Late Summer/Fall
2018 Nonprofit Fundraising Study (NFS)

Charitable Receipts at Nonprofit Charitable Organizations
in the first half of 2018 in Canada

A Study From

NRC
Acknowledgements

The Nonprofit Research Collaborative (NRC) thanks all respondents who took the survey in August and September 2018. Your willingness to share information about your organization makes it possible for this report to appear.

Members of the Nonprofit Research Collaborative are

© Summer 2018 Nonprofit Fundraising Survey

Nonprofit Research Collaborative

PowerPoint slides with the graphs are also available, at npresearch.org for a small fee.

Project management by

Melissa S. Brown
& Associates, LLC

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WHAT WE STUDIED

The Nonprofit Research Collaborative (NRC) asks the same questions twice a year, and each time, adds question on a special topic. This report covers the survey that was in the field in September 2018.

Regular questions ask participants to compare fundraising results with the prior year at the same time

The NRC’s regular questions ask study participants to report their fundraising receipts compared with a year previously. For the survey we sent out in September 2018, we asked Canadian charitable and nonprofit organizations about charitable receipts for January through June.

The regular questions asked about total fundraising receipts, whether the organization is on track to meet its fundraising goal, and whether receipts are increased, decreased, or the same by different fundraising approaches. The approaches ranged from major gifts and board giving to online giving and corporate funding.
STRONG RESULTS MID-YEAR SUGGEST A GOOD YEAR OVERALL

The NRC began its mid-year surveys in 2011 but has only one other survey in that time that is exclusively about Canada, from Winter 2012. This is the first mid-year survey in which the NRC received enough responses from Canada to analyze results independently.

6 in 10 organizations saw an increase in charitable revenue
in the first half of 2018

“Monthly projections have met and/or exceeded expectations on all major revenue lines and are trending towards meeting annual goal.”

Large Canadian health organization

“We increased investment in capacity.”

Canadian organization that did not provide information about budget or about subsector
By size, smaller organizations most likely to raise the same amount as in prior year; larger organizations were likely to see increases

<table>
<thead>
<tr>
<th>Size Range</th>
<th>Decreased</th>
<th>Stayed the same</th>
<th>Increased</th>
</tr>
</thead>
<tbody>
<tr>
<td>&lt;$10 million</td>
<td>6%</td>
<td>50%</td>
<td>44%</td>
</tr>
<tr>
<td>$10 million and up</td>
<td>9%</td>
<td>25%</td>
<td>66%</td>
</tr>
<tr>
<td>n = 17</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>n = 44</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Organization Budget Range

Size is based on expenditures for total operations. In successive waves of the Nonprofit Fundraising Survey since 2010, organizations with smaller budgets have been less likely to see increased funds raised. Results for Canada for January through June of 2018, compared with the same period in 2017, conform to this pattern.

“We are primarily receiving bequests through stewardship of long time donors.”

Modestly sized health organization in Canada

“We still waiting to hear on the success of grants and our Fall campaign has only recently launched.”

Small human services organization in Canada
There were no differences between Canada and regions of the U.S.

Across all four Census regions in the United States and compared with Canada, roughly equal shares of organizations reported receiving more charitable revenue compared with a year ago.

<table>
<thead>
<tr>
<th>Region</th>
<th>Charitable revenue Jan - June 2018 compared with a year before</th>
</tr>
</thead>
<tbody>
<tr>
<td>U.S. Northeast</td>
<td>Decreased: 23%, Stayed the same: 58%, Increased: 19%</td>
</tr>
<tr>
<td>U.S. South</td>
<td>Decreased: 17%, Stayed the same: 57%, Increased: 26%</td>
</tr>
<tr>
<td>U.S. Midwest</td>
<td>Decreased: 18%, Stayed the same: 62%, Increased: 19%</td>
</tr>
<tr>
<td>U.S. West</td>
<td>Decreased: 15%, Stayed the same: 60%, Increased: 26%</td>
</tr>
<tr>
<td>Canada</td>
<td>Decreased: 20%, Stayed the same: 63%, Increased: 16%</td>
</tr>
</tbody>
</table>

Nearly half of the participating Canadian organizations did not indicate the mission or purpose of the organization, so analysis across type of entity (health, education, human services, etc.) is not meaningful due to low sample sizes.
NEARLY ALL REPORT BEING ON-TRACK TO MEET 2018 FUNDRAISING GOAL

Not all organizations seek to increase charitable revenue every year. Some end campaigns and lower their overall goals. Others might change fundraising tactics and adjust goals to reflect those shifts. For summer 2018, 90% to 100% of participating organizations reported being on track to meet their fundraising goal.

Organization Budget Range

“The financial fundraising objective has increased dramatically because of a government grant that requires matching.”

Large Canadian health organization
RESULTS BY FUNDRAISING METHODS

The NRC survey asks each participant to report whether charitable revenue has increased, stayed the same, or decreased based on various approaches or fundraising strategies. For the summer 2018 survey, the questions were limited to nine possibilities, because several “technology aided” approaches were combined into “Online giving.”

Charitable revenue from major gifts and online giving increased at half or more of the survey organizations

<table>
<thead>
<tr>
<th>Approach</th>
<th>Increased 1% or more</th>
<th>Stayed the same</th>
<th>Decreased 1% or more</th>
</tr>
</thead>
<tbody>
<tr>
<td>Major Gifts</td>
<td>53%</td>
<td>15%</td>
<td>15%</td>
</tr>
<tr>
<td>Board</td>
<td>33%</td>
<td>9%</td>
<td>9%</td>
</tr>
<tr>
<td>Distributions, DAFs</td>
<td>76%</td>
<td>15%</td>
<td>9%</td>
</tr>
<tr>
<td>Bequests received</td>
<td>68%</td>
<td>14%</td>
<td>12%</td>
</tr>
<tr>
<td>Planned gift commitments</td>
<td>53%</td>
<td>15%</td>
<td>15%</td>
</tr>
<tr>
<td>Direct mail</td>
<td>48%</td>
<td>22%</td>
<td>20%</td>
</tr>
<tr>
<td>Events</td>
<td>31%</td>
<td>37%</td>
<td>31%</td>
</tr>
<tr>
<td>Online</td>
<td>36%</td>
<td>62%</td>
<td>6%</td>
</tr>
<tr>
<td>Cash gifts</td>
<td>36%</td>
<td>78%</td>
<td>22%</td>
</tr>
<tr>
<td>Foundations</td>
<td>31%</td>
<td>37%</td>
<td>31%</td>
</tr>
<tr>
<td>Corporations</td>
<td>36%</td>
<td>28%</td>
<td>16%</td>
</tr>
<tr>
<td>Other charity</td>
<td>31%</td>
<td>78%</td>
<td>16%</td>
</tr>
</tbody>
</table>

Most organizations use a range of fundraising approaches. From January through June 2018, major gifts generated increased revenue at 53 percent of the responding charities. Online gift receipts rose at 62 percent.

Distributions from donor-advised funds were added to the survey in summer 2018.
### Individual giving rose through major gifts and bequests

- **Major Gifts** (n = 40):
  - Increased 1% or more: 15%
  - Stayed the same: 53%
  - Decreased 1% or more: 33%

- **Board** (n = 33):
  - Increased 1% or more: 9%
  - Stayed the same: 76%
  - Decreased 1% or more: 15%

- **Bequests received** (n = 32):
  - Increased 1% or more: 0%
  - Stayed the same: 41%
  - Decreased 1% or more: 53%

- **Planned gift commitments** (n = 33):
  - Increased 1% or more: 15%
  - Stayed the same: 36%
  - Decreased 1% or more: 48%

- **Distributions, DAFs** (n = 25):
  - Increased 1% or more: 12%
  - Stayed the same: 68%
  - Decreased 1% or more: 20%

### Online giving rose at more than 6 in 10 charities. Direct mail held steady at half

- **Direct mail** (n = 36):
  - Increased 1% or more: 14%
  - Stayed the same: 50%
  - Decreased 1% or more: 36%

- **Events** (n = 35):
  - Increased 1% or more: 34%
  - Stayed the same: 31%
  - Decreased 1% or more: 3%

- **Online** (n = 39):
  - Increased 1% or more: 36%
  - Stayed the same: 62%
  - Decreased 1% or more: 22%

- **Cash gifts** (n = 18):
  - Increased 1% or more: 78%
  - Stayed the same: 22%
  - Decreased 1% or more: 0%

### Institutional support flat or dropped at more than half of responding charities

- **Foundations** (n = 38):
  - Increased 1% or more: 16%
  - Stayed the same: 47%
  - Decreased 1% or more: 37%

- **Corporations** (n = 36):
  - Increased 1% or more: 22%
  - Stayed the same: 50%
  - Decreased 1% or more: 28%

- **Other charity** (n = 31):
  - Increased 1% or more: 16%
  - Stayed the same: 71%
  - Decreased 1% or more: 13%
CONCLUSION
As of June 2018, fundraising in Canada seemed consistent with – even a little ahead of – prior mid-year studies. Nearly all organizations indicated they were on-track to meet fundraising goals for fiscal year 2018.

Major gift contributions rose at more than half of the organizations, and online giving receipts rose at 62 percent of participating organizations.

This wave of the Nonprofit Fundraising Study is the first to ask about distributions from donor-advised funds (DAFs). Nearly 7 in 10 participating charities (68%) reported that DAF distributions from January to June 2018 matched those from the same period in 2017.

If historical patterns are followed, based on prior surveys that combined the U.S. and Canada, year-end results for 2018 are expected to be very close to summer 2018 survey results.

METHODOLOGY
The survey invitation was sent by email and through social media postings beginning on August 21, 2018. The online-only questionnaire remained open through September 13. After removing duplicates and ineligible responses from countries other than the U.S. and Canada analysis is based on 78 Canadian responses, which includes some charitable entities that raise money in Canada and the United States. Some respondents did not answer all questions.

Invitations were sent by email and using social media to several distinct groups:

- Prior participants in NRC surveys
- Individuals who have signed up to receive communications from NRC (sign up is at www.npresearch.org)
- Members of AFP in Canada
- Members of the Association of Philanthropic Counsel and from them to their nonprofit clients
- Individuals on the email lists maintained by the National Association of Charitable Gift Planners and by CFRE International.
- Client organizations of consulting firms that are members of Giving USA
- A contact list for Melissa S. Brown & Associates
Email reminders were sent at least once, and sometimes twice, to people on the email lists. In addition, members of the NRC used notices in newsletters and via social media outlets to recruit additional survey participants. By source of list, response numbers are as shown, before removing duplicates and ineligible responses.

The sample is a convenience sample.
ABOUT THE NONPROFIT RESEARCH COLLABORATIVE

Several organizations formed the NRC. These entities have a decade or more of direct experience collecting information from nonprofits concerning charitable receipts, fundraising practices, and/or grantmaking activities.

- **Association of Fundraising Professionals** surveyed members for an annual state of fundraising study from 2002 through 2010.
- **Association of Philanthropic Counsel**, an international professional association of consultants whose members survey nonprofit organizations as part of their services.
- **CFRE International** encourages research that helps fundraising professional achieve the highest standards of professional competence and ethical practice.
- Giving USA Foundation has published the *Giving USA Annual Report on Philanthropy* for more than 60 years.
- The **National Association of Charitable Gift Planners** conducts research, education, advocacy, community dialogue and the setting of standards and best practices in philanthropic planning.

The collaborative effort reduces the burden on charities, which receive fewer requests for survey participation.

Reports and other information from the NRC appear at www.npresearch.org.

The Nonprofit Research Collaborative (NRC) conducts surveys twice a year. Melissa S. Brown & Associates manages the NRC. She can be reached at Melissa@NPResearch.org or at 530-690-5746.
Thank you for taking 5 to 10 minutes to share your perspective about charitable giving. We have just a few questions about charitable receipts and then some questions about how fundraising managers help develop the skills and confidence of members of their team.

Every question on fundraising or about giving has an option for "Don't Know." Please do your best to complete the survey.

Even if you skip some questions, please click through to the demographics section. Having data about differences by size of organization and region of the country is especially important, and those questions are near the end.

The survey will be open through October 10, 2018. If you have questions, please contact Melissa Brown at Melissa@NPResearch.org or at 530-690-5746.
The first 20 respondents with complete responses will receive a $15 Amazon gift card (by email).

The survey must be completed to qualify for this incentive. A complete survey has a usable (meaningful) response for every numbered question and is submitted when you click "Done" at the end.

1. Yes, I will complete the survey to be eligible for a $15 Amazon gift card! Here is my email address.
We will not reveal your name or your organization’s name in reports or publications. The report will be released in Fall 2018. You can add your name to the mailing list to receive it. That option is at the end of the survey.

* 2. Which best describes your organization?

- [ ] U.S. 501(c)(3) organization: Charity, educational, or religious
- [ ] Canadian registered charity: Organizations running programs that meet the charitable activities as outlined by the Canada Revenue Agency's Charities Directorate
- [ ] Charitable entity registered in the U.S. and Canada
- [ ] 501(c)(3) private foundation (U.S.)
- [ ] Canadian foundation: A type of registered charity that primarily exists to distribute funds to qualified donees
- [ ] Other charitable organization (other than 501(c)(3) categories in US; nonprofit corporation in Canada): This can include congregations, new charities, or government-supported organizations in the U.S. such as universities, parks departments, public hospitals, etc.
- [ ] Consulting firm
- [ ] I am not associated with a charitable organization
- [ ] Other Please specify in the text box below
3. If you can answer questions about a specific charity, either as a volunteer or board member, please continue. This survey asks about funds raised compared with last year at this time. Please indicate the correct answer for you.

☐ Yes, I can answer for a charity and will select one charity to use throughout the rest of the survey.

☐ No, I cannot really answer these types of questions.
In this section, there are several questions about your organization's fundraising totals to date in 2018 and how they compare with 2017.

Please read the questions carefully and respond on behalf of your organization.

* 4. How have your organization's gross dollars raised from all philanthropic sources changed when comparing January to June in 2018 with January to June in 2017?

- Dollars received decreased
- Dollars received stayed the same
- Dollars received increased
- I don't know
5. Based on the most currently available information, is your organization on track to meet fundraising goals for the year (or fiscal year) ending in 2018?

Note that for some organizations, this fiscal year may have already closed (e.g., if fiscal year was July 2017-June 2018). For others, it is now underway (e.g., if fiscal year is October 2017-September 2018, or calendar year January-December 2018).

- Yes
- No
- We do not have a fundraising dollar goal
- I don't know

6. Explain why you are/are not on track to meet fundraising goals for the fiscal year ending in 2018.

7. Is there anything else significant about funds received this year that would help us understand your organization’s challenges or success?
Matrix of Methods and Changes

* 8. For each fundraising method listed, please indicate how the amount received to date in 2018 is different from 2017.

<table>
<thead>
<tr>
<th>Method</th>
<th>Amount is up</th>
<th>Amount is the same</th>
<th>Amount is down</th>
<th>Don't know/Doesn't apply/We do not use/Cannot compare</th>
</tr>
</thead>
<tbody>
<tr>
<td>Board giving</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Major gifts</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Distributions from Donor-Advised Funds</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Foundation grants</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Support from corporations</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Support from other charities (United Ways, congregations, clubs)</td>
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<td></td>
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<tr>
<td>Bequests/Estates ($ received)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>New planned gift commitments (# received, not $)</td>
<td></td>
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<td></td>
<td></td>
</tr>
</tbody>
</table>
9. For each fundraising method listed, please indicate how the amount received to date in 2018 is different from 2017.

<table>
<thead>
<tr>
<th>Method</th>
<th>Amount is up</th>
<th>Amount is the same</th>
<th>Amount is down</th>
<th>Don't know-Doesn't apply-We do not use-Cannot compare</th>
</tr>
</thead>
<tbody>
<tr>
<td>Direct mail</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Special event(s)</td>
<td></td>
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<tr>
<td>Cash gifts (e.g., offering plate, box or jar)</td>
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</tr>
<tr>
<td>Online giving (anything that fits for your organization)</td>
<td></td>
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</tr>
</tbody>
</table>

Thank you! Your answers help a lot.

Next up, questions about how your organization is preparing for a future “hand off” in fundraising leadership.
10. Are you the person "most in charge" of fundraising in your organization? The Chief Development Officer, or CEO with fundraising responsibility, or possibly even the only person with fundraising responsibility?

- Yes
- No
- I'm not sure
- Doesn't apply or I don't know
11. Indicate whether the following apply to you or not.

<table>
<thead>
<tr>
<th></th>
<th>Yes</th>
<th>No</th>
<th>Not sure</th>
<th>N/A</th>
</tr>
</thead>
<tbody>
<tr>
<td>10 or more years of experience in fundraising</td>
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<tr>
<td>Over age 50</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Female</td>
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<tr>
<td>Report to Executive Director or CEO</td>
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<tr>
<td>You are ED or CEO</td>
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<tr>
<td>Has job duties other than fundraising/advancement</td>
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<tr>
<td>Engage or strive to engage board members in fundraising</td>
<td></td>
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<td></td>
</tr>
<tr>
<td>Link fundraising goals to organization's strategic plan [choose N/A if no strategic plan]</td>
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</tr>
</tbody>
</table>

Other (please specify)

12. Select the best option for how frequently you are able to do the following at your current job.

<table>
<thead>
<tr>
<th></th>
<th>Yes, consistently</th>
<th>Sometimes but not consistently</th>
<th>Once in a while</th>
<th>No, never</th>
<th>Doesn't apply</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mentor colleagues in the organization</td>
<td></td>
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<tr>
<td>Provide time for training of fundraising staff</td>
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<tr>
<td>Advocate for budget to train fundraising staff</td>
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<tr>
<td>Support professional memberships like AFP for colleagues</td>
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<tr>
<td>Offer advancing responsibilities to staff who stay in fundraising</td>
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</tbody>
</table>
### 13. And for these.

<table>
<thead>
<tr>
<th>Activity</th>
<th>Yes, consistently</th>
<th>Sometimes but not consistently</th>
<th>Once in awhile</th>
<th>No, never</th>
<th>Does not apply</th>
</tr>
</thead>
<tbody>
<tr>
<td>Actively recruit for diverse talents on team</td>
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<tr>
<td>Seeks staff member to reflect demographics of community or region</td>
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<tr>
<td>Use team, matrix, or other collaborative--not hierarchical--management style</td>
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<tr>
<td>Consider stewardship an important aspect of fundraising</td>
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<tr>
<td>Make time to review and assess fundraising practices and results</td>
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</tbody>
</table>
14. Think about the paid personnel heading fundraising, advancement, or development at your organization. Then think about the person "most in charge." The title might be Senior VP, Director, or something else. Then select the best answers for that individual.

<table>
<thead>
<tr>
<th></th>
<th>Yes</th>
<th>No</th>
<th>Not sure</th>
<th>Doesn't apply</th>
</tr>
</thead>
<tbody>
<tr>
<td>Has 10 or more years of experience in fundraising</td>
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<tr>
<td>Is over age 50</td>
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<tr>
<td>Is female</td>
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<tr>
<td>Reports to Executive Director or CEO</td>
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<td>Is the ED or CEO</td>
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<td>Engages or strives to engage board members in fundraising</td>
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<tr>
<td>Links fundraising goals to organization's strategic plan</td>
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<td></td>
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<tr>
<td>Other (please specify)</td>
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</tbody>
</table>

15. Still thinking about that individual, select the best option for the behaviors below.

<table>
<thead>
<tr>
<th></th>
<th>Yes, consistently</th>
<th>Sometimes but not consistently</th>
<th>Once in awhile</th>
<th>No, never</th>
<th>Doesn't apply</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mentors colleagues in the organization</td>
<td></td>
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<tr>
<td>Provides time for training of fundraising staff</td>
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<tr>
<td>Advocates for budget to train fundraising staff</td>
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<td>Supports professional memberships like AFP for colleagues</td>
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<tr>
<td>Offers advancing responsibilities to staff who stay in fundraising</td>
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16. And for these.

<table>
<thead>
<tr>
<th></th>
<th>Yes, consistently</th>
<th>Sometimes but not consistently</th>
<th>Once in awhile</th>
<th>No, never</th>
<th>Doesn't apply</th>
</tr>
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<tbody>
<tr>
<td>Actively recruits for diverse talents on team</td>
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<tr>
<td>Seeks staff members to reflect demographics of community or region</td>
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<td>Uses team, matrix, or other collaborative--not hierarchical--management style</td>
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<td>Considers stewardship an important aspect of fundraising</td>
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<tr>
<td>Makes time to review and assess fundraising practices and results</td>
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</tbody>
</table>
17. What approaches, if any, does your organization take to prepare staff members for leadership as fundraisers? Pick all that apply.

- [ ] AFP memberships
- [ ] Other membership associations
- [ ] Continuing education opportunities
- [ ] Formal mentors (designated with specific expectations)
- [ ] Progressively more challenging responsibilities
- [ ] Opportunities to work on projects with board members
- [ ] Other (please specify)
18. If you have an example of good leadership for the "next generation" of leaders in fundraising, please share the story here. This could be from any point in your career.

That's it for this section.

The next bit is really easy. It is about you and your organization. These questions are some of the most important because people want to know how results differ by type of charity, by budget available, and by region.

Hang in there, less than 60 seconds to go.
All survey responses are confidential. We use this information only if we have responses from the same organization.

19. Which of the following best describes the area within the organization where you work or volunteer?

- Accounting or Finance
- Communications/Marketing
- Development/Fundraising
- Executive Management
- Information Systems/Technology
- General Administration/Operations
- Program/Service Delivery
- Volunteer
- Other Please specify in the text box below

* 20. What is the name and ZIP or postal code of the main office of your organization? Please note that all responses are kept confidential, and this is only for coding purposes.

Organization Name

ZIP/Postal Code
* 21. What is the main subject category in which your organization works?

- Arts, Culture or Humanities
- **Citizenship/Civic Improvement** includes voter registration, civil rights advocacy, community or economic development, veterans not related specifically to health or human services, and mutual benefit organizations
- **Education** includes preschool, K-12, higher education, libraries, tutoring programs, vocational education
- **Environment or Animal Welfare** includes zoos and aquariums, conservation or habitat preservation, humane societies, advocacy on behalf of animals or the environment
- **Health** includes providing care, research focused on health or disease, and support and advocacy for people living with health-related conditions. Includes mental health, dental or oral health
- **Human Services** includes youth development, senior services not focused on health, helping to meet basic needs such as for housing, food, or employment services, legal aid, general social services, sports and recreation. Also includes disaster preparedness or response
- **International Aid, Relief, Development**
- **Philanthropy, Fundraising, Volunteerism, or Grantmaking** includes community foundations, independent sponsors of donor advised funds, United Ways, Jewish Federations, volunteer matching services, etc.
- **Religion** includes houses of worship, media ministries, organizing bodies of faith groups (synod, diocese, etc.)
- **Scientific or Social Science Research**
- I don't know
- **Other** Please specify in the text box below
* 22. Referencing the map below, please indicate in which region your organization's main office is located.

- [ ] Northeastern U.S.
- [ ] Southern U.S.
- [ ] Midwestern U.S.
- [ ] Western U.S.
- [ ] Canada
* 23. What was your organization's annual operating budget in FY2018?

- Less than $25,000
- $25,000 - $99,999
- $100,000 - $249,999
- $250,000 - $499,999
- $500,000 - $999,999
- $1,000,000 - $2.99 million
- $3,000,000 - $4.99 million
- $5,000,000 - $9.99 million
- $10,000,000 - $49.99 million
- $50,000,000 - $75 million
- More than $75 million
- I don't know
- Other Please specify in the text box below

Please specify in the text box below
* 24. Which range reflects the amount of philanthropic support your organization seeks to raise in the fiscal year that ends in 2018?

- $1 - $99,999
- $100,000 - $249,999
- $250,000 - $499,999
- $500,000 - $999,999
- $1,000,000 - $2.99 million
- $3,000,000 - $4.99 million
- $5,000,000 - $9.99 million
- $10,000,000 - $49.99 million
- More than $50 million
- I don't know
- Other Please specify in the text box below
Thank you for completing the questions in this study!

When you click "Done," you will be able to preview the survey results.

After you click "Done" at the bottom of the preview, you will be directed to the OPTIONAL sign-up page for the Nonprofit Research Collaborative mailing list. Do this to receive an announcement when the report is released. This is a separate entry from any email you provided at the beginning of the study for the incentive.