

2003 AFP State of Fundraising Survey

Association of Fundraising Professionals (AFP)

Final report due out in June.

Canadian data report will be included in the final report.

Overall Giving

- 53% of respondents raised more money in 2003 than in 2002. 20% raised the same amount, and 27% raise less.

Overall Change	US 2001	US 2002	US 2003
More Than Past Year	59%	48%	53%
About the Same	10.5%	12%	20%
Lower than the Past Year	30.5%	40%	27%

Fundraising Goals

- 64% of respondents reached their fundraising goal in 2003, 36% did not.
- 59% of respondents had a higher fundraising goal in 2003 than they did in 2002. 21% had about the same fundraising goal for the two years, and 20% had a lower fundraising goal.
- 32% of respondents had a goal that was at least 10 percent higher than their goal in 2002.

Fundraising Goal Reached?	US 2002	US 2003
Yes	57	64
No	43	36

2002-2003 Change in Cumulative Gross Dollars Raised

Gross Dollars Raised	Mean/Avg.
<\$250,000	-2.25
\$250,000-\$500,000	-.42
\$500,001-\$1 million	2.98
\$1,000,001-\$5 million	9.25
\$5,000,001-\$10 million	10.38
\$10,000,001-\$50 million	10.63

Over \$50 million	9.46
TOTAL	5.74

Organization's Annual Operating Budget	Mean/Avg.
<\$250,000	7.14
\$250,000-\$500,000	10.98
\$500,001-\$1 million	.06
\$1,000,001-\$3 million	7.82
\$3,000,001-\$5 million	8.84
\$5,000,001-\$10 million	11.34
\$10,000,001-\$50 million	3.42
\$50,000,001-\$75 million	9.25
Over \$75 million	7.07
TOTAL	5.61

Type of Organization	Mean/Avg.
Education	11.91
Public Society/Benefit	11.22
Environmental	6.59
Religious	6.25
Healthcare	4.44
Social Service	4.16
Arts/Cultural/Humanities	.82
Other	-.87
TOTAL	5.74

Types of Fundraising

- For those respondents who use direct mail, 43% raised more money through direct mail, 33% reported raising the same amount of funds, and 24% indicated fewer funds had been raised through direct mail. Almost 86 percent of respondents indicated that they used direct mail as part of their fundraising efforts.

Direct Mail Change	US 2001	US 2002	US 2003
More Than Past Year	46	41	43
About the Same	30	30	33
Lower than the Past Year	24	29	24

- For those respondents who use telefundraising, 53% reported more funds in 2003 compared to 2002, 18% reported fewer funds, and 29% indicated they received about the same. Only 33% of all respondents indicated they used telefundraising as part of their fundraising efforts.

Teleservices Change	US 2001	US 2002	US 2003
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More Than Past Year	43.7	34.4	53
About the Same	31.1	27.9	30
Lower than the Past Year	25.2	33.7	17
Don't Use	71.5	78.8	67

- For those respondents who use major gift solicitations, 53% reported more funds raised through major gifts, 20% reported fewer gifts, and 27% indicated it was about the same. Only 7.3% of respondents did not have major gift programs.

Major Gifts Change	US 2001	US 2002	US 2003
More Than Past Year	51	43	53
About the Same	29	28	28
Lower than the Past Year	20	29	19

- For those respondents who use planned gift solicitations, 42% reported more funds raised through planned gift, 17% reported fewer gifts, and 41% indicated it was about the same. Roughly 76 percent of respondents indicated that they have planned gifts programs as part of their fundraising efforts.

Planned Gifts Change	US 2001	US 2002	US 2003
More Than Past Year	43	40	42
About the Same	41	35	41
Lower than the Past Year	16	26	17

- For those respondents who used online solicitations, 61% indicated more funds raised in 2003 than in 2002, 4% reported fewer funds raised, and 34% indicated approximately the same amount of funds raised. 46% of all respondents indicated their organization used online or Internet solicitations.

Online Change	US 2001	US 2002	US 2003
More Than Past Year	57	51	61
About the Same	35	42	34
Lower than the Past Year	8	7	4
Don't Use	63	66	53

- 53% of respondents raised more funds through special events in 2003 than they did in 2002. 16% raised less and 31% raised approximately the same. 78% of all respondents raised funds through some type of special event(s).

Special Events Change	US 2001	US 2002	US 2003
More Than Past Year	46	44	53

About the Same	33	33	31
Lower than the Past Year	20	23	16

Donors

- 31% of respondents indicated that 6-10% of their donors were new to the organization in 2003. 42% of respondents indicated that at least 11% or more of their donors in 2003 were new to the organization.

Percentage of New Donors	US 2001	US 2002	US 2003
1-5%	24	27	29
6-10%	35	31	31
More than 10%	41	42	40

- 36% of respondents indicated 1-5% of their continuing donors increased their gifts. 31% of respondents indicated that 6-10% of their continuing donors increased their gifts. 33% of respondents indicated that more than 11% of their return donors increased their gifts in 2003.

Increased Gifts from Continuing Donors	US 2001	US 2002	US 2003
1-5%	33	48	36
6-10%	31	27	31
More than 11%	36	26	33

Issues

- 40% of respondents said the economy was the single most important issue that negatively affected their fundraising in 2003. Other issues were challenges with volunteer leadership (8%), staff issues in the development office (7%), increasing competition for the charitable dollar (7%), and reduction of foundation support (7%).

2004 Projections

- 66% of respondents believe that they will raise more money in 2004 than they did in 2003. 24% indicated they believed they would raise approximately the same, and 9% said they would raise fewer funds.

More Funds Raised in the Next Year?	US 2001	US 2002	US 2003
More	58	45	66
About the Same	28	38	24
Less	14	16	10

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