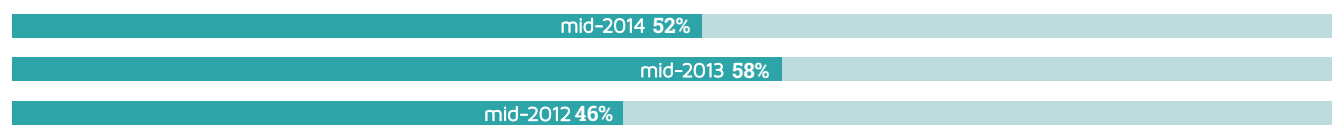


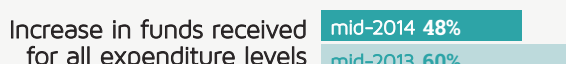
SUCCESSFULLY RAISING MONEY TAKES TIME, PEOPLE AND MONEY

More than half of the organizations surveyed see increased funds, continuing growth first seen in 2013:



HOWEVER, SOMETHING TO WATCH :

The Human Services subsector shows slowed rate of growth as of mid-2014, especially in larger expenditure levels.

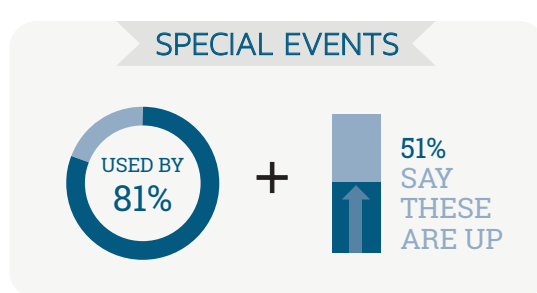
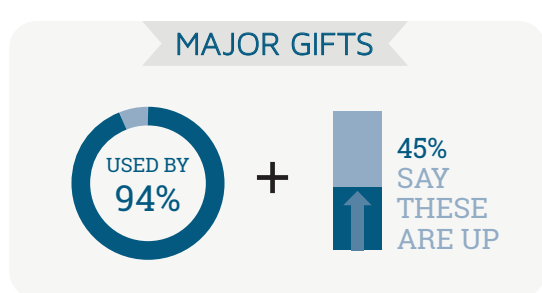


NO ONE FUNDRAISING METHOD (OF 15 METHODS) IS DRIVING RESULTS

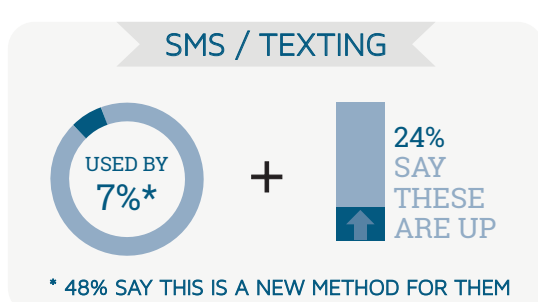
80-95%

OF ORGANIZATIONS IN THIS SURVEY USE EACH OF SEVERAL METHODS TO RAISE FUNDS:

FOUNDATION PROPOSALS, SPECIAL EVENTS, MAJOR GIFTS, DIRECT RESPONSE VIA THE MAIL, AND BOARD GIVING.



SOME METHODS ARE USED INFREQUENTLY:

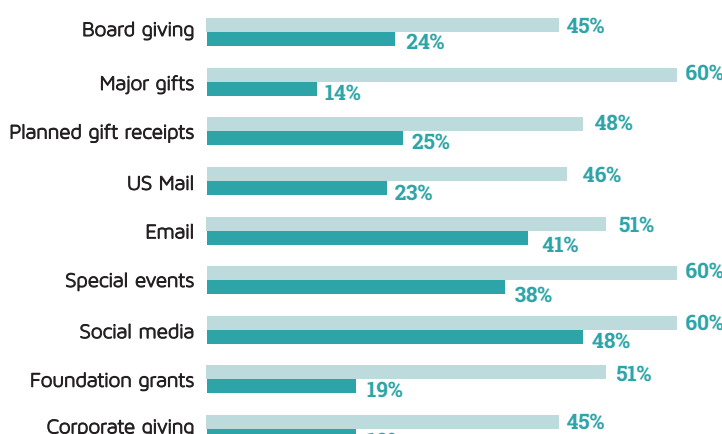


ORGANIZATIONS NOT SEEING INCREASES ARE FINDING EVERY METHOD A CHALLENGE

Overall receipts increased or stayed the same

Overall receipts decreased

There is no one method or cluster of methods that is less successful.



Share of respondents reporting that funds received increased

* Based on the organizations using the method and tracking results from it.
* Organizations where overall receipts decreased were less likely to raise funds from foundations or corporations but otherwise used all methods just as often as did organizations where funds rose or stayed the same.



ALSO: LARGE ORGANIZATIONS

are more likely to see receipts increase — likely due to having money to pay staff.

..... THEREFORE



Develop a plan.

Organizations with a fundraising plan are more likely to raise more. Develop a plan, with board input. This is the area to which successful organizations credit their results, and an area where less-successful organizations perceive a gap.



Build an active board.

Organizations with active board engagement in fundraising are more likely to raise more. If needed, work with the chief officer and others to consider ways to coach your organization to build a board with fundraising engagement.



Strive for strong organizational capacity for fundraising.

Successful fundraising is best accomplished with a budget, staff, and organization-wide commitment.



Diversify fundraising methods.

Diversify fundraising methods. No one method is dominating results for any subsector, size of organization.

BUILD A CASE FOR SUPPORT

Success is not associated with the fundraising methods alone. It also rests on the organization's case for support, stewardship and cultivation of donors, and the donor base. This survey suggests having donors among the population served, where possible, is one possible contributing factor to raising more.

NONPROFIT RESEARCH COLLABORATIVE

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