**SELECTED NRC FINDINGS**

**Fundraising Staff**

**Percent of Organizations Meeting Fundraising Goals**

- 63% ≥
- 71% ≥ 1 FTE Paid Fundraising Staff
- 60% ≥
- 30% ≥

Having paid fundraising staff increases probability of meeting fundraising goals.

**Having Experienced Fundraising Staff Increases Probability of Meeting Fundraising Goals**

- 64% met goal when primary fundraiser had 0 or more years of experience
- 57% met goal when primary fundraiser had 5-9 years of experience

**Other Fundraising Staff Findings of Note**

- 51% of Canadian organizations have primary fundraiser with 0 or more years of experience
- 27% of Canadian organizations have primary fundraiser with 5-9 years of experience

**CAMPAIGN GOALS**

More often set by staff

**STAFF TIME**

Not often tracked by fundraising method

**FOR MORE INFO, VISIT:**

nonprofitresearchcollaborative.org

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**Sources:**

NRF. Nonprofit Fundraising Study Winter 2002

NRF. Nonprofit Fundraising Study Winter 2003 Canada