



**Development Trends Among GRA Members**

Responses to these questions **must be submitted online by April 17<sup>th</sup>** on Survey Monkey at [this link](#). As some questions require advance research, we are providing the questions in this form as a worksheet. CGR will compile the results and forward a summary of responses to all survey participants. In addition, survey participants will be given access to a file of development materials posted on CGR’s server.

**Organization Name:**  
**Contact information:** (mailing address, phone, etc.)  
**Organization Website:**

**Person completing the survey:** (name, phone, email)

1. How did your 2008 contributions compare to 2007? (Please count each donation in one category only.)

	2007	2008
<b>a. Number of individual donors</b>		
<b>b. Average individual gift</b>	\$	\$
<b>c. Number of corporate or institutional donors (including corporate foundation gifts, public institutions, etc.)</b>		
<b>d. Average corporate / institutional gift</b>	\$	\$
<b>e. Number of foundations for general support (not for specific project work)</b>		
<b>f. Average foundation grant</b>	\$	\$
<b>g. Total contributions</b>	\$	\$

2. In 2008, about what percentage of your budget was supported through:

	2008
<b>Contributions</b>	%
<b>Special events</b>	%
<b>Project specific grants / funding / contracts</b>	%
<b>Other</b>	%
<b>Total Revenue</b>	100%

Explanation of other: \_\_\_\_\_



3. Of your paid staff, which positions spend time on development?

Title	% of total hours
Chief Executive Officer	%
Development Director	%
Administrative Assistant	%
Other	%
Other (specify) _____	

4. About how much effort from volunteers (board members, committees, etc) is devoted to development?

a. Number of volunteers \_\_\_\_\_ b. Total hours each year \_\_\_\_\_

5. Please share how many and what kind of appeals you made for contributions in 2008.

Type of appeal	Number of appeals for general operating support	Number of appeals for specific initiatives
a. Mailed fundraising letter		
b. Solicitation through email		
c. Mailed newsletter with donation insert		
d. Telephone solicitation		
e. Individual meetings		
f. Other (explain) _____		

6. When in the year do you raise money? Please tell us when you receive contributions.

	most received	2 <sup>nd</sup> most received	3 <sup>rd</sup> most received	least received
Jan-March				
April-June				
July-Sept				
Oct - Dec				



7. Tell us about your prospect list. When you solicit contributions by postal mail or email, how many letters or messages do you send? On average, about how successful is each solicitation?

**a. Size of list**

Type of list	Number of names
Postal address list	
Email list	

**b. Response rate from solicitation**

Type of solicitation	Rough Response rate
By postal mail	
By email	

8. a. Do you accept online donations? Yes No

b. If yes, what service do you use to accept online donations?

PayPal  Network for Good  Other: \_\_\_\_\_

c. Do you receive online donations without specific solicitation (e.g. a user finds your website and donates online without receiving a campaign notice)?

Yes No

d. If yes, in 2008 how many unsolicited online donations did you receive? (number and average gift)

9. What do you find to be the most successful way of identifying donor prospects, whether for a personal appeal or mailed/email solicitation?

Method	Not effective	Semi-effective	Effective	Very effective	NA
Board of Directors					
Project contacts					
Networking in the community					
Acquisition mailing (unsolicited mailing to purchased list)					
Inquiries for information or analysis					
Coverage in the media					
Other _____					

10. a. Do you use a membership model? Yes No Comment: \_\_\_\_\_

b. If so, what do members receive that the general public does not? (write-in)



11. Please tell us about special events held, at least partly, for the purpose of raising funds. Focus on the events that are most successful for fundraising purposes.

Event Name	Type (conference, dinner)	Time of Year Held	Average Number of Attendees	Ticket / Table Price	Sponsorship Revenue	Net Funds Raised
1.						
2.						
3.						
4.						

12. Please rate the following software programs, if you have experience using them to track contributions.

Method	Recommend	Helpful, but some limitations	Do not recommend	Never used
DonorPerfect				
Blackbaud Raiser's Edge				
Donor Express				
eTapestry				
CiviCRM				
in-house application using database management software (e.g. Access)				
Other _____				

13. How do you view your prospects for 2009 fundraising?

COMPARED TO 2007 (not 2008), what change in total contributions do you anticipate in 2009?

- 31% or more gain
- 16% to 30% gain
- 0% to 15% gain
- 1% to 15% loss
- 16% to 30% loss
- 31% to 45% loss
- 46% or more loss

Comment: \_\_\_\_\_



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14. **Please share one strategy or success story you feel is helping your fundraising efforts in the current economic climate.** (open response)
15. **Would you like to participate in a conference call to survey results and the development challenges in this economic climate?**
- YES                       NO
16. **Should GRA schedule a special session focusing on development at the Summer Conference in Washington, DC (July 26-29)?**
- If scheduled, I would definitely attend  I might attend  I probably wouldn't attend
17. **Most responses will be reported in group averages; however, at times reporting by organization will be useful. May we include your organization by name in compiling the results?**
- YES                       NO

Please email copies of any mail appeals, contribution letters and/or promotional materials you wish to share to [jsaunders@cgr.org](mailto:jsaunders@cgr.org). We will compile submissions to be made available to all survey respondents. If you have any questions, please feel free to contact Jaime Saunders at CGR at the email address above or by phone (585) 327-7052.

*Please submit your answers ONLINE using the link at the beginning of this document and in the email message.*

Join us at GRA's Summer Conference, being held at the Brookings Institution in Washington D.C. from July 26-29. See [www.graonline.org](http://www.graonline.org) for more information.