

CRD Partners with AFP and the Center on Nonprofits and Philanthropy at the Urban Institute to undertake Annual Fundraising Effectiveness Surveys

The pilot of the annual Fundraising Effectiveness Surveys was initiated in November, 2006 in conjunction with the Fundraising Effectiveness Project (FEP). CRD became an official sponsor of the FEP this February. The FEP is also sponsored by the Association of Fundraising Professionals (AFP), the Center on Nonprofits and Philanthropy at the Urban Institute in Washington, D.C.; the Center on Philanthropy at Indiana University in Indianapolis; the National Committee on Planned Giving in Indianapolis and the Council for the Advancement and Support of Education (CASE) in Washington, D.C.

The first FEP Survey is measuring growth in giving from 2004 to 2005 and is currently open and will remain so indefinitely in order to have the 2004-05 baseline data be as comprehensive as possible. The URL for the FEP 2004-2005 Survey on Websurveyor is <http://websurveyor.net/wsb.dll/33613/fepsurvey.htm>. Several CRD members have already responded to the survey and all CRD members are encouraged to respond to the 2004-05 survey. The 2005-06 annual survey will be initiated in the spring of 2007.

Respondents to the surveys will get back decision-useful comparative fundraising performance data that support growth-oriented strategic planning and budgeting for their fundraising programs, enabling them to raise more money for their organizations. Access to the survey performance data is free to survey respondents.

To make responding to the survey as easy as possible and eliminate the need for each organization to figure out how to extract the needed data from their respective donor databases, the FEP sponsors are asking the donor software community to provide assistance to their clients. The FEP has sent several emails to every donor software firm it can identify, inviting participation. So far, the following firms have joined the Donor Software Workgroup:

- * The Raiser's Edge (Blackbaud)
- * Donor2/Campus Management Corporation
- * DonorOne (ResourceOne Technologies)
- * DonorPerfect Fundraising Software
- * eTapestry
- * FundTrack Software
- * MatchMaker FundRaising Software
- * Mission Research (GiftWorks)
- * PledgeMaker (SofTrek)
- * ROI Solutions
- * Sage Software
- * Telosa Software (Exceed!)

These firms are assisting with the design of the FEP surveys and are ready to help their clients respond. The FEP is encouraging participation by other software firms. CRD members are encouraged to contact their donor software providers and inquire if they are able to assist with the survey.

For a copy of a concept paper for the survey or more information about the project, please contact Bill Levis, Project Manager at The Urban Institute (qrlevis@aol.com) or Cathlene Williams, Ph.D., CAE, Vice President, Education and Research at AFP (cwilliams@afpnet.org).