



What's Happening and What's Working in Today's Fundraising Environment

**AFP Suncoast Chapter
June 15, 2010**

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Is the current environment a “crisis”?

- Putting the crisis in perspective
- Not panicking
- Focusing on what’s important



Crisis, What Crisis?

- Possibly the worst period for fundraising in the past 40 years.
- AFP's recent surveys indicate poor fundraising performance in nearly every type of organization



AFP's 2009 State of Fundraising Survey

- **Asks members to compare their fundraising results in 2009 to their figures in 2008**
- **700 participants from across the U.S. and Canada—American and Canadian responses VERY similar**



Typical/Past Fundraising Levels

- **2007 survey: 65 percent of respondents raised more money**
- **2008 survey: 46 percent of respondents raised more money**
- **Typical year: 60 percent of respondents raise more money**



2009 Performance

- **43 percent of organizations raised more funds in 2009 compared to 2008**
- **11 percent raised about the same amount**
- **46 percent raised fewer funds, a record amount**



Fundraising Goals - 2009

- **53 percent of U.S. charities reached their fundraising goal in 2009**
- **29 percent of U.S. respondents set lower goals in 2009 compared to 2008**



Fundraising Success by Technique

Type of Fundraising	Raised More Funds: U.S.
Direct Mail	39.9%
Telefundraising	16.4%
Major Gifts	40.7%
Planned Giving	27.3%
Online	60.0%
Special Events	32.8%
Corp./Found.	36.5%



The Economy

- Cited by 80 percent of U.S. respondents as one of the top four challenges
- Other challenges:
 - Attracting new donors
 - Reduction of corporate support and sponsorships



Optimism in 2010

How will your fundraising fare in 2010?	Percentage of U.S. 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%



Other Challenges

- **Fast pace of changing technology**
- **Increasing number of nonprofits and competition for the charitable dollar**
- **Greater public awareness and government oversight of the sector**



Other Challenges

- Need for ongoing and specialized knowledge and training
- Shift in corporate giving to sponsorships and cause-related marketing
- Leadership gap in the sector



Other Challenges

- **Change in how individuals give, especially major donors**
- **Increase donor interest in control over their gifts and how funds are used**



Success is Possible!

- **Despite everything, many organizations have founded success:**
 - **More than half of organizations still raised the same amount or more money**
 - **AFP Foundation for Philanthropy**
 - **Guardian Angel Settlement Association**



How Do We Achieve Success?

1) Yes, We Can!



How Do We Achieve Success?

2) Be Candid



How Do We Achieve Success?

3) Stay Positive



How Do We Achieve Success?

4) Remember Your Mission



How Do We Achieve Success?

5) Act!



How Do We Achieve Success?

6) Don't Stop Asking



How Do We Achieve Success?

7) Remember and report your data



How Do We Achieve Success?

8) Understand the challenge



How Do We Achieve Success?

9) Focus on the long term



How Do We Achieve Success?

10) Don't forget: YOU have control!



A Plan for Success

- **Successful organizations are following a plan**
- **Fundraising must be part of it, but cannot dominate**



Developing the Plan

- **Ally with the volunteer leader who has the greatest vision**
- **Be involved from the beginning:**
 - **Interface between the organization and the public**
 - **Best overview of all facets of the organization**



Sustaining the Plan

- Measure regularly and have alternatives and changes in mind
- Create a sense of ownership among all staff
- Identify specific priorities and metrics



Tactics

- Donor retention is critical



Tactics

- **Stay connected**



Tactics

- **Increase volunteer management**



Tactics

- **Segment, segment, segment!**



Tactics

- Take risks



Tactics

- **Collaborate**



Tactics

- **Continue awareness activities**



Tactics

- **Protect your brand reputation**



Future Skills Needed

- Strategic Planning
- Marketing
- Technology Know-How



Future Skills Needed

- **Interpersonal**
- **Creativity and a willingness to experiment**
- **Leadership and vision**



Ethics

- *AFP Code of Ethical Principles and Standards*
- *Donor Bill of Rights*
- Position papers on ethical issues
- Ethics Committee consultations and guidance



Education and Training

- **International Conferences**
- **Web/Audioconferences**
- **CFRE Review Course**
- **Fundamentals of Fundraising**
- **Faculty Training Academy**
- **Cooperative programs with other organizations**



Education and Training: Staying Updated

- *AFP eWire*
- *Advancing Philanthropy*
- *AFP Kaleidoscope*
- **AFP Website (www.afpnet.org)**



Online Resources

- Information Exchange
- Online Resource Center/Hot Topics
- Ready Reference Series
- AFP Toolkits
- Discussion Forums



AFP: The Power of Community

- **Community is important: We are most powerful and influential when working together, partnering with members and other organizations**
- **AFP is YOUR community**
 - **Your chapter**
 - **Your world-wide colleagues**
 - **Your association**



Thank You!

- For being a part of AFP
- For your commitment to ethical fundraising
- For what you do for your community and our world
- Questions? Comments?