AFP
Association of Fundraising Professionals

2009 State of Fundraising
U.S. Fact Sheet

Overall Fundraising

- Overall, 43 percent of respondents raised more money in 2009 than in 2008, while 11 percent raised the same amount and 46 percent raised less. In terms of raising more money, these are the lowest figures in the survey's history.

Percentage Changes in Funds Raised, U.S., 2001–2009

Change in Funds Raised	2001 *	2002	2003	2004	2005	2006	2007	2008	2009
Less than the previous year	30%	39%	27%	25%	24%	24%	24%	**40%**	**46%**
Approximately the same	10%	11%	20%	10%	13%	7%	11%	**14%**	**11%**
More than the previous year	60%	49%	54%	65%	63%	69%	65%	**46%**	**43%**

**While including a few Canadian responses, the 2001 survey contained predominantly U.S. data. The 2001 survey data is included in U.S. tables purely for comparison and should not be considered scientifically valid.*

- To compare what fundraisers thought *might* happen in 2009 with what did actually happen, 34 percent of U.S. respondents *estimated* they would raise more money in 2009 compared to 2008 in the previous *State of Fundraising Survey*. Thirty-eight percent estimated they would raise about the same amount, and 28 percent thought they would raise less money. Despite the low figures, fundraisers actually exceeded their expectations for 2009.

- Overall, 53 percent of respondent achieved their fundraising goal in 2009, a slight decrease from the previous survey when 59 percent of respondents reported reaching their fundraising goal in 2008.

- Most fundraising gains were small—of the organizations that reported more funds raised in 2009 than in 2008, more than two-thirds (68 percent) percent experienced fundraising growth of less than 20 percent.

- The percentage of organizations that experienced significant fundraising growth continues to remain quite low. In the 2006 survey, 23 percent of respondents reported increases of 50 percent or more. In 2007 that figure fell to nine percent, and in the 2008 survey, just five percent reported increases of 50 percent or more. In the current survey, just six percent of respondent raised 50 percent more funds in 2009 than in 2008.

Direct Mail

- Eighty percent of U.S. respondents reported using direct mail solicitations in 2009.

Changes in Direct Mail Fundraising, U.S., 2001–2009

Past Year–Present Year Change in Direct Mail Funding	2001	2002	2003	2004	2005	2006	2007	2008	2009
Lower than Past Year	23.8%	28.9%	24.3%	16.6%	26.3%	24.6%	30.3%	**39.2%**	**34.8%**
About the Same	29.8%	30.2%	32.6%	26.9%	24.7%	9.7%	18.5%	**23.2%**	**25.4%**
Higher than Past Year	46.3%	40.9%	43.1%	56.5%	49.0%	65.6%	51.1%	**37.6%**	**39.9%**

Telefundraising

- Thirty-two percent of U.S. respondents reported using telefundraising solicitations in 2009.

Changes in Telefundraising, U.S., 2001 - 2009

Past Year-Present Year Change in Telefundraising	2001	2002	2003	2004	2005	2006	2007	2008	2009
Lower than Past Year	25.2%	33.7%	17.7%	23.0%	23.0%	23.8%	26.0%	**19.6%**	**20.0%**
About the Same	31.1%	27.9%	29.0%	24.6%	27.0%	10.9%	28.0%	**49.4%**	**63.6%**
Higher than Past Year	43.7%	34.4%	53.2%	52.5%	50.0%	65.2%	46.0%	**31.0%**	**16.4%**

Major Gifts

- Seventy-eight percent of respondents reported using major gift solicitations in 2009.

Changes in Major-Gift Fundraising, U.S., 2001–2009

Past Year-Present Year Change in Major Gifts Funding	2001	2002	2003	2004	2005	2006	2007	2008	2009
Lower than Past Year	19.7%	29.1%	18.9%	16.5%	23.3%	18.7%	25.6%	**39.0%**	**37.3%**
About the Same	29.4%	28.0%	28.3%	22.8%	19.5%	5.4%	11.2%	**18.5%**	**22.0%**
Higher than Past Year	50.9%	42.9%	52.8%	60.7%	57.2%	76.0%	63.1%	**42.5%**	**40.7%**

Planned Gifts

- Fifty-four percent of respondents reported using planned giving solicitations in 2009.

Changes in Planned-Giving Fundraising, U.S., 2001–2009

Past Year-Present Year Change in Planned-Gifts Funding	**2001**	**2002**	**2003**	**2004**	**2005**	**2006**	**2007**	**2008**	**2009**
Lower than Past Year	16.8%	25.8%	17.4%	25.4%	22.2%	45.1%	15.9%	**27.1%**	**21.9%**
About the Same	40.6%	34.7%	40.5%	37.6%	37.8%	3.2%	30.8%	**39.5%**	**50.8%**
Higher than Past Year	42.6%	39.5%	42.1%	37.0%	40.0%	51.6%	53.5%	**33.4%**	**27.3%**

Online Fundraising

- Sixty-seven percent of respondents reported using online giving solicitations in 2009.

Changes in Online/Internet Fundraising, U.S., 2001–2009

Past Year-Present Year Change in Online/Internet Funding	**2001**	**2002**	**2003**	**2004**	**2005**	**2006**	**2007**	**2008**	**2009**
Lower than Past Year	8.1%	7.1%	4.4%	6.0%	12.0%	6.9%	11.1%	**14.5%**	**9.1%**
About the Same	35.0%	41.8%	34.4%	30.2%	33.5%	5.5%	27.6%	**33.0%**	**30.9%**
Higher than Past Year	56.9%	51.0%	61.1%	63.8%	54.5%	87.7%	61.4%	**52.5%**	**60.0%**

Special Events

- Eighty percent of respondents reported holding at least one special event in 2009.

Changes in Special Event Fundraising, U.S., 2001–2009

Past Year-Present Year Change in Special Event Funding	**2001**	**2002**	**2003**	**2004**	**2005**	**2006**	**2007**	**2008**	**2009**
Lower than Past Year	20.2%	22.8%	16.1%	11.3%	23.1%	17.1%	24.5%	**33.2%**	**39.7%**
About the Same	33.4%	32.9%	31.1%	23.8%	22.3%	9.1%	18.8%	**23.8%**	**27.4%**
Higher than Past Year	46.4%	44.3%	52.8%	64.8%	54.6%	73.9%	56.8%	**43.0%**	**32.8%**

Corporate and Foundation Grants

- Eighty-seven percent of respondents solicited grants from corporations and foundations in 2009.

Changes in Funds Raised Through Corporation/Foundation Grants, U.S., 2007–2009

Past Year-Present Year Change in Corp./Foundation Funding	**2007**	**2008**	**2009**
Lower than Past Year	16.2%	**29.1%**	**39.2%**
About the Same	32.8%	**29.8%**	**24.2%**
Higher than Past Year	51.0%	**41.1%**	**36.5%**

Key Challenges: 2009 vs. 2008

Issue	**Percentage of Respondents Choosing This as One of the Four Biggest Challenges—2009**	**Issue**	**Percentage of Respondents Choosing This as One of the Four Biggest Challenges—2008**
The economy	**80.3%**	The economy	**78.7%**
Attracting new donors	**46.4%**	Attracting new donors	**48.4%**
Reduction of corporate support and/or sponsorships	**35.9%**	Reduction of corporate support and sponsorships	**30.4%**
Reduction of foundation support	**30.4%**	Staffing issues in the development office	**28.4%**

Outlook for 2010

How will your fundraising fare in 2010?	**Percentage of Respondents**
My organization will raise less funds in 2010	**12.9%**
About the same	**25.8%**
My organization will raise more funds in 2010	**61.4%**