



ther**ome**group

**Philanthropic Landscape 2007**  
*A Survey of Trends and Opportunities Within the St. Louis Nonprofit Community*

**Summary of Results**

July 19, 2007

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## **Executive Summary**

Philanthropic Landscape 2007 marks the fifth year The Rome Group has conducted a survey of local nonprofit organizations to discover how they are doing, what challenges they are facing, and what strategies they are using to be successful.

The survey was emailed to 504 nonprofit executive directors, development directors and others in May 2007. 127 people responded, representing a 25 percent response rate. The mix of agency types and sizes among the respondents generally mirrors the nonprofit landscape in St. Louis.

The Rome Group also conducted a survey of local corporate and foundation donors, in conjunction with the Gateway Center for Giving (formerly the Metropolitan Association for Philanthropy). This survey was mailed to 85 individuals and 25 responded (29 percent).

## **National Results**

On a national scale, giving in the U.S. in 2006, as reported by Giving USA, topped \$295.08 billion. This was an increase of 4.2 percent over 2005, although when inflation is factored in, total giving rose just one percent. 59 percent of all charities reported increased giving levels last year. 55-60% of all donations came from households with incomes of less than \$100,000.

## **Local Donor Survey**

56 percent of those who responded to the donor survey said they donate \$500,000 or more per year, with an average gift size of \$5,000 to \$10,000. 56 percent said that at least 90 percent of their donations stay in the St. Louis area. 54 percent said they increased their giving in 2006, while eight percent decreased giving and 37 percent stayed the same as in 2005.

31 percent of donors said they fund fewer than 20% of all grant requests they receive and two-thirds did they fund less than 50 percent. In order of preference, donors appear to favor established programs, general operating support and capital campaign. Capacity building and start-up programs ranked lower, while less than 10 percent of donors said they prefer to give to endowment campaigns.

Donors generally consider nonprofits to be more effective in the areas of also development, strategic planning and marketing than in staff development, technology, board leadership and willingness to try new approaches.

## **Local Nonprofit Survey**

74 percent of nonprofits reported that they met their fundraising goals in 2006 and 73% predict 2007 contributions will exceed last year's. Ten percent believe 2007 will see decreases in fundraising success.

Respondents said planned gifts, telephone appeals and major gifts were their most effective fundraising strategies, while online appeals and direct mail were considered least effective.

84 percent of respondents believe their organization has an excellent reputation in the community, although 38% admit the community does not understand what they do. They also say they have strong relationships with donors, their staff has the experience and expertise they need to succeed and their boards are actively involved. The challenges they expect to face in the coming year include increased competition from other nonprofits, the ability to keep up with demand for services, the ability to find/retain qualified staff, reductions in major sources of funding, the

economy, and the aging of the current donor base.

### **Marketing Challenges**

Both surveys looked at the issue of nonprofit marketing, which was cited by 87 percent of nonprofit respondents in the 2006 survey as a priority in the next three years. Nevertheless, only 42 percent of nonprofits surveyed said they have a marketing and communications committee, and only 34 percent have measurable marketing goals.

One-third of respondents said marketing is part of the development staff's responsibilities, while 26 percent said it is a separate department.

The biggest barriers cited to enhancing marketing efforts included lack of staff capacity and expertise, too many other priorities, and the reluctance of donors to fund marketing programs. Donors confirmed this, with only 25 percent saying they would fund requests for marketing support, primarily because almost 80 percent believe nonprofits already do a good job of marketing themselves.

If funds were available, 32 percent of nonprofits would hire staff to implement a marketing plan; 28 percent would invest in technology; 15 percent would use the funds to develop a marketing plan; and 13 percent would hire a marketing consultant.

### **Conclusion**

The surveys show that there is a clear difference between what nonprofits believe is a priority — marketing — and what donors are willing to fund. The conclusion is that nonprofits must do a better job of demonstrating this need and communicating to donors and others why investments in marketing can lead to greater outcomes across a wide range of areas.

### **About The Rome Group**

The Rome Group is the St. Louis area's leading nonprofit sector consulting firm. It specializes in helping nonprofit organizations build capacity by planning for the future, focusing their development and fundraising efforts, and identifying opportunities for growth and success.

The Rome Group's annual survey is the only one of its kind that looks at trends in local philanthropy each year.

## **Methodology**


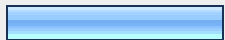
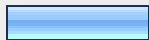
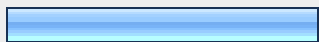

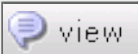
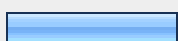
The Rome Group conducted its surveys of St. Louis area nonprofit organizations and corporate and foundation donors in May/June 2007. The survey was sent via email to 504 nonprofit executive directors, development directors and others and 85 corporate and foundation donors. The email contained a link to the survey instrument, which could be found on [www.surveymonkey.com](http://www.surveymonkey.com).

A total of 127 responses were collected from nonprofits, representing a 25.2 percent response rate. 25 donors responded to that survey, representing a 29 percent response rate.

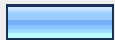
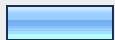
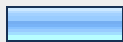
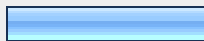
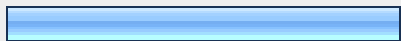
The respondents represent all sectors in the nonprofit arena, from arts organizations to educational, human services, health, environmental, and religious groups. They also range from very small organizations to some of the region's largest nonprofits. The donor respondents include corporations, private foundations, family foundations, corporate foundations and others.

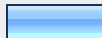

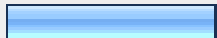
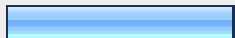
**SURVEY OF  
ST. LOUIS AREA NONPROFITS**

**MAY-JUNE 2007**

Which of the following categories describes your organization?			Response Percent	Response Count
Arts & Culture			8.7%	10
Education			23.5%	27
Health			15.7%	18
<b>Human Services</b>			<b>33.0%</b>	<b>38</b>
Environment/Wildlife			0.9%	1
 Other (please specify)			18.3%	21
			<b>answered question</b>	<b>115</b>
			<b>skipped question</b>	<b>0</b>

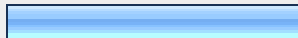



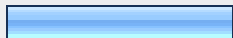
So that we can better categorize your responses, please tell us the name of your organization:		Response Count
		107
		<b>answered question</b>
		<b>107</b>
		<b>skipped question</b>
		<b>8</b>







What is your organization's current annual operating budget?			Response Percent	Response Count
Under \$500,000			11.6%	13
\$501,000-\$750,000			11.6%	13
\$751,000-\$1,000,000			12.5%	14
\$1,001,000-\$3,000,000			21.4%	24
<b>Over \$3,000,000</b>			<b>42.9%</b>	<b>48</b>
			<b>answered question</b>	<b>112</b>
			<b>skipped question</b>	<b>3</b>

How much did your organization receive in gifts and grants from individuals, corporations/businesses and foundations in 2006?			Response Percent	Response Count
Less than \$100,000			10.0%	11
\$101,000-\$200,000			7.3%	8
<b>\$201,000-\$500,000</b>			<b>28.2%</b>	31
\$501,000-\$1,000,000			22.7%	25
\$1,001,000- \$2,000,000			7.3%	8
More than \$2,000,000			24.6%	27
			<b>answered question</b>	<b>110</b>
			<b>skipped question</b>	<b>5</b>

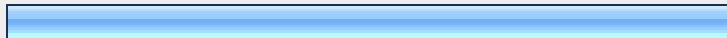
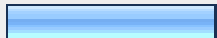
Did the following sources of support increase or decrease for your organization in 2006 as compared to 2005?				
	Increased	Decreased	No change	Response Count
Individuals	<b>81.8% (90)</b>	5.5% (6)	12.7% (14)	110
Corporations/businesses	<b>56.5% (61)</b>	12.0% (13)	31.5% (34)	108
Private foundations	<b>51.9% (55)</b>	12.3% (13)	35.8% (38)	106
Government	34.4% (31)	21.1% (19)	<b>44.4% (40)</b>	90
United Way	15.1% (11)	9.6% (7)	<b>75.3% (55)</b>	73
Other (please specify in #6)	<b>47.8% (11)</b>	13.0% (3)	39.1% (9)	23
				<b>answered question</b>
				<b>skipped question</b>

Other sources of support that increased/decreased/didn't change:		Response Count
		32
		<b>answered question</b>
		<b>skipped question</b>

Which of the following strategies is MOST effective in your fundraising efforts?			Response Percent	Response Count
Direct mail			31.1%	32
Telephone appeals			3.9%	4
<b>Major gifts</b>			<b>35.9%</b>	37
Planned gifts			4.9%	5
Online appeals			0.0%	0
Special events			24.3%	25
			<b>answered question</b>	<b>103</b>
			<b>skipped question</b>	<b>12</b>

Which of the following strategies is LEAST effective in your fundraising efforts?			Response Percent	Response Count
Direct mail			21.0%	21
Telephone appeals			19.0%	19
Major gifts			2.0%	2
Planned gifts			12.0%	12
<b>Online appeals</b>			<b>38.0%</b>	38
Special events			8.0%	8
			<b>answered question</b>	<b>100</b>
			<b>skipped question</b>	<b>15</b>


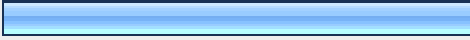


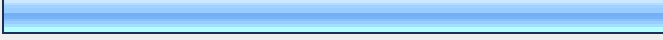




<b>Please indicate whether you agree or disagree with each of the following statements about your organization:</b>						
	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly disagree	Response Count
My organization has an excellent reputation in the community.	<b>50.9% (56)</b>	32.7% (36)	14.5% (16)	1.8% (2)	0.0% (0)	110
We are well known by a majority of our target audience.	27.3% (30)	<b>34.5% (38)</b>	12.7% (14)	23.6% (26)	1.8% (2)	110
The community understands what we do.	8.3% (9)	25.7% (28)	28.4% (31)	<b>32.1% (35)</b>	5.5% (6)	109
We have strong, long-term relationships with the majority of our donors.	30.9% (34)	<b>45.5% (50)</b>	11.8% (13)	9.1% (10)	2.7% (3)	110
Our staff has the experience and expertise we need to succeed.	31.8% (35)	<b>48.2% (53)</b>	10.0% (11)	7.3% (8)	2.7% (3)	110
Our board is actively involved in fulfilling its roles and responsibilities.	18.2% (20)	<b>49.1% (54)</b>	13.6% (15)	13.6% (15)	5.5% (6)	110
We are limited by a lack of financial resources.	17.4% (19)	<b>34.9% (38)</b>	21.1% (23)	22.0% (24)	4.6% (5)	109
We cannot keep up with the demand for our programs/services given our current level of support.	17.3% (19)	26.4% (29)	<b>28.2% (31)</b>	24.5% (27)	3.6% (4)	110
	<b>answered question</b>					<b>110</b>
	<b>skipped question</b>					<b>5</b>


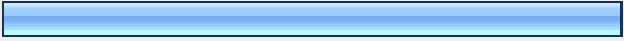
<b>Did your organization reach its fundraising goal in 2006?</b>			
		Response Percent	Response Count
Yes		<b>77.8%</b>	84
No		22.2%	24
	<b>answered question</b>		<b>108</b>
	<b>skipped question</b>		<b>7</b>

How do you predict your fundraising results in 2007 will compare with 2006?			Response Percent	Response Count
Increase			72.9%	78
Decrease			10.3%	11
Stay the same			16.8%	18
			<b>answered question</b>	<b>107</b>
			<b>skipped question</b>	<b>8</b>

Where does marketing and communications reside in your organization?			Response Percent	Response Count
Separate staff/department			26.2%	28
Separate staff under Development Department			10.3%	11
Part of Development staff's duties			32.7%	35
Part of Executive Director's duties			13.1%	14
No designated person or department is responsible			6.5%	7
Other (please specify)			11.2%	12
			<b>answered question</b>	<b>107</b>
			<b>skipped question</b>	<b>8</b>

Do you have a marketing and communications committee?			Response Percent	Response Count
Yes			42.1%	45
No			57.9%	62
If yes, what is its major role?			34.6%	37
			<b>answered question</b>	<b>107</b>
			<b>skipped question</b>	<b>8</b>

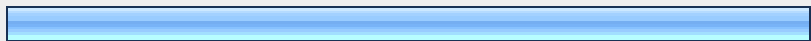


What are the goals of your marketing and communications efforts? (check all that apply)			Response Percent	Response Count
Attract donors			77.4%	82
Recognize donors/funders			50.9%	54
Attract clients/audiences/referrals			56.6%	60
Attract volunteers			41.5%	44
Communicate with donors and/or volunteers			71.7%	76
Increase awareness among your constituents about who you are and what you do			83.0%	88
<b>Increase awareness among the general community about who you are and what you do</b>			<b>89.6%</b>	<b>95</b>
 Other (please specify)			5.7%	6
			<b>answered question</b>	<b>106</b>
			<b>skipped question</b>	<b>9</b>

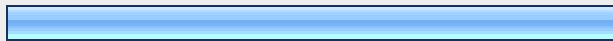
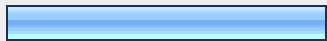
Do you have specific measurable goals for your marketing and communications activities?			Response Percent	Response Count
Yes			34.0%	36
No			66.0%	70
			<b>answered question</b>	<b>106</b>
			<b>skipped question</b>	<b>9</b>

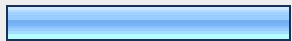
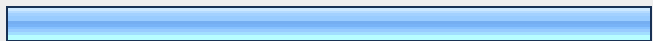
If yes, what measures do you use?		Response Count
		34
		<b>answered question</b>
		<b>34</b>
		<b>skipped question</b>
		<b>81</b>

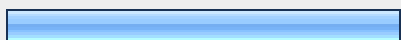
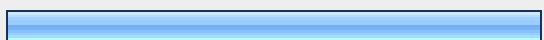
<b>How effective are each of the following marketing/communications strategies/tools for your organization's marketing and communications efforts?</b>					
	Most Effective	Somewhat Effective	Not Effective	Not Applicable	Response Count
Public relations/media relations	27.9% (29)	<b>56.7% (59)</b>	6.7% (7)	8.7% (9)	104
Printed newsletters	37.9% (39)	<b>44.7% (46)</b>	1.9% (2)	15.5% (16)	103
E-newsletters/other e-communications	16.3% (17)	<b>48.1% (50)</b>	8.7% (9)	26.9% (28)	104
Web site	21.6% (22)	<b>59.8% (61)</b>	14.7% (15)	3.9% (4)	102
Marketing materials (brochures, annual reports etc.)	30.8% (32)	<b>62.5% (65)</b>	3.8% (4)	2.9% (3)	104
Speakers Bureau	13.5% (14)	32.7% (34)	5.8% (6)	<b>48.1% (50)</b>	104
Direct mail	19.4% (20)	<b>61.2% (63)</b>	5.8% (6)	13.6% (14)	103
Advertising	7.8% (8)	39.8% (41)	11.7% (12)	<b>40.8% (42)</b>	103
Public service announcements	3.9% (4)	35.0% (36)	11.7% (12)	<b>49.5% (51)</b>	103
Cause related marketing sponsorships	5.8% (6)	26.2% (27)	5.8% (6)	<b>62.1% (64)</b>	103
Other (please specify in #18)	15.4% (2)	15.4% (2)	0.0% (0)	<b>69.2% (9)</b>	13
	<b><i>answered question</i></b>				<b>104</b>
	<b><i>skipped question</i></b>				<b>11</b>

<b>Other marketing and communications strategies or tools:</b>		Response Count
		8
	<b><i>answered question</i></b>	<b>8</b>
	<b><i>skipped question</i></b>	<b>107</b>

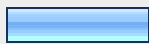
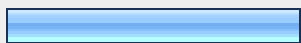
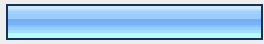

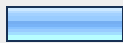

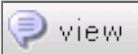

Do you anticipate that improving marketing and communications will be a priority in your organization over the next three years?			Response Percent	Response Count
Yes			86.7%	91
No			6.7%	7
Unsure			6.7%	7
			<b>answered question</b>	<b>105</b>
			<b>skipped question</b>	<b>10</b>

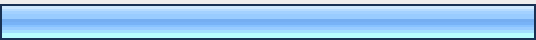
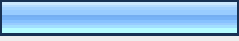
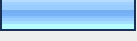
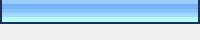
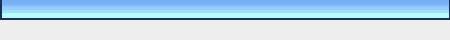
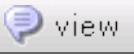
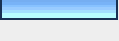
Do you accept online donations through your web site?			Response Percent	Response Count
Yes			65.7%	69
No			34.3%	36
			<b>answered question</b>	<b>105</b>
			<b>skipped question</b>	<b>10</b>




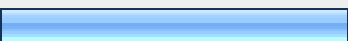

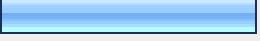

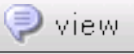
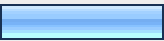
Do you make online (outgoing) fundraising solicitations (i.e. via email)?			Response Percent	Response Count
Yes			30.8%	32
No			69.2%	72
			<b>answered question</b>	<b>104</b>
			<b>skipped question</b>	<b>11</b>

Do you have the ability to accept event registrations and payments online?			Response Percent	Response Count
Yes			42.3%	44
No			57.7%	60
			<b>answered question</b>	<b>104</b>
			<b>skipped question</b>	<b>11</b>

<b>Do you use online/email communications with your board, donors, staff and others?</b>			
	Yes	No	Response Count
Board	<b>95.2% (99)</b>	4.8% (5)	104
Donors	<b>69.2% (72)</b>	30.8% (32)	104
Staff	<b>96.2% (100)</b>	3.8% (4)	104
Others	<b>86.7% (65)</b>	13.3% (10)	75
	<b><i>answered question</i></b>		<b>105</b>
	<b><i>skipped question</i></b>		<b>10</b>

<b>If you received a windfall gift to enhance your marketing/communications efforts, what is the primary item you would spend it on?</b>			
		Response Percent	Response Count
Developing a marketing plan		15.4%	16
<b>Hiring additional staff to implement a marketing plan</b>		<b>31.7%</b>	33
Investing in technology (i.e. website, online donations, online communications tools, etc.)		27.9%	29
Training for staff		2.9%	3
Hiring a marketing consultant		12.5%	13
Securing paid advertising		3.9%	4
 Other (please specify)		5.8%	6
	<b><i>answered question</i></b>		<b>104</b>
	<b><i>skipped question</i></b>		<b>11</b>

<b>What do you feel are the biggest barriers to enhancing marketing and communications efforts for your organization? (check all that apply)</b>				
			<b>Response Percent</b>	<b>Response Count</b>
<b>Do not have the staff capacity</b>			<b>57.7%</b>	60
Do not have the staff expertise			25.0%	26
Not a board priority			14.4%	15
Donors are reluctant to give to this			21.2%	22
Too many other priorities			48.1%	50
 Other			12.5%	13
			<b><i>answered question</i></b>	<b>104</b>
			<b><i>skipped question</i></b>	<b>11</b>

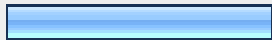
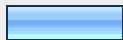
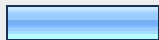
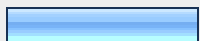



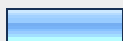
<b>What are the biggest challenges you see facing your organization in the next 12 months? (check all that apply)</b>				
			<b>Response Percent</b>	<b>Response Count</b>
Reductions in major sources of funding			31.1%	32
<b>Increased competition from other nonprofits</b>			<b>50.5%</b>	52
Increased competition for funding from national and state political campaigns			7.8%	8
Ability to keep up with the growing demand for our services			37.9%	39
Ability to find and/or retain qualified staff			36.9%	38
Aging of current donor base			27.2%	28
The economy			28.2%	29
 Other (please specify)			17.5%	18
			<b><i>answered question</i></b>	<b>103</b>
			<b><i>skipped question</i></b>	<b>12</b>

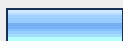
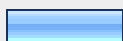

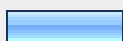

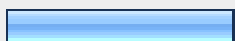


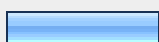
<b>Are there any other comments you would like to share regarding local trends in philanthropy?</b>		<b>Response Count</b>
		13
	<i>answered question</i>	<b>13</b>
	<i>skipped question</i>	<b>102</b>

<b>If you do not receive The Rome Group's monthly e-newsletter and would like to be added to our mailing list, please provide your preferred email address:</b>		<b>Response Count</b>
		20
	<i>answered question</i>	<b>20</b>
	<i>skipped question</i>	<b>95</b>

**SURVEY OF  
ST. LOUIS AREA DONORS**

**MAY-JUNE 2007**

<b>Which of the following categories describes your organization?</b>			
		<b>Response Percent</b>	<b>Response Count</b>
<b>Corporation/business</b>		<b>28.0%</b>	<b>7</b>
Corporate foundation		12.0%	3
Private foundation		16.0%	4
Family foundation		20.0%	5
Individual donor		4.0%	1
Operating Foundation		0.0%	0
Public Foundation		4.0%	1
Community Foundation		0.0%	0
Federated Fund		4.0%	1
Donor Advised Fund		0.0%	0
Other (please specify)		12.0%	3
		<b>answered question</b>	<b>25</b>
		<b>skipped question</b>	<b>0</b>

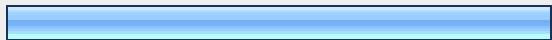
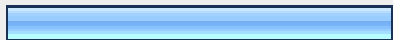
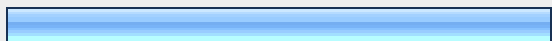
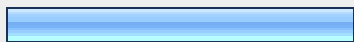
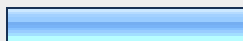


<b>What is your average annual total giving?</b>			
		<b>Response Percent</b>	<b>Response Count</b>
Under 50,000		12.0%	3
50,000-99,999		12.0%	3
100,000-249,999		8.0%	2
250,000-499,999		12.0%	3
500,000-749,999		4.0%	1
<b>750,000-1,499,999</b>		<b>24.0%</b>	<b>6</b>
1,500,000-2,999,999		4.0%	1
3,000,000-4,999,999		8.0%	2
5,000,000+		16.0%	4
		<b>answered question</b>	<b>25</b>
		<b>skipped question</b>	<b>0</b>


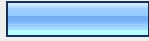
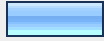

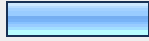
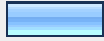


What percent of your total giving stays in the St. Louis region?			
		Response Percent	Response Count
100%		20.0%	5
<b>90-99%</b>		<b>36.0%</b>	9
80-89%		8.0%	2
70-79%		4.0%	1
60-69%		4.0%	1
50-59%		12.0%	3
40-49%		0.0%	0
30-39%		12.0%	3
20-29%		0.0%	0
10-19%		4.0%	1
0-9%		0.0%	0
		<b>answered question</b>	<b>25</b>
		<b>skipped question</b>	<b>0</b>

In 2006, did your total St. Louis area contributions increase, decrease or stay the same as in 2005?			
		Response Percent	Response Count
<b>Increased</b>		<b>54.2%</b>	13
Decreased		8.3%	2
Stayed the same		37.5%	9
		<b>answered question</b>	<b>24</b>
		<b>skipped question</b>	<b>1</b>

What was your organization's average grant amount in 2006?			Response Percent	Response Count
Less than 1,000			9.1%	2
1000-5,000			27.3%	6
<b>5001-10,000</b>			<b>31.8%</b>	7
10,001-25,000			9.1%	2
25,001-50,000			13.6%	3
50,001-75,000			0.0%	0
75,001-100,000			0.0%	0
100,001+			9.1%	2
			<b>answered question</b>	<b>22</b>
			<b>skipped question</b>	<b>3</b>

What types of organizations do you prefer to support? (check all that apply)			Response Percent	Response Count
Arts & Culture			41.7%	10
Education			70.8%	17
Health			54.2%	13
<b>Human Services</b>			<b>79.2%</b>	19
International			0.0%	0
Public/Society Benefit			16.7%	4
Environment/Wildlife			37.5%	9
Religion			8.3%	2
Other (please specify)			8.3%	2
			<b>answered question</b>	<b>24</b>
			<b>skipped question</b>	<b>1</b>

What type of activities do you prefer to support? (check all that apply)			Response Percent	Response Count
General operating expenses			58.3%	14
Capital campaigns			41.7%	10
Established programs			58.3%	14
Start-up programs/services			37.5%	9
Capacity building			25.0%	6
Endowments			8.3%	2
Other (please specify)			8.3%	2
			<b>answered question</b>	<b>24</b>
			<b>skipped question</b>	<b>1</b>

On average, what percent of all the grant requests you receive get funded each year?			Response Percent	Response Count
100%			0.0%	0
90-99%			0.0%	0
80-89%			0.0%	0
70-79%			5.3%	1
<b>60-69%</b>			<b>15.8%</b>	<b>3</b>
50-59%			10.5%	2
40-49%			10.5%	2
<b>30-39%</b>			<b>15.8%</b>	<b>3</b>
20-29%			10.5%	2
<b>10-19%</b>			<b>15.8%</b>	<b>3</b>
<b>0-9%</b>			<b>15.8%</b>	<b>3</b>
			<b>answered question</b>	<b>19</b>
			<b>skipped question</b>	<b>6</b>

<b>Considering the grant proposals you receive, please rate their general overall quality in each of the following criteria:</b>							
	Inadequate		OK		Excellent	Rating Average	Response Count
Clarity	0.0% (0)	5.6% (1)	<b>77.8% (14)</b>	16.7% (3)	0.0% (0)	3.11	18
Meets all proposal guidelines	5.9% (1)	29.4% (5)	<b>41.2% (7)</b>	23.5% (4)	0.0% (0)	2.82	17
Demonstrates that services/programs meet community needs	0.0% (0)	27.8% (5)	<b>44.4% (8)</b>	27.8% (5)	0.0% (0)	3.00	18
Consistent with donor's priorities	5.6% (1)	16.7% (3)	<b>44.4% (8)</b>	33.3% (6)	0.0% (0)	3.06	18
Reasonableness of amount requested	0.0% (0)	27.8% (5)	<b>50.0% (9)</b>	16.7% (3)	5.6% (1)	3.00	18
Potential visibility for donor (if desired)	0.0% (0)	7.1% (1)	<b>57.1% (8)</b>	28.6% (4)	7.1% (1)	3.36	14
Adequate measurements/evaluation	5.6% (1)	44.4% (8)	<b>50.0% (9)</b>	0.0% (0)	0.0% (0)	2.44	18
Sustainability of project (if desired)	0.0% (0)	<b>44.4% (8)</b>	33.3% (6)	22.2% (4)	0.0% (0)	2.78	18
	<b><i>answered question</i></b>						<b>19</b>
	<b><i>skipped question</i></b>						<b>6</b>

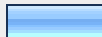

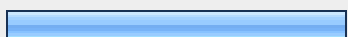

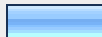
<b>Please indicate to what extent you agree or disagree with each of the following statements:</b>						
	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly disagree	Response Count
The Nonprofits we fund do a good job of marketing themselves (i.e. building awareness of who they are and what they do) in the community.	5.0% (1)	<b>70.0% (14)</b>	25.0% (5)	0.0% (0)	0.0% (0)	20
The Nonprofits we fund use technology effectively to market themselves.	0.0% (0)	42.1% (8)	<b>47.4% (9)</b>	10.5% (2)	0.0% (0)	19
The Nonprofits we fund do a good job using marketing tools (newsletters, brochures, annual reports etc.) to build awareness.	5.0% (1)	<b>70.0% (14)</b>	20.0% (4)	5.0% (1)	0.0% (0)	20
We would support requests for marketing programs if it fits within a nonprofit's overall strategic plan.	5.0% (1)	25.0% (5)	10.0% (2)	<b>45.0% (9)</b>	15.0% (3)	20
Nonprofits in general do an effective job of measuring and evaluating their outcomes.	0.0% (0)	25.0% (5)	30.0% (6)	<b>45.0% (9)</b>	0.0% (0)	20
Nonprofits in general do a good job matching their program request to our priorities.	10.0% (2)	<b>40.0% (8)</b>	35.0% (7)	15.0% (3)	0.0% (0)	20
The effectiveness of a non-profit's marketing program impacts our decision on funding that organization.	10.0% (2)	15.0% (3)	15.0% (3)	<b>55.0% (11)</b>	5.0% (1)	20
	<b>answered question</b>					<b>20</b>
	<b>skipped question</b>					<b>5</b>







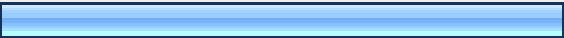


<b>Please indicate yes or no to each of the following statements regarding donors in general.</b>			
	Yes	No	Response Count
Donors need to market themselves (i.e., building awareness of who they are and what they do) in the community.	<b>73.7% (14)</b>	26.3% (5)	19
Donors need to use technology effectively to market themselves.	<b>82.4% (14)</b>	17.6% (3)	17
Donors need to use marketing tools (newsletters, brochures, annual reports, etc.) to build awareness.	<b>82.4% (14)</b>	17.6% (3)	17
Donors need to measure and evaluate their outcomes.	<b>100.0% (19)</b>	0.0% (0)	19
	<b><i>answered question</i></b>		<b>19</b>
	<b><i>skipped question</i></b>		<b>6</b>

<b>Looking at your own organization, please indicate to what extent you agree or disagree with each of the following statements.</b>						
	Strongly Disagree	Disagree	Neither Agree/Disagree	Agree	Strongly Agree	Response Count
We do a good job marketing ourselves in the community.	5.0% (1)	25.0% (5)	20.0% (4)	<b>35.0% (7)</b>	15.0% (3)	20
We use technology effectively to market ourselves.	10.0% (2)	25.0% (5)	15.0% (3)	<b>35.0% (7)</b>	15.0% (3)	20
We do a good job using marketing tools to build awareness of ourselves.	5.0% (1)	20.0% (4)	<b>40.0% (8)</b>	20.0% (4)	15.0% (3)	20
We measure and evaluate our outcomes.	0.0% (0)	30.0% (6)	15.0% (3)	<b>40.0% (8)</b>	15.0% (3)	20
	<b><i>answered question</i></b>					<b>20</b>
	<b><i>skipped question</i></b>					<b>5</b>

<b>If a nonprofit organization approached you with a request to build greater awareness, would you be willing to consider funding any of the following strategies?</b>				
	Yes	No	Not sure	Response Count
Develop a marketing plan	21.1% (4)	<b>52.6% (10)</b>	26.3% (5)	19
Hire additional staff to implement a marketing plan	10.0% (2)	<b>75.0% (15)</b>	15.0% (3)	20
Invest in technology (i.e. website, online donations, online communications tools, etc.)to enhance marketing	35.0% (7)	<b>40.0% (8)</b>	25.0% (5)	20
Train staff to be more effective with marketing	25.0% (5)	<b>45.0% (9)</b>	30.0% (6)	20
Hire a marketing consultant	10.0% (2)	<b>75.0% (15)</b>	15.0% (3)	20
Secure paid advertising	10.0% (2)	<b>75.0% (15)</b>	15.0% (3)	20
			Other (please specify)	2
			<b><i>answered question</i></b>	<b>20</b>
			<b><i>skipped question</i></b>	<b>5</b>

In each of the following areas, tell us how effective you think the average local nonprofit currently is on a scale of 1-5, with 1 being not at all effective and 5 being very effective.							
	Not effective				Very effective	Rating Average	Response Count
Strategic planning	0.0% (0)	10.5% (2)	<b>78.9% (15)</b>	10.5% (2)	0.0% (0)	3.00	19
Development/fundraising	0.0% (0)	10.5% (2)	<b>63.2% (12)</b>	15.8% (3)	10.5% (2)	3.26	19
Programs/services	0.0% (0)	0.0% (0)	36.8% (7)	<b>52.6% (10)</b>	10.5% (2)	3.74	19
Marketing	0.0% (0)	26.3% (5)	<b>63.2% (12)</b>	10.5% (2)	0.0% (0)	2.84	19
Board/Leadership	0.0% (0)	21.1% (4)	<b>57.9% (11)</b>	10.5% (2)	10.5% (2)	3.11	19
Staff development	10.5% (2)	21.1% (4)	<b>42.1% (8)</b>	26.3% (5)	0.0% (0)	2.84	19
Facility maintenance/upgrading	0.0% (0)	26.3% (5)	<b>52.6% (10)</b>	21.1% (4)	0.0% (0)	2.95	19
Use of technology	5.6% (1)	33.3% (6)	<b>55.6% (10)</b>	5.6% (1)	0.0% (0)	2.61	18
Willingness to try new approaches	5.3% (1)	5.3% (1)	<b>52.6% (10)</b>	36.8% (7)	0.0% (0)	3.21	19
Outcome measurement and evaluation	0.0% (0)	42.1% (8)	<b>47.4% (9)</b>	10.5% (2)	0.0% (0)	2.68	19
	<b>answered question</b>						<b>19</b>
	<b>skipped question</b>						<b>6</b>

In what ways do you think nonprofits could do a better job of helping to promote the need for resources and the importance of philanthropy?			
		Response Percent	Response Count
Operate more efficiently		10.5%	2
Market themselves and their missions more aggressively		10.5%	2
<b>Develop more partnership with other nonprofits</b>		<b>36.8%</b>	<b>7</b>
Enhance their overall communications efforts with donors and prospects		31.6%	6
Pursue new fundraising strategies		0.0%	0
Other (please specify)		10.5%	2
	<b>answered question</b>		<b>19</b>
	<b>skipped question</b>		<b>6</b>

What are the greatest challenges you see facing area nonprofits in the next 12 months? (check all that apply)			Response Percent	Response Count
Increased competition from other nonprofits			65.0%	13
Increased competition for funding from national and state political campaigns			10.0%	2
Ability to keep up with the growing demand for services			50.0%	10
Attracting and retaining qualified leaders			60.0%	12
Ability to find and/or retain qualified program/service staff			55.0%	11
Securing younger donors as the current donor base ages			25.0%	5
Increased demand for accountability and transparency			60.0%	12
A decline in the overall economic climate			5.0%	1
Other (please specify)			5.0%	1
			<b>answered question</b>	<b>20</b>
			<b>skipped question</b>	<b>5</b>

What are the greatest challenges you see facing donors in the next 12 months?		Response Count
		11
		<b>answered question</b>
		<b>11</b>
		<b>skipped question</b>
		<b>14</b>

What other advice do you have for nonprofit agencies seeking to increase their visibility and contributed income?		Response Count
		5
	<i>answered question</i>	5
	<i>skipped question</i>	20

Are there any other comments you would like to share regarding local trends in philanthropy?		Response Count
		1
	<i>answered question</i>	1
	<i>skipped question</i>	24

Your Name (Optional)		Response Count
		2
	<i>answered question</i>	2
	<i>skipped question</i>	23

## **For More Information**

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