

NONPROFIT SURVEY

2011

Executive Summary



CHARITY NAVIGATOR
Your Guide To Intelligent Giving

COMMUNITY • FOUNDATION • OF • NEW • JERSEY

Welcome

“Understanding Our 2011 Nonprofit Survey Results:
The Impact on Your Organization”

Gain critical insights and suggestions for closing the gaps!



Methodology

- Goals
- Delivery Mechanism
- Number/Size of Participants



Thank You

- Sponsors
- Special Thanks



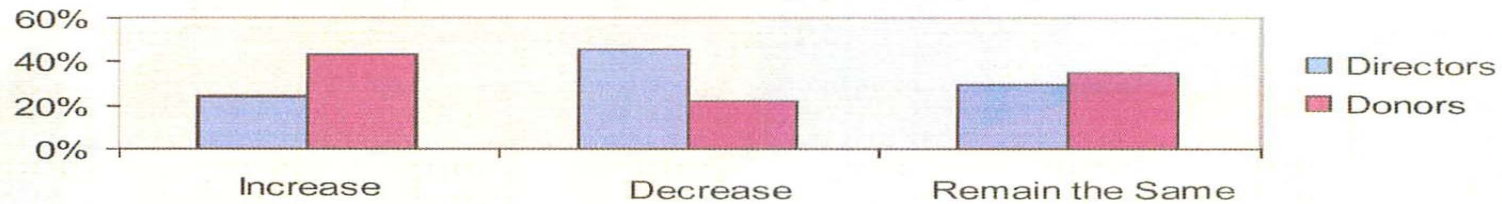
Types of Fundraising

- Grants
- Major gifts or capital campaigns
- Social media
- Fundraisers
- Direct mail
- Golf outings
- Galas

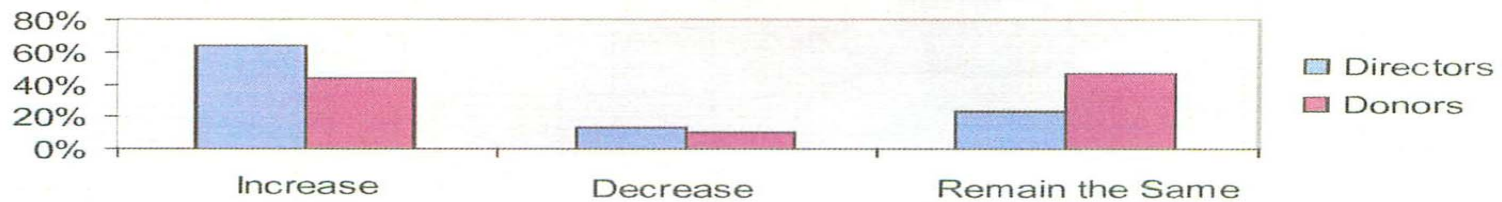


Fundraising

Amount of Donations
Over the Past 12 Months

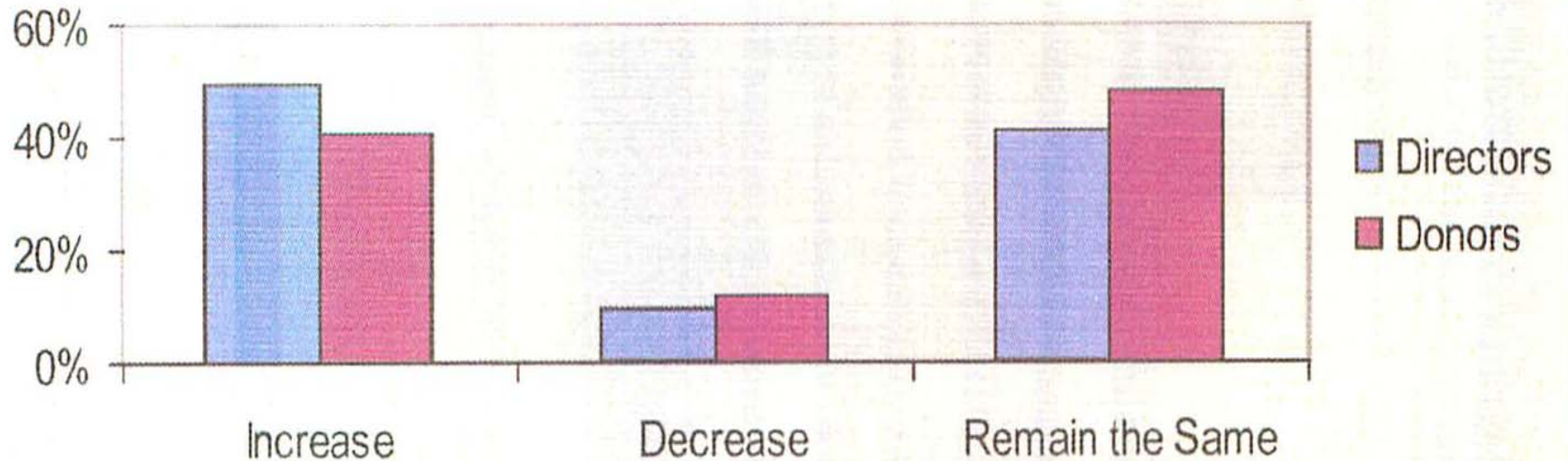


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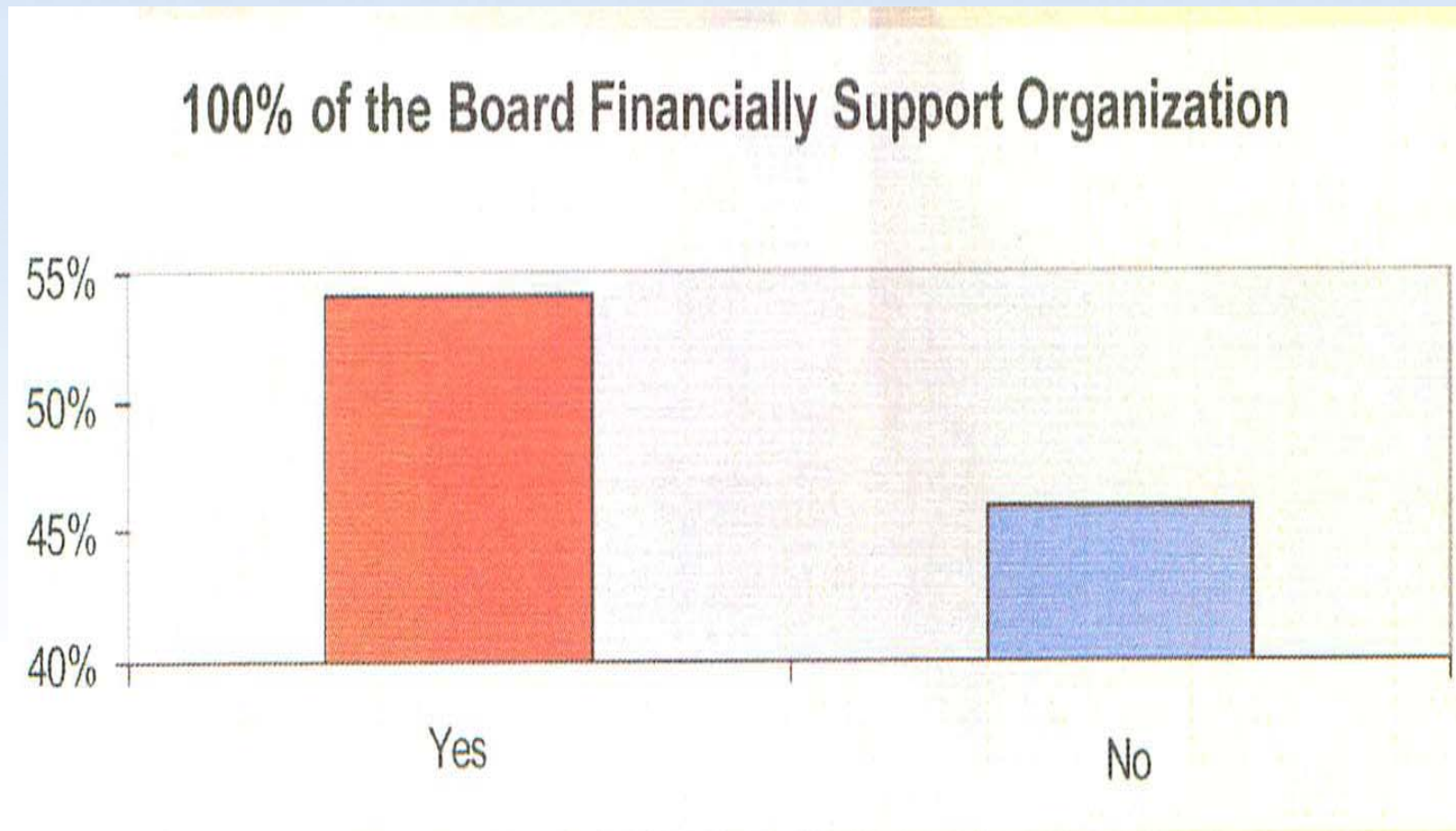


Board and Volunteer Support

Volunteer Time Commitment This Year

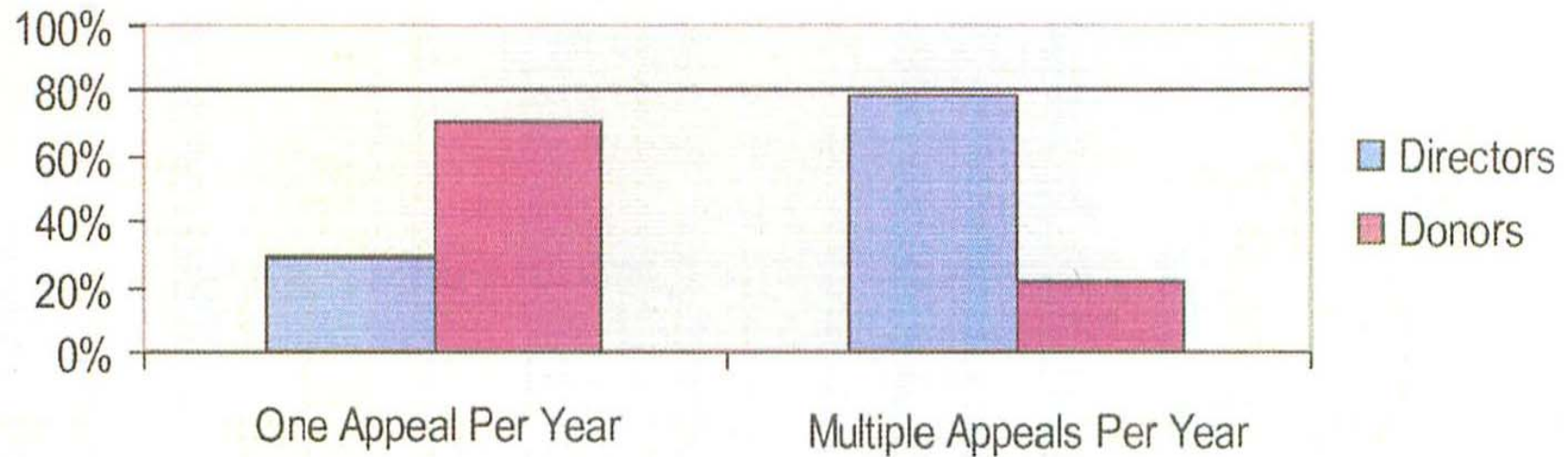


Board and Volunteer Support



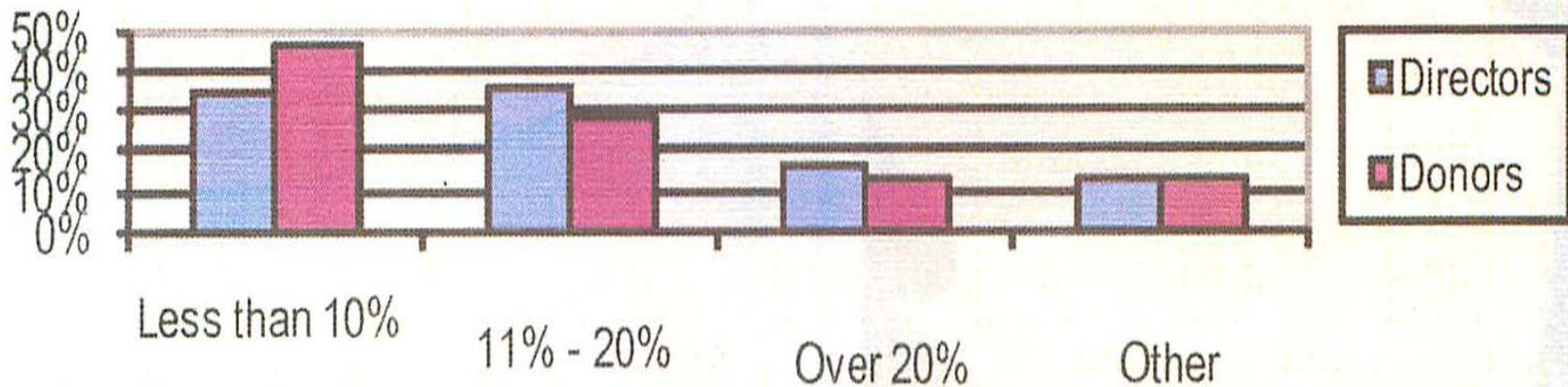
Fundraising

Frequency of Appeals



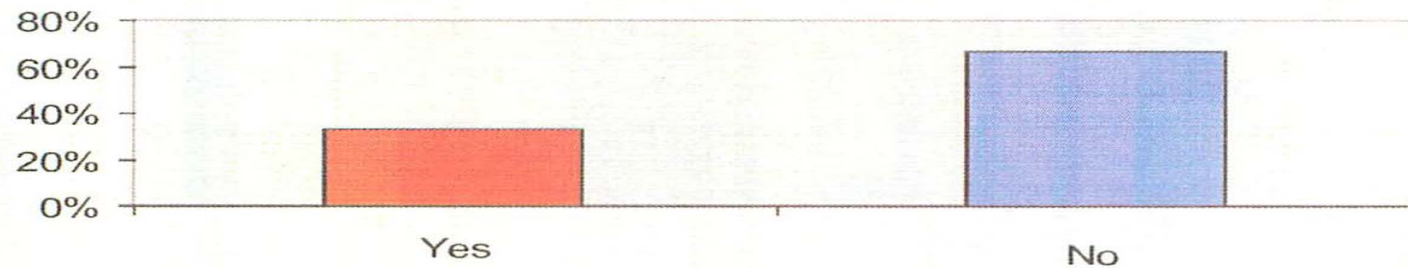
Use of Funds

Percentage of Funds to be Applied to Operating Expenses

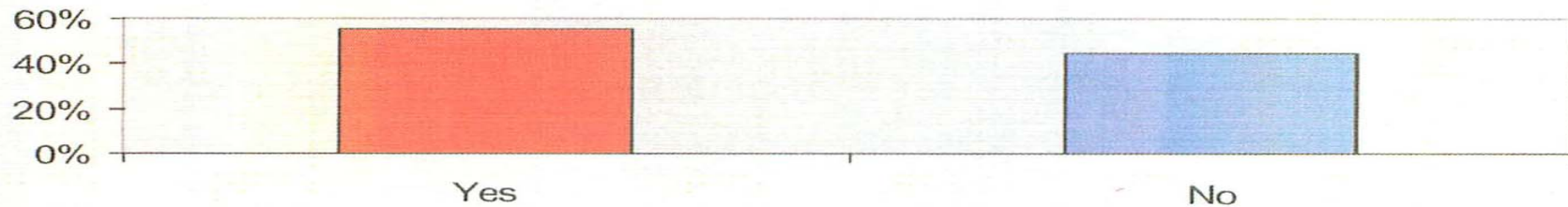


Fundraising - Endowment Funds

Percentage of Organizations with Endowment Funds

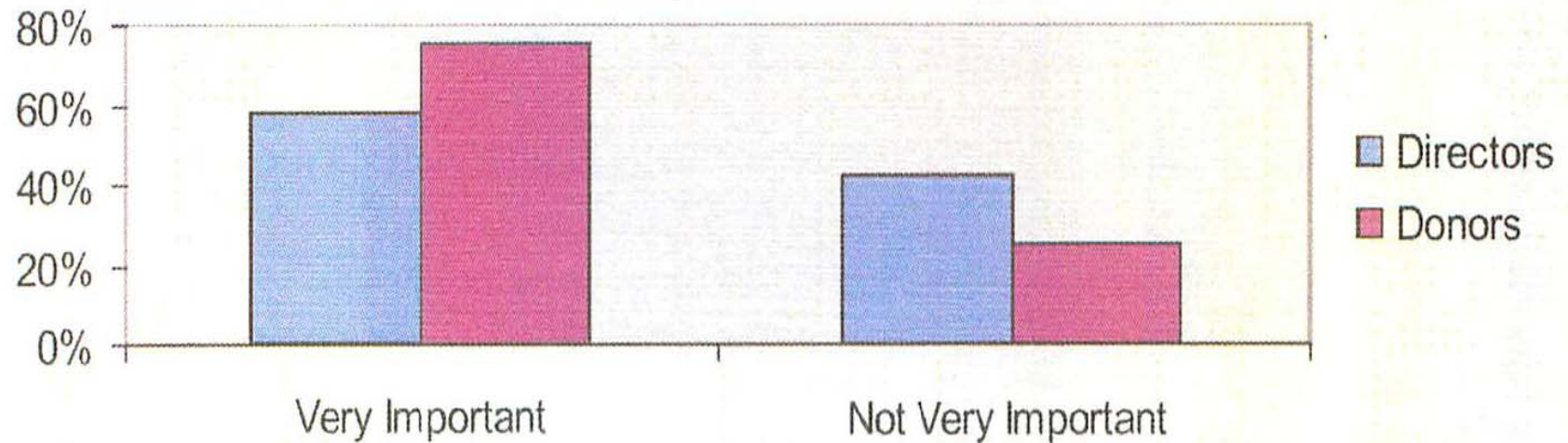


Percentage of Donors who Would be Willing to Donate to an Endowment Fund



Transparency, Accountability, Responsibility

Transparency: Degree of Importance



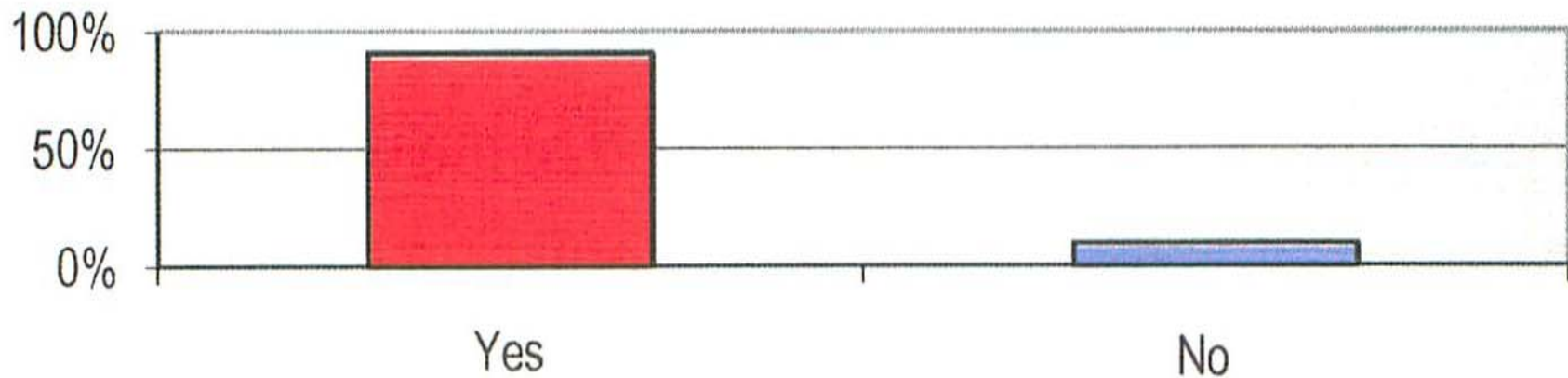
Critical Characteristics

- 24% of donors thought strong leadership was most important, compared to 19% of the Executive Directors
- 15% of donors thought strong fundraising results were most important but only 1% of Executive Directors agreed
- 33% of donors responding thought the impact of the organization on its clients was the number one most important criteria for success but 58% of Executive Directors ranked this as most important



Donor Loyalty

Percentage of Donors who Support One Organization More Than Any Other



Conclusions

- More Donors participated than Executive Directors

Donors = 56%

Executive Directors = 44%

- Donors want to be heard
- No longer quiet contributors



Conclusions

- Recession and slow recovery hurt nonprofit revenue generation
- Public sector, government, corporations and foundations slashed giving
- Burden fell to individuals who account for 75% of all contributions
- Individuals also struck by economy
- Donors paying closer attention to financial details



Conclusions

- Good news – Volunteerism increased
- Optimism prevails – Expectations for increased contributions
- Donors asking hard questions
 - Expect transparency
 - Responsibility
 - Actively designating how funds are spent
 - Using Charity Navigator daily
- Executive Directors need to carefully listen to donors



Questions



Thank you for Participating

THANK
YOU SO
MUCH!

