years?

	Response Percent	Response Count
Yes 	83.8%	134
No 	1.9%	3
Maybe 	14.4%	23
<i>answered question</i>		160
<i>skipped question</i>		64

27. What advice do you have for other nonprofits that may be considering a collaboration/partnership?

	Response Count
	84
<i>answered question</i>	84
<i>skipped question</i>	140

28. Are there any other comments you would like to share regarding local trends in philanthropy?

	Response Count
	45
<i>answered question</i>	45
<i>skipped question</i>	179

29. 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
	37
<i>answered question</i>	37
<i>skipped question</i>	187