


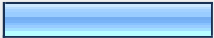
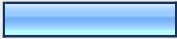






2008 End-of-Year Annual Appeal Survey




January 2009

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2008 Annual Appeal Results

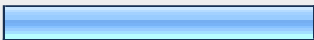
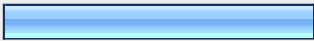
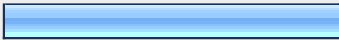
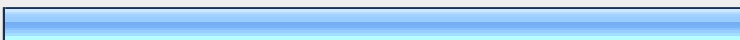
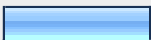
1. Which of the following categories describes your organization?			Response Percent	Response Count
Arts & Culture			15.1%	8
Education			22.6%	12
Health			18.9%	10
Human Services			30.2%	16
Other			13.2%	7
			answered question	53
			skipped question	0

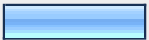
2. Did you conduct a year-end annual appeal in 2008?			Response Percent	Response Count
Yes			88.7%	47
No			11.3%	6
			answered question	53
			skipped question	0

3. Were the results of your 2008 year-end appeal...			Response Percent	Response Count
Greater than in 2007			31.1%	14
Less than in 2007			40.0%	18
About the same as in 2007			28.9%	13
			answered question	45
			skipped question	8

4. How much did the results of your 2008 year-end appeal differ from your results in 2007?

		Response Percent	Response Count
No change from 2008		13.6%	6
0-5% higher		15.9%	7
6-10% higher		2.3%	1
11-15% higher		2.3%	1
16-20% higher		0.0%	0
>20% higher		18.2%	8
0-5% lower		13.6%	6
6-10% lower		9.1%	4
11-15% lower		4.5%	2
16-20% lower		9.1%	4
>20% lower		11.4%	5
		answered question	44
		skipped question	9

5. Did you do any of the following to try to improve your results with your 2008 year-end appeal? (check all that apply)			
		Response Percent	Response Count
Send appeal earlier		34.2%	13
Send more than one appeal per person		15.8%	6
Expand mailing list		34.2%	13
Change your appeal's packaging		36.8%	14
Change your appeal's content/message		81.6%	31
Greater emphasis on online solicitation		15.8%	6
		Other (please specify)	11
		answered question	38
		skipped question	15

6. What are your expectations for your contributed income in 2009?			
		Response Percent	Response Count
Expect the same as in 2008		26.9%	14
0-5% higher		25.0%	13
6-10% higher		9.6%	5
11-15% higher		1.9%	1
16-20% higher		0.0%	0
>20% higher		1.9%	1
0-5% lower		11.5%	6
6-10% lower		15.4%	8
11-15% lower		5.8%	3
16-20% lower		0.0%	0
>20% lower		1.9%	1

	<i>answered question</i>	52
	<i>skipped question</i>	1

7. What other comments or stories do you wish to share about the current state of your fundraising?		
		Response Count
		16
	<i>answered question</i>	16
	<i>skipped question</i>	37

8. If you are willing to be quoted about this subject in our e-newsletter, Insights, please provide the information requested below.			
		Response Percent	Response Count
Name	<input type="text"/>	100.0%	7
Title	<input type="text"/>	100.0%	7
Organization	<input type="text"/>	100.0%	7
Phone	<input type="text"/>	100.0%	7
Email	<input type="text"/>	100.0%	7
	<i>answered question</i>		7
	<i>skipped question</i>		46

Question 5 – “Other”

1. We segmented our appeal and asked different people to give to different programs.
2. Had Board members actually make the asks which increased donations dramatically
3. Our founder did a \$100,000 challenge gift that we used in all of our appeals. Segmented donors by giving capacity and focused on face-to-face time with major donors.
4. Increased emphasis on phone solicitations.
5. We did not do a year-end appeal in 2007.
6. After sending the appeal letter (only one sent per person) we made personal phone calls and emails asking for major gifts towards the appeal to our top donors/friends. We also sent a letter to all congregations (same as last year), but then sent a second letter to our best donors/friends. We more than doubled from last year on both solicitations.
7. Segmentation of data base with appeals focused
8. We stayed the course, kept our appeal mission centered, and shared an impact story.
9. had peer sign solicitation
10. added some person to person solicitations in addition to this putting us up 12%
11. follow up phone calls

Question 7 Responses

1. we are being conservative in our projections -optimistic in attitude!
2. In this economic downturn, we tried doing things a little differently. We have had to increase and change our programming and charge some fees for that programming. Also having our Board get more involved has proved very beneficial. They are looking for new ways to enhance our contributed income. For 2008 that did work but we may not be as lucky in 2009.
3. Have had good response to wish list -- donor gives to purchase something concrete
4. It seems to be very difficult to secure funding from new sources which have not previously supported the organization. Companies are reducing giving and limiting to those organizations previously supported.
5. Our holiday fundraising was almost double previous year due to a bequest and a major gift of \$50K
6. We are experiencing a tremendous shortfall in foundation grants
7. Although we didn't do a year-end campaign, we did solicit former board members and were pleased with their response. Good to be able to count on the nearest and dearest.
8. Major gifts are down. Annual gifts are more or less steady. A few more donors but smaller gifts.
9. Since we did not do any year-end ask in 2008, I could not complete this survey.
10. We were surprised to see a number of first-time donors give to the appeal, but many of our current donors have not yet given. We are planning a follow-up January/February mailing to all LYBNTS.
11. I want to share that our overall response increased over 30%, but dollar donations were down. Win for the message and the mission to expand our donor base... We are proud of our donors and hope to celebrate them for many years going forward.
12. We are really stepping up our whole development program. We are trying to tighten our relationships, communicate more with donors telling them about our great work, applying for more grants now that we're collecting data more effectively, planning on soliciting more corporate "friends" for our benefit, etc.
13. Despite the challenge of the current economy, we're on track to raise more money this year than last year. We have lost some significant funders, but others have stayed with us and have given more than we expected them to. Also, our board has stepped up with increased giving, a high-profile tribute effort has been very successful, and our story-based annual appeals have exceeded our expectations. All that said, we're feeling cautious

too, and we have made a series of budget cuts out of prudence. And we expect the next fiscal year to be very, very challenging!

14. cold calls are even less "warm and fuzzy" than ever.
15. We don't expect that donors will be making larger gifts, but we are soliciting more donors one-on-one to expand our revenue.
16. Stressing need but in the context of why we are the best provider to address that need has been effective.