

2014 Donor Survey Results

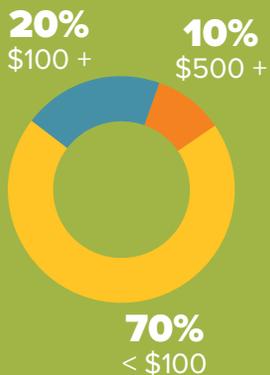
Donor Survey by the numbers

Donors:
5,072

Respondents:
591

Response Rate:
11.6%

Respondents Giving Levels



Introduction and Overview

by Susan Earl Hosbach, CFRE, Chair, AFP Foundation for Philanthropy and President & CEO, PearlPoint Cancer Support



Thanks to wonderful AFP members, donors and chapter leaders, like you, 2014 was a great year for the AFP Foundation for Philanthropy.

Last May, we conducted a comprehensive donor survey developed by members of the Annual Campaign Planning Task Force, under the capable leadership of Chair Marshall H. Ginn, CFRE. A total of 591 out of 5,072 donors (11.6%) responded to the survey. Nearly 70% of these were donors of \$100 or less.

I am pleased to share highlights of our findings in this Special Report to donors and friends of the AFP Foundation. The overall tone of the responses to the survey was favorable. It was encouraging to see many donors cite the “BE the CAUSE” campaign as a significant improvement for the AFP Foundation. We also received positive feedback that this survey was timely and an appropriate way to formally gather donor opinions.

The AFP Foundation has enthusiastically embraced the insights provided by our donors. I hope you will agree that our plans for 2015 are on target and reflect a sound investment in best fundraising practices.

Thank you to every donor who responded to the AFP Foundation’s survey. Your candor is sincerely appreciated. We are encouraged and enriched by comments from many donors that the “Foundation is moving in the right direction,” and that they “love the changes that the Foundation has made in the last couple of years.”

Please keep in touch; we welcome your thoughts and sage advice.

For access to the full report: afpnet.org/donorsurveyreportssummary

Donor Survey Comments:

I want to **better position the profession** to strengthen philanthropy.

I give because I am a leader and I know **the value of leading by example.**

As fundraising professionals, it’s important to **support causes that support us.**

Giving Motivation

AFP Foundation donors are passionate about the fundraising profession and their motivation to give reflects this passion. For many donors, 100% chapter board participation was a significant factor in making a gift. However, the case for support ranked very low in donor motivation.

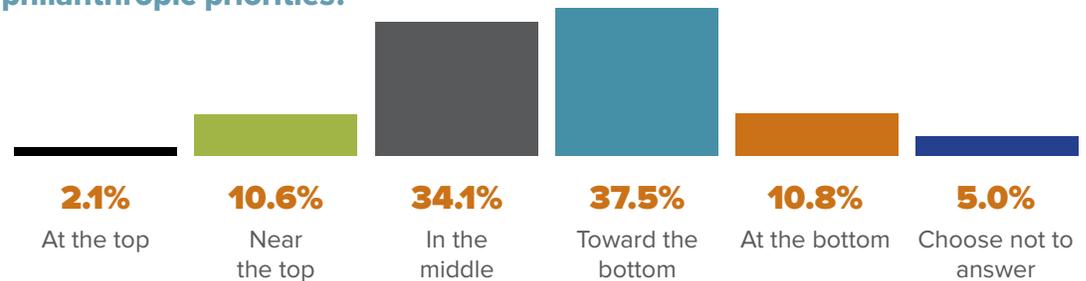
What do you believe is the MOST important reason for giving?



Philanthropic Priority

Nearly half of respondents placed the AFP Foundation at or near the bottom of their philanthropic priorities. When asked about “taking a break” in their annual giving, some respondents cited problems they had with the Foundation and others said they forgot or accidentally skipped a year. Many respondents specifically identified personal financial issues as the primary reason for not giving.

Where does giving to the AFP Foundation rank in your personal philanthropic priorities?



Donor Survey Comments:

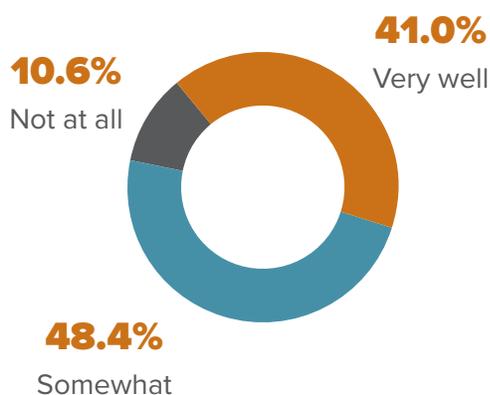
This feature (chapter participates in Foundation giving) is **an important incentive for chapter members to give**. Without it, I doubt member giving would be as strong.

Significantly reduced the level of my gift due to poor leadership and behavior back in the late 90s. **Now going back up.**

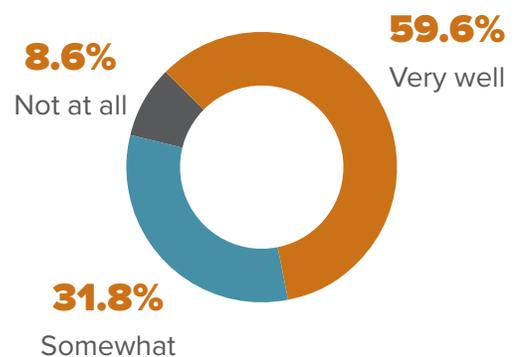
Awareness of AFP Foundation Purpose and Impact

The majority of donors do not know much about what the AFP Foundation does nor what it supports. Many respondents wanted to see more information, more details and more transparency. They requested clear connections between giving and the direct impact of gifts to both the AFP Foundation and their chapter.

How well do you understand what the AFP Foundation supports?



How well do you understand how your gift to the AFP Foundation affects your chapter?



Donor Survey Comments:

I think that the Foundation **supports scholarships, development of new chapters and research**. However, I'm not sure I fully understand where Foundation dollars make the most difference.

I feel the chapter does a good job of communicating the local benefit. My experience with the foundation has been very hit or miss over the years and left me with mixed feelings about if the gift is valued, etc.

My requirements as a donor are higher for AFP than they are for other organizations where I give. I receive almost nothing of what I should receive as a donor.

To what extent do you feel your contribution to the AFP Foundation makes a difference in the fundraising profession, in AFP’s strength as an organization, in your chapter, or in the broader field of philanthropy?

Answer Options	Great difference	Moderate difference	Little difference	No difference at all
The fundraising profession	151	291	112	24
AFP as an organization	188	295	80	13
Your chapter	168	282	107	16
The field of philanthropy	135	258	146	34

Donor Survey Comments:

I wasn’t able to give a huge amount so my gift ALONE will make a nominal difference, but combined with gifts of my peers from my chapter—**hoping that will make an impact on our chapter.**

As fundraisers, we should be **role models for the virtues of philanthropy and volunteerism.**

How satisfied are you with the information you receive about the use of your contribution to the AFP Foundation or on the impact your gift has had?

Answer Options	Very Satisfied	Satisfied	Neutral	Somewhat dissatisfied	Dissatisfied
How your gift was used	66	182	217	68	40
The impact your gift had	60	162	231	68	39

Donor Survey Comments:

I don’t feel I truly understand how my gift benefits the foundation on all levels (**chapter, organization, and fundraising profession**).

I expect no specific information on how my specific gift is used. It’s only \$100! I am **satisfied that I am meeting a professional responsibility** and supporting the AFP mission.

Tactics for Enhancing Donor Satisfaction and Giving

No single tactic stood out as “the” way to increase the AFP Foundation’s donor base and giving levels. However, it is no surprise that the number one answer was “Hearing motivational stories about the impact of my contribution.”

What tactics or factors might encourage you to increase your support of the AFP Foundation in the future? Respondents ranked answer options as follow:

- 1.** Hearing motivational stories about the impact of my contribution
- 2.** Additional details in the case regarding what my gift will support
- 3.** Ability to direct/designate my gift
- 4.** Increased stewardship and engagement as a donor
- 5.** A personal solicitation from a chapter board member or chapter leader
- 6.** Timely and accurate gift acknowledgement
- 7.** Hearing motivational stories from other donors about why they give
- 8.** Increased recognition as a donor

Donor Survey Comments:

Timely and accurate gift acknowledgement” should always be a best practice for AFP. As leaders in our field, there’s no excuse for failing to **express genuine gratitude** right away.

The AFP Foundation lacks imagination and innovation. You do the same things all the time. I want my money to go for projects that are **“cutting edge” pushing the boundaries of “fundraising/philanthropy”** as we currently know it.

In previous years, the Foundation had a poor reputation for managing solicitation and acknowledging gifts. I want to **recognize that this has changed greatly in the last year or so.**

Moving Forward in 2015

The 2014 Donor Survey yielded valuable insights and constructive recommendations. We have listened to you, our donors, AFP members and chapter leaders. Your feedback has helped to shape an enhanced agenda for the AFP Foundation for Philanthropy that will guide strategic investments in the annual giving and major giving programs moving forward.

What We Learned From You

- All donors want to feel that their gift, regardless of size, makes a difference.
- Donors are unclear about what the AFP Foundation does, how their chapters benefit from their gifts and the relationship between AFP and the AFP Foundation.
- Our current system does not adequately serve the needs of donors who wish to give monthly.
- We need to increase our donor base.

What We Plan To Do Moving Forward

- Improve and expand our stewardship program for all donors.
- Increase and enrich communication about the AFP Foundation's purpose and impact.
- Enhance our database system and online donation tools for recurring gifts.
- Focus outreach to new prospects representing the next generation of fundraising professionals.

**Thank
You!**

