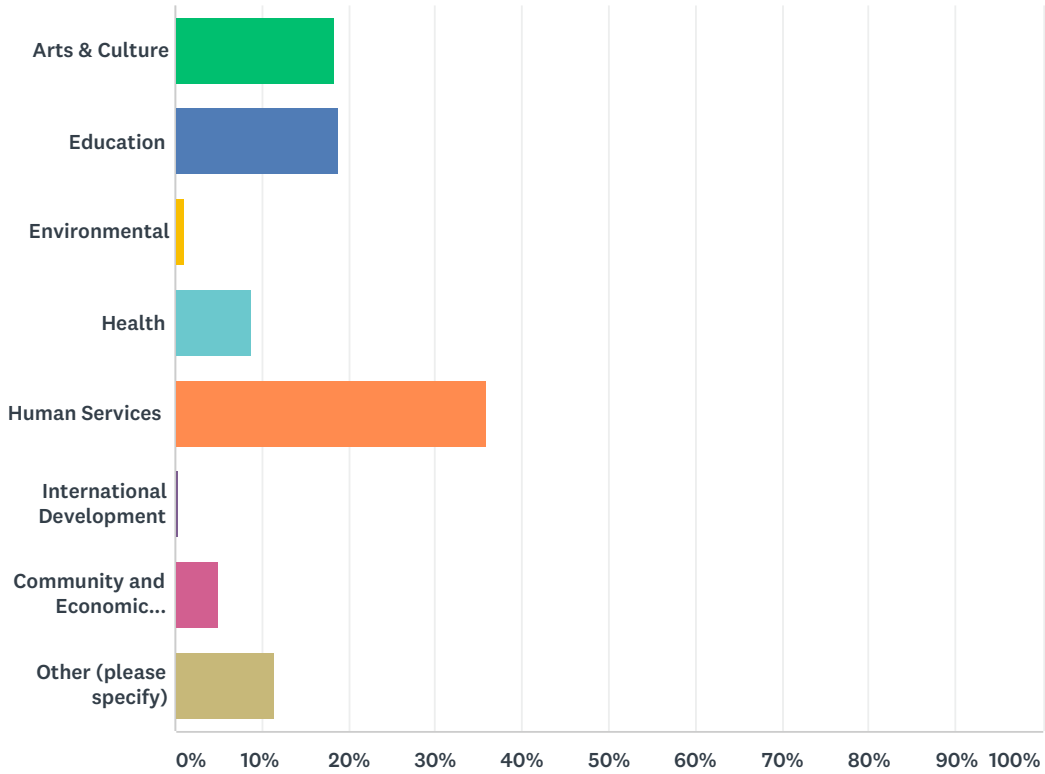


# Q1 Which of the following categories describes your organization?

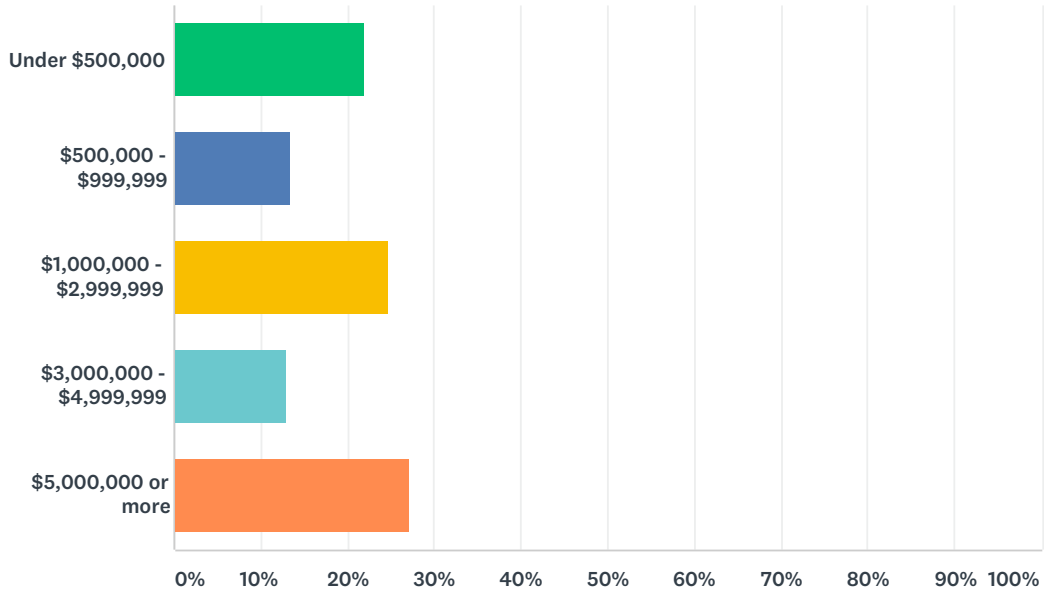
Answered: 261 Skipped: 1



ANSWER CHOICES	RESPONSES	
Arts & Culture	18.39%	48
Education	18.77%	49
Environmental	1.15%	3
Health	8.81%	23
Human Services	36.02%	94
International Development	0.38%	1
Community and Economic Development	4.98%	13
Other (please specify)	11.49%	30
<b>TOTAL</b>		<b>261</b>

## Q2 What is your organization's current operating budget?

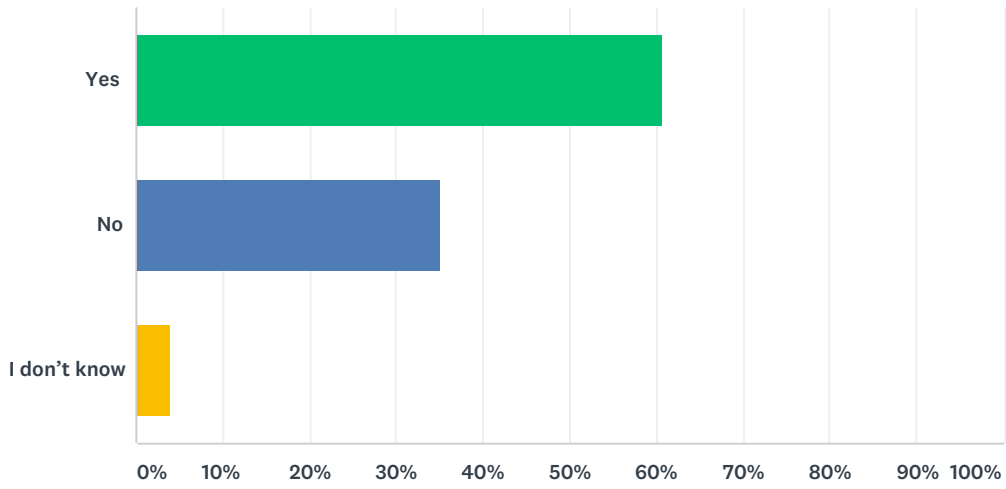
Answered: 247 Skipped: 15



ANSWER CHOICES	RESPONSES	
Under \$500,000	21.86%	54
\$500,000 - \$999,999	13.36%	33
\$1,000,000 - \$2,999,999	24.70%	61
\$3,000,000 - \$4,999,999	12.96%	32
\$5,000,000 or more	27.13%	67
<b>TOTAL</b>		<b>247</b>

### Q3 Did your organization reach its fundraising goal in 2017?

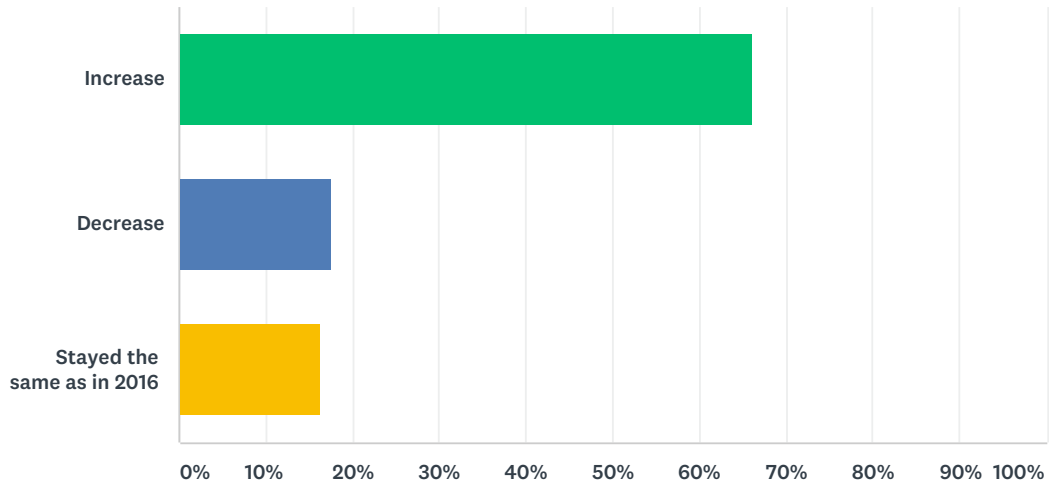
Answered: 247 Skipped: 15



ANSWER CHOICES	RESPONSES	
Yes	60.73%	150
No	35.22%	87
I don't know	4.05%	10
<b>TOTAL</b>		<b>247</b>

## Q4 In 2017, did your contributed income increase or decrease compared to 2016?

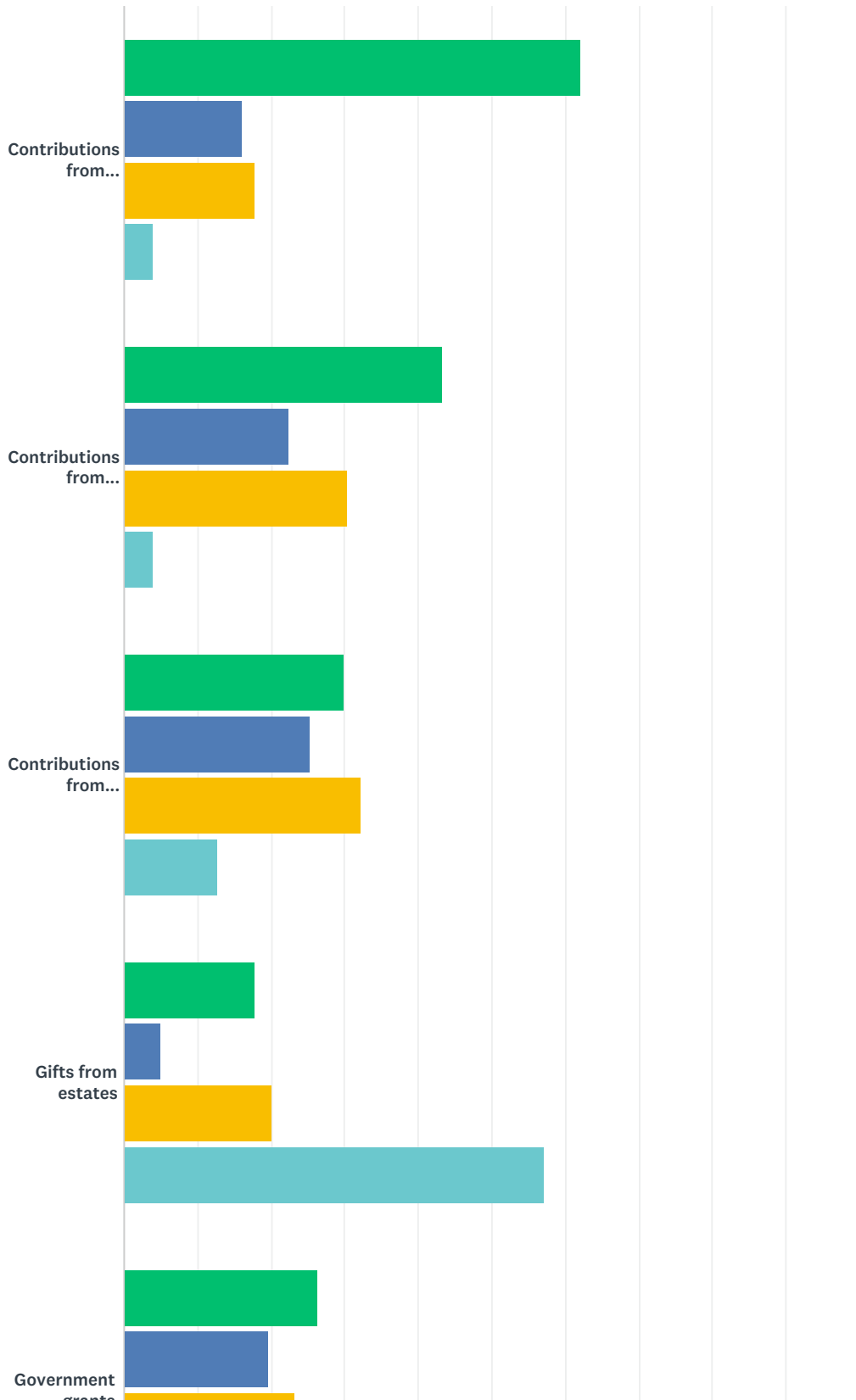
Answered: 245 Skipped: 17



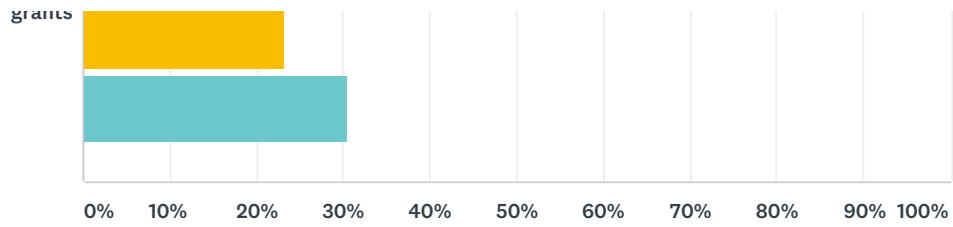
ANSWER CHOICES	RESPONSES	
Increase	66.12%	162
Decrease	17.55%	43
Stayed the same as in 2016	16.33%	40
TOTAL		245

# Q5 In 2017, did your contributions from the following sources increase or decrease compared to 2016?

Answered: 224 Skipped: 38



## 2018 Philanthropic Landscape Nonprofit Survey

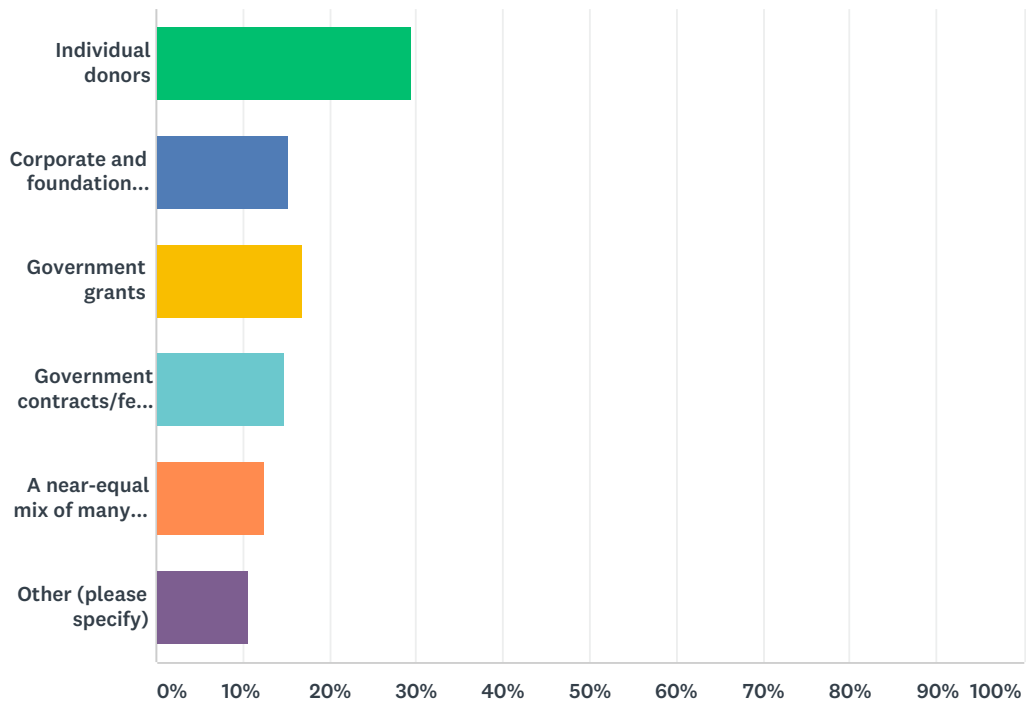


■ Increased   
 ■ Decreased   
 ■ Stayed the same   
 ■ N/A

	INCREASED	DECREASED	STAYED THE SAME	N/A	TOTAL
Contributions from individuals	62.05% 139	16.07% 36	17.86% 40	4.02% 9	224
Contributions from foundations	43.30% 97	22.32% 50	30.36% 68	4.02% 9	224
Contributions from corporations	29.86% 66	25.34% 56	32.13% 71	12.67% 28	221
Gifts from estates	17.81% 39	5.02% 11	20.09% 44	57.08% 125	219
Government grants	26.46% 59	19.73% 44	23.32% 52	30.49% 68	223

## Q6 Overall, which of the following sources makes up the largest proportion of your budget?

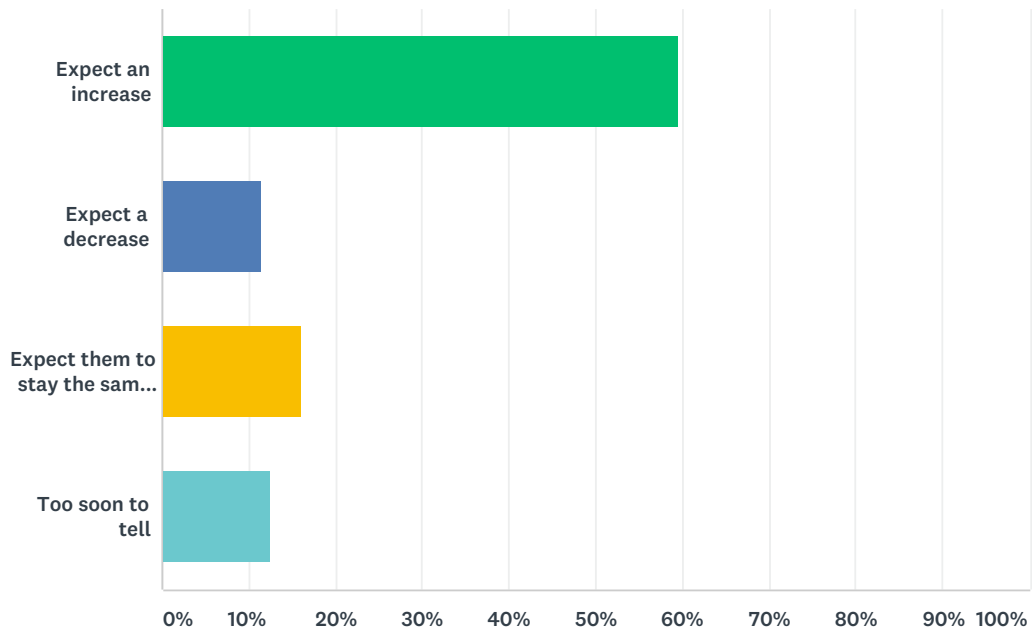
Answered: 223 Skipped: 39



ANSWER CHOICES	RESPONSES	
Individual donors	29.60%	66
Corporate and foundation grants	15.25%	34
Government grants	17.04%	38
Government contracts/fee-for-service	14.80%	33
A near-equal mix of many sources	12.56%	28
Other (please specify)	10.76%	24
<b>TOTAL</b>		<b>223</b>

## Q7 How do you predict your fundraising results for 2018 will compare to 2017?

Answered: 216 Skipped: 46

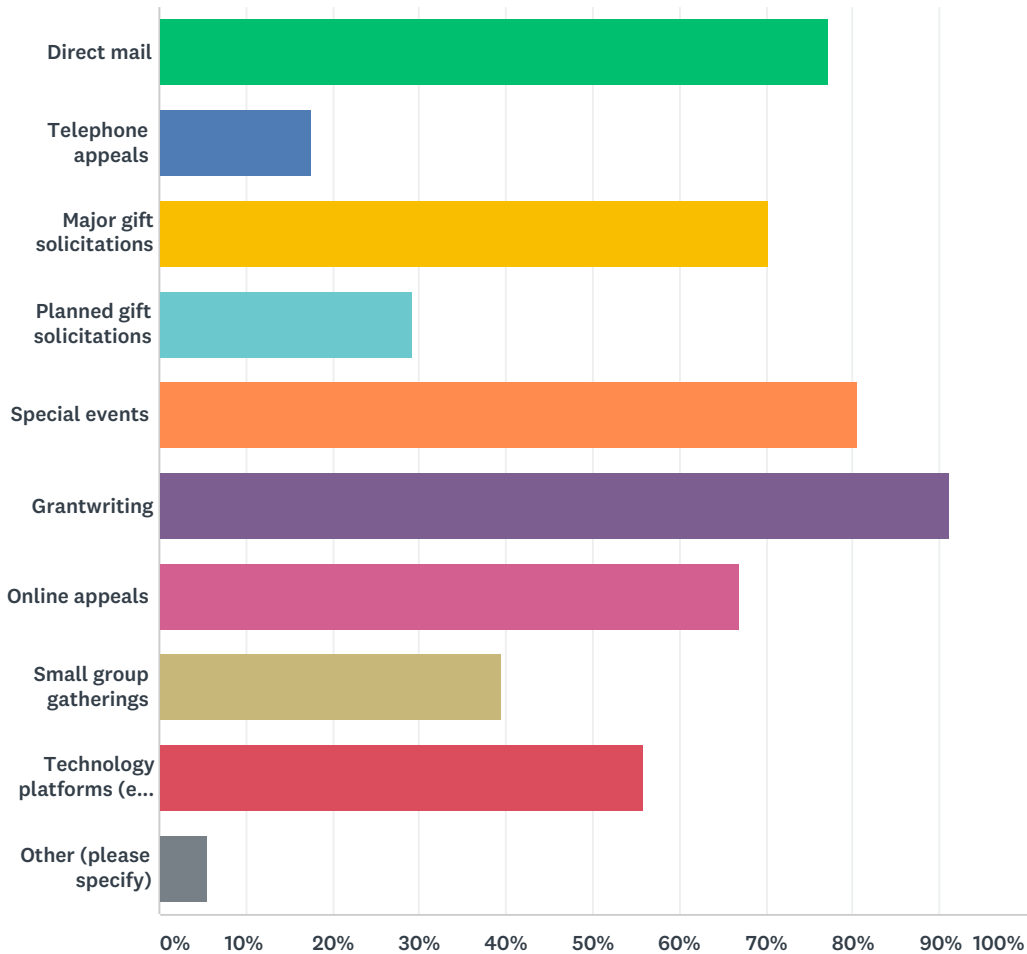


ANSWER CHOICES	RESPONSES	
Expect an increase	59.72%	129
Expect a decrease	11.57%	25
Expect them to stay the same as in 2017	16.20%	35
Too soon to tell	12.50%	27
<b>TOTAL</b>		<b>216</b>



## Q8 Which of the following strategies do you use in your fundraising efforts? Check all that apply.

Answered: 215 Skipped: 47

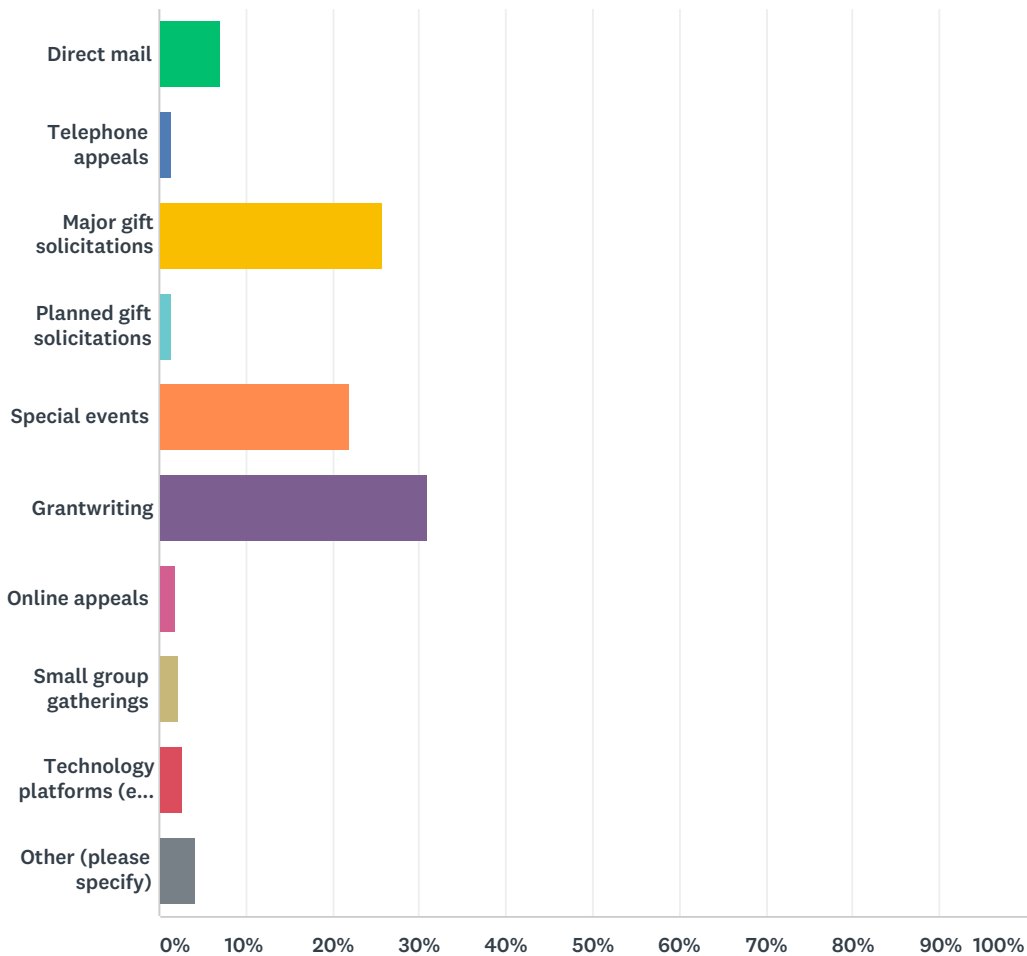


ANSWER CHOICES	RESPONSES	
Direct mail	77.21%	166
Telephone appeals	17.67%	38
Major gift solicitations	70.23%	151
Planned gift solicitations	29.30%	63
Special events	80.47%	173
Grantwriting	91.16%	196
Online appeals	66.98%	144
Small group gatherings	39.53%	85
Technology platforms (e.g. social media, crowdfunding/GoFundMe, etc.)	55.81%	120
Other (please specify)	5.58%	12



## Q9 Which of these strategies is most effective in your fundraising efforts (i.e. raises the most revenue annually)?

Answered: 213 Skipped: 49

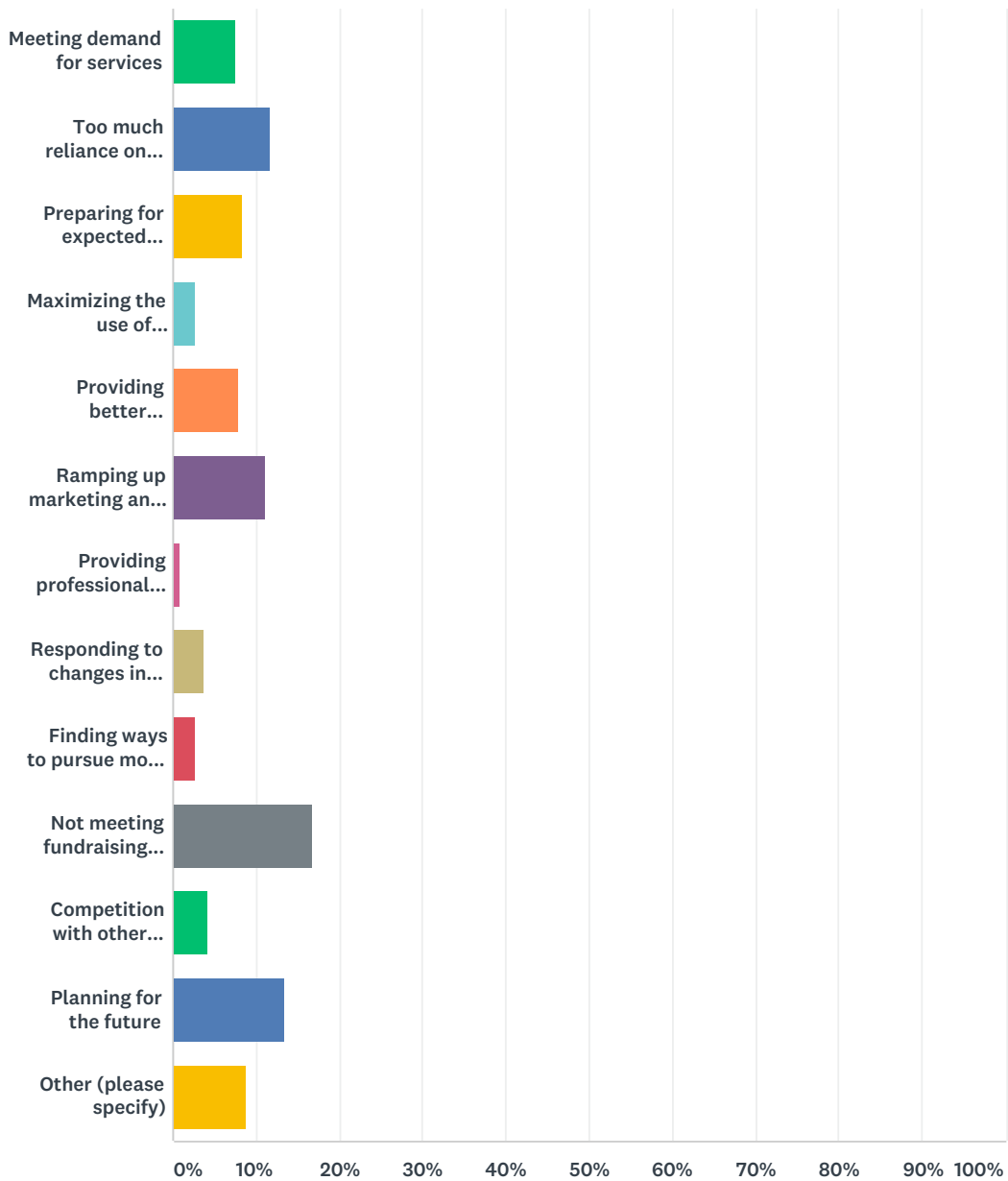


ANSWER CHOICES	RESPONSES	
Direct mail	7.04%	15
Telephone appeals	1.41%	3
Major gift solicitations	25.82%	55
Planned gift solicitations	1.41%	3
Special events	22.07%	47
Grantwriting	30.99%	66
Online appeals	1.88%	4
Small group gatherings	2.35%	5
Technology platforms (e.g. social media, crowdfunding/GoFundMe, etc.)	2.82%	6
Other (please specify)	4.23%	9



## Q10 Which of the following do you see as your biggest challenge in 2017-18?

Answered: 215 Skipped: 47



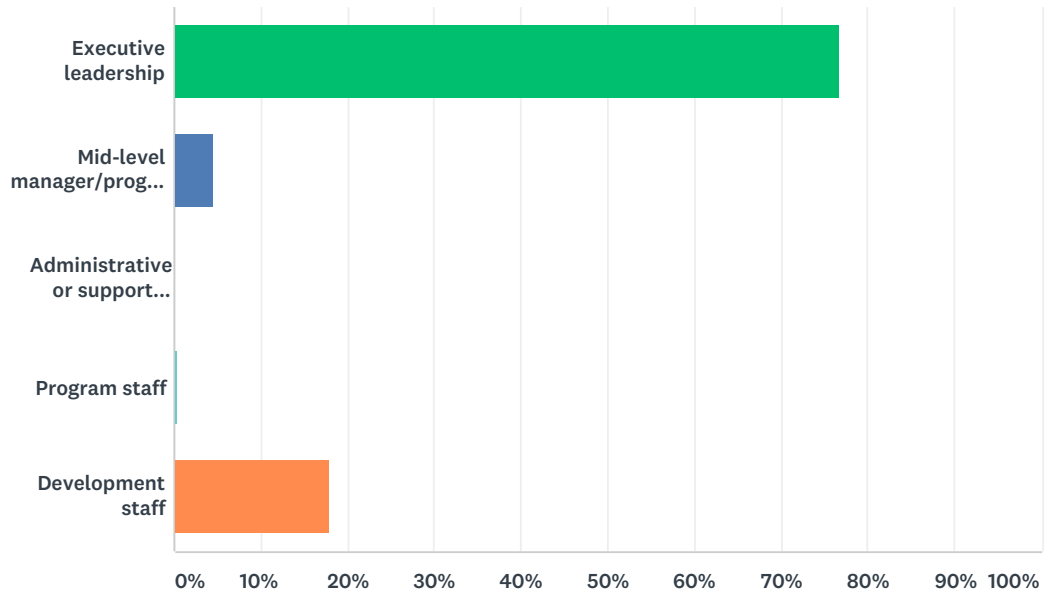
ANSWER CHOICES	RESPONSES	
Meeting demand for services	7.44%	16
Too much reliance on government funding	11.63%	25
Preparing for expected leadership changes	8.37%	18
Maximizing the use of technology	2.79%	6
Providing better data/measurements on program impact	7.91%	17

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Ramping up marketing and communications	11.16%	24
Providing professional development for staff	0.93%	2
Responding to changes in public policy	3.72%	8
Finding ways to pursue more collaborations/alliances	2.79%	6
Not meeting fundraising goals	16.74%	36
Competition with other organizations/campaigns with similar missions	4.19%	9
Planning for the future	13.49%	29
Other (please specify)	8.84%	19
<b>TOTAL</b>		<b>215</b>

## Q11 Which of the following best describes your position in your organization?

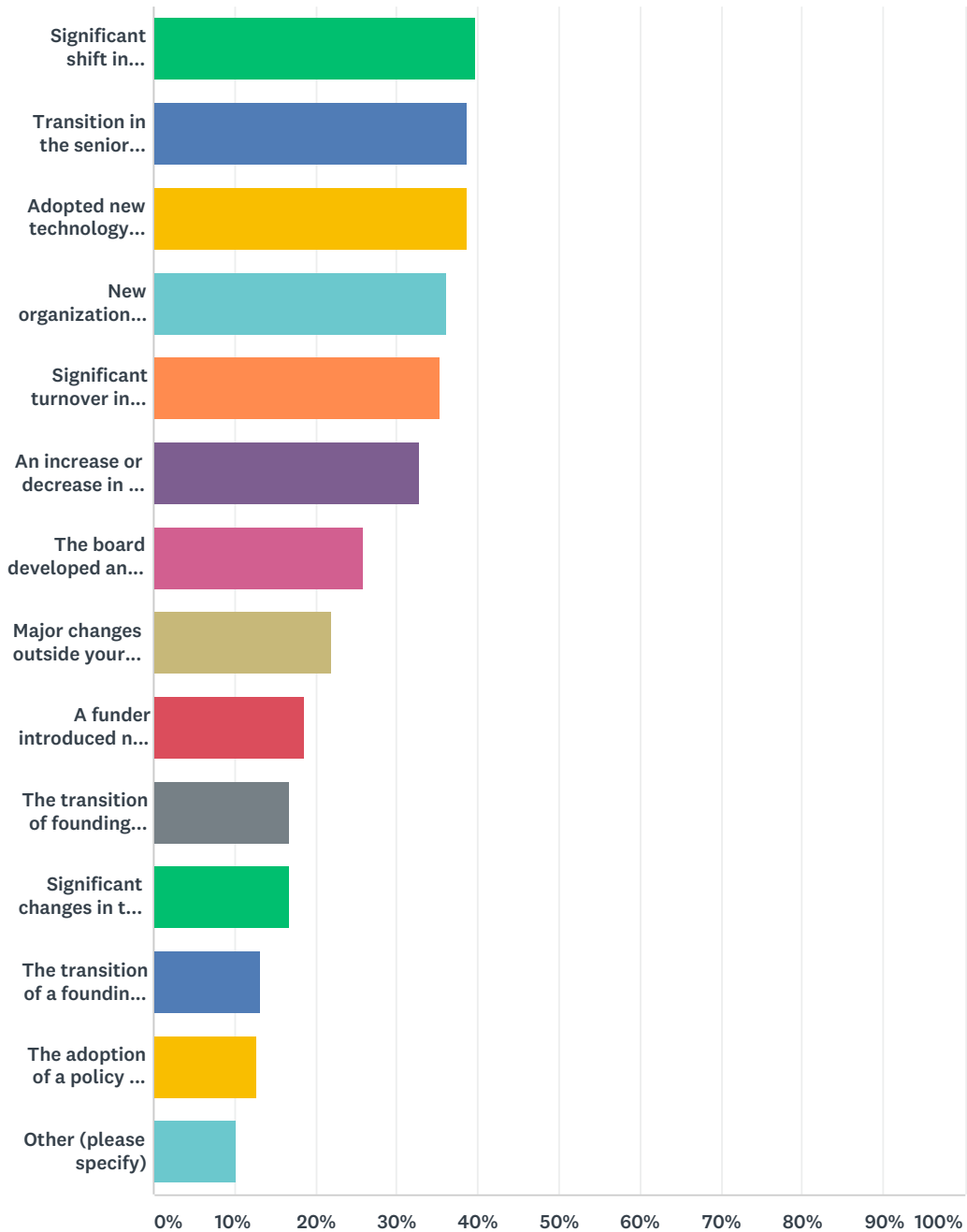
Answered: 216 Skipped: 46



ANSWER CHOICES	RESPONSES	
Executive leadership	76.85%	166
Mid-level manager/program manager	4.63%	10
Administrative or support staff	0.00%	0
Program staff	0.46%	1
Development staff	18.06%	39
<b>TOTAL</b>		<b>216</b>

Q12 Please indicate whether your organization has experienced any of the following transitions in the past three years. Check all that apply.

Answered: 204 Skipped: 58



ANSWER CHOICES	RESPONSES
Significant shift in funding (e.g. decreased or increased support from a foundation, corporation, or government; drastic increase or decrease in individual giving)	39.71% 81
Transition in the senior leadership of the organization, including the executive director/chief executive	38.73% 79

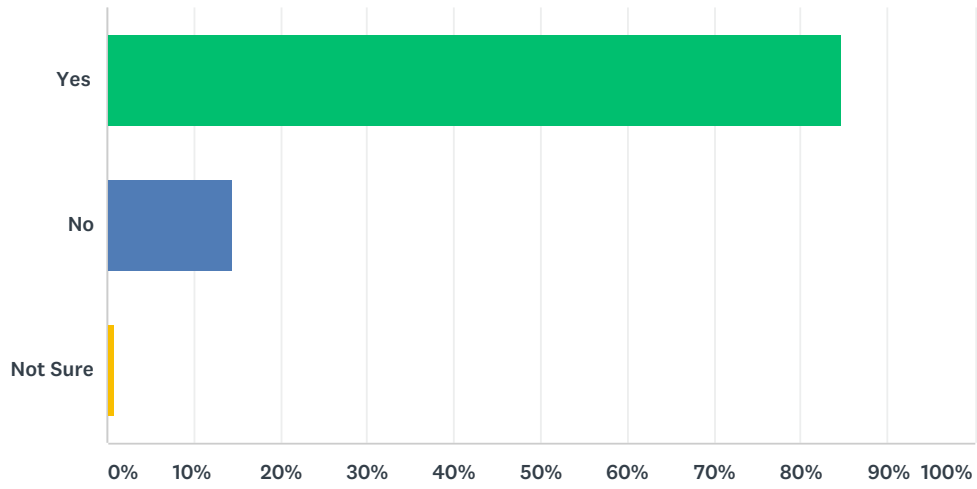


## 2018 Philanthropic Landscape Nonprofit Survey

Adopted new technology across a department or the entire organization (e.g. phone system, computers or other major equipment, database, other web-based software, electronic health records, etc.)	38.73%	79
New organizational charts or reporting structures	36.27%	74
Significant turnover in staff in a single department or across the organization	35.29%	72
An increase or decrease in the number of programs your organization provides	32.84%	67
The board developed and approved a strategic plan that changes the organization's direction	25.98%	53
Major changes outside your organization (e.g. government policy, economic conditions, new demands) that have affected your strategy and/or operations	22.06%	45
A funder introduced new requirements or other stipulations that require adjustments to programs and/or operations	18.63%	38
The transition of founding board member(s)	16.67%	34
Significant changes in the way programs or services are delivered	16.67%	34
The transition of a founding chief executive/director	13.24%	27
The adoption of a policy or process that affects employees' day-to-day work or operations	12.75%	26
Other (please specify)	10.29%	21
Total Respondents: 204		

### Q13 Does your organization have a current strategic plan?

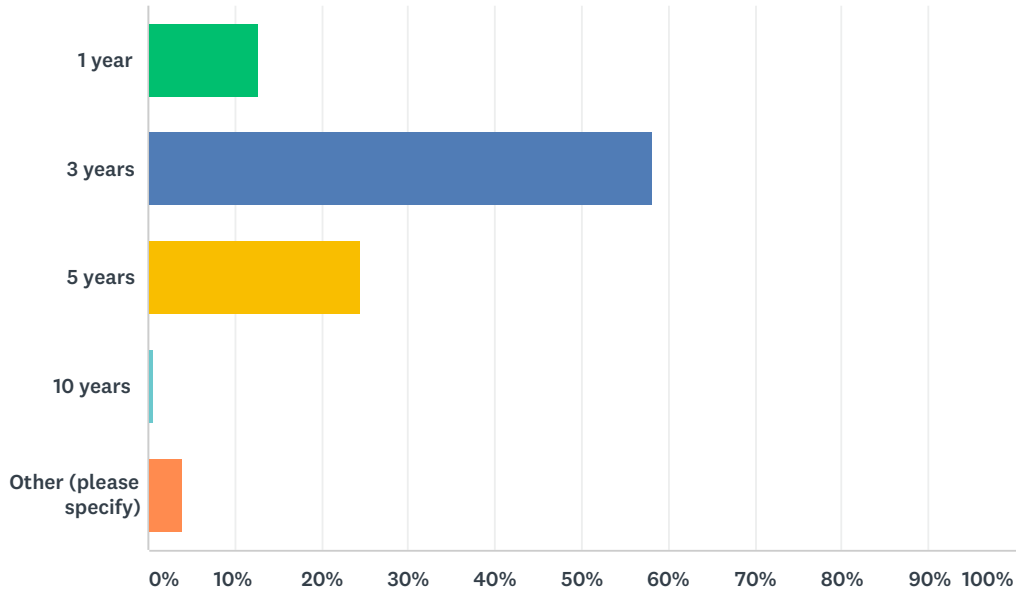
Answered: 215 Skipped: 47



ANSWER CHOICES	RESPONSES	
Yes	84.65%	182
No	14.42%	31
Not Sure	0.93%	2
<b>TOTAL</b>		<b>215</b>

**Q14 What is the time horizon on your current strategic plan? For example, if your organization’s strategic plan is for years 2018-2021, your answer would be 3 years.**

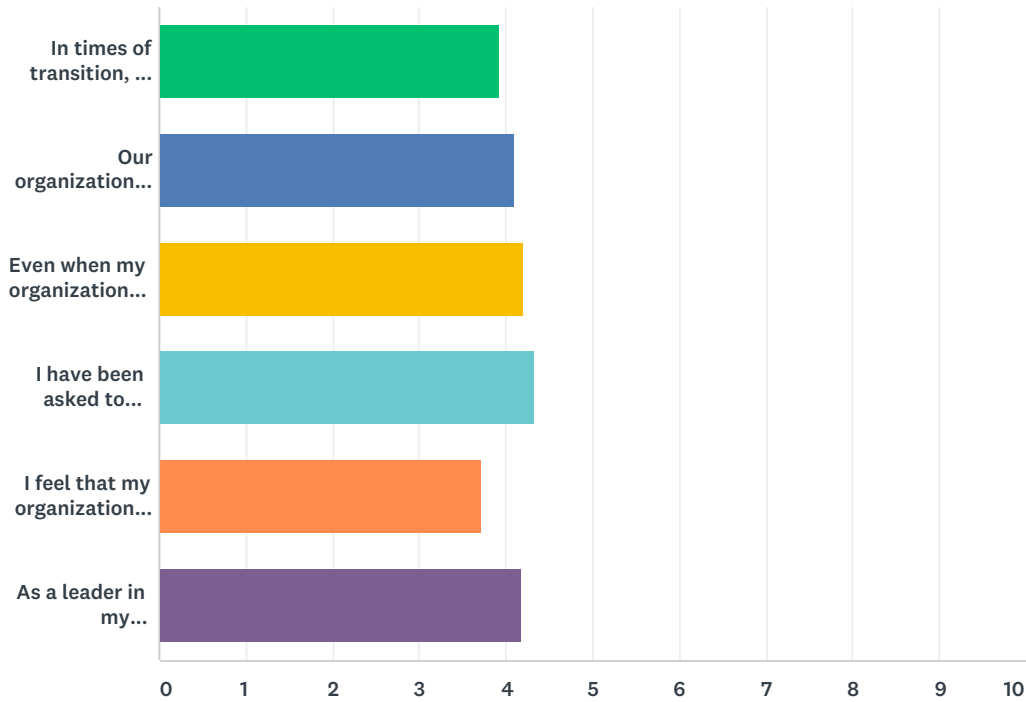
Answered: 179 Skipped: 83



ANSWER CHOICES	RESPONSES	
1 year	12.85%	23
3 years	58.10%	104
5 years	24.58%	44
10 years	0.56%	1
Other (please specify)	3.91%	7
<b>TOTAL</b>		<b>179</b>

### Q15 Please indicate whether you agree or disagree with the following statements:

Answered: 210 Skipped: 52



	1 - STRONGLY DISAGREE	2 - DISAGREE	3 - NEITHER AGREE NOR DISAGREE	4 - AGREE	5 - STRONGLY AGREE	N/A	TOTAL	WEIGHTED AVERAGE
In times of transition, my organization's leaders do a good job of being transparent and communicating about the upcoming changes and how they will affect employees.	3.33% 7	8.10% 17	10.00% 21	41.90% 88	30.00% 63	6.67% 14	210	3.93
Our organization's leaders seek the input of staff regarding major changes to programs, strategies, and operations.	2.38% 5	7.62% 16	7.14% 15	40.48% 85	39.05% 82	3.33% 7	210	4.10
Even when my organization is shifting, I have an idea of the big picture or vision. (In other words, I know where the organization is ultimately heading.)	2.38% 5	4.29% 9	10.00% 21	35.71% 75	44.76% 94	2.86% 6	210	4.20
I have been asked to participate or provide leadership in a new/emerging initiative in my organization.	1.44% 3	2.88% 6	5.29% 11	31.73% 66	42.79% 89	15.87% 33	208	4.33

## 2018 Philanthropic Landscape Nonprofit Survey

I feel that my organization is well-positioned to handle a major transition in leadership, strategy, or funding.	3.85% 8	12.02% 25	17.79% 37	38.94% 81	25.48% 53	1.92% 4	208	3.72
As a leader in my organization, I feel prepared to lead my team through a significant change.	0.48% 1	5.74% 12	9.57% 20	40.19% 84	40.19% 84	3.83% 8	209	4.18