

AFG 2018 Benchmarking Report

February 2018



About the Report

Association Foundation Group (AFG) conducted the 2018 Benchmarking Survey in partnership with CCS Fundraising (CCS). This survey of Association Foundations and Associations/Parent Organizations has provided valuable information on board structure, fundraising tactics, foundation relationships, and donor trends. These results are invaluable for creating policies and comparing your organization to industry peers. The survey was distributed Summer of 2017 to more than 150 AFG members with a response rate of 46%.

CCS acted as a confidential agent in administering and compiling the survey. The source data used to compile the report were not audited. All respondents did not answer every question. Non-responses were excluded from the calculations. In some cases, data were excluded where they unnecessarily skewed the average. This is a self-selected sample which may or may not be representative of the entire population of Association Foundations and Associations/Parent Organizations. For more information on the accompanying data file, please contact AFG.

A special thank you to those who served on the AFG Benchmarking Committee. Without your efforts, this report and robust response would not have been possible.

Lara Kadylak, AFG President – American Chemical Society

Lynette Sappe-Watkins, AFG Past President – Physician Assistant Foundation

Elizabeth Beyland – Vault Consulting

Luke Driscoll – CCS Fundraising

Rochelle Jerry – Society for Surgical Oncology

Colleen Nolan – American Society for Clinical Pathology

Katie O’Connell – American College of Obstetricians and Gynecologists

Heather Parsons – Texas Hospital Foundation

Jeanette Rudy – Society of Surgical Oncology Foundation

Merrie Scott – American Institute of Aeronautics and Astronautics



Results At A Glance

The 73 participating Associations cumulatively raised over \$143 million.

96% of respondents anticipate maintaining or increasing staff in the next year.

Corporations contributed the largest amount of gifts, especially to Medical Societies.

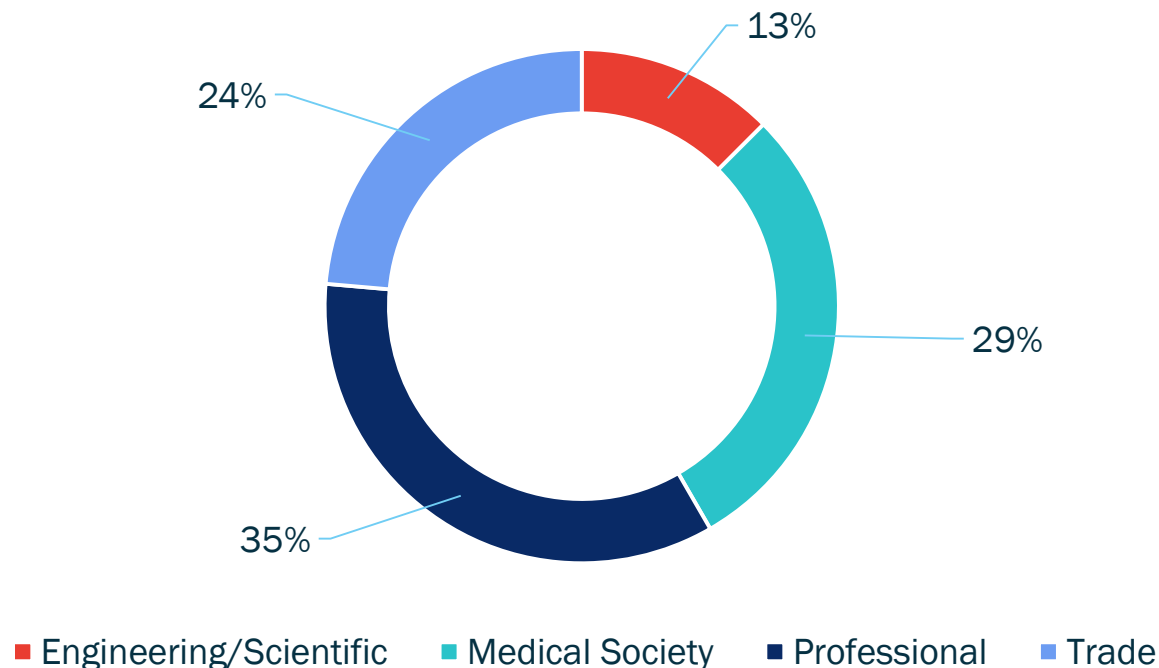
70% of participating Associations used a dues check-off as part of their annual fundraising, and 41% of those reported asking for a specific amount.

66% of Parent Organizations make a financial contribution to the Foundation.

95% of Foundations were actively present at their Association's Annual Conference.

Participation

- 73 Associations participated in this survey, including 64 Association Foundations (includes a supporting foundation to an organization) and 9 Association/Parent Organizations (includes fundraising department/development office within an organization).
- Those organizations were segmented into 4 categories: Engineering/Scientific (9); Medical Society (21); Professional (25); and Trade (17). One organization did not respond.



Membership

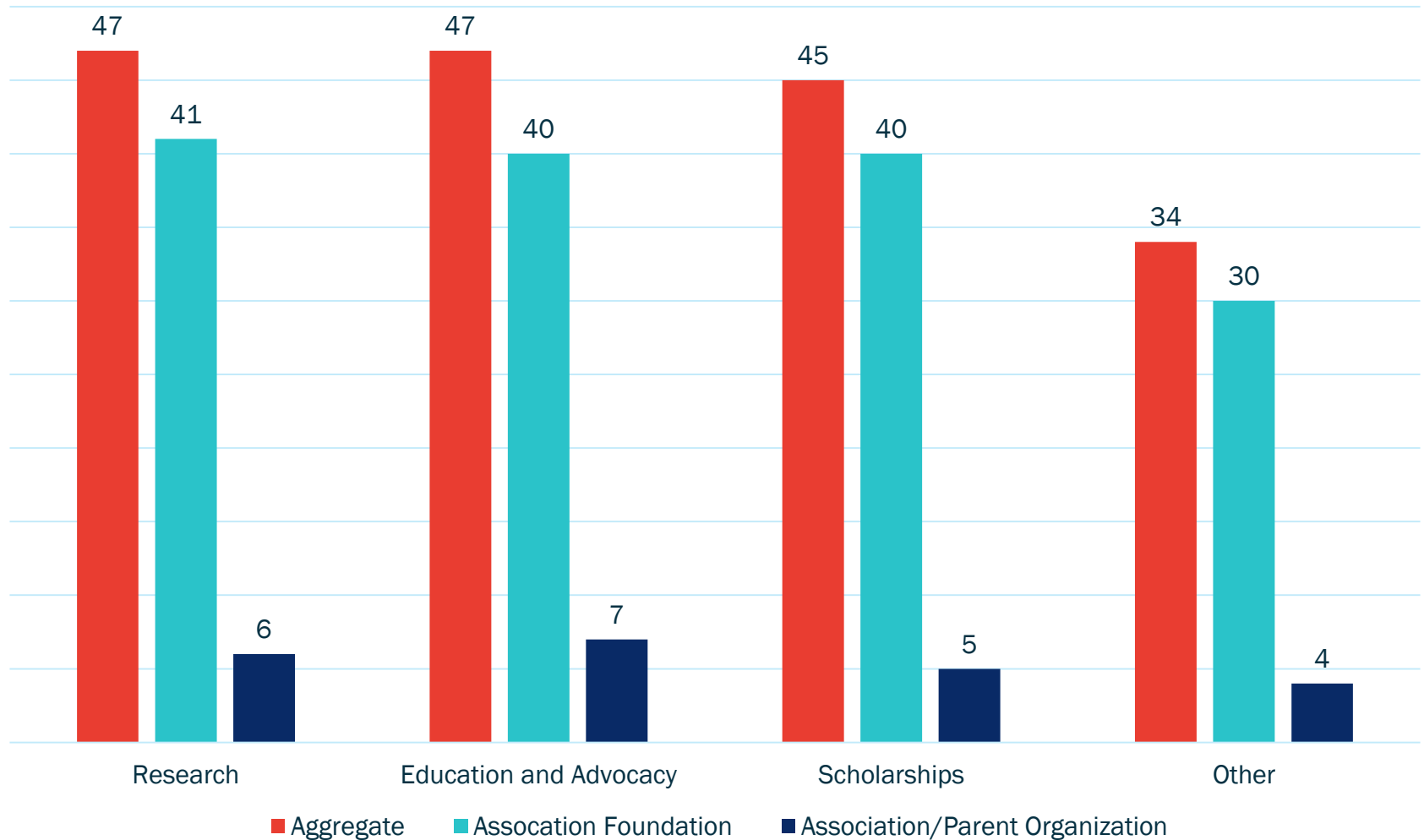
Professional Members

- Total: 3,219,653
- Aggregate Average: 44,717
 - Engineering/Scientific Average: 71,719
 - Medical Society Average: 30,210
 - Professional Average: 71,365
 - Trade Average: 9,665

Student Members

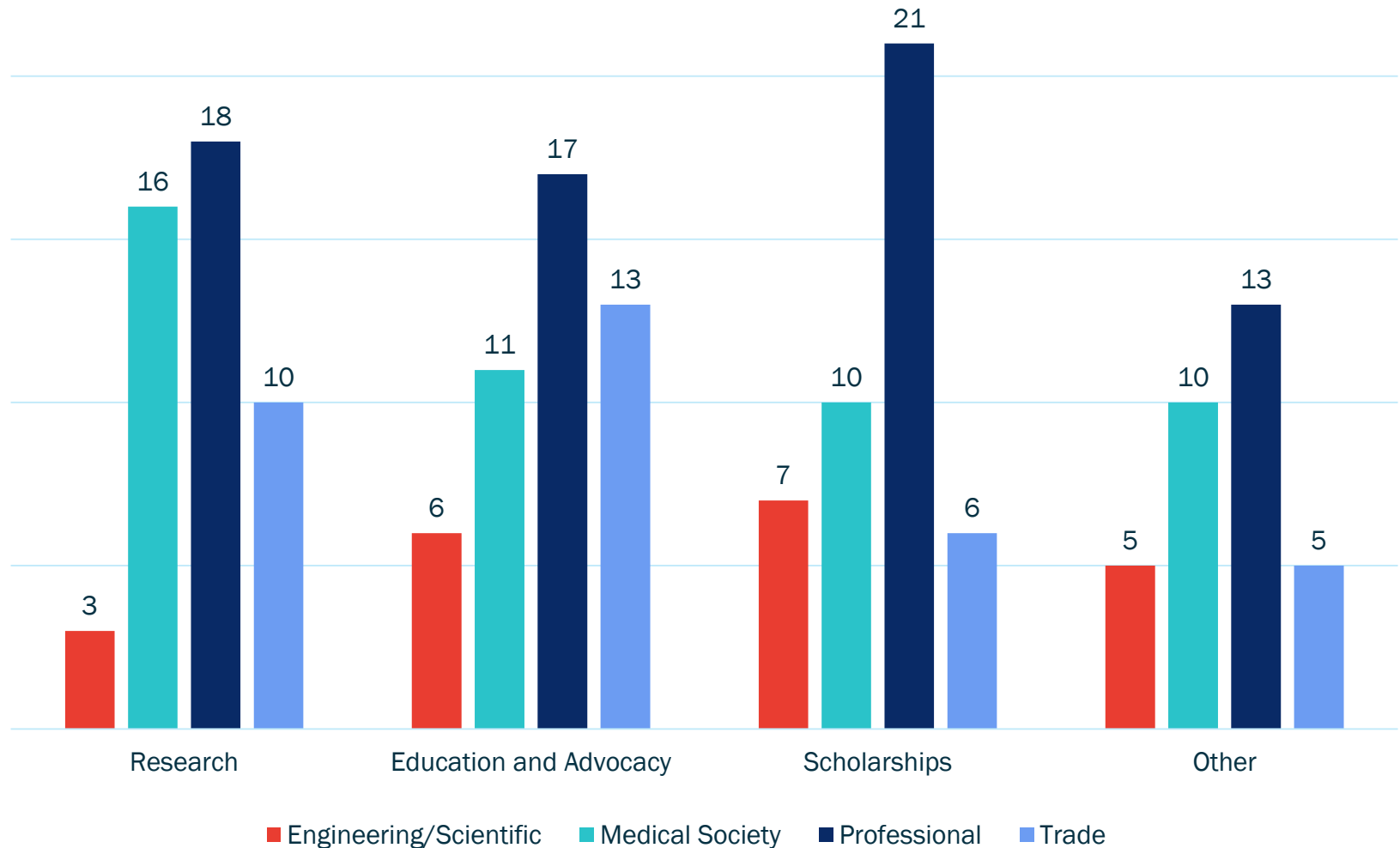
- Total: 353,968
- Aggregate Average: 5,446
 - Engineering/Scientific Average: 23,000
 - Medical Society Average: 3,135
 - Professional Average: 3,789
 - Trade Average: 19

Programs Funded (By Type)



Note: Items mentioned in 'Other' include Workforce Development; Financial Aid for Fellowship Programs; Direct Service; Public Awareness; Career Achievement Awards; and more.

Programs Funded (By Category)



Note: Items mentioned in 'Other' include Workforce Development; Financial Aid for Fellowship Programs; Direct Service; Public Awareness; Career Achievement Awards; and more.

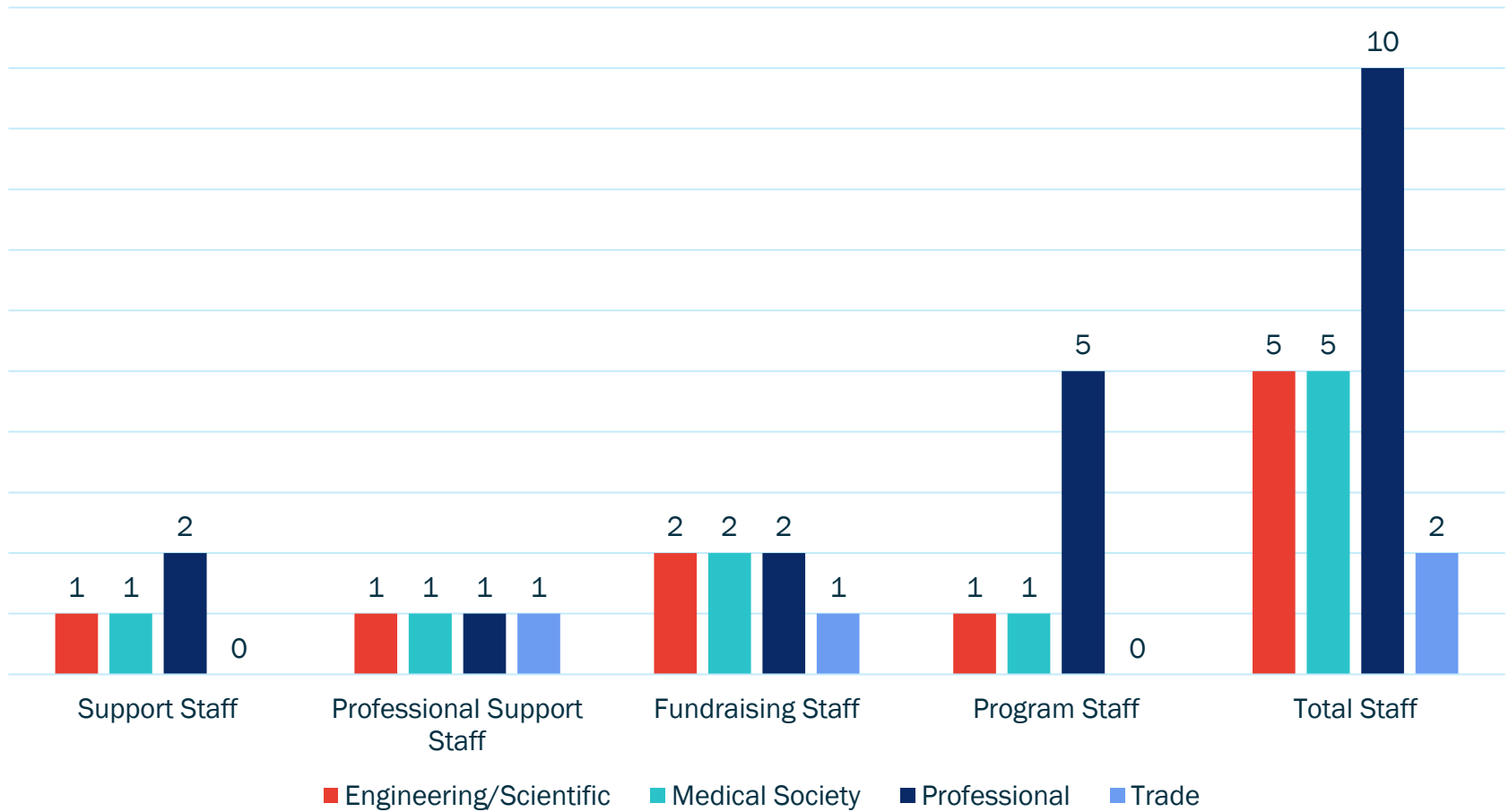
Staffing Definitions

Title	Description
Support Staff	Assistants, Database entry, etc.
Professional Support Staff	Prospect Research, Communications, Web Design, etc.
Fundraising Staff	Fundraising Staff (includes Chief Development Officer, Major Gifts Officer, etc.)
Program Staff	Scholarship/Grants Managers

Average Development Staff by Association Type



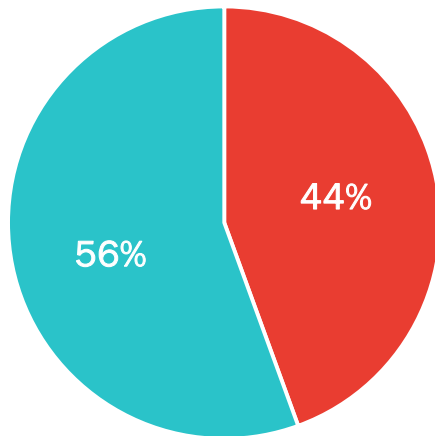
Average Development Staff by Association Category



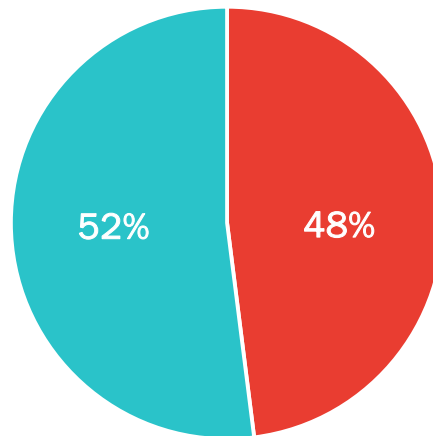
Staff Structural Changes

Q: Do you anticipate increasing your Association/Foundation staff positions during the next 12 months?

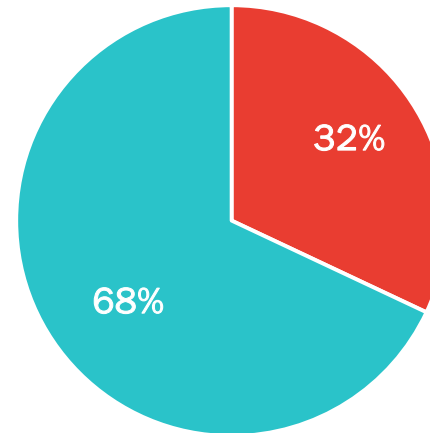
Engineering/Scientific



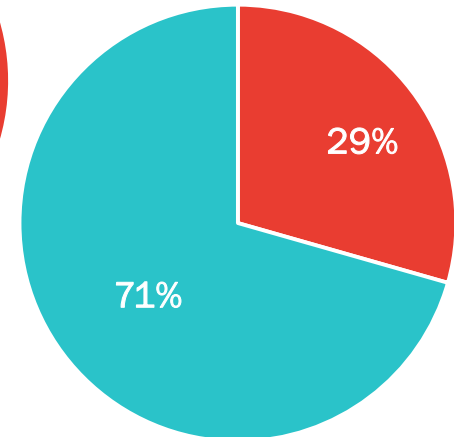
Medical Society



Professional



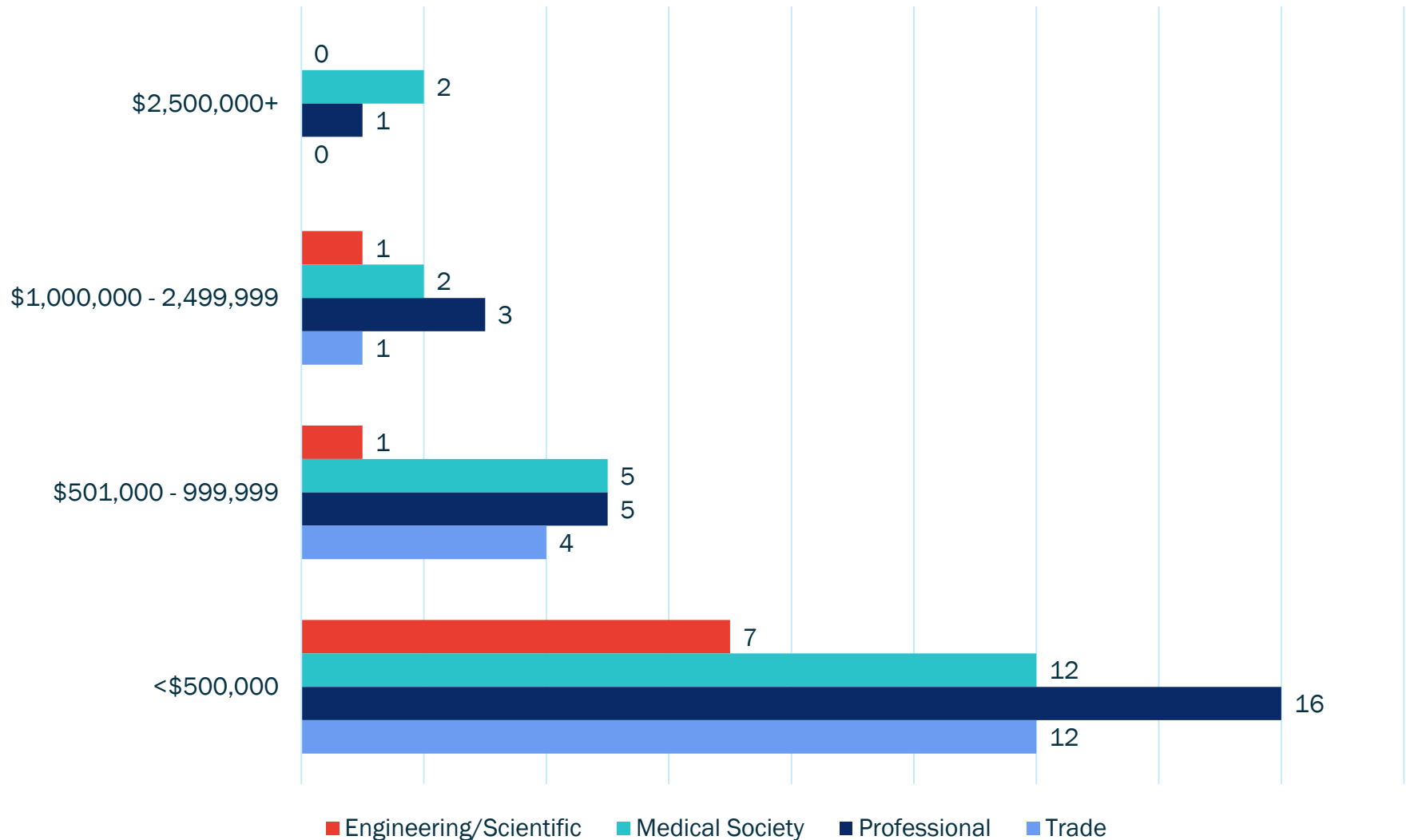
Trade



■ No ■ Yes

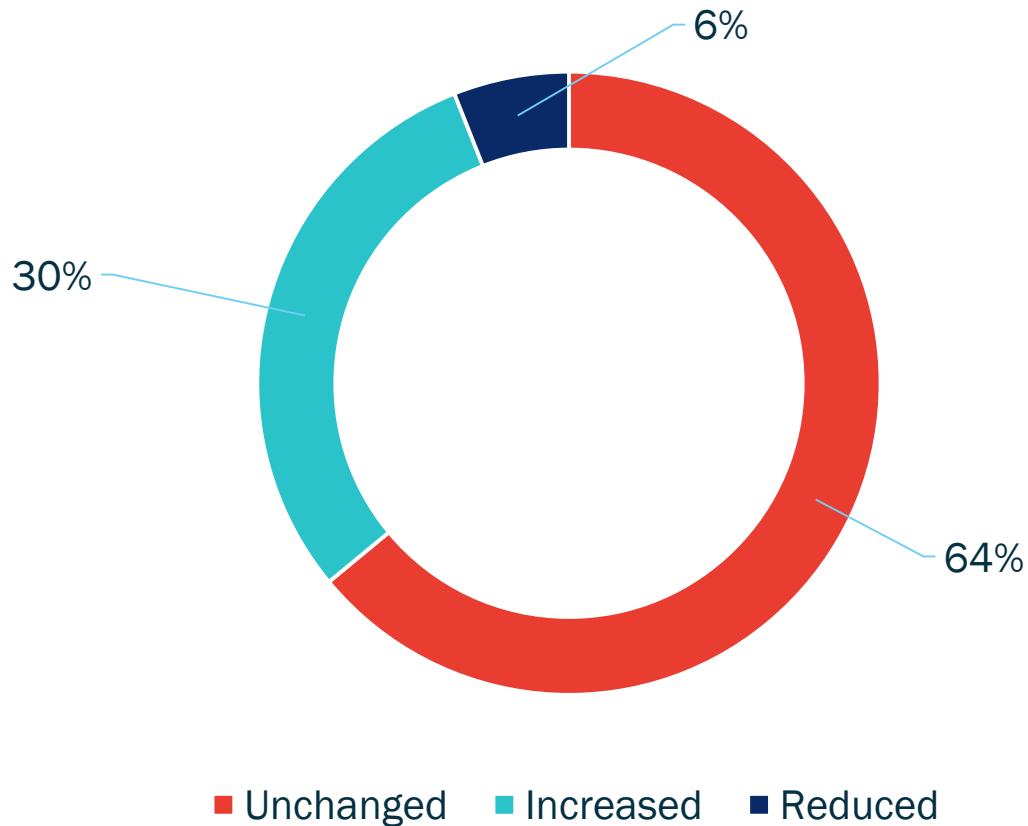
Note: Only three of the 73 surveyed Associations responded that they anticipate reducing the number of staff positions in the next 12 months.

Development Operations Budget by Association Category



Development Budget Changes (Aggregate)

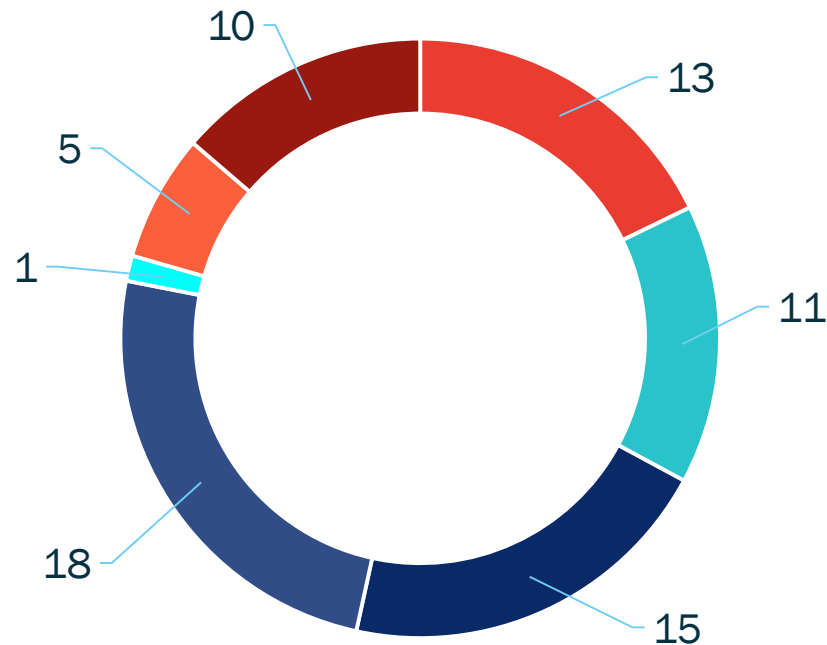
Q: During the most recently completed fiscal year, your development budget was: Unchanged, Increased, or Reduced?



Note: On average, budgets were increased by 30% and reduced by 11%.

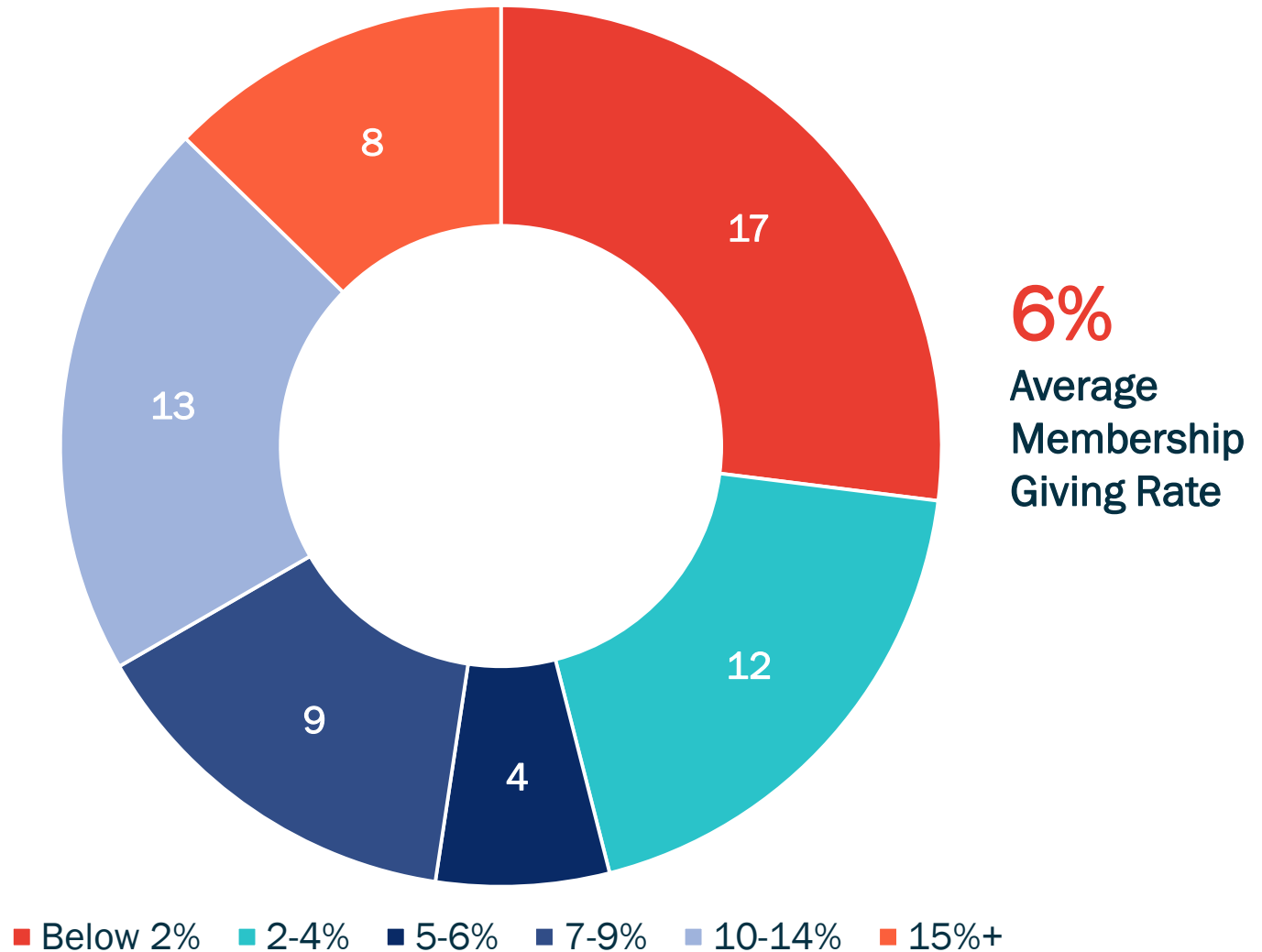
Development Budget Changes (Aggregate)

Q: During the last fiscal year, your Association/Foundation's annual fundraising goal was:



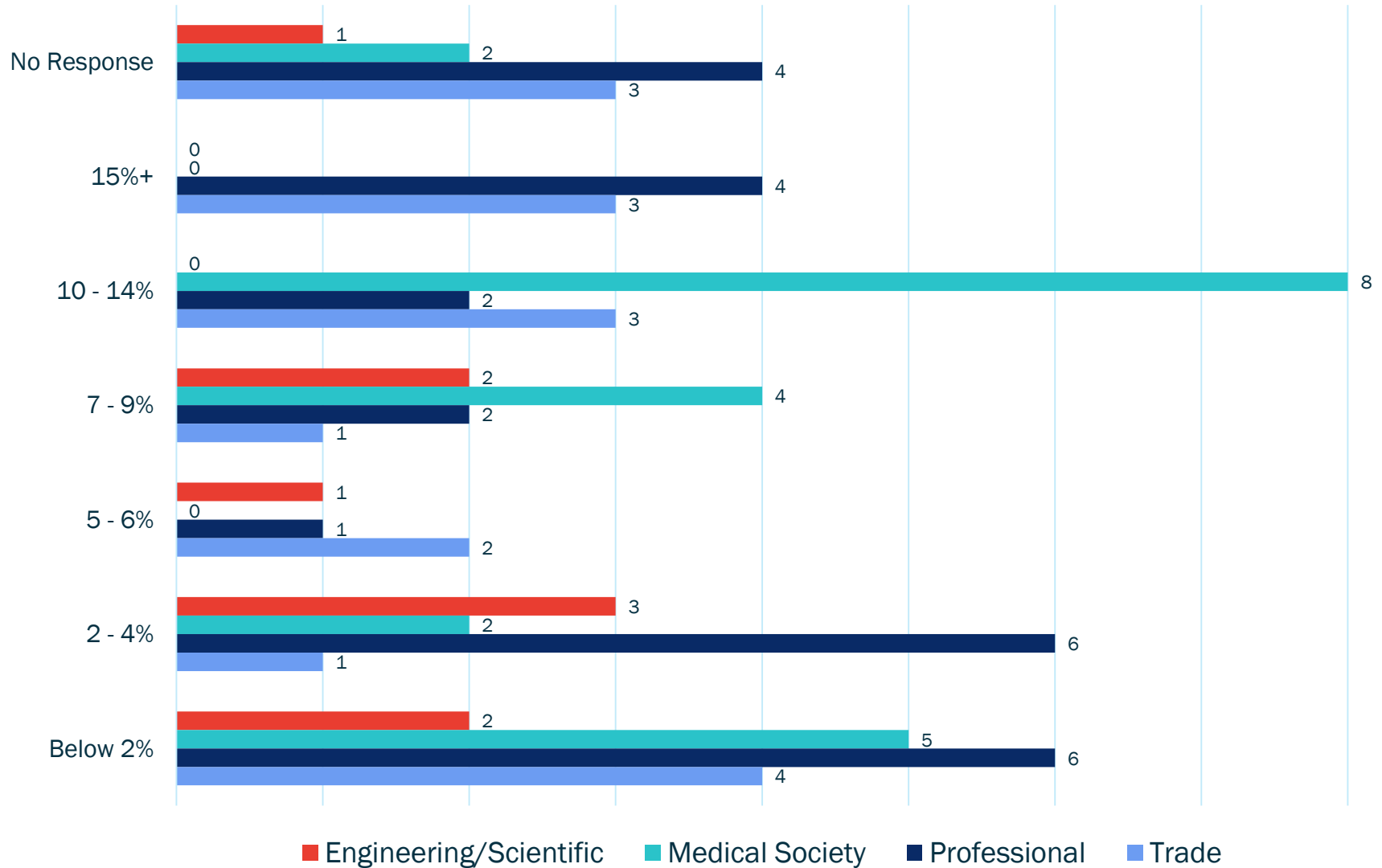
- Unchanged
- Increased by less than 5%
- Increased by more than 5%
- Increased by more than 10%
- Reduced by less than 5%
- Reduced by more than 5%
- No Response

Membership Giving Rates (Aggregate)

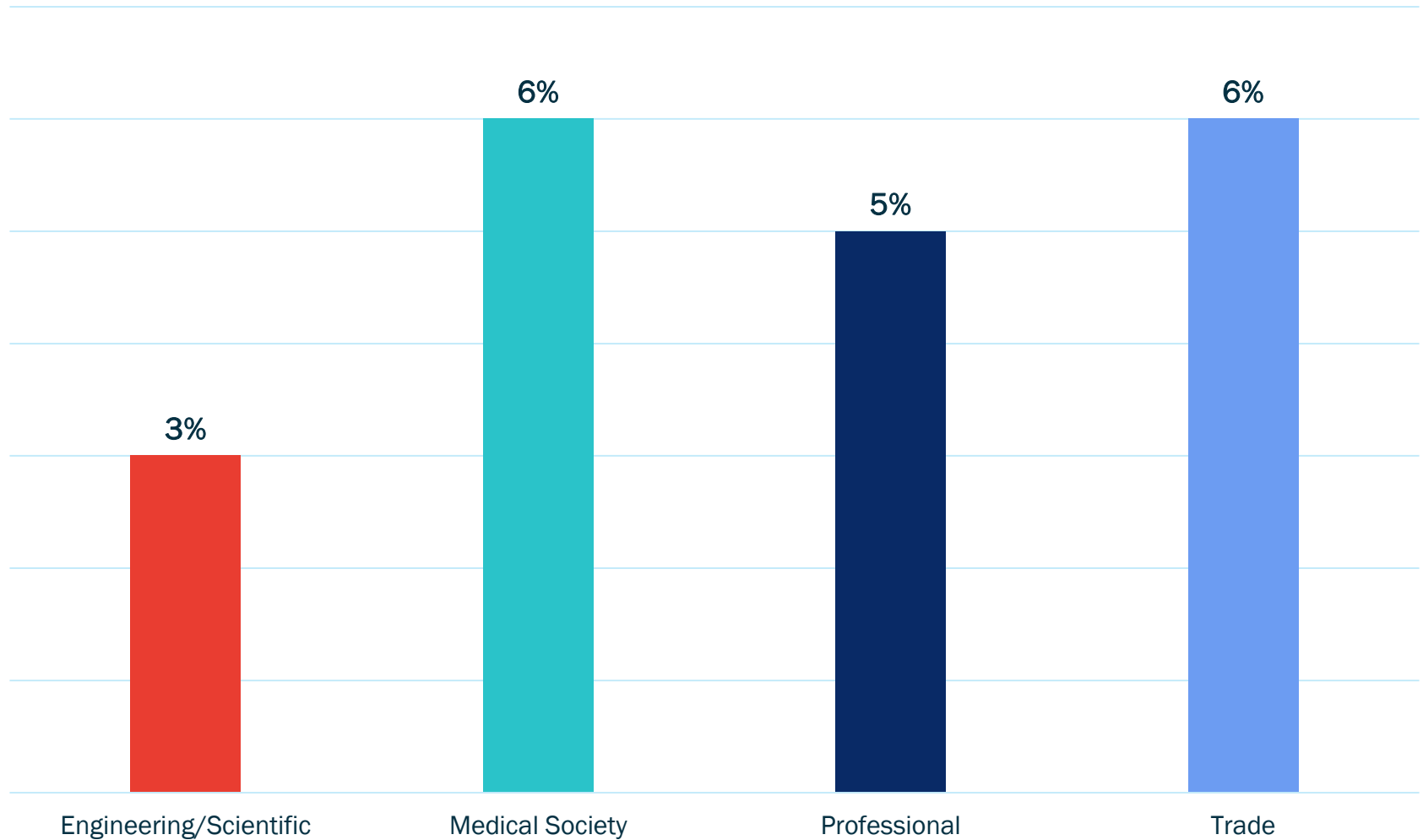


Note: Of the 73 responses, 63 answered this question.

Membership Giving Rates (Comparative)



Membership Giving Rates (Average)



Average Gifts & Pledges Raised

Association Category	Restricted Gifts & Pledges	Unrestricted Gifts & Pledges	Total Gifts & Pledges*
Engineering / Scientific	\$7,957,923	\$284,590	\$8,242,388
Medical Society	\$1,998,953	\$843,890	\$2,719,411
Professional	\$418,120	\$419,421	\$873,268
Trade	\$187,926	\$387,560	\$428,085
Aggregate Average	\$1,845,706	\$543,551	\$2,283,396
Aggregate Total	\$108,681,217	\$32,544,323	\$141,939,726

*Note: This includes signed pledges. This does not include payments on pledges signed in prior years, or gifts in kind.

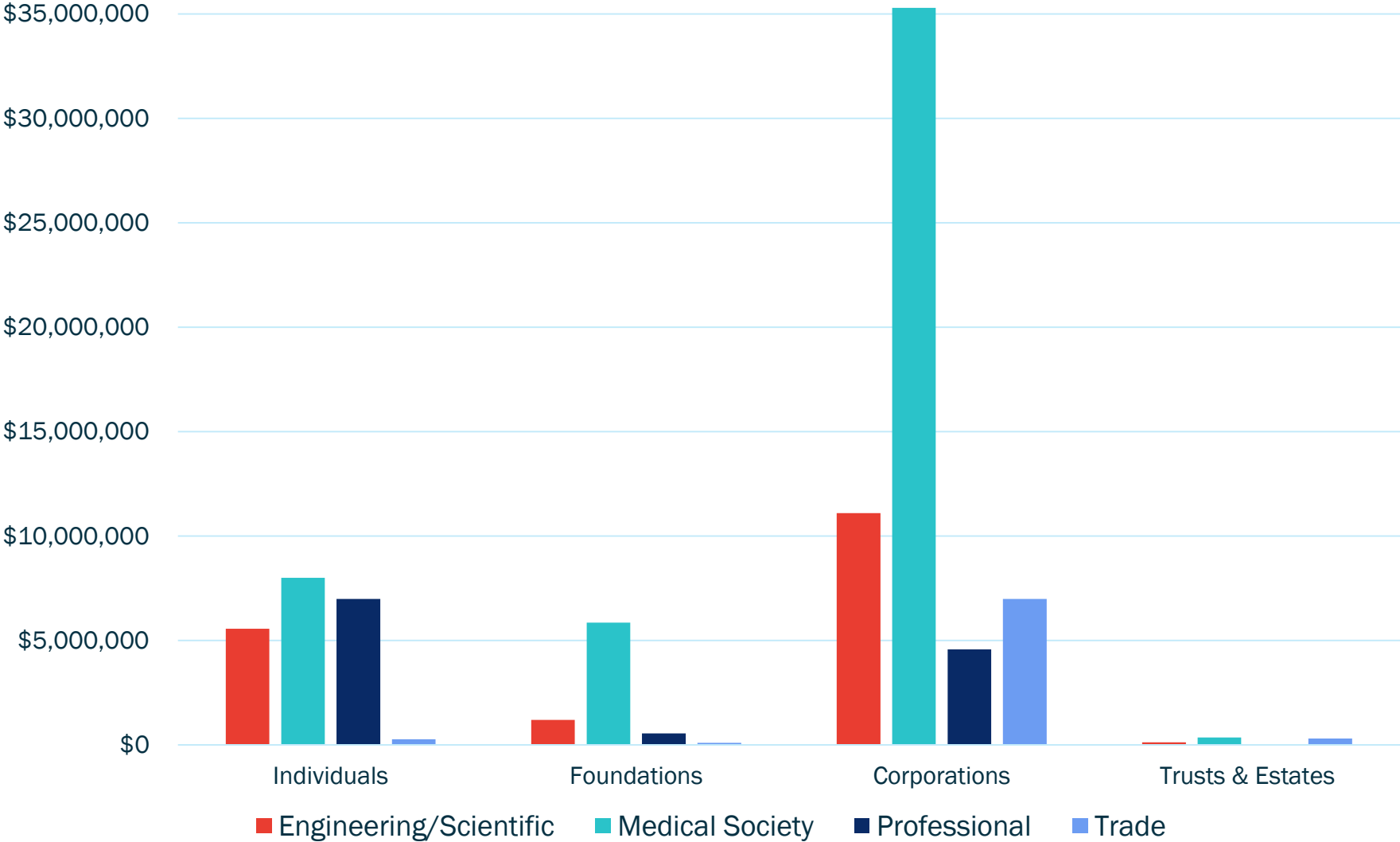
Average Gifts & Pledges Raised (Dollar Amount, by Source)*

Association Category	Individuals	Foundations	Corporations	Trusts & Estates	Average Total Gifts & Pledges**
Engineering / Scientific	\$793,174	\$238,039	\$1,584,030	\$60,000	\$3,340,000
Medical Society	\$443,952	\$487,210	\$2,075,567	\$43,343	\$2,863,061
Professional	\$332,709	\$42,246	\$254,079	\$33,667	\$538,473
Trade	\$21,819	\$10,931	\$536,800	\$50,000	\$574,653
Aggregate Average	\$366,904	\$198,385	\$1,038,586	\$63,133	\$753,860
Aggregate Total	\$20,792,064	\$7,684,297	\$57,924,662	\$1,069,744	\$80,847,258

*Note: This is an approximate that includes signed pledges and cash. This does not include payments on prior pledges. Family foundations are counted as individual gifts.

**Note: This total amount is not the same at the “Total Gifts & Pledges” from slide 18 because not all the organizations responded with the requested data breakdown by source.

Total Gifts & Pledges Raised (Comparative Dollars, by Source)



Average Gifts & Pledges Raised (Numbers of Donors, by Source)*

Association Category	Individuals	Foundations	Corporations	Trusts & Estates	Average Total Number/ Category
Engineering / Scientific	3,247	10	47	2	2,837
Medical Society	1,171	1	20	0	1,190
Professional	22,846	7	292	0	23,414
Trade	28	1	58	0	1,120
Aggregate Average	9,022	5	125	1	9,208
Aggregate Total	2,495,479	158	6,575	10	2,502,222

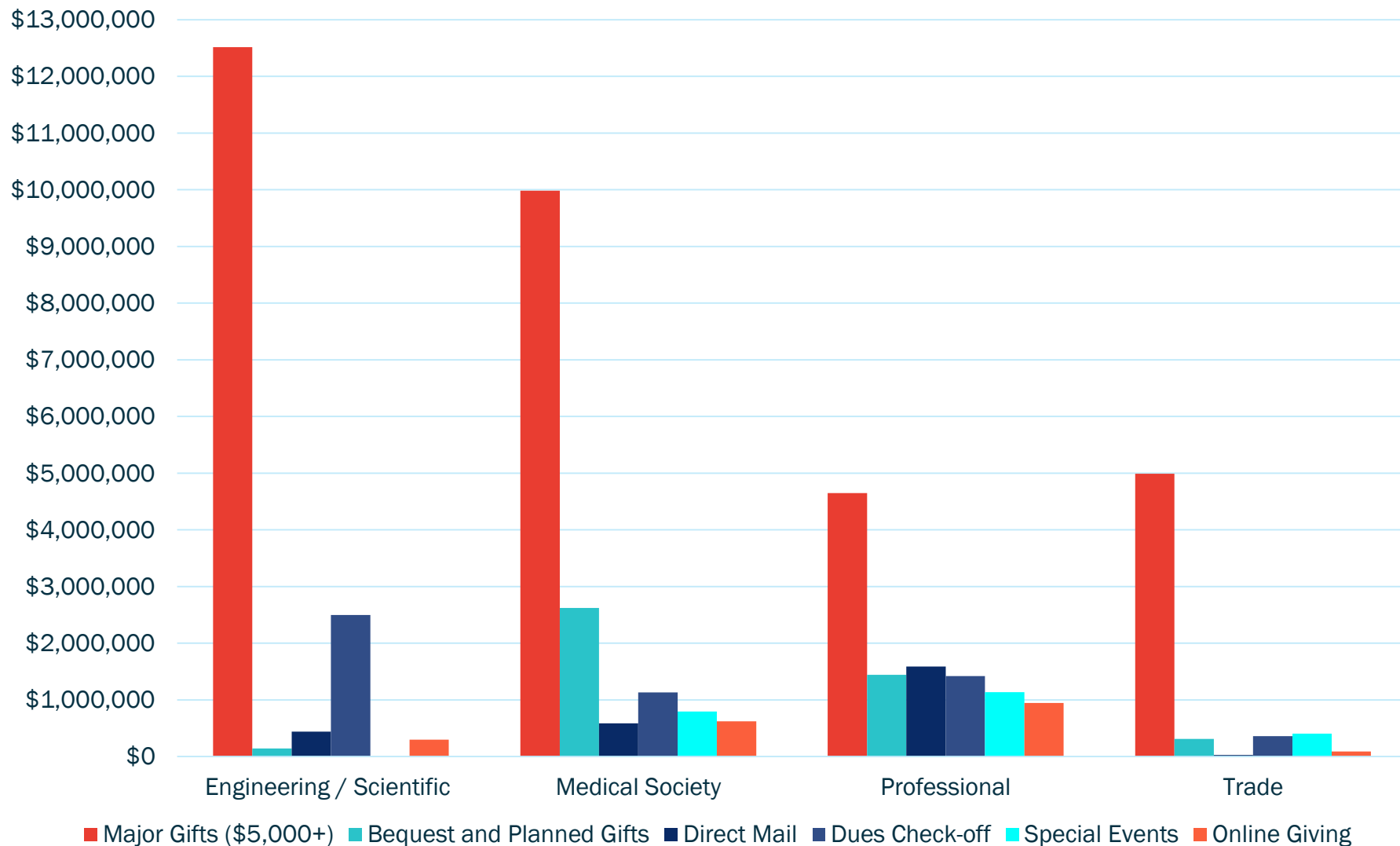
*Note: This is the approximate number of distinct donors from that source during the last fiscal year, including pledges but not including payments on prior pledges. All donors who received a tax receipt from the organization are counted. Family foundations are counted as individual gifts.

Average Gifts & Pledges Raised (Dollars, by Category)*

Association Category	Major Gifts (\$5,000+ from all sources)	Bequest and Planned Gifts	Direct Mail	Dues Check-Off	Special Events	Online Giving
Engineering / Scientific	\$2,085,881	\$36,250	\$87,707	\$499,953	\$0	\$59,768
Medical Society	\$665,738	\$291,333	\$29,040	\$80,271	\$61,183	\$47,983
Professional	\$273,570	\$180,250	\$105,859	\$109,339	\$81,021	\$59,180
Trade	\$453,702	\$38,869	\$3,550	\$35,884	\$44,717	\$12,707
Aggregate Average	\$655,975	\$155,860	\$61,405	\$125,816	\$59,798	\$47,767
Aggregate Total	\$32,142,762,	\$4,519,950	\$2,640,423	\$5,410,097	\$2,332,127	\$1,958,444

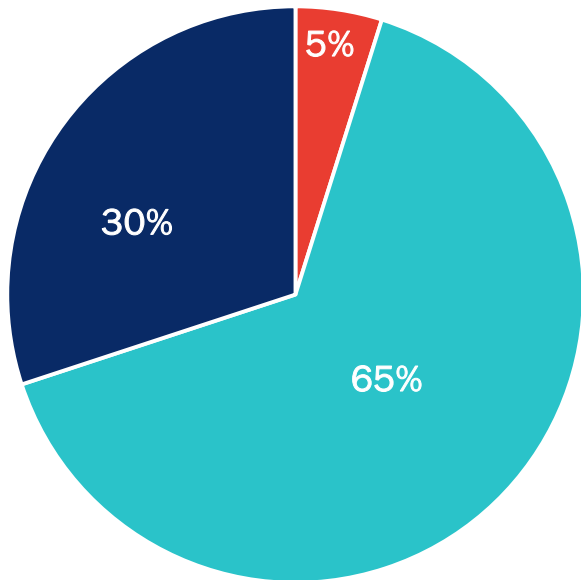
*Note: This is the approximate amount raised during the last fiscal year, including gifts, signed pledges, and cash. This does not include payments on prior pledges.

Total Gifts & Pledges Raised (Comparative Dollars, by Category)



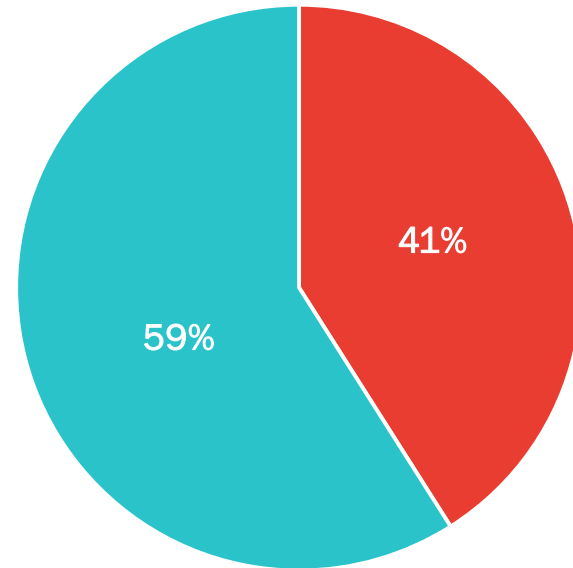
Dues (Aggregate)

Q: Do you use a dues check-off for your annual fundraising?



- Yes, that is all we use
- Yes, that is one part
- No

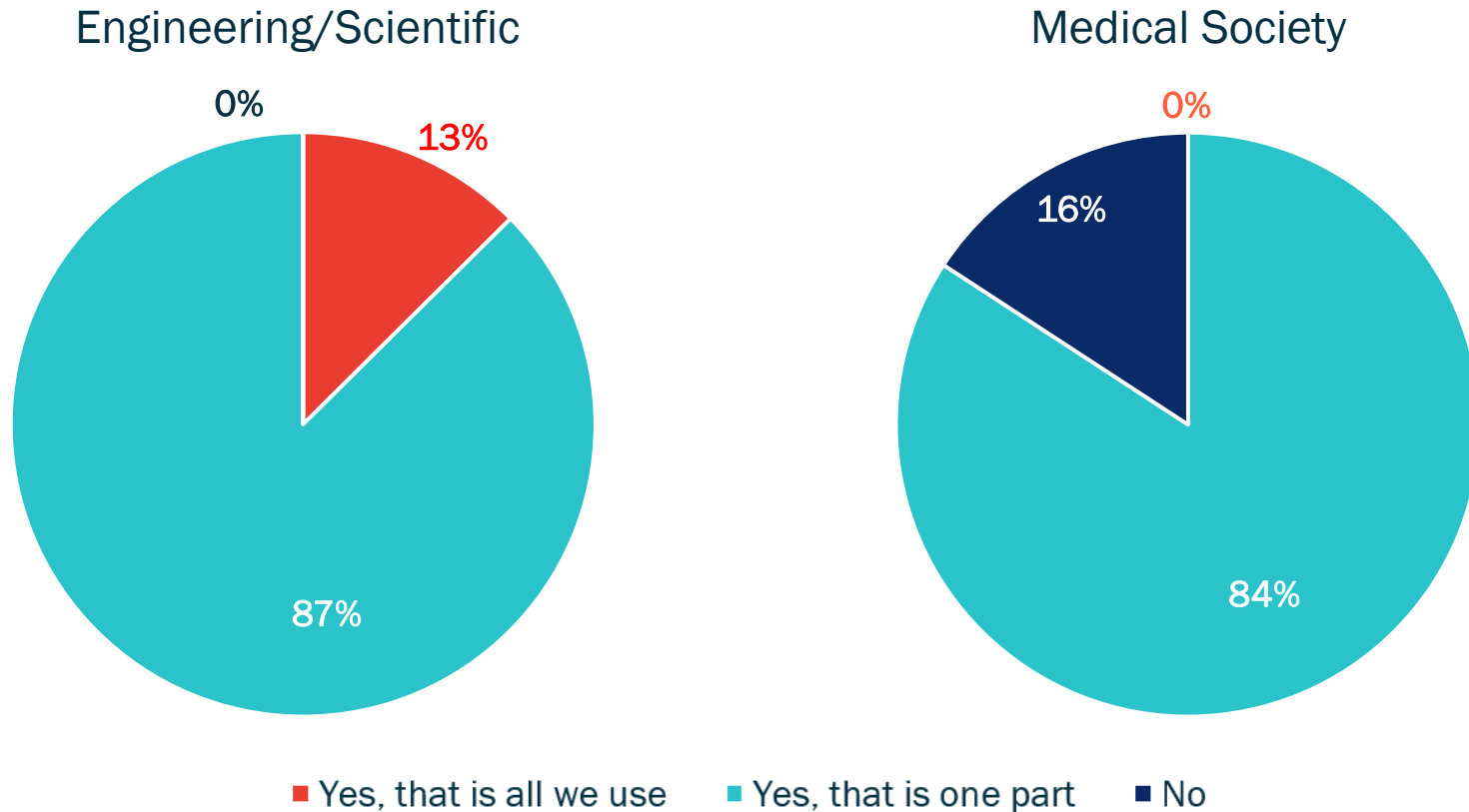
Q: Do you ask for a specific dollar amount for your dues check-off?



- Yes
- No

Dues (By Category)

Q: Do you use a dues check-off for your annual fundraising?

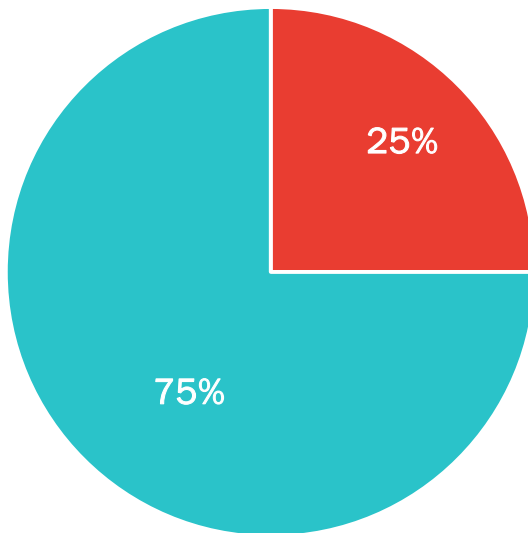


Note: Eleven organizations did not respond to this question: Engineering/Scientific (1); Medical Society (2); Professional (4); Trade (3); Uncategorized (1).

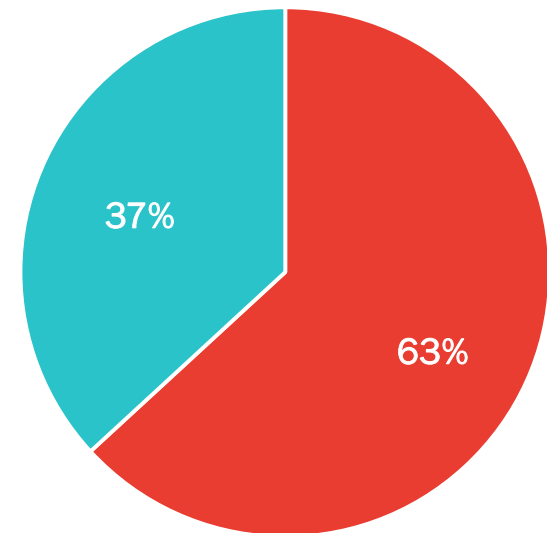
Dues (By Category)

Q: Do you ask for a specific dollar amount for your dues check-off? If yes, please provide the specific dollar amount.*

Engineering/Scientific



Medical Society

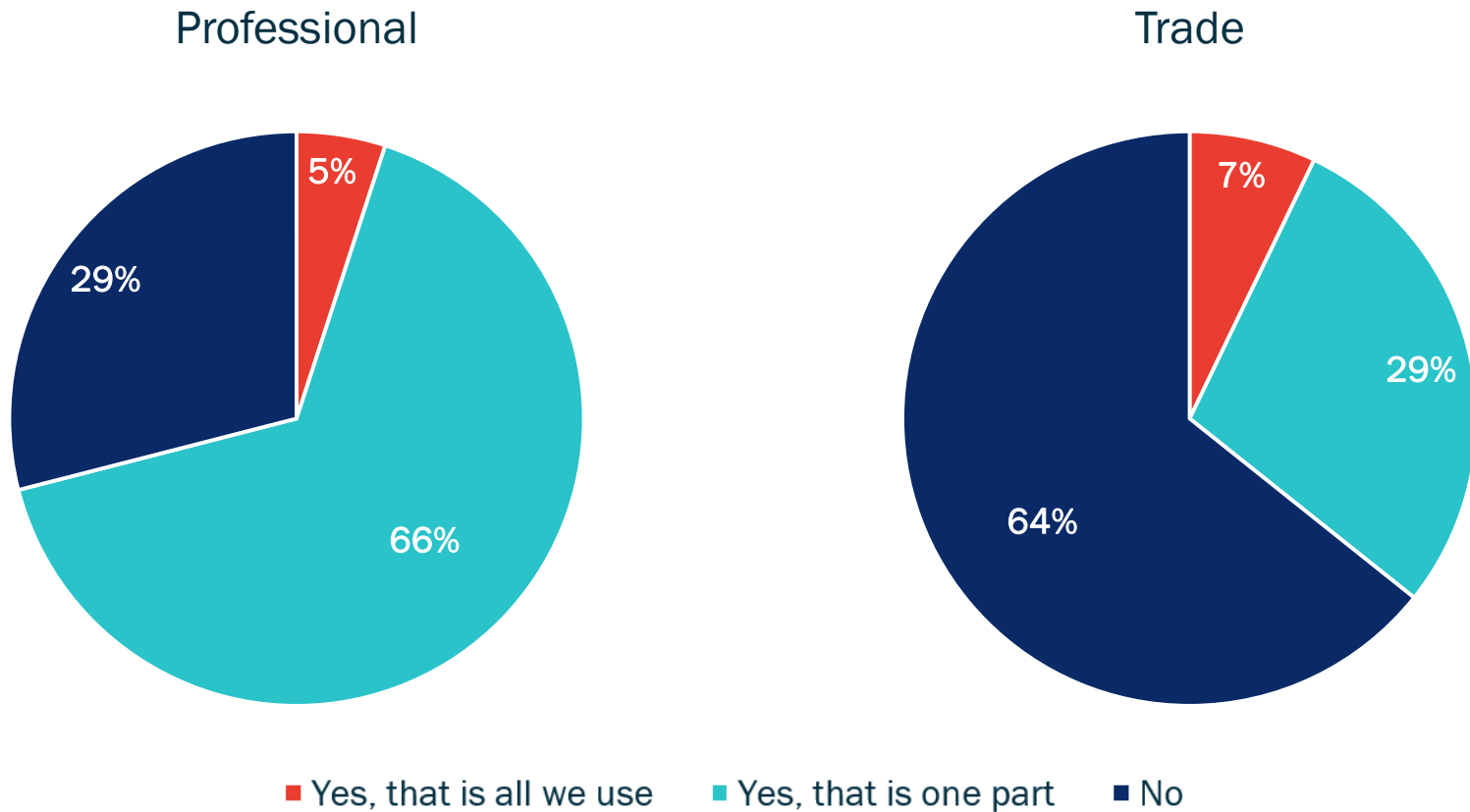


■ Yes ■ No

*Note: Most organizations that did a dues check-off did not report the specific dollar amount that was asked. The twenty organizations who responded asked for between \$1-250 with an average of approximately \$90. Medical Society dues tended to be much higher (\$100+) than the other categories.

Dues (By Category)

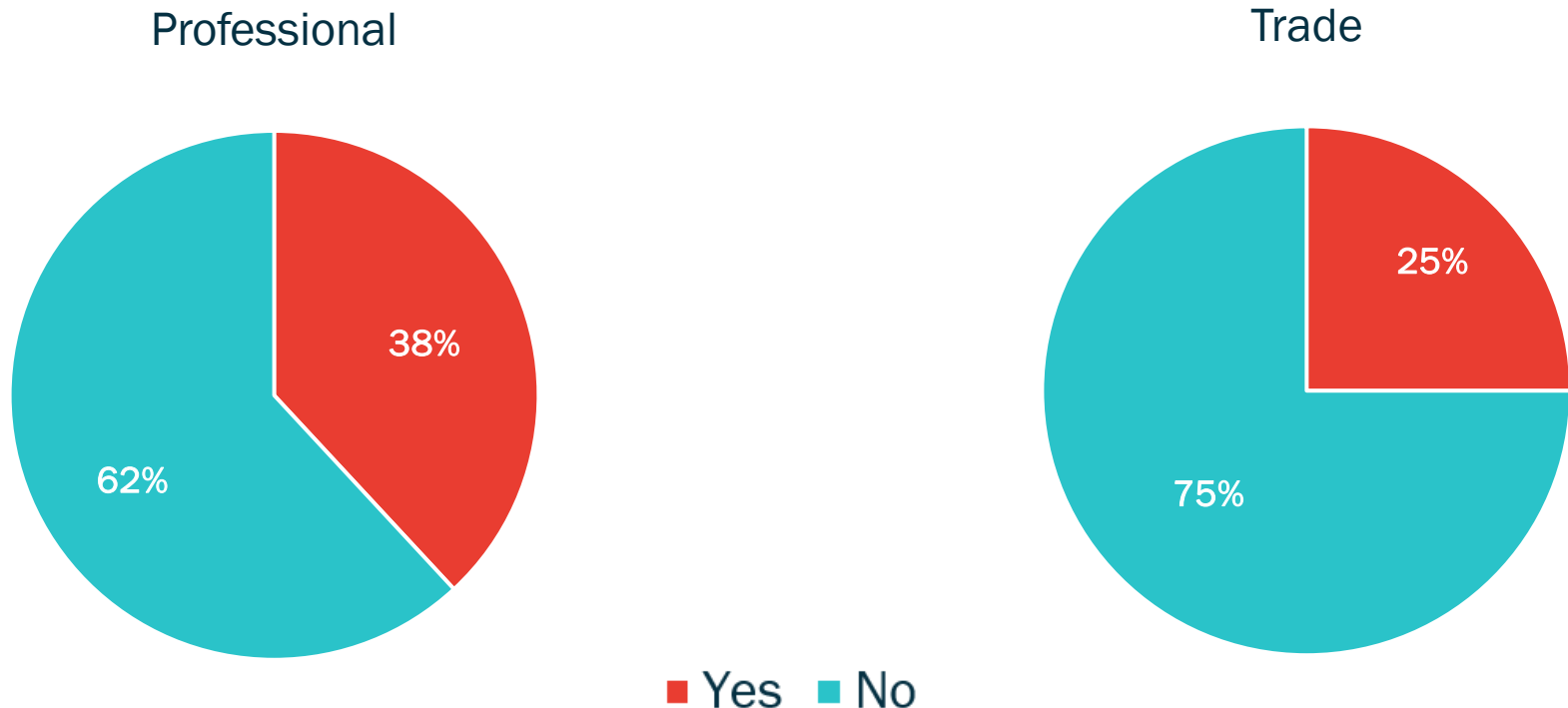
Q: Do you use a dues check-off for your annual fundraising?



Note: Eleven organizations did not respond to this question: Engineering/Scientific (1); Medical Society (2); Professional (4); Trade (3); Uncategorized (1).

Dues (By Category)

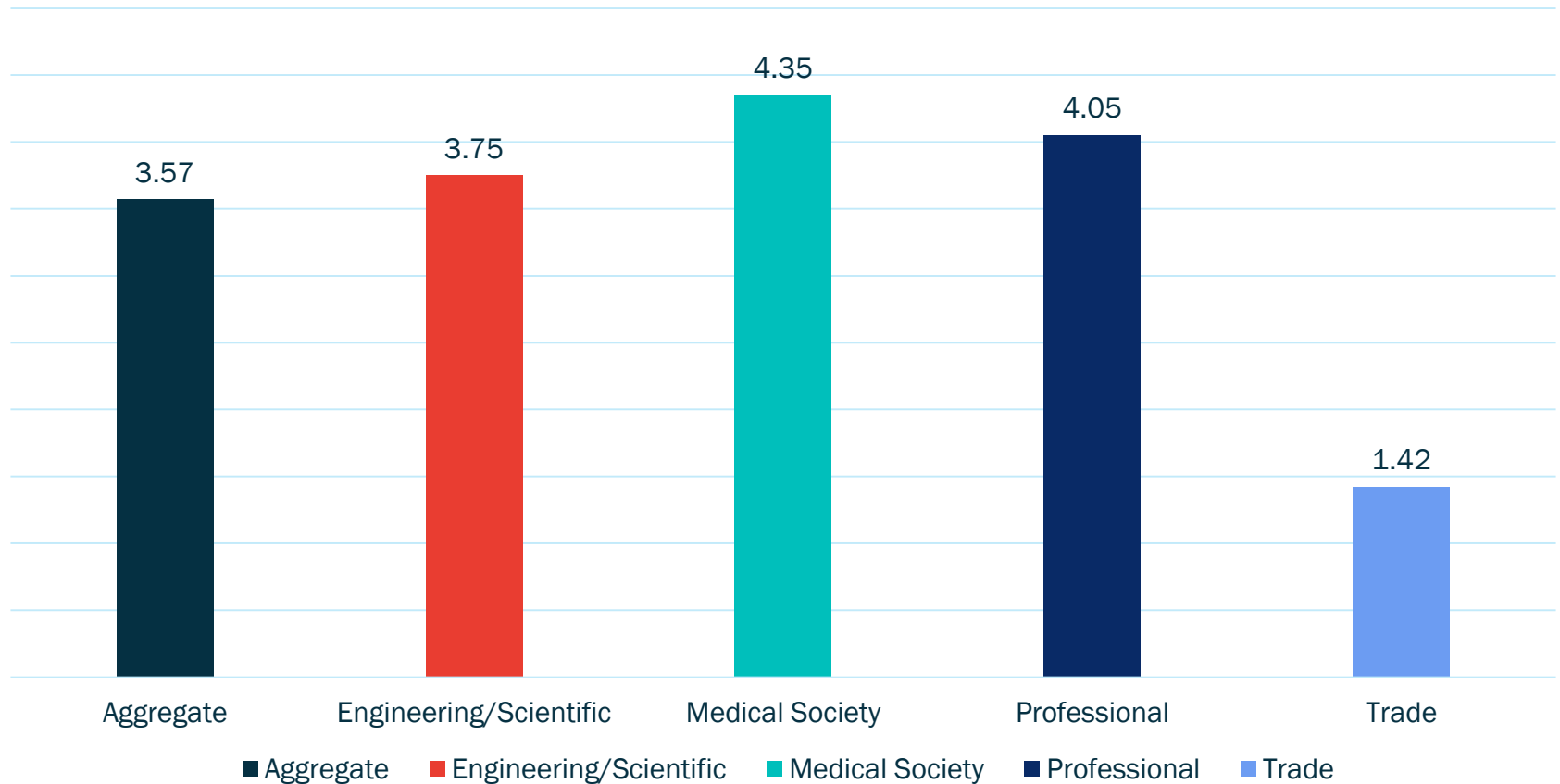
Q: Do you ask for a specific dollar amount for your dues check-off? If yes, please provide the specific dollar amount.*



*Note: Most organizations that did a dues check-off did not report the specific dollar amount that was asked. The twenty organizations who responded asked for between \$1-250 with an average of approximately \$90. Medical Society dues tended to be much higher (\$100+) than the other categories.

Annual Solicitation

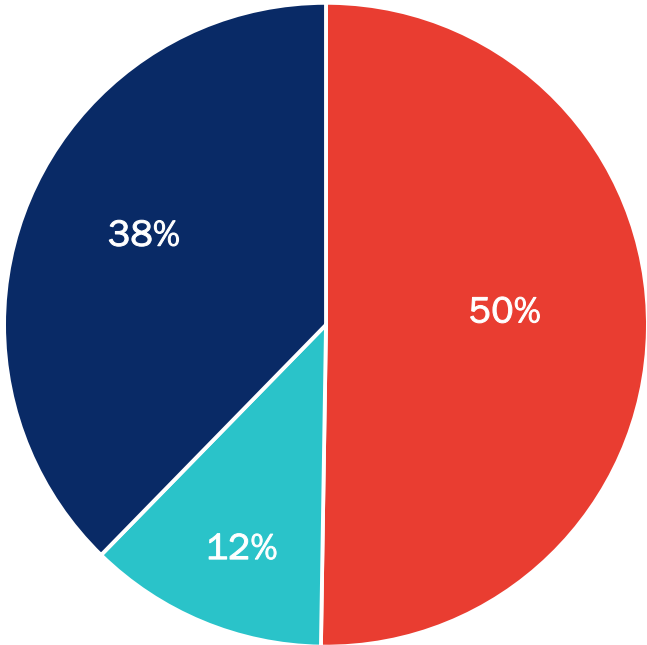
Q: How many times per year does your foundation solicit for annual support?



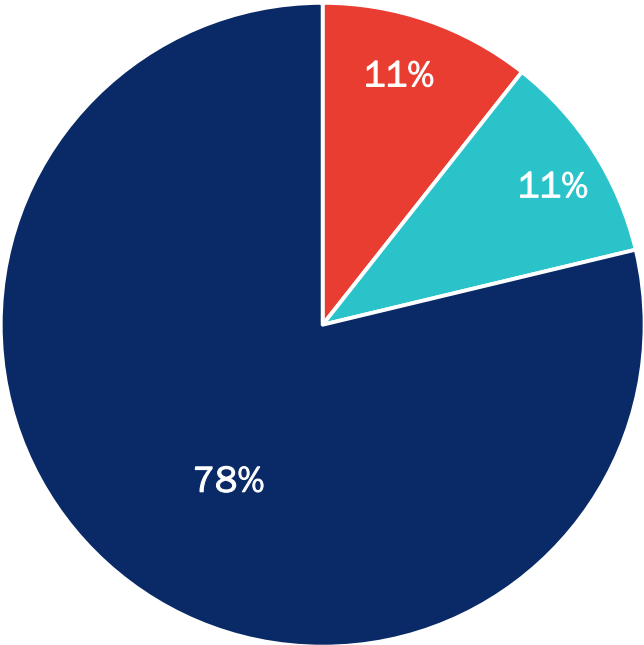
Association/Parent Organization-Foundation Relationship

Q: Does the Association/Parent Organization make a financial contribution to the Foundation (this could include cost of staff, or other operational costs)?

Engineering/Scientific



Medical Society

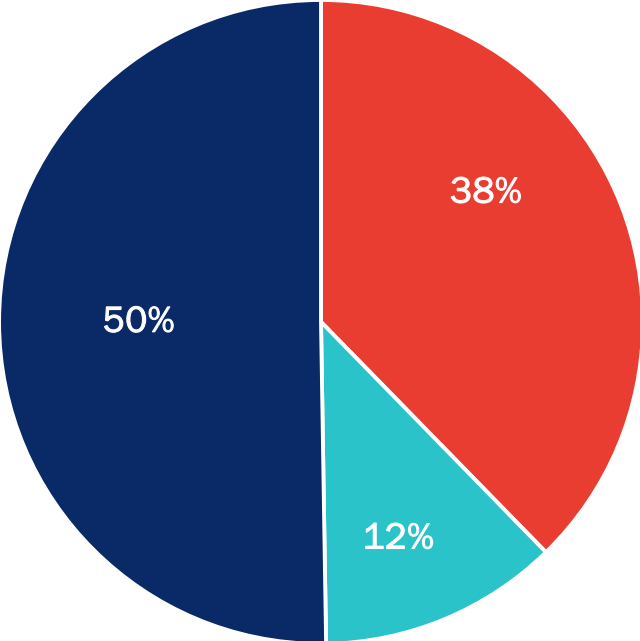


■ Does Not Apply ■ No ■ Yes

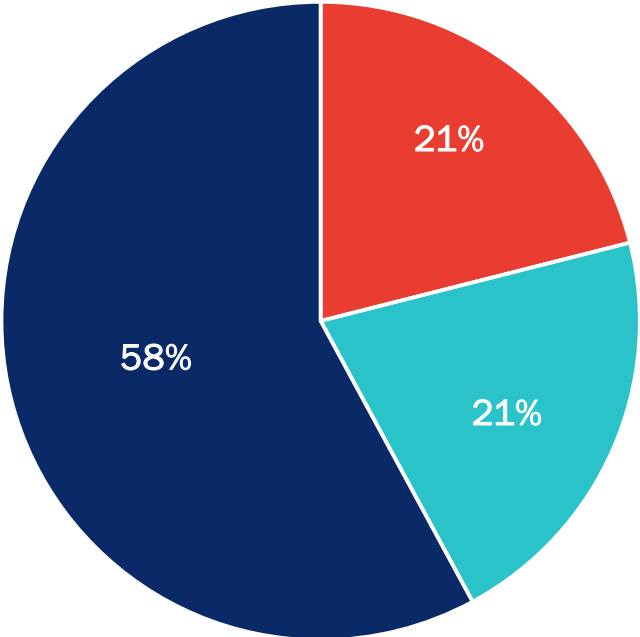
Association/Parent Organization-Foundation Relationship

Q: Does the Association/Parent Organization make an in-kind contribution (this could include the cost of office space, shared administrative services including HR, Finance, IT)?

Engineering/Scientific



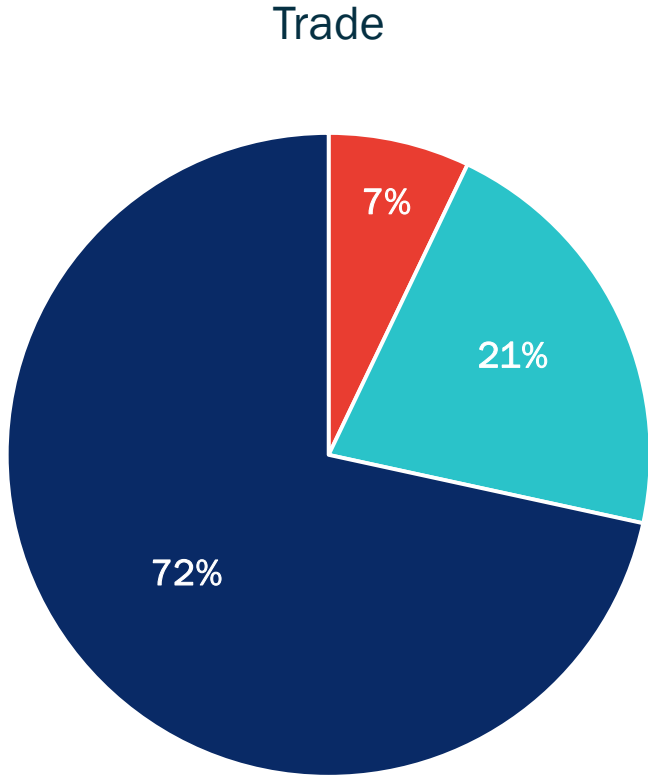
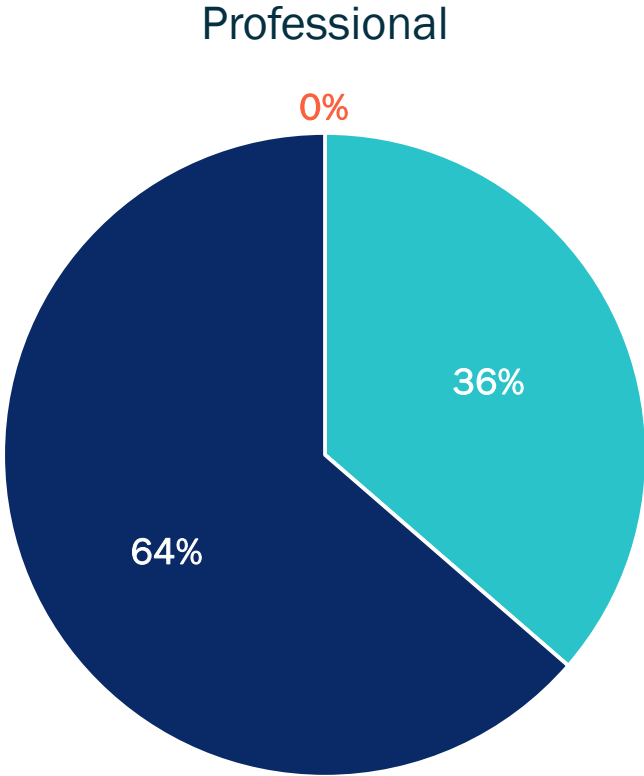
Medical Society



■ Does Not Apply ■ No ■ Yes

Association/Parent Organization-Foundation Relationship

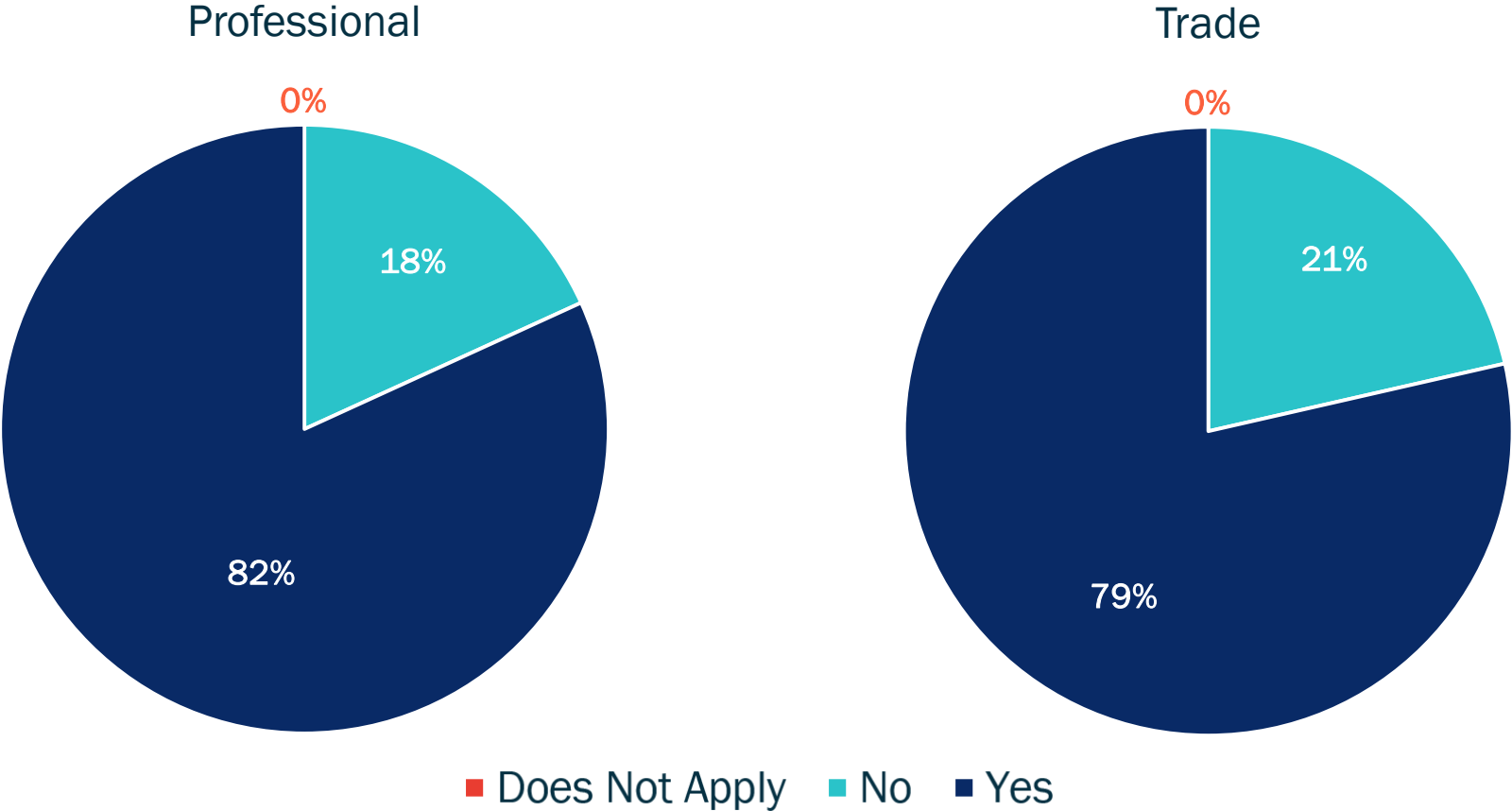
Q: Does the Association/Parent Organization make a financial contribution to the Foundation (this could include cost of staff, or other operational costs)?



■ Does Not Apply ■ No ■ Yes

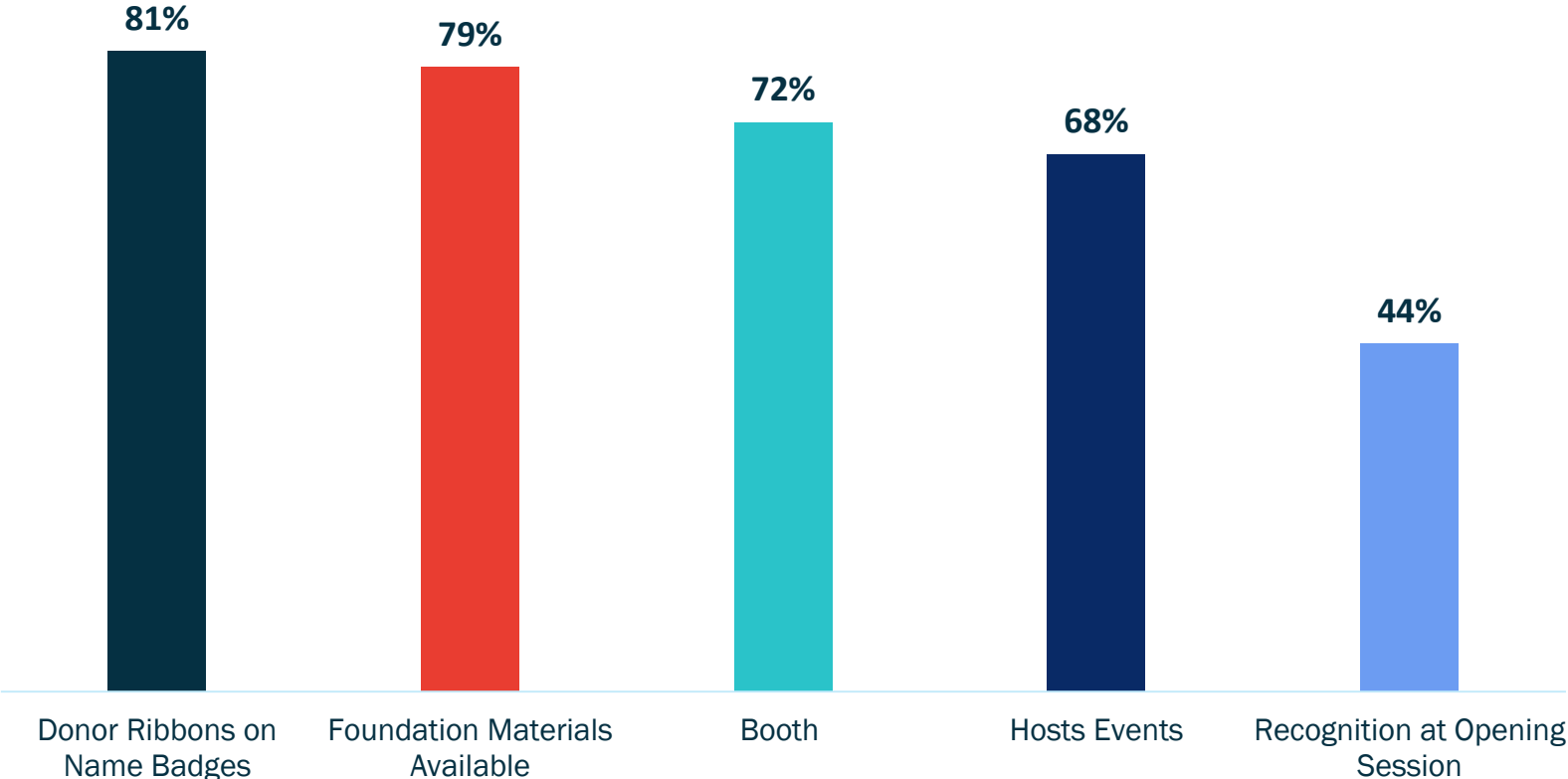
Association/Parent Organization-Foundation Relationship

Q: Does the Association/Parent Organization make an in-kind contribution (this could include the cost of office space, shared administrative services including HR, Finance, IT)?



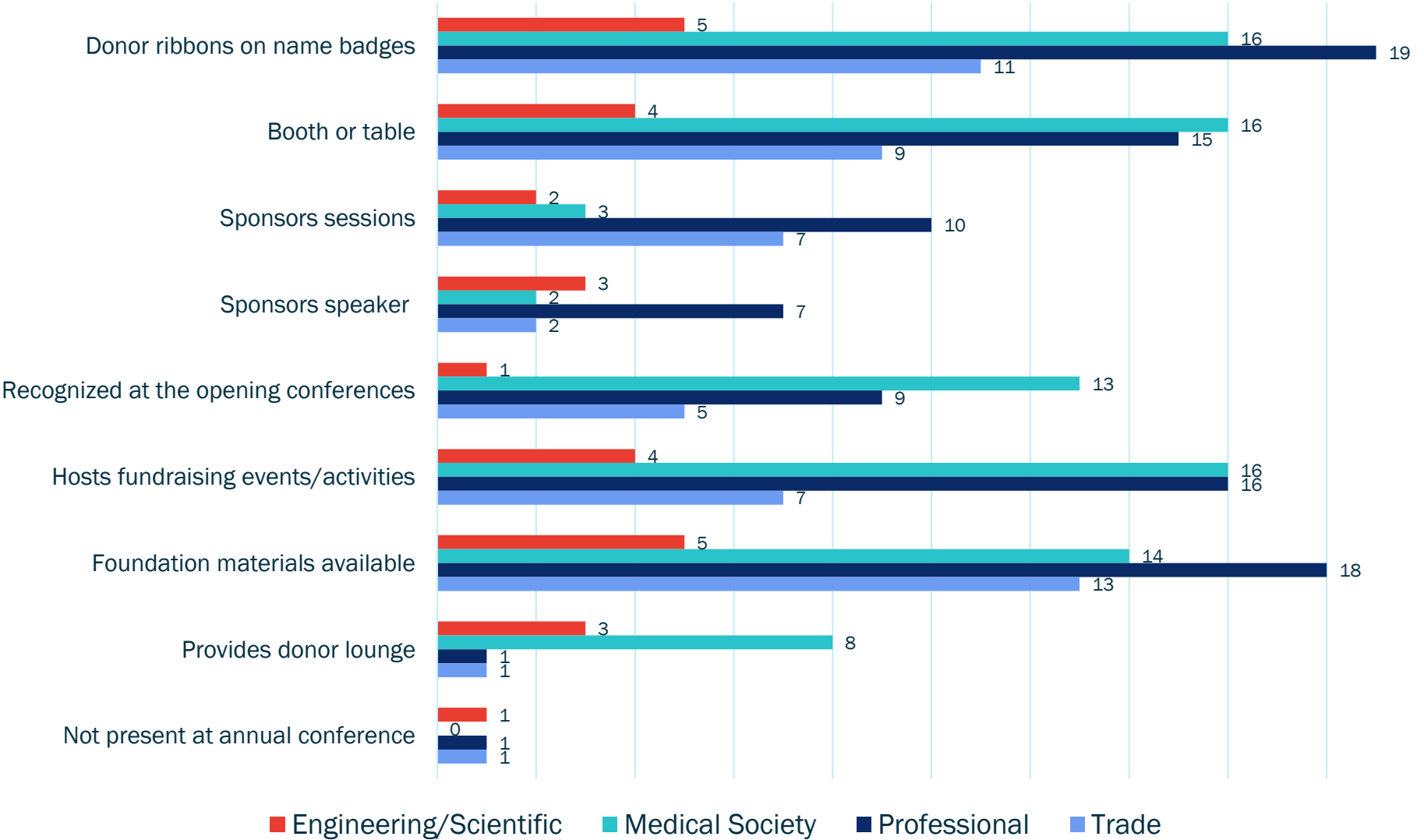
Association/Parent Organization-Foundation Relationship

Over 95% of respondents said that the Foundation is able to promote its mission at Association/Parent Organization major conferences and meetings. The top five ways they do this are:



Association/Parent Organization-Foundation Relationship

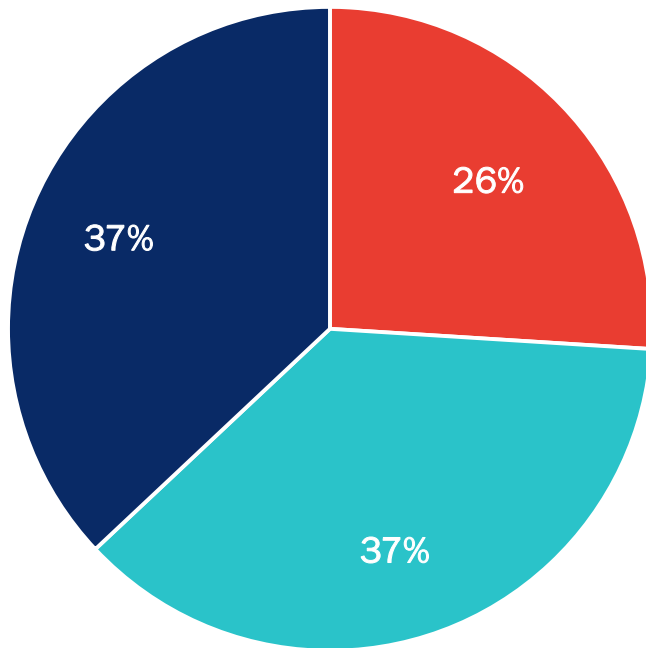
Q: How is the Foundation/Development Office present at your Annual Conference?



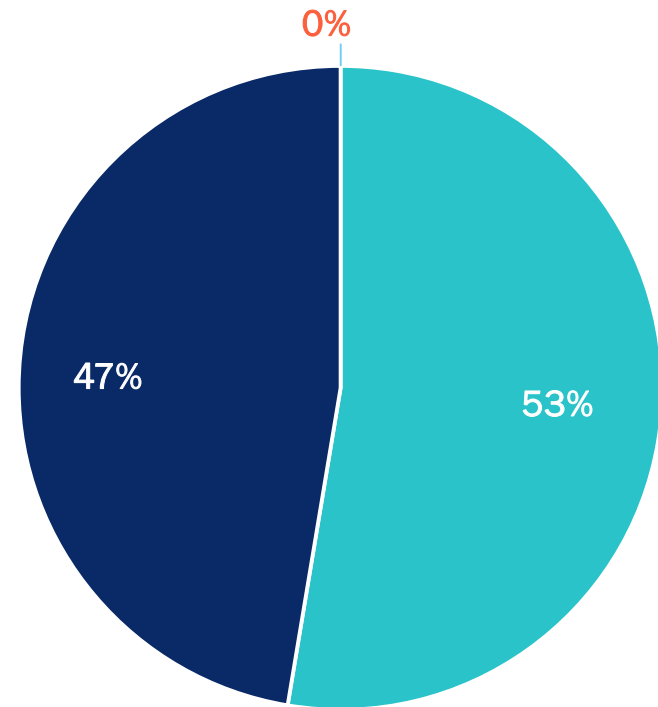
Board Relationship

Q: Does your Foundation share a Board with the Association/Parent Organization?

Engineering/Scientific



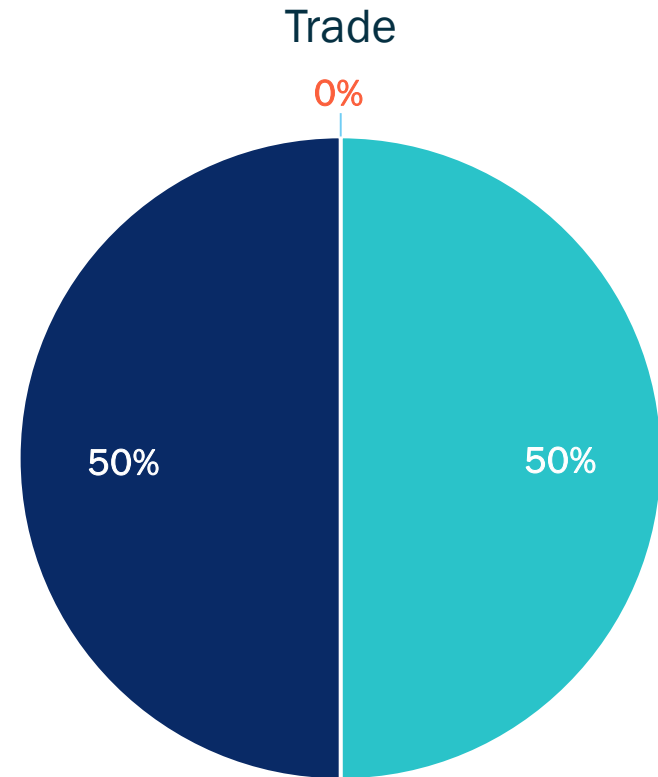
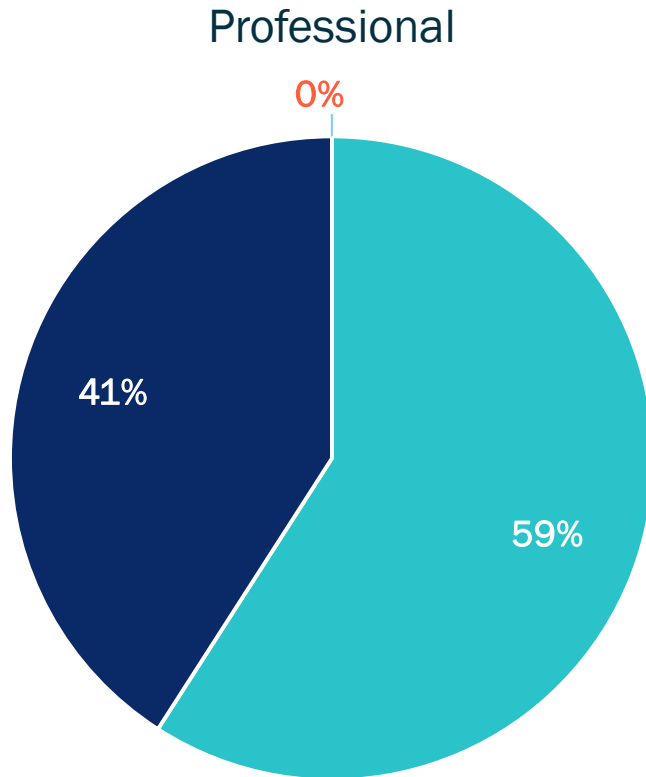
Medical Society



- Does Not Apply
- No, it is separate
- Yes, it is overlapping

Board Relationship

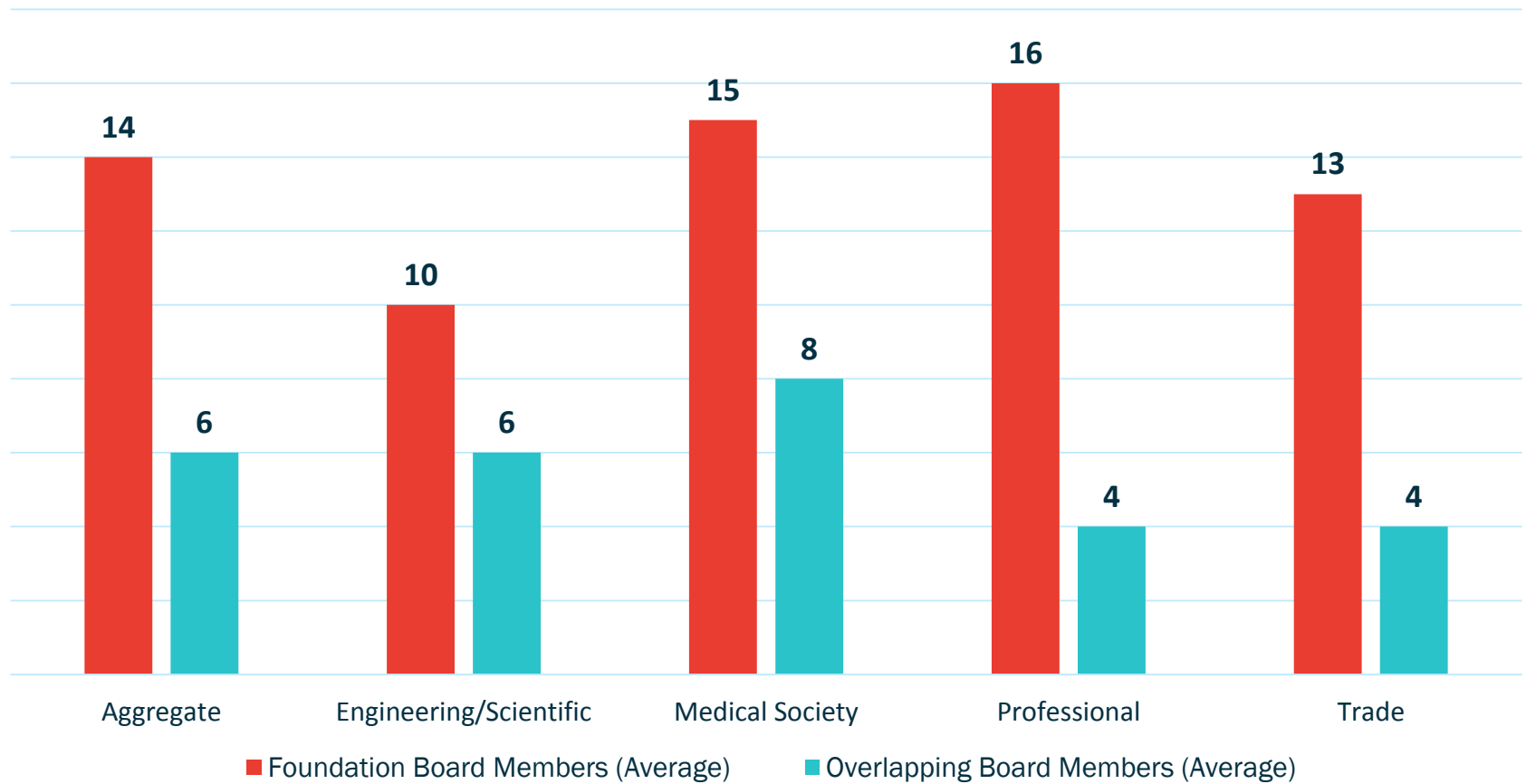
Q: Does your Foundation share a Board with the Association/Parent Organization?



- Does Not Apply
- No, it is separate
- Yes, it is overlapping

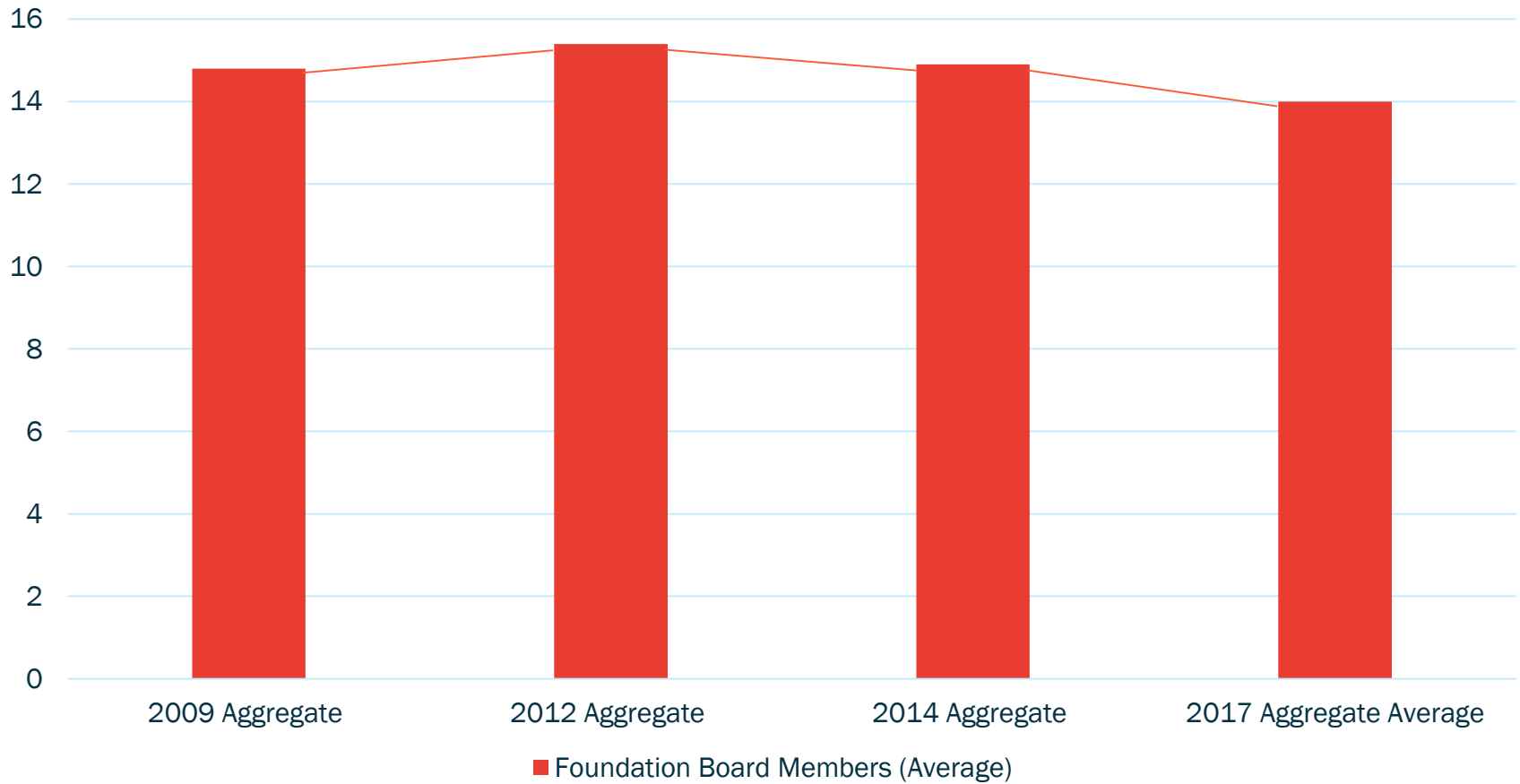
Board Relationship

Average Board Size



Board Relationship

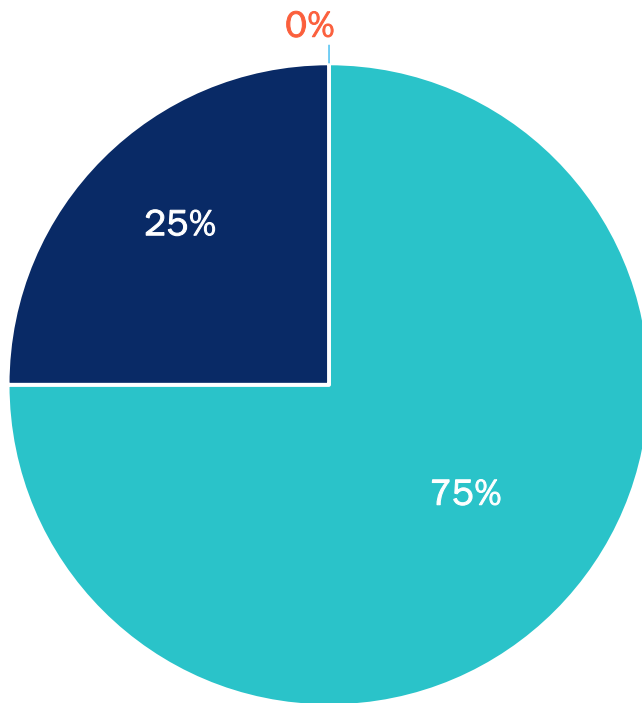
Historical Average Foundation Board Membership



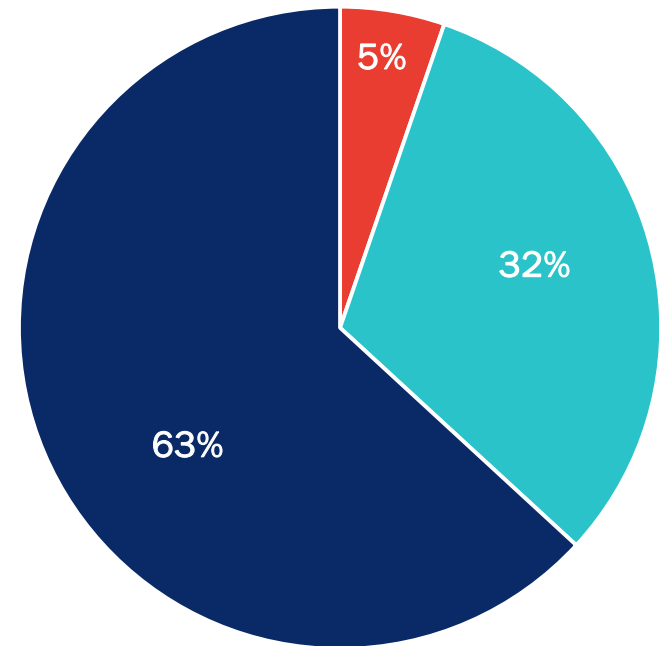
Board Relationship

Q: Is your Association/Parent Organization's Board active in Foundation fundraising?

Engineering/Scientific



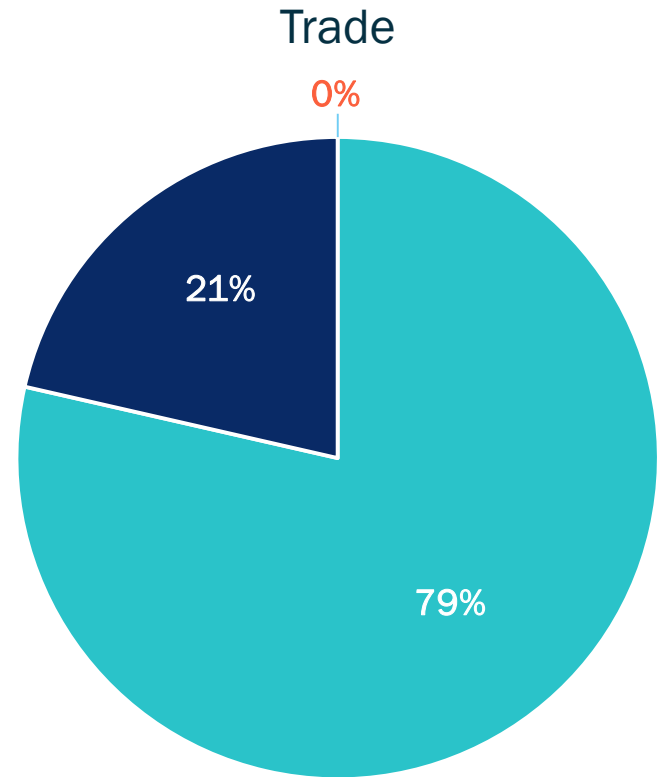
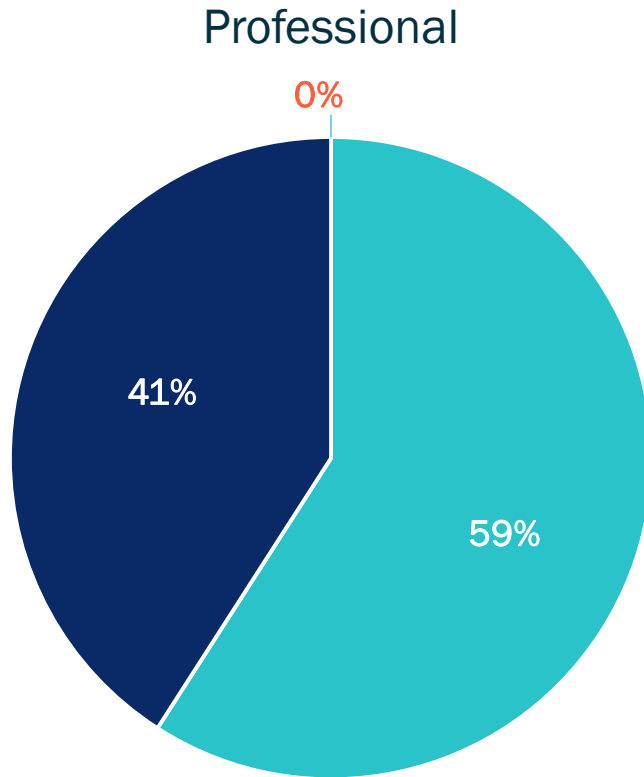
Medical Society



■ Does Not Apply ■ No ■ Yes

Board Relationship

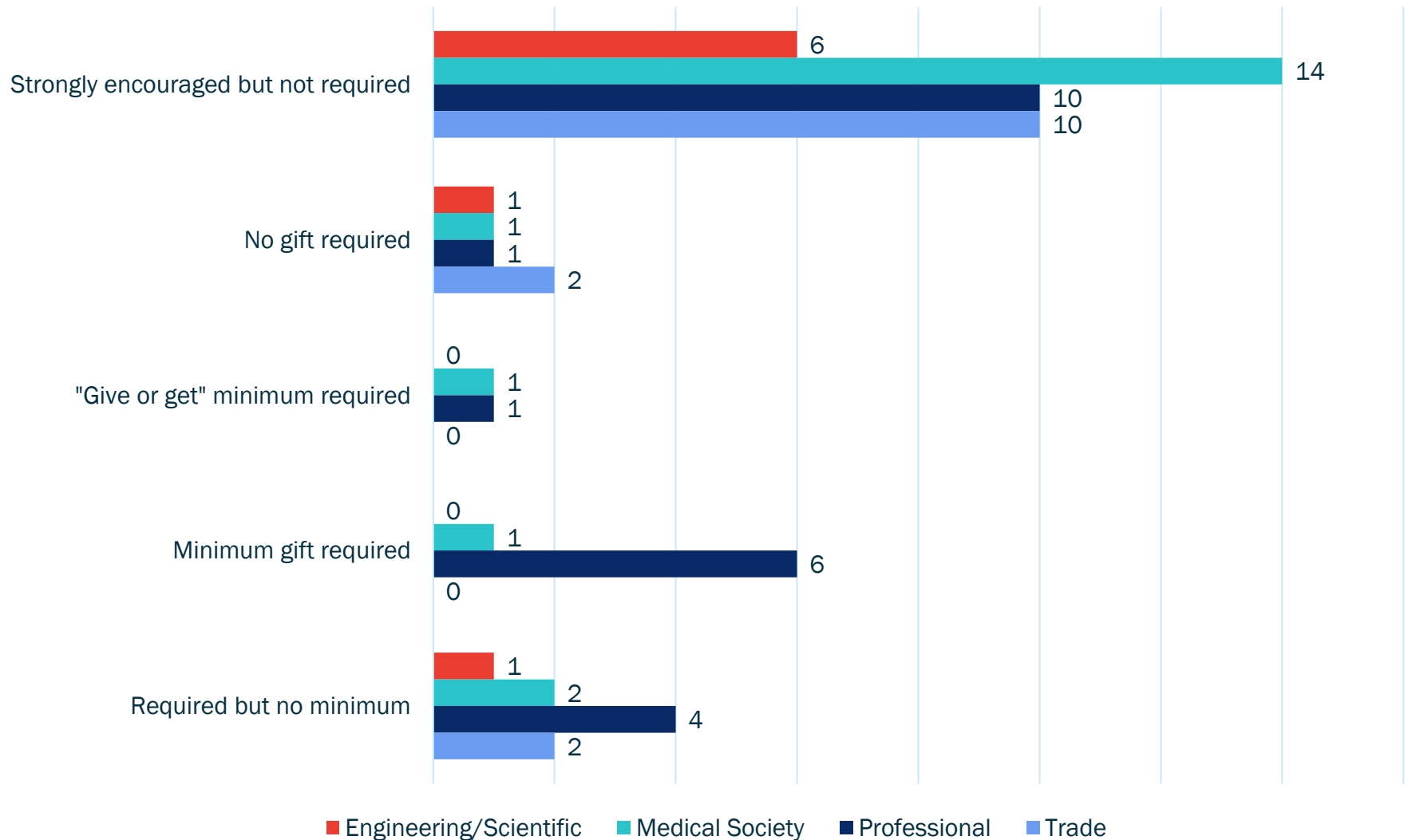
Q: Is your Association/Parent Organization's Board active in Foundation fundraising?



■ Does Not Apply ■ No ■ Yes

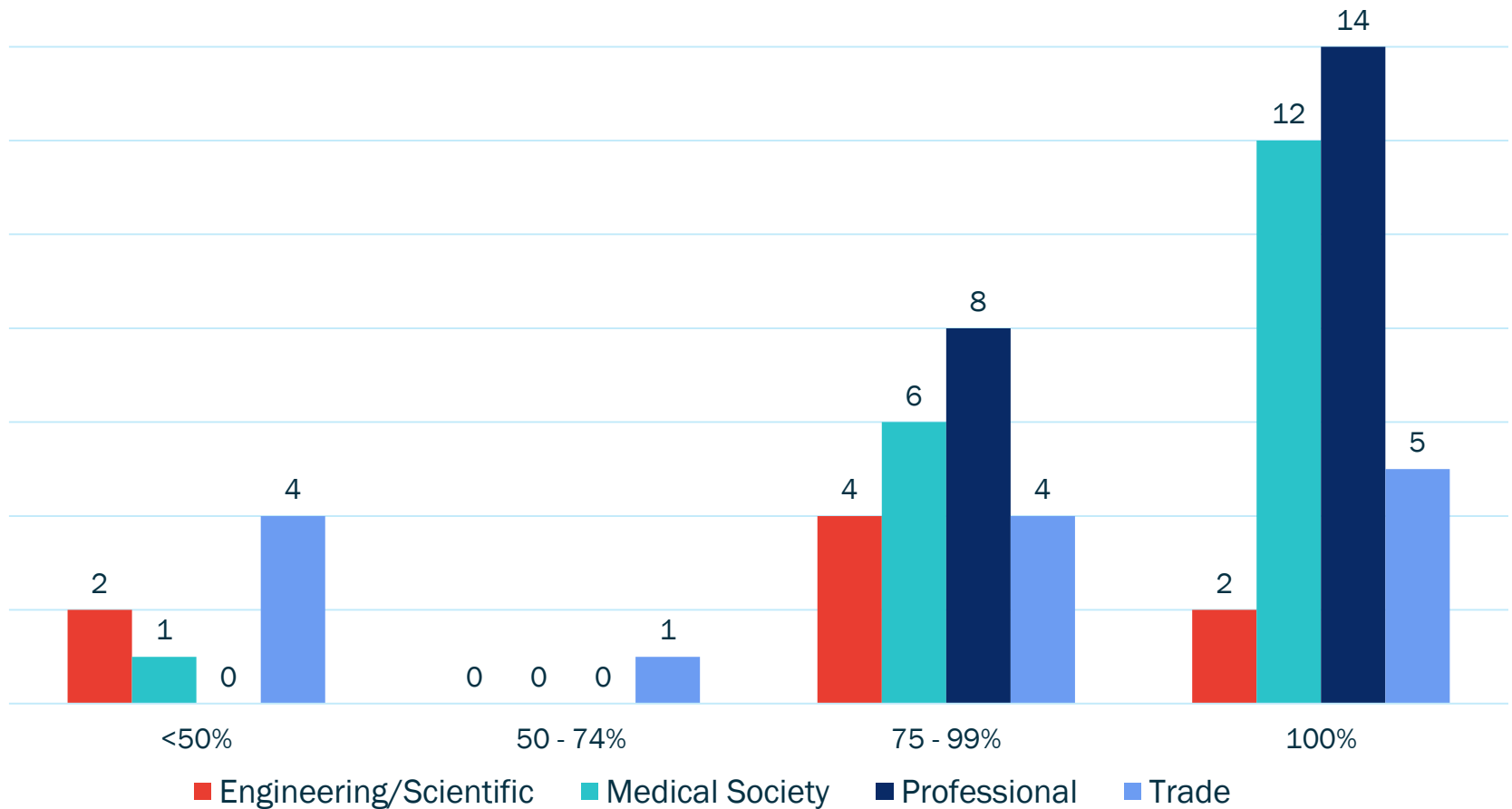
Board Relationship

Q: What is your Foundation Board personal giving policy?



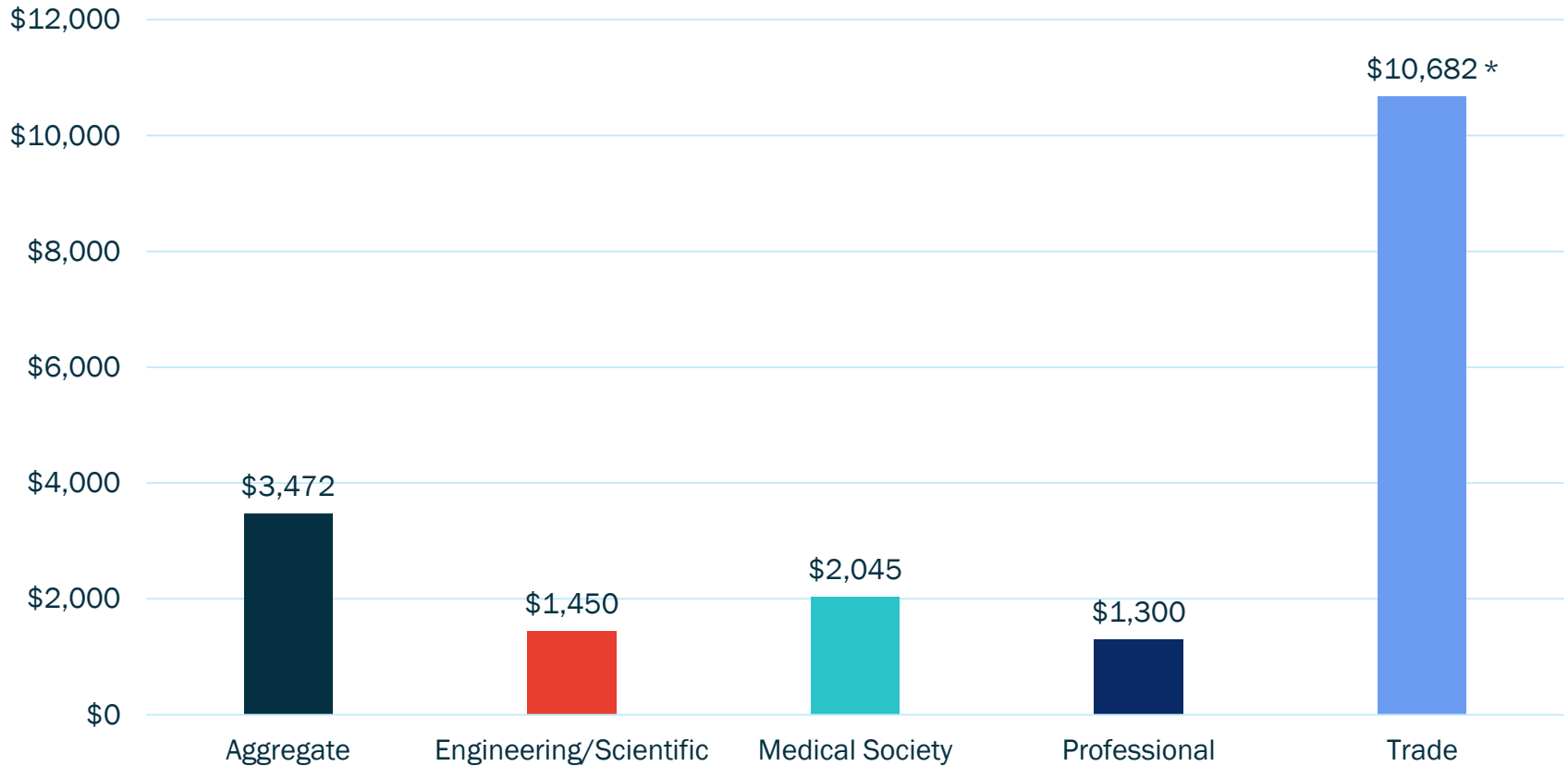
Board Relationship

Q: What percentage of your Foundation Board made a contribution to the Foundation in the last fiscal year?



Board Relationship

Average Foundation Board Member Contribution



*Note: The average Foundation Board Member contribution for the Trade category was skewed by one organization whose Board members contributed an average of \$100,000. Excluding that organization, the average would be \$2,562 for Trade foundations, closer to the other categories, and average of the Aggregate would be \$1,779.

Appendix

2018 Benchmarking Survey Questions

BASELINE

1. Please provide survey contact information:

Year Association Established:_____

Year Development Program/Foundation established:_____

Number of Association professional members:_____

Number of Student members:_____

What best describes your organization?

- Association Foundation (includes a supporting foundation to an organization)
- Association/Parent Organization (includes fundraising department/development office within an organization)
- For Profit (includes consultants, vendors, etc.)

2. Select the answer below that best describes your Association/Foundation:

- Professional
- Trade
- Engineering / Scientific
- Medical Society

3. Which of the following programs does your foundation currently fund?

- Research
- Education and Advocacy
- Scholarships
- Other (please explain): _____

2018 Benchmarking Survey Questions contd.

STAFF STRUCTURE

4. Please use the spaces below to identify the number of fundraising staff specifically dedicated to the development program at your Association/Foundation. Please use numerical format.

- Support Staff (includes Assistants, Database entry, etc.)___
- Professional Support Staff (includes Prospect Research, Development, Communications, Web Design, etc.)___
- Fundraising Staff (includes Chief Development Officer, Major Gifts Officer, etc.)___
- Program staff (includes scholarship/grants managers)___

5. Do you anticipate increasing your Association/Foundation staff positions during the next 12 months? YES/NO

6. Do you anticipate reducing your Association/Foundation staff positions during the next 12 months? YES/NO

7. Select the answer below that best reflects the development budget for your operations during the most recently completed fiscal year. This number should include development team salaries and overhead, but not marketing, etc.

- <\$500,000
- \$501,000 - \$999,999
- \$1,000,000 - \$2,499,999
- \$2,500,000 - \$4,999,999+

8. During the most recently completed fiscal year, your development budget was:

- Unchanged
- Increased
- Reduced
- Please specify the percentage of change:_____

2018 Benchmarking Survey Questions contd.

FUNDS RAISED

9. During the last fiscal year, your Association/Foundation's annual fundraising goal was:

- Unchanged
- Increased by less than 5%
- Increased by more than 5%
- Increased by more than 10%
- Reduced by less than 5%
- Reduced by more than 5%
- Please specify the percentage of change:_____

10. Select the answer below that best reflects membership giving to the foundation.

- Below 2%
- 2%-5%
- 5%-7%
- 7%-10%
- 10%-15%
- If greater than 15%, please share percentage:_____

11. Please indicate (in dollars) the total gifts and pledges raised by your Association/Foundation during the last fiscal year, including signed pledges. This does not include payments on pledges signed in prior years, or gifts in kind. Please use numerical format.

2018 Benchmarking Survey Questions contd.

12. Please indicate your approximate amount of donor restricted and unrestricted gifts in the last fiscal year. The total should equal your response to Question #11. Please use numerical format.

- Restricted:_____
- Unrestricted:_____

13. For each source listed below, please indicate (in dollars) the approximate amount raised from that source during the last fiscal year, including signed pledges and cash. This does not include payments on prior pledges. The total should equal your response to Question #11. Please use numerical format. *Please note, family foundations should be counted as individual gifts.

- Individual:_____
- Foundation:_____
- Corporation:_____
- Trusts & Estates:_____
- Total:_____

14. For each source listed below, please indicate the approximate *NUMBER of donors from that source during the last fiscal year, including pledges. This does not include payments on prior pledges. Please use numerical format, e.g., 10. Include all donors who receive a tax receipt from your organization. *Please note, family foundations should be counted as individual gifts.

- Individual:____
- Foundation:____
- Corporation:____
- Trusts & Estates:____
- Total:____

2018 Benchmarking Survey Questions contd.

15. For each fundraising category listed below, please indicate (in dollars) the approximate amount raised during the last fiscal year, including gifts, signed pledges, and cash. This does not include payments on prior pledges. The total should equal your response to Question #11. Please use numerical format.

- Major Gifts (\$5,000+ from all sources):_____
- Bequest and Planned Gifts:_____
- Direct Mail:_____
- Dues Check-Off:_____
- Special Events:_____
- Online Giving:_____

16. Do you use a dues check-off for your annual fundraising?

- Yes, that's all we use
- Yes, that is one part
- No

17. Do you ask for a specific dollar amount for your dues check-off?

- Yes
- No
- If yes, please provide the specific dollar amount: \$_____

18. How many times a year does your foundation solicit for annual support? _____

2018 Benchmarking Survey Questions contd.

19. Does the association/parent organization make a financial contribution to the foundation (this could include cost of staff, or other operational costs)?

- Yes
- No
- Does not apply

20. Does the association/parent organization make an in-kind contribution (this could include the cost of office space, shared administrative services (HR, Finance, IT)?

- Yes
- No
- Does not apply

21. How is the Foundation/Development Office present at your Association's Annual Conference? (check all that apply)

- Donor ribbons on name badges
- Booth or table where attendees can make a gift
- Sponsors one or more sessions at the conference
- Sponsors a special speaker at the meeting
- Is recognized along with foundation donors at the opening conference session from the podium
- Hosts fundraising events/activities
- Foundation materials available at the meeting
- Provides a donor lounge
- Not present at Annual Conference

2018 Benchmarking Survey Questions contd.

BOARD RELATIONSHIP: For questions 22-27, please use Foundation and Development Advisory Board interchangeably.

22. Does your Foundation share a Board with the Association/Parent Organization?

- Yes, it is overlapping
- No, it is separate
- Does not apply

23. Please indicated the number of:

- Foundation Board members: _____
- Overlapping board members _____

24. Is your Association/Parent Organization's Board active in Foundation fundraising?

- Yes
- No
- Does not apply

25. What is your Foundation Board personal giving policy?

- Required but no minimum
- Minimum gift required to maintain position on the Board
- "Give or get" minimum required to maintain position on the Board
- No gift required
- Strongly encourage but not required

2018 Benchmarking Survey Questions contd.

26. What percentage of your Foundation Board made a contribution to the Foundation in the last fiscal year?

- <50%
- 50%-74%
- 75%-99%
- 100%
- N/A

27. Please provide the average Foundation Board member personal contribution: \$_____

CCS is proud of our partnership with AFG on the
2018 Benchmarking Survey and Report.



We partner with non-profits for **transformational change.**

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