
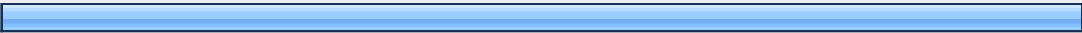
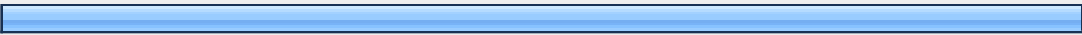





WVDO - Raising Major Gifts and Deepening Donor Relationships During a Recession

1. Background Info			
		Response Percent	Response Count
Name		100.0%	23
Organization		95.7%	22
Position		95.7%	22
		<i>answered question</i>	23
		<i>skipped question</i>	0

2. How many years have you worked in development?			
		Response Percent	Response Count
Less than 5		34.8%	8
6 - 10		39.1%	9
More than 11		26.1%	6
		<i>answered question</i>	23
		<i>skipped question</i>	0



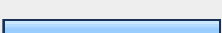

3. How many staff are in your organization's development and marketing/communications departments?			Response Percent	Response Count
Just me			9.1%	2
2 - 5			68.2%	15
6 - 11			4.5%	1
More than 12			18.2%	4
			<i>answered question</i>	22
			<i>skipped question</i>	1

4. What is your organizations total fundraising goal in this current fiscal year to support annual operations and programs?			Response Percent	Response Count
Less than \$499,999			22.7%	5
\$500,000 - \$1,999,999			59.1%	13
\$2,000,000 - \$4,999,999			0.0%	0
\$5,000,000 or more			18.2%	4
			<i>answered question</i>	22
			<i>skipped question</i>	1

5. We are billing the session as being theoretical, practical and interactive. For you, how do you want us to balance the time? Please enter a percent of time, so the three add up to 100%

		Response Percent	Response Count
Theoretical:		100.0%	23
Practical:		100.0%	23
Interactive:		100.0%	23
		<i>answered question</i>	23
		<i>skipped question</i>	0

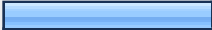

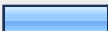
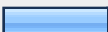
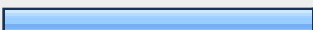

6. In your organization, what is a "Major Gift"?

		Response Percent	Response Count
\$1,000 or more given annually		52.4%	11
\$5,000 or more given annually		19.0%	4
\$10,000 or more given annually or over a number of years		19.0%	4
\$25,000 or more given annually or over a number of years		9.5%	2
		Other (please specify):	1
		<i>answered question</i>	21
		<i>skipped question</i>	2

7. How many individual major donors does your organization have?




		Response Percent	Response Count
Less than 25		13.6%	3
26 - 100		50.0%	11
101 - 499		27.3%	6
500 – 999		0.0%	0
1,000 or more		9.1%	2
		<i>answered question</i>	22
		<i>skipped question</i>	1


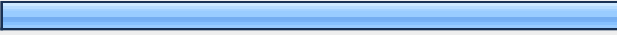
8. What's your organization's major donor renewal rate for the past year?

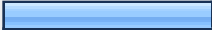
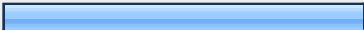
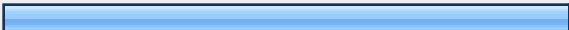
		Response Percent	Response Count
Less than 40%		18.2%	4
40% - 59%		4.5%	1
60% - 74%		9.1%	2
75% - 84%		9.1%	2
85% or better		27.3%	6
I don't know		31.8%	7
		<i>answered question</i>	22
		<i>skipped question</i>	1




9. For your organization, over the past 12 months, have your overall results from all of your fundraising programs resulted in:

		Response Percent	Response Count
An increase in overall giving (# of donors and/or amount given)		45.5%	10
Flat – it's our new normal		40.9%	9
Decrease — and we expect it's here to stay, our new normal		4.5%	1
Decrease — but we expect to rebound		9.1%	2
		<i>answered question</i>	22
		<i>skipped question</i>	1

10. How about your results with individual major gifts?			Response Percent	Response Count
An increase in overall giving (# of donors and/or amount given)			31.8%	7
Flat – it's our new normal			54.5%	12
Decrease — and we expect it's here to stay			0.0%	0
Decrease — but we expect to rebound			13.6%	3
			<i>answered question</i>	22
			<i>skipped question</i>	1

11. In your organization, do you manage other development staff?			Response Percent	Response Count
Yes			45.5%	10
No			54.5%	12
			<i>answered question</i>	22
			<i>skipped question</i>	1

12. If yes, do they do major donor work?			Response Percent	Response Count
Yes			18.2%	4
No			31.8%	7
I don't manage other development staff			50.0%	11
			<i>answered question</i>	22
			<i>skipped question</i>	1

13. During this Advanced Skills Workshop, do you want us to focus on donor constituencies that include:			Response Percent	Response Count
Individual donors			47.8%	11
Individuals plus foundations			8.7%	2
All, including individuals, corporations and foundations			43.5%	10
Add government, too			0.0%	0
			<i>answered question</i>	23
			<i>skipped question</i>	0

14. Please check all of the issues below that you want us to spend some time focusing on:			
		Response Percent	Response Count
Engaging board members and other volunteers in major donor cultivation		86.4%	19
Engaging your CEO in major donor cultivation		50.0%	11
Engaging clinical/medical or equivalent staff in major donor cultivation		22.7%	5
Training staff below you in major donor efforts		40.9%	9
Other (please specify):		9.1%	2
	<i>answered question</i>		22
	<i>skipped question</i>		1

15. Please let us know your current greatest challenges:			
		Response Count	
		19	
	<i>answered question</i>		19
	<i>skipped question</i>		4

16. For the Advanced Skills Workshop to be a good investment of your time and resources, what would be your takeaways:		Response Count
		14
	<i>answered question</i>	14
	<i>skipped question</i>	9

17. I also want the presenters to know:		Response Count
		7
	<i>answered question</i>	7
	<i>skipped question</i>	16