



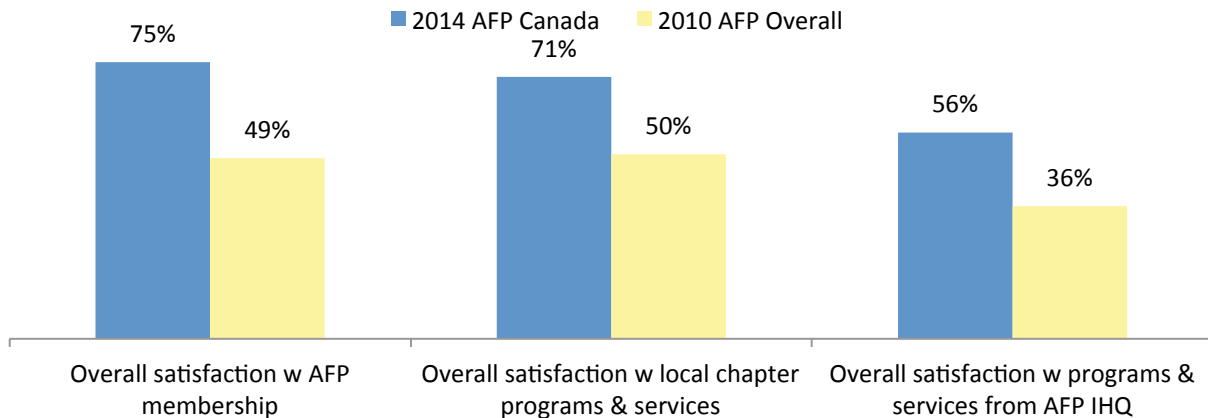
EXECUTIVE SUMMARY

AFP 2014 Canadian Membership Satisfaction Survey

Part I. Member Satisfaction

In June 2014, AFP conducted a member satisfaction survey to assess Canadian members' perceptions of the organization and how it can serve members better. The survey was sent to all 3,698 members in Canada in both English and French. 306 completed the English and 12 completed the French for an 8.59 percent response rate. While AFP has conducted membership satisfaction surveys over time, this is the first that is specific to Canadian members. The last overall AFP membership survey was conducted in 2010. Data from that survey will be shown here to show comparison between the overall membership and Canadian members.

Overall, how satisfied are you with your AFP membership?

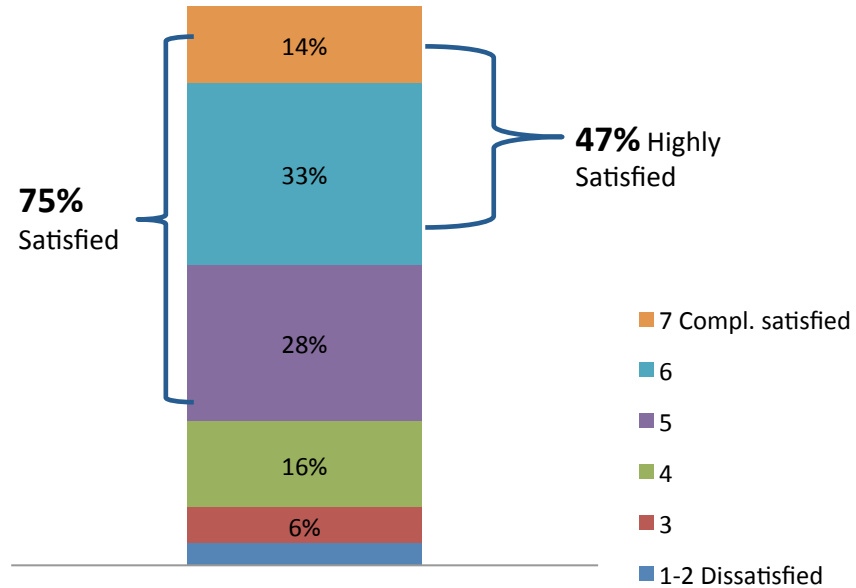
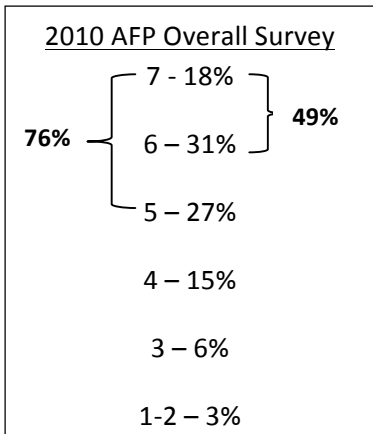


Satisfaction with AFP Overall

Overall, three in four Canadian members are generally satisfied with their membership (76 percent), although 14 percent is in the “highly satisfied” category.

While 36 percent of Canadian members are generally satisfied with the programs and services international headquarters provides, a greater percentage of Canadian members are generally satisfied with the customer service they get from headquarters (57 percent).

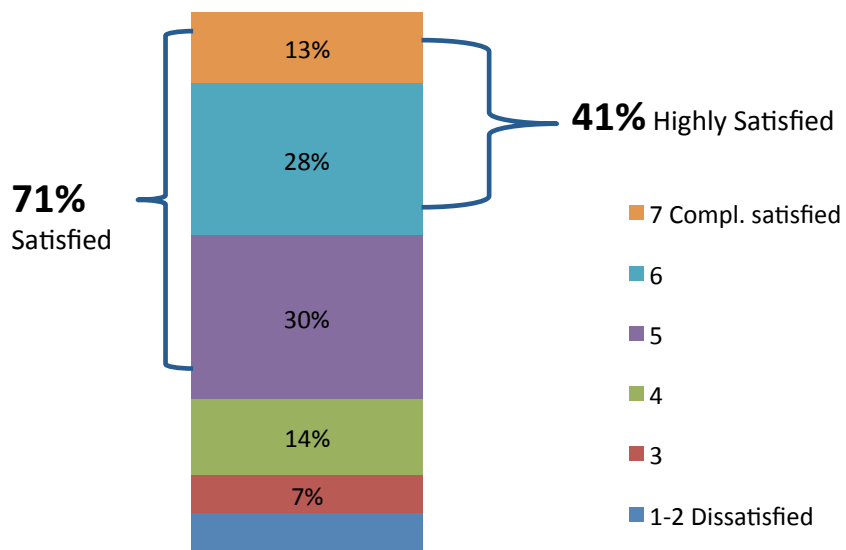
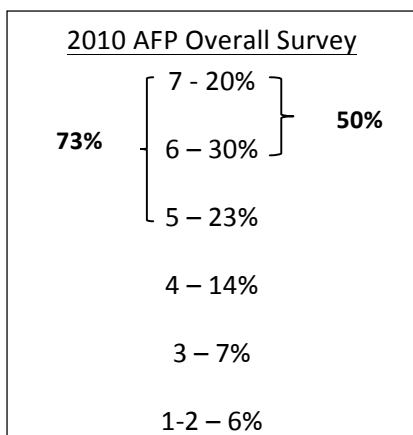
Overall Satisfaction with AFP Membership (n=315)



Satisfaction with Local Chapter Programs, Services

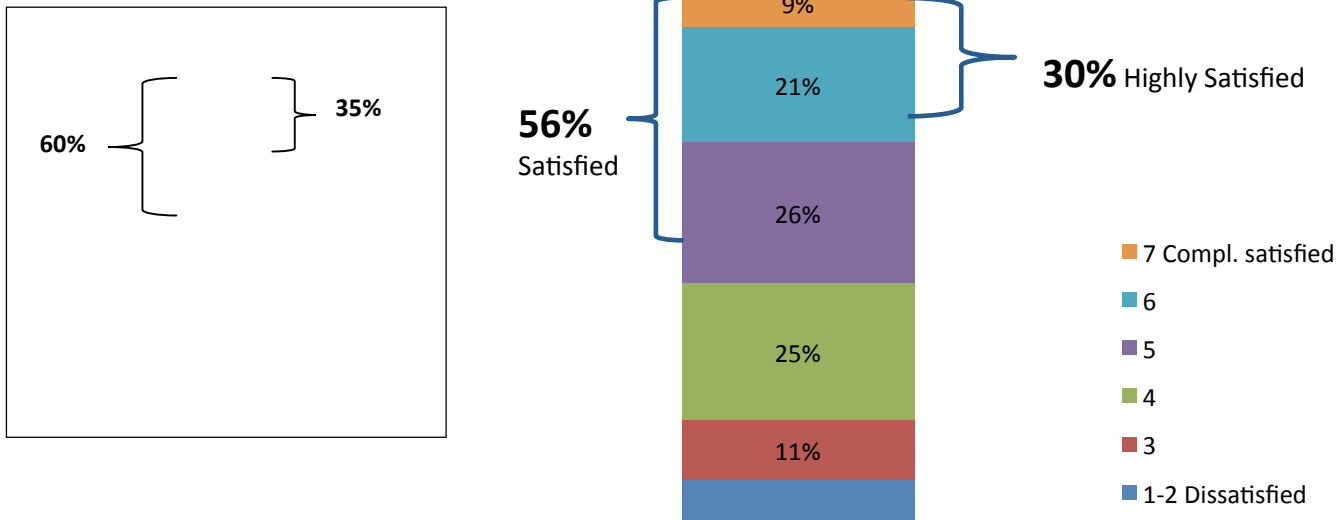
The percentage that is satisfied with local chapter programs and services (71 percent) is slightly lower than that for overall satisfaction (75 percent). However, a slightly higher percentage said they were dissatisfied with chapter programs (7 percent) compared to AFP membership overall (9 percent).

Satisfaction with Local Chapter Programs, Services (n=315)



Satisfaction with AFP IHQ Programs, Services

Although members are less likely to express satisfaction with AFP IHQ programs and services (56 percent) compared to the local chapters' programs (71 percent), they have similar levels of dissatisfaction (8 percent).



Part II. Top Valued Member Benefits

Top Valued Member Benefits

1. To get education and training
2. To support the profession
3. Demonstrate adherence to the Code of Ethical Principles and Standards
4. To further my career
5. Network with local fundraising professionals
6. Gain credibility as a professional
7. Get information to solve problems and stay current

Top Valued Chapter Benefits

1. Chapter Programs/meetings
2. Fundraising Days/Chapter conferences
3. Chapter Website
4. Chapter Publications/Newsletter
5. National Philanthropy Day®
6. Chapter Scholarships
7. Chapter Leadership Opportunities

Top Valued Programs offered by the AFP Foundation for Philanthropy – Canada

1. Educational webinars
2. "What Canadian Donors Want" research
3. Diversity and Inclusion initiatives
4. National Scholarship Program
5. Chapter/Regional grant program

Top valued programs offered by the Canadian Council

1. Canada eWire
2. Canada webpage at www.afpnet.org/afpcanada
3. National Job Posting initiative
4. Red & White Reception
5. Canadian Leadership Retreat

Part III. Attitudes About AFP**Top valued achievements of the Canadian Government Relations Committee in relation to the following:**

1. Growing and strengthening the philanthropic fabric in Canada
2. The Canadian fundraising profession
3. To our members own work
4. To the mission of our members own organizations

Trends to Address

- Online fundraising
- How to improve the public image of the fundraising profession
- More mentoring
- High turnover of fundraisers

Future Challenges

- Too much competition for dollars
- Need for accountability and credibility
- Continuing education
- Increasing workload with decreasing resources

Opportunities

- Social media
- Engaging youth
- Partner with other organizations
- Support research on Canadian trends
- More meaningful engagement of members

What could we do better?

- More affordable conferences
- Mentor new professionals
- Provide more services for small nonprofits
- Streamline communications
- Provide more volunteer opportunities

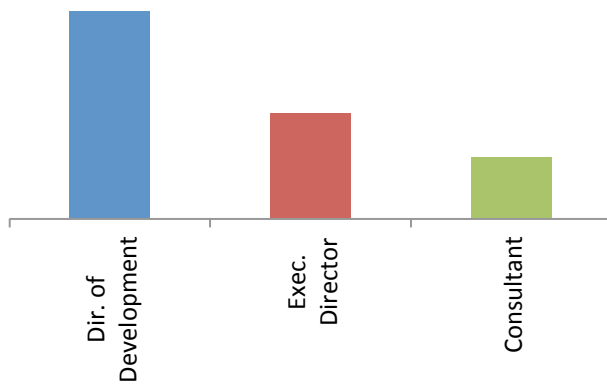
Things to Feel Good About

- The requirement for members to adhere to the Code of Ethical Principles and Standards is critically important.
- AFP membership is essential for any fundraising professional.
- Being affiliated with AFP makes me more credible as a fundraising expert.
- I feel valued and respected as a fundraising professional in my organization/workplace.

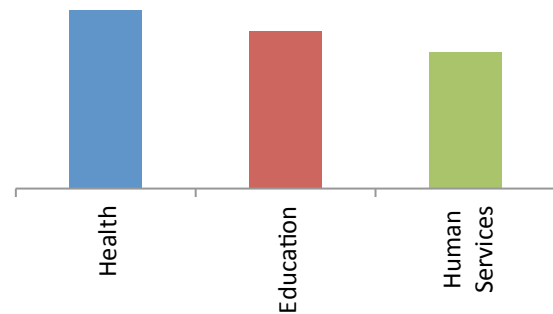
Part IV. Demographics

The majority of respondents have been members between 2 and 10 years, have been in the profession for more than 16 years, serve as Director of Development or Executive Director, work for Healthcare, Education, or Human Services agencies, have operating budgets or more than 20 million or between 1 and 3 million and are age 40-59.

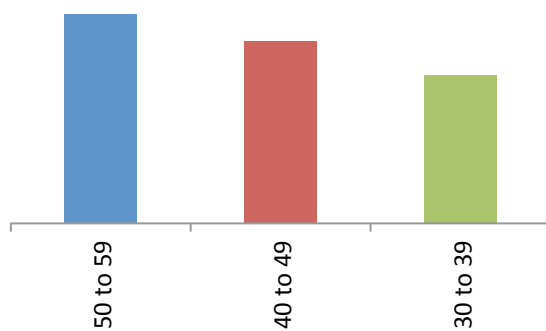
Job Title



Type of Organization



Age



Operating Budget

