

Association Foundation Group

2014 Benchmarking Study



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About the Benchmarking Survey

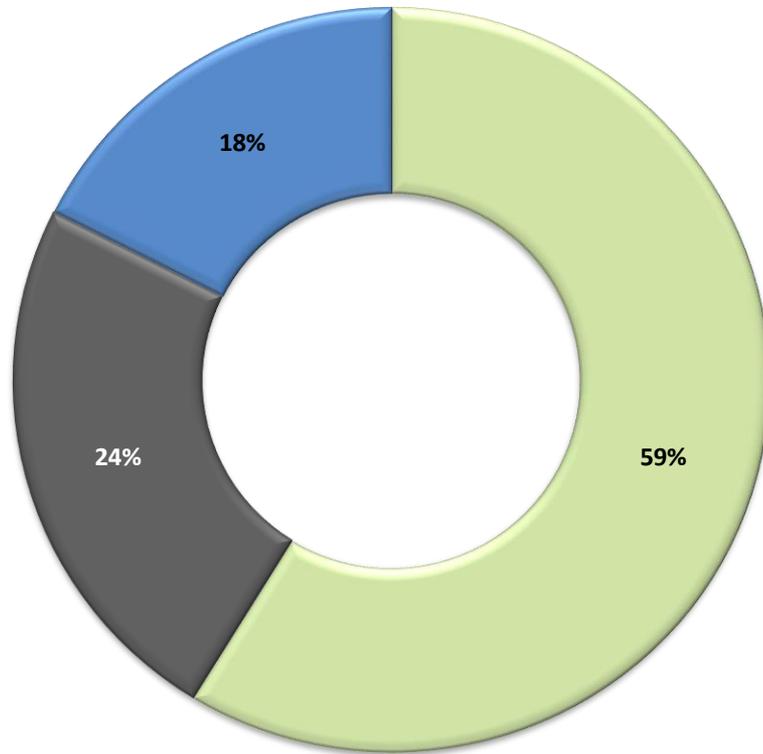
- AFG conducted the 2014 Benchmarking Study in partnership with Veris Consulting, Inc.
- The survey was previously conducted by Veris in 2009 and 2012
- Provides valuable information on board structure, fundraising tactics, foundation relationships and donor trends
- Expanded report for 2014
- Modified distribution plan for 2014
 - All participants received an electronic copy of the full report with option to purchase a professionally printed hardcopy
 - All AFG members received a complimentary Executive Summary



Executive Summary Data



Survey Participation



- Association Foundation
- Association/Affiliated Organization
- For-Profit Organization

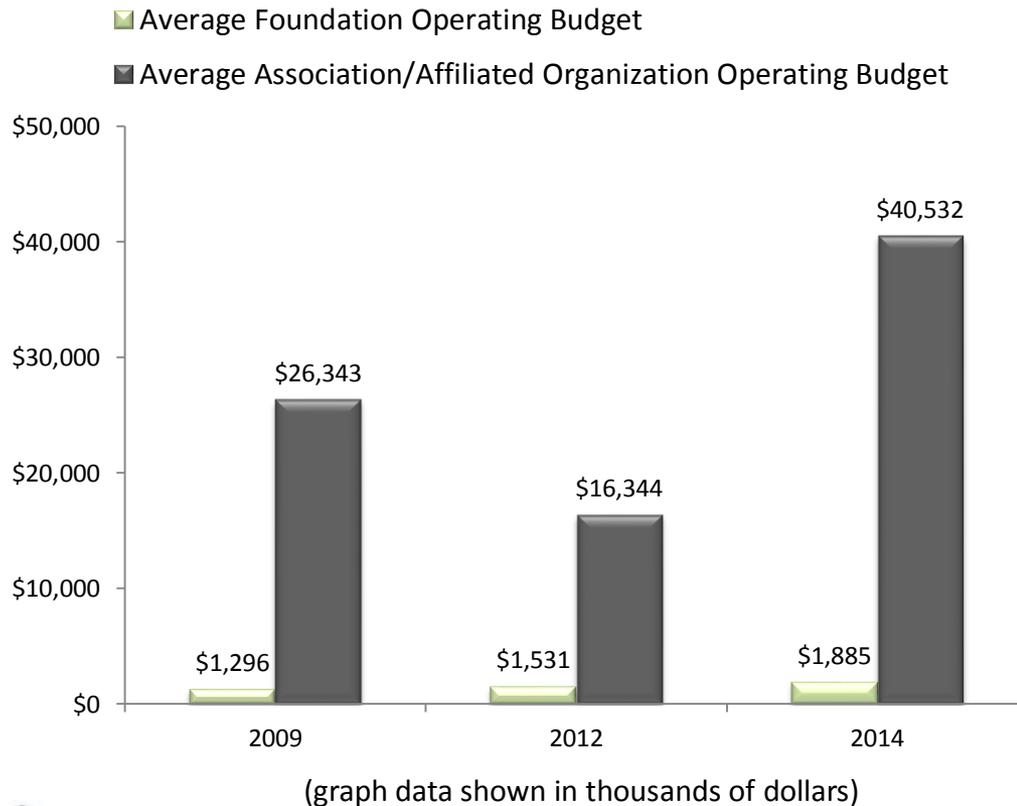
114 organizations participated in this year's survey. This included:

- 67 Association Foundations
- 27 Associations/Affiliated Organizations and
- 20 For-Profit Organizations.

This is similar to the 2011 survey, which had 110 responses made up of 74 Association Foundations and 36 Associations/Parent Organizations. The 2011 survey did not include any For-Profit Organizations.

Organization Profile

Survey respondents have an average of **33,666** Association/Affiliated Organization members and **1,361** Association Foundation annual donors.

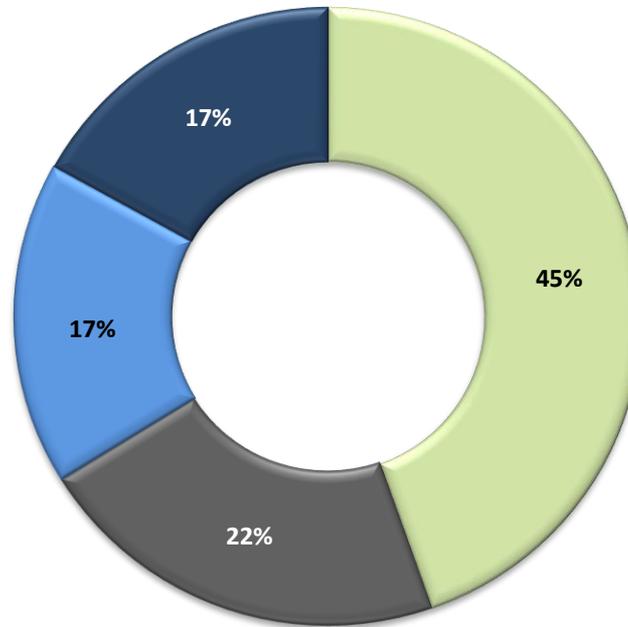


The Association/Affiliated Organization has an annual operating budget of **\$40,531,666** while Association Foundations have an average operating budget of **\$1,884,919**.

Foundation budgets have held nearly constant since 2009, while Associations/Affiliated Organizations have seen large fluctuations.

Foundation Board Giving Policy

- Strongly encouraged but not required
- Minimum gift required to maintain position on the Board
- No gift required
- Required but no minimum



45% of respondents said that Foundation Board members are **strongly encouraged** but not required to give.

The other three categories had nearly equal representation.

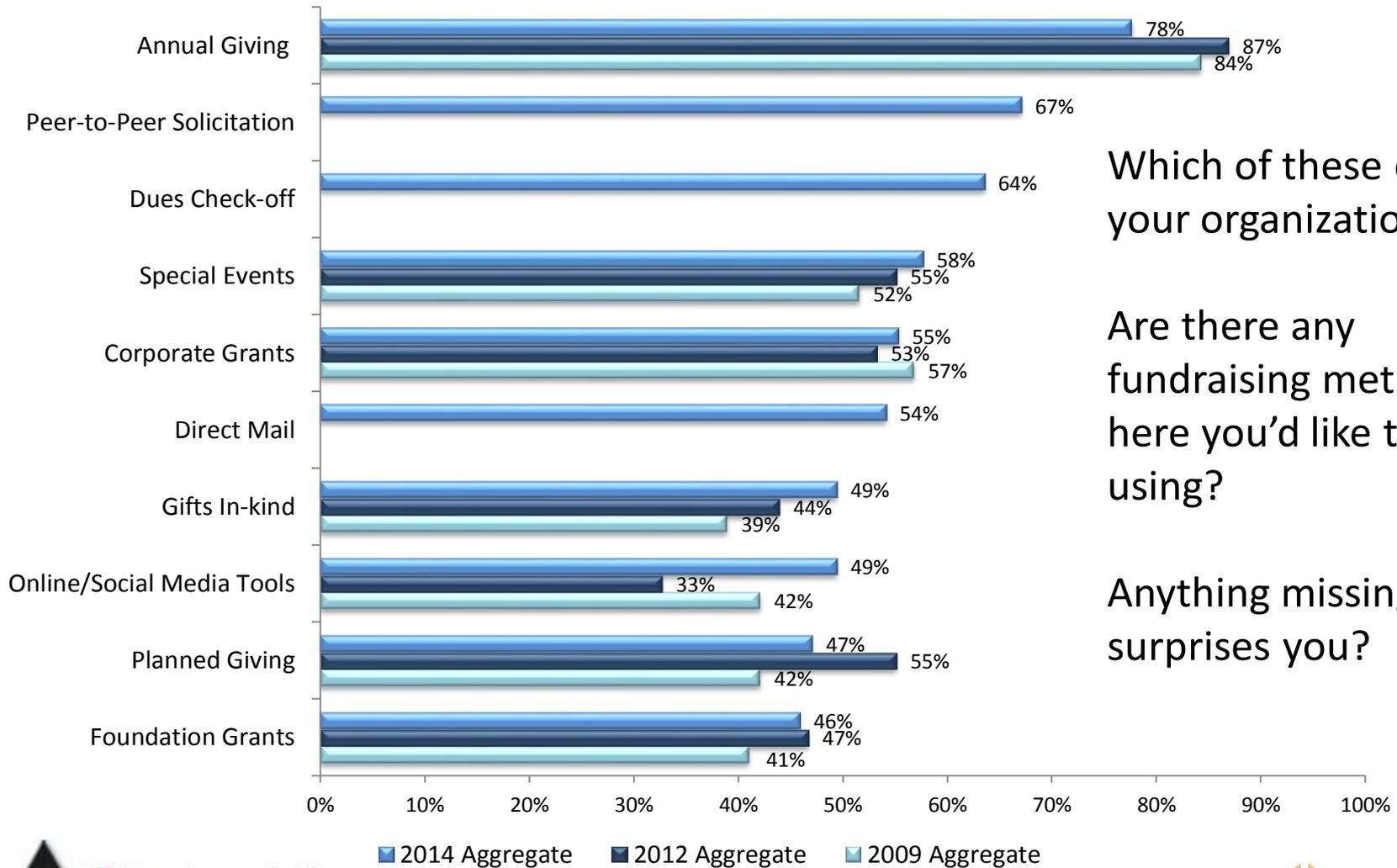
Note: “Minimum gift required to maintain position on the Board” also includes “give or get” minimums.

Foundation-Association Relationship

Over **80%** of respondents said that the Foundation is able to promote its mission at Association/Affiliated Organization major conferences and meetings. The top five ways they do this are:

1. Foundation materials available at the meeting (80%)
2. Booth or table where attendees can make a gift (74%)
3. Donor ribbons on name badges (71%)
4. Recognized along with foundation donors at the opening conference session from the podium (46%)
5. Sponsors one or more sessions at the conference (41%)

Foundation Fundraising: Top 10 Methods



Which of these does your organization use?

Are there any fundraising methods here you'd like to start using?

Anything missing that surprises you?

AFG: The Next 25 Years

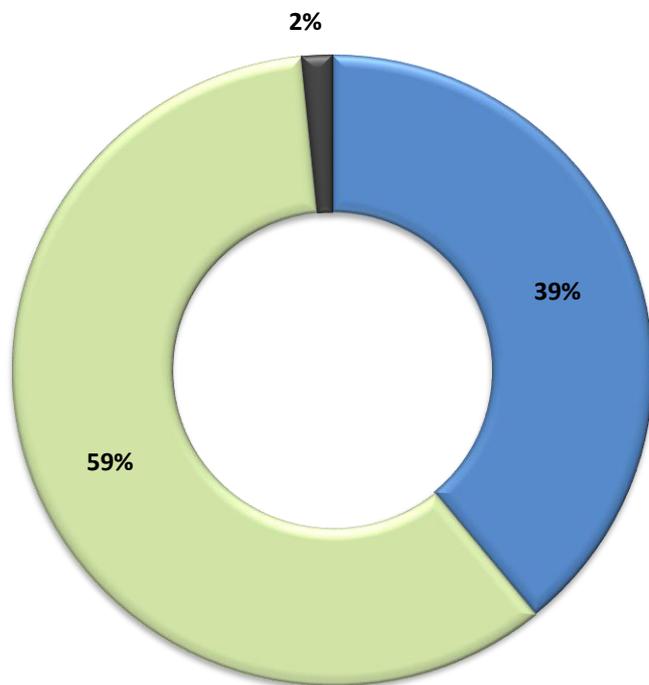


AFG: The Next 25 Years

- What are the organizational/governance/leadership issues that will have a positive (or negative) impact on association foundations?
- What are some of the changing demographics/donor trends that will have a positive (or negative) impact on association foundations?
- What communications/marketing strategies will have a positive (or negative) impact on association foundations?
- What technology advances will have a positive (or negative) impact on association foundations?
- What data/metrics/benchmarking information do you need to help further advance your association foundation and its fundraising?

Governance and Leadership

Is your Association/Affiliated Organization's Board active in fundraising?



■ Yes ■ No ■ Does not apply

The percentage of Association/Affiliated Organization's Boards active in fundraising has been slowly growing over time.

It was 33% in 2012 and 29% in 2009 .

How can you involve your Association board in fundraising?

Demographics and Donor Trends

Q What percent of your donations are from new donors?

Aggregate Average: 10.5%

Association Foundation Average: **12.1%**

Association/Affiliated Organization Average: 6.8%

Q What is your average annual attrition rate (%) among prior donors?

Aggregate Average: 14.2%

Association Foundation Average: **14.2%**

Association/Affiliated Organization Average: 16.2%

Association Foundations have nearly **double** the percentage of new donors when compared with Associations/Affiliated Organizations, but neither group is gaining enough new donors to make up for their attrition rate among prior donors. The gap is especially pronounced for Associations/Affiliated Organizations.

How can you close this gap for your organization?



Communications Strategies

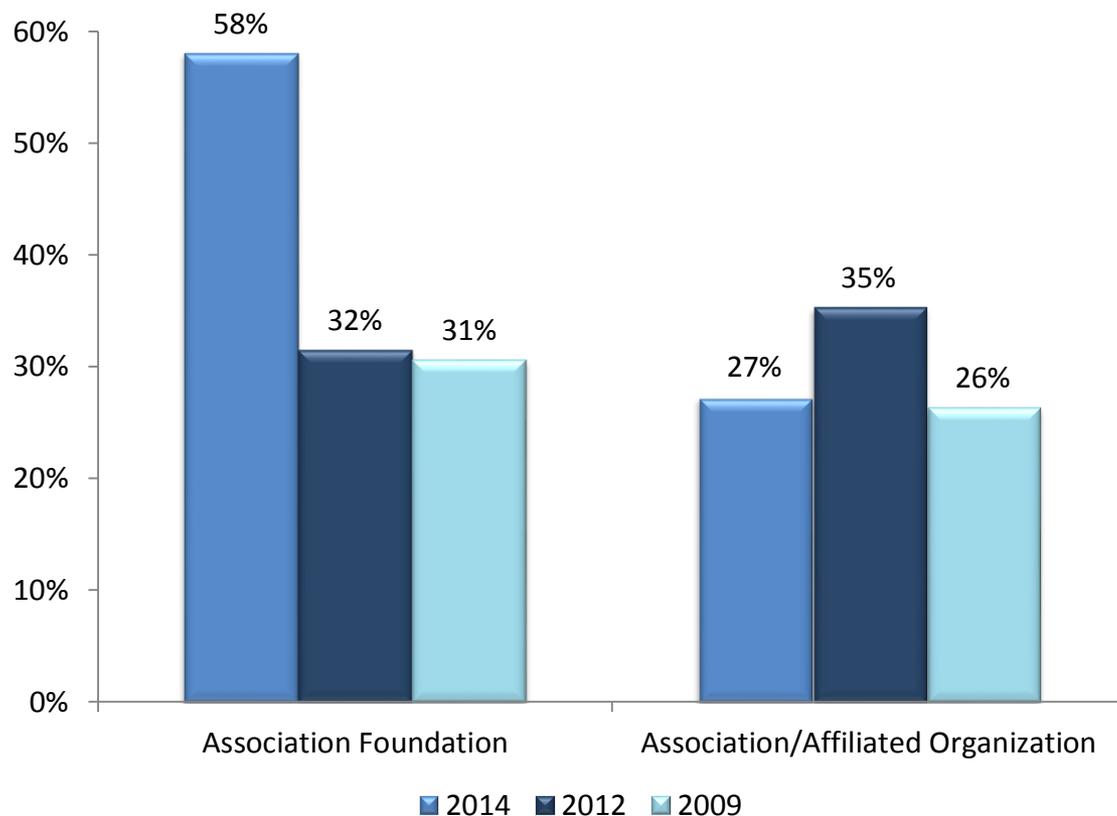
Consider surveying your members or your donors to determine their communication preferences.

- Do they like email, social media, snail mail?
- How often do they want to be contacted?
- Is there a particular campaign or event they want to hear about?
- How likely are they to attend an in-person event?

Once you have this data, **USE IT!** Customize your outreach for the different segments of your membership or donor base.

Technology Advances

Percentage of Association Foundations and Associations/Affiliate Organizations using Online/Social Media Tools as a fundraising method:



This year's survey showed a **BIG** jump for Association Foundations.

We've been talking about social media for years, and now a majority of Association Foundations have incorporated it into their fundraising efforts.

How are you using social media to fundraise?

Data and Analytics

Questions to consider:

- How well do you know your donors?
- How well do you know your members?
- How much do you know about your peers and their organizations?
- How do you find out more?
- What do you do with the data once you have it?

Contact Information

If you have any additional questions about the AFG 2014 Benchmarking Report or how to start using data within your own organization please feel free to contact me.

Elizabeth Beyland

ebeyland@verisconsulting.com

(703) 654-1483

Veris Consulting, Inc.

<http://www.verisconsulting.com/>

