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2012 State of The Not-for-profit Industry

SURVEY SUMMARY REPORT

PRESENTED IN PARTNERSHIP WITH:

Daryl Upsall Consulting International

DEUTSCHER FUNDRAISING VERBAND

centro studi Philanthropy
Associazione di Promozione Sociale

the resource alliance

FUNDRAISING INSTITUTE OF NEW ZEALAND
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Throughout the recent years' global economic uncertainty, not-for-profits around the world have been forced to do more to help the growing numbers of people in need, in a situation where the organisations' resources are not growing fast enough to meet the need. In order to meet this increased demand for services with relatively flat funding, organisations have had to tighten their fiscal belts, requiring not-for-profit leaders to carefully mind their staffing levels and scrutinise their budgets. They have relied on existing donors to carry their funding, while using interactive technologies to reach new supporters and engage with existing supporters. All the while, they have been under a higher amount of scrutiny as donors and other funders have come to expect that they report the impact of charitable dollars.

To gauge the levels of optimism, help not-for-profits benchmark their own practices, and explore successful not-for-profit management strategies, Blackbaud delivers the State of the Not-for-profit Industry Survey. Conducted annually since 2004, this year's survey included questions related to:

→ APPROACHES TO OVERCOMING COMMON NOT-FOR-PROFIT CHALLENGES

→ FUNDRAISING TRENDS

→ USE OF MOBILE TECHNOLOGIES

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SURVEY METHODOLOGY

Invitations to participate in the online State of the Not-for-profit Industry Survey were widely distributed throughout the not-for-profit community and directly to Blackbaud customers through industry newsletters and targeted emails. Responses were accepted throughout June 2012. A total of 1,516 organisations from nine countries responded to the survey.

Because this was a convenience sample, rather than a random sample of the entire not-for-profit community, results may not be statistically representative of all not-for-profits in these countries. However, because of the large number of responses, the results provide a useful basis for benchmarking and analysis.

OVER 1,500 RESPONDENTS
from nine different countries

Most organisations responding to the State of the Not-for-profit Industry Survey were in the human services, healthcare, arts, culture and humanities, or public/society benefit sectors.

The majority of the State of the Not-for-profit Industry Survey respondents have executive/managerial or fundraising/development roles in their organisations. People in these positions are likely very involved in the types of practices and strategies asked about in the survey, so are good informants for this study.

For analysis purposes, each organisation was assigned a size based on their past year's total revenue:

Small organisations

Revenues less than US $1 million

Medium organisations

Revenues US $1,000,000 to US $9,999,999

Large organisations

Revenues US $10 million or more

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EXECUTIVE OVERVIEW

STAFF RECRUITING TRENDS

The percentage of not-for-profits that reported experiencing difficulty recruiting new staff ranged from 33% of organisations in Canada to 73% of organisations in Italy.

- Of those that did experience difficulty recruiting staff, the biggest challenges were in locating employees with the right skill sets and providing adequate funding for positions.
- Organisations that reported ease in recruiting staff said that their top recruitment strategies are maintaining a strong reputation and a mission for which there is a passion in the community.

FUNDRAISING TRENDS

Special events were the most widely reported method to drive individual donations, and respondents in most countries reported that events will continue to be among the top two donation drivers over the next year.

The fastest growing fundraising methods in all countries were social networking, scheduled meetings with prospective donors and peer-to-peer fundraising.

- In addition, not-for-profits reported that scheduled meetings with prospective major donors will increase in importance in the next year and, if plans to implement these strategies hold true, may become more most widely used than special events as a fundraising method in Canada, Germany, the Netherlands and the United States.
- Organisations that reported using several solicitation methods to drive donations reported higher levels of optimism in their ability to increase individual contributions in the next year.

ONLINE GIVING

While the proportion of total donations received online is still relatively small, the majority of organisations that accept online donations report that, over the past 12 months, the proportion of online giving has increased.

Not-for-profits that reported growth in online donations attributed the growth to factors such as:

- The organisation's improved or increased accessibility to its website.
- The organisation's efforts to increase public awareness of online donation options.
- A perceived cultural change towards acceptance of online transactions.
- And the adoption of new software and technologies that make online donation options available and easy to use.

RECRUITING NEW DONORS

The most frequently reported methods for discovering new donors are using personal contacts from staff, volunteers or board members, and prospecting special event attendees.

Using referrals from existing donors was reportedly an important source for discovering new donors, but in many countries this method is becoming less popular than finding donors among social networking followers and website visitors, suggesting that not-for-profits are incorporating more interactive strategies for reaching new donors than in the past.

Organisations successful in retaining existing donors reported constant, ongoing communication with donors as their most effective retention strategy.

Results indicated a positive relationship between prompt acknowledgement of a donation and donor retention rates.

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EXECUTIVE OVERVIEW

MOBILE TECHNOLOGIES

Participating organisations reported that their use of mobile technologies in general operations and fundraising will increase dramatically in the next 12 months - more than doubling in most countries.

1. More than two-thirds of participating organisations in each country will be enhancing their marketing through at least one mobile technology improvement such as:

    1. Enabling their website for mobile browsing
    2. Using QR codes to bring attention to their mission or enable quick access to their donation page
    3. Optimising emails for mobile devices

2. Half of participating US and Australian not-for-profits plan to use all three of these mobile technologies.

3. Among not-for-profits that engage in fundraising, more than one third of organisations in each country reported they will use at least one mobile technology such as using mobile devices to collect funds when outside the office, enabling SMS/text giving, or using mobile devices to access information contained in their donor database in their fundraising operations.

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STAFFING TRENDS

Staffing levels showed modest growth in the past year, although 80% of not-for-profits reported recruiting employees in the previous 12 months. This indicates either that organisations experienced difficulty finding staff when recruiting or that not-for-profits have had high levels of turnover in the past 12 months.

Not-for-profits in New Zealand were the most active in looking for new employees—only 7% said that they had not done any recruiting.

Italian organisations were the least active with 46% of respondents reporting they had not recruited employees in the previous 12 months.

While most participating organisations reported actively recruiting new staff in the past 12 months, many expressed difficulty successfully recruiting.

Organisations in the Netherlands and Italy reported the greatest difficulty; about one-fourth of them found recruiting to be "very difficult."

In Italy, 73% of the not-for-profits found recruiting to be "somewhat" or "very" difficult. Because only slightly more than half of the Italian not-for-profits were actively recruiting, this raises the question of whether they decided not to look for new employees because they expected that they would have a difficult time doing so.

The not-for-profits that had difficulty recruiting reported on their key challenges:

- Locating employees with the right skill sets was the most frequently reported issue in all countries except Canada and Italy, where it was the second most frequently reported issue with recruiting new staff.
- Providing adequate funding for positions was the most frequently reported issue in Canada and Italy and the second most frequently reported issue in all other countries and affected at least half of the not-for-profits in all countries except the United Kingdom and the Netherlands.

The specific challenges faced in staff recruitment varied with the size of the organisation. For large and medium organisations, locating employees with the right skill set was more of a challenge than it was for small organisations. Providing adequate funding for positions was an issue for small and medium organisations, but less so for large ones. Finally, competing for employees with the private sector affected large organisations the most.

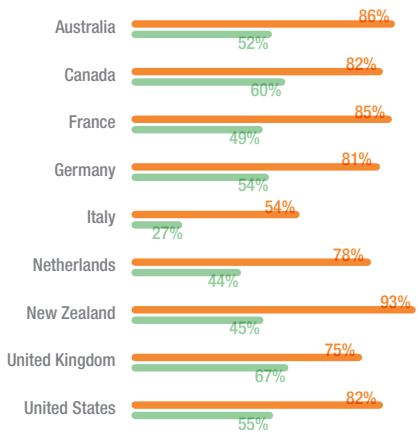
Not all not-for-profits, however, thought recruiting staff was difficult. Organisations that found recruiting to be "very easy" were twice as likely to have increased their headcount as those that reported difficulty with recruiting new staff. The functional areas in which not-for-profits reported the most difficulty recruiting staff were finance, marketing, and programme delivery.

Not-for-profits that were successful in recruiting new staff used a variety of strategies to do so.

By far, the primary strategy used by successful organisations in recruiting is having a strong reputation and a mission for which there is passion in the community. This was the most frequently reported strategy in all countries except Germany were it was the second most frequently reported strategy.

PERCENT OF NOT-FOR-PROFITS WHO RECRUITED STAFF IN THE PAST YEAR

AND THE PERCENT WHO FOUND RECRUITING TO BE EASY



STAFFING TRENDS

Focusing on more personal approaches such as word-of-mouth advertising, strong networking, and using personal contacts and referrals to find employees was also highly effective for organisations that were successful in recruiting new staff.

Not-for-profits in the United Kingdom also reported that hiring from an existing pool of volunteers was a successful method of recruiting new staff.

Not-for-profits in the Netherlands were more likely to prefer Internet strategies such as advertising on their own website or elsewhere online and advertisements in trade publications to recruit new staff than other countries.

Interestingly, organisations in the United States, the United Kingdom and New Zealand cited poor economic conditions, including a high unemployment rate, as creating a competitive job market with a larger pool of qualified candidates competing for positions, making it easier to recruit and hire new staff. While this is obviously not a strategy that not-for-profits can employ, it does suggest this is a popular perception in the not-for-profit sectors of these countries.

The functional areas with the greatest staffing growth overall were fundraising and programme delivery, suggesting that not-for-profits are adding fundraising staff to bring in funds that will boost their abilities to deliver services. Australia led the way in both of these areas. In fundraising, 55% of Australian not-for-profits with fundraising staff increased their fundraising headcount; among those with programme delivery staff, 45% added positions. Only 8% of Australian not-for-profits cut positions in either of these two areas.

In addition, there were several interesting trends reported with regard to fundraising staff.

As would be expected, the more dependent an organisation is on donations, the more fundraising staff it will have. For example, organisations that receive more than 85% of their income from donations are twice as likely to have more than five fundraising staff members as those for which donations account for 10% or less of their income.

Additions to fundraising staff were highest in Australia (55%) and New Zealand (44%) and lowest in the Netherlands (24%) and Italy (25%).

Large organisations were most likely to report increases in fundraising staff (43%), followed by medium organisations (29%). Only 14% of small organisations reported increases in fundraising staff.

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IDENTIFYING AND RECRUITING POTENTIAL NEW DONORS

Organisations that receive revenue from individual and corporate donations reported moderate levels of optimism concerning their ability to recruit new donors. Optimism levels were highest in New Zealand (63%) and lowest in the Netherlands (45%). French not-for-profits had the highest levels of pessimism (12%), while those in Canada had the lowest (0%).

Optimism in attracting new donors varied with the number of methods not-for-profits used to discover and attract new donors.

Overall, organisations that used multiple methods reported higher levels of optimism with their ability to find potential donors than those that used fewer approaches.

Although there were some notable differences by country in the strategies employed to locate potential donors, personal contacts and special events were still the most commonly used strategies in all countries.

- More than two-thirds of organisations in every country except the Netherlands (64%) reported using personal contacts from staff, volunteers or board members to discover new donors.
- More than 90% of organisations in the United States and Canada reported using personal contacts from staff, volunteers or board members to discover new donors.
- More than half of organisations in every country identified special events attendees as potential donors.

The differences by country centred on whether not-for-profits in each country preferred Internet-based approaches such as using social networking/social media followers and website visitors or whether they instead tended to locate new donors by obtaining referrals from existing donors.

- Obtaining referrals from existing donors was a more popular method of finding new donors in the United States, Canada, and Germany than using social networking/media followers or website visitors.
- The reverse was true in the Netherlands and New Zealand where a higher percentage of not-for-profits reported using social networking/media followers or website visitors to locate potential donors than referrals from existing donors.

Once potential new donors are identified, they are recruited to give their first gift. Sometimes, as in the case of special events, identification and "the ask" happen concurrently. More than two-thirds of not-for-profits in each country reported utilising special events to recruit donors, making it the most popular approach in all countries.

- However, there was significant variation by country with regard to other popular methods of recruiting new donors.
- Social networking was the second most frequently reported method of recruiting new donors in New Zealand, Australia, Germany, the United Kingdom and Italy.
- Scheduled meetings with prospective major donors was a popular method of donor recruitment reported by American and Canadian organisations.

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IDENTIFYING AND RECRUITING POTENTIAL NEW DONORS

After special events, Dutch organisations reported that they rely heavily on Internet-based strategies such as peer-to-peer fundraising, social networking, and email to recruit new donors.

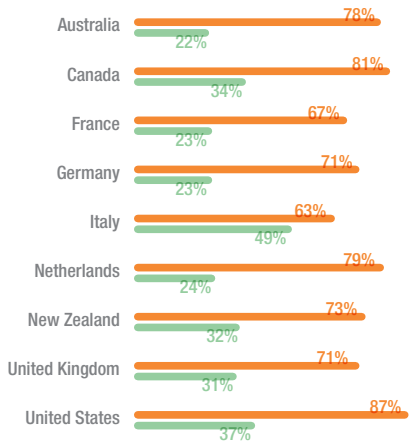
There was considerable variation among countries in the use of direct mail to recruit new donors. It is used by about two-thirds of not-for-profits in the United States, France, Canada, and New Zealand; by about half in Australia and the Netherlands; 44% in the United Kingdom; and fewer than 30% in Germany and Italy.

One thought-provoking finding was that the popularity of donor recruitment methods did not always align with the perceived effectiveness of that method. For example, in many countries social networking was widely used, but very few organisations rated it as being an effective method. It may be that Internet-based donor recruitment methods are relatively low-cost, which means that not-for-profits will use them even if they do not know the effectiveness. Perhaps organisations do not possess the tools to make the connection between social networking followers and donations. On the other hand direct mail is generally considered to be quite effective, but it is not among the most popular methods in most countries.

- Special events were rated the most effective method of donor recruitment in the United States, the United Kingdom, Italy, Germany and New Zealand.
- Direct mail was considered the most effective method in Canada, Australia, and France.
- Not-for-profits in the Netherlands reported that peer-to-peer fundraising was the most effective fundraising method.
- In the UK, slightly more not-for-profits thought scheduled meetings with prospective major donors were more effective than direct mail.

NOT-FOR-PROFITS THAT USE SPECIAL EVENTS TO RECRUIT DONORS

AND THE ONES THAT CONSIDER SPECIAL EVENTS TO BE THE MOST EFFECTIVE METHOD



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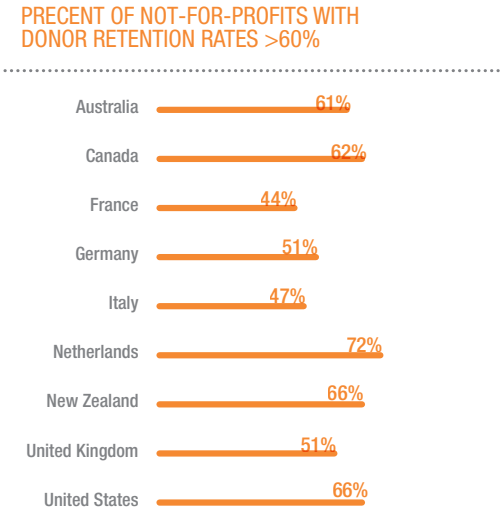
RETAINING EXISTING DONORS

The majority of not-for-profits in all countries except the Netherlands felt positive about their ability to retain existing donors in the next year.

Interestingly, there is not always a direct relationship between reported levels of optimism for retaining existing donors and actual donor retention rates.

To demonstrate, the Netherlands reported the lowest levels of optimism but had the highest donor retention rates. In contrast, French not-for-profits reported the lowest retention rates of any country included, but their optimism levels were relatively high.

When asked what actions are the most effective for retaining donors, participating organisations gave a variety of responses, but one theme did run through all responses – communication.



Keeping donors informed and engaged through regular communication and at events emerged as the overarching approach reported for successfully retaining existing donors. Many of the other actions reported by respondents were variations on this theme. Direct contact through mail and newsletters and personal contact and face-to-face interaction were two of the most frequently reported methods employed by organisations that were successful at retaining donors – both of which may serve to communicate to donors the impact of their contributions.

Prompt gestures of acknowledgment and appreciation were also rated highly. In Italy, rewarding donors with special events and other perks was the top-ranking strategy used to retain donors, and Australian not-for-profits rely on following up with continued asks of regular donors.

In general, not-for-profits that contact existing donors six or more times per year are slightly more confident about donor retention than organisations that contact donors less frequently. This, again, highlights the important role that communication with donors plays for not-for-profits that rely on contributions to fund their operations.

There was also a positive relationship between acknowledgment and donor retention.

The countries with the highest percentages of not-for-profits reporting donor retention rates of over 80% tended to thank their donors within 10 days of receiving a donation.

$ FUNDRAISING TRENDS

Many not-for-profits feel that they will be able to grow individual contributions in the next twelve months. Canadian not-for-profits were the most likely to be "very optimistic." Not-for-profits are using multiple fundraising methods to drive these contributions.

Optimism levels varied with fundraising staffing levels and the number of methods a not-for-profit uses to raise funds, indicating that investment in fundraising drives confidence.

- Not-for-profits with two or fewer full time fundraising staff members tended to be less optimistic than organisations with more fundraising staff.
- Organisations that reported using several solicitation methods to drive donations reported higher levels of optimism with regard to their ability to increase individual contributions in the next year.

For example: In Australia, optimism levels drop from 62% overall to just 44% for not-for-profits that use fewer than five fundraising methods.

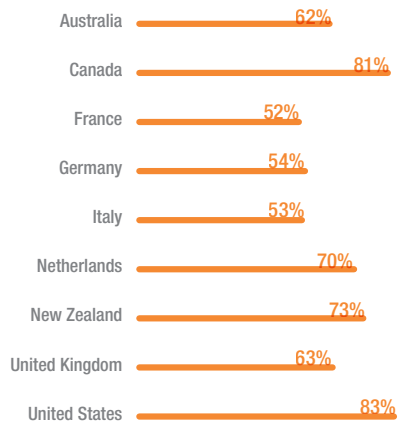
In New Zealand, optimism levels increase from 73% overall to 86% for those who reported using five or more fundraising methods.

The methods not-for-profits reported utilising to drive individual donations over the 12 months varied by country.

- Special events was one of the top two methods used to drive individual donations in all countries except Canada and France.
- Email was the most frequently reported method used to drive individual donations in Italy and the Netherlands and ranked among the top three methods in all countries except Germany.
- Direct mail was the most frequently reported method for fundraising in France and Canada and the second most frequently reported method in the United States.
- Not-for-profits in Australia and New Zealand relied heavily on social networking to drive individual donations.

Another interesting fundraising trend found was that the number of fundraising methods employed by not-for-profits varies considerably between countries. For example, in France only 53% of organisations reported using four or more

PRECENT OF NOT-FOR-PROFITS THAT ARE OPTIMISTIC TOWARD GROWTH IN INDIVIDUAL CONTRIBUTIONS



fundraising methods while in the US 88% of participating not-for-profits reported using four or more methods. This suggests that some countries take a more diversified approach to fundraising than others.

There are several methods of fundraising that, while not among the most used now, not-for-profits reported they expect to be using in the next 12 months. In almost all countries, the three methods that will see the most growth over the next 12 months are scheduled meetings with prospective major donors, peer-to-peer fundraising, and social networking.

Scheduled meetings with prospective donors will see the highest growth in France and Italy, where 38% and 36% of the not-for-profits, respectively, plan to use this method in the next 12 months.

Peer-to-peer fundraising will grow most in Germany, Canada and Italy.

Italy and France reported they will increase their social networking efforts, with 31% and 28% of Italian and French not-for-profits planning to use it in the next twelve months.

Countries such as France and Italy that reported using fewer fundraising methods in the last 12 months will see the most growth in the number of methods used to drive individual donations in the next year.

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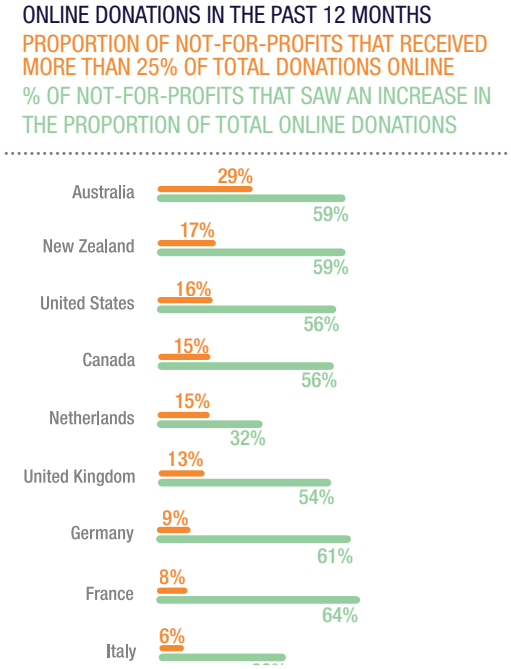
ONLINE GIVING

The ability of not-for-profits to receive donations online has without a doubt increased their fundraising potential, but online fundraising still represents a small fraction of donation income. The majority of not-for-profits that accepted online donations in the past 12 months reported receiving 5% or less of donations online.

While the proportion of total donations received online is still relatively low, the vast majority of participating organisations reported that, over the past 12 months, the proportion of giving that is done online has increased. Online donations seem to be growing the fastest in France and Germany where over 60% of participating organisations reported increases. Online donations may be growing at a slower rate in the Netherlands and Italy where less than 40% of organisations reported increases over the past 12 months.



THE ORGANISATIONS SUCCESSFUL IN GROWING ONLINE DONATIONS REPORTED THAT THE TOP FACTORS LEADING TO THAT GROWTH WERE:

- Organisational focus on improving its website, or increased accessibility to its website.
- Efforts to increase public awareness of online donation options through improved strategic communications, including emails and newsletters.
- A cultural change towards acceptance of online transactions in general, including online donations.
- Adopting new software and technologies to make online donation options more available and easier to use.

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MOBILE TECHNOLOGY

According to those organisations that participated in the study, the use of mobile technologies in fundraising and marketing will experience explosive growth, in most cases more than doubling in the next 12 months.

CURRENT USE

Over 30% of not-for-profits from New Zealand, Australia, France and Canada reported having the organisation's website enabled for mobile browsing, making this the most widely used mobile technology among respondents from these countries.

Optimising email messages for viewing on mobile devices was also frequently utilised by organisations in the United States (29%), Australia (26%), Canada (24%), and Italy (20%).

The use of QR codes to highlight the organisation's mission or to enable donations was most frequently used by organisations in Germany (27%) and the United States (22%).

MOBILE TECHNOLOGY

PLANNED USE

With the emergence of mobile technology, not-for-profits are beginning to embrace mobile in their marketing efforts including optimising email messages for mobile use, designing their website to enable mobile browsing and using QR codes to bring attention to their mission and enable quick access to their donation page. Additionally, not-for-profits are incorporating mobile in their fundraising efforts to access donor information and/or collect funds while outside the office as well as enabling SMS/text giving by donors.

More than 40% of not-for-profits in each country plan to enable their website for mobile browsing in the next 12 months.

Organisations in New Zealand (49%), Canada (43%) and Australia (42%) were the most likely to report they plan to use QR codes to bring attention to the organisation's mission or enable quick access to their donation page in the next 12 months.

With the exceptions of France and Germany, more than a third of not-for-profits in each country reported they plan to optimise their email messages for mobile devices in the next 12 months.

Some growth will be quite dramatic. While only 1% of Australian not-for-profits reported they currently use SMS/text giving in fundraising efforts, 39% plan to do so over the next year.

By combining current use of mobile technologies with projected use, we can get a sense of how much growth the not-for-profit sector will experience with regard to their use of mobile technologies. If these trends hold true:

- The use of QR codes will more than double in all participating countries.
- At least one mobile technology will be used by 67% of participating not-for-profits in France and 84% of participating organisations in the United States and Australia.
- In one year, half of participating American and Australian not-for-profits plan to use all three general mobile technologies.
- In all countries except the United Kingdom, the majority of organisations reported they do not currently use mobile technologies such as enabling SMS/text giving, the use of mobile devices to collect funds outside of the office, or the use of mobile devices to access information in their donor database in fundraising efforts. However, many not-for-profits reported they are planning to increase their use of mobile technologies in their fundraising efforts going forward.

Organisations in the United States (48%), Canada (44%) and Australia (40%) reported the highest levels of use or planned use with regard to using mobile devices to collect funds when outside of the office.

Over a third of organisations that reported receiving income from individual and corporate donations reported they plan to use at least one mobile technology in fundraising in the next 12 months.

Organisations in the United Kingdom (58%), New Zealand (50%), and the Netherlands (44%) reported the highest levels of use or planned use of SMS/text giving.

Organisations in the United States (41%) and Australia (41%) reported the highest use or planned use of using mobile devices to access information contained in their donor database followed by organisations in New Zealand (38%) and Canada (35%).

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SURVEY DISTRIBUTION AND PARTNERS

The State of the Not-for-profit Industry survey is managed by Blackbaud and disseminated via a unique collaborative worldwide network of not-for-profit country institutes, associations and NGOs including: L'Association Française des Fundraisers, Centro Studi Philanthropy, Deutscher Fundraising Verband, Fundraising Institute of New Zealand (FINZ), The Resource Alliance, The Fundraising Institute of Australia (FIA) and Daryl Upsall Consulting International. More information on each participating organisation follows.

ABOUT BLACKBAUD

Serving the not-for-profit and education sectors for 30 years, Blackbaud (NASDAQ: BLKB) combines technology and expertise to help organisations achieve their missions. Blackbaud works with more than 27,000 customers in more than 60 countries that support higher education, healthcare, human services, arts and culture, faith, the environment, independent education, animal welfare, and other charitable causes. The company offers a full spectrum of cloud-based and on-premise software solutions, and related services for organisations of all sizes including: fundraising, eMarketing, social media, advocacy, constituent relationship management (CRM), analytics, financial management, and vertical-specific solutions. Using Blackbaud technology, these organisations raise more than $100 billion each year. Recognized as a top company by Forbes, InformationWeek, and Software Magazine and honored by Best Places to Work, Blackbaud is headquartered in Charleston, South Carolina and has employees throughout the US, and in Australia, Canada, Hong Kong, Mexico, the Netherlands, and the United Kingdom.

Blackbaud partnered with the Improve Group to conduct analyses and write the summary report.

ABOUT PHILANTHROPY CENTRO STUDI

Philanthropy Centro Studi is a Research Centre of the University of Bologna dealing with Not-for-profit, Fundraising, and Social responsibility based on interdisciplinarity. This is an excellence center combining research and daily work of third sector professionals.

Philanthropy Centro Studi:

- Organises training courses based on people needs
- Manages a series of information channels on fundraising and its tools
- Provides consultancy services for the development of fundraising plans
- Makes research on fundraising and social responsibility cooperating with the most important university centres on not-for-profit on a global scale.

Philanthropy's president is Dr. Valerio Melandri, Director of the Master Post-Graduate in Fundraising, University of Bologna. For more information, visit www.philanthropy.it.

ABOUT DARYL UPSALL CONSULTING INTERNATIONAL

Daryl Upsall Consulting International is a unique international agency offering a comprehensive range of services to charities, universities, cultural institutions and UN agencies. Their extensive worldwide network of associates means we can provide a truly global service to the non-profit sector. They bring to their clients the experience of 28 years of working in over 45 countries for many of the world most prestigious organisations. Their staff and associates include many of the most senior and experienced professionals in fundraising, management, strategic planning, recruitment, research, advocacy and communications. They are proud of our reputation for innovation, dedication and commitment to excellence. For more information, visit http://www.darylupsall.com/.
Blackbaud partnered with the Improve Group to conduct analyses and write the summary report.

ABOUT THE FUNDRAISING INSTITUTE OF NEW ZEALAND (FINZ)

The Fundraising Institute of New Zealand (FINZ) is the professional body for those employed in or involved with fundraising, sponsorship, and events in the not-for-profit sector. Their aim is to promote and uphold professional and ethical fundraising and encourage the development of philanthropy in New Zealand. The Fundraising Institute of New Zealand serves:

- Organisations providing services and raising funds in the charitable and not-for-profit sector.
- Fundraisers and volunteers employed to assist charitable organisations to achieve their mission.
- The public of New Zealand who donate funds and obtain services from charitable organisations.

For more information, visit www.finz.org.nz.

ABOUT L'ASSOCIATION FRANÇAISE DES FUNDRAISERS

The Association Française des Fundraisers is the professional membership body for French fundraisers. Its mission is to support fundraisers, through training, education, ethical codes, and best practice guidance, representation, standards-setting, and updated information. It promotes fundraising as a career choice. For more information, visit www.fundraisers.fr.

ABOUT THE GERMAN FUNDRAISING ASSOCIATION

(Deutscher Fundraising Verband)

The German Fundraising Association is a professional association representing and serving the needs of fundraisers throughout Germany. Founded in 1993, it currently has ca. 1350 members and is thus the second largest professional association for fundraisers in Europe. Supporting the professional development of fundraisers and maintaining ethical standards for fundraising in Germany are two primary goals of the German Fundraising Association. The German Fundraising Association is an active member of the European Fundraising Association (EFA). For more information, visit http://fundraisingverband.de.

ABOUT THE RESOURCE ALLIANCE

The Resource Alliance is an international not-for-profit organisation helping to build the capacity of not-for-profit organisations to mobilise support for their causes and achieve greater financial sustainability. It achieves this through international and regional workshops, through knowledge sharing via our website and publications, through awards in best practice, through accredited qualifications, via publications, and through our consultancy services. These activities equip NGOs around the world with the skills, knowledge and resources to mobilize local support. The flagship activity of the Resource Alliance is the International Fundraising Congress, held annually in Holland for the last 30 years and recognized globally as the best fundraising conference in the world. The Resource Alliance is a UK registered charity and has 501(c)(3) status in the US, with regional staff members in India, Uganda, Brazil, and the Czech Republic. For more information, visit www.resource-alliance.org.

ABOUT THE FUNDRAISING INSTITUTE OF AUSTRALIA (FIA)

The Fundraising Institute Australia (FIA) is the national peak body representing professional fundraising in Australia. FIA keeps organisations in touch with their colleagues, provides monthly professional development opportunities, mentoring for new members, advisory services, news, job opportunities and other general information. They also investigate trends and issues of significance to the sector and act on member's behalf to consult with industry and government in setting standards for fundraising practice. They exist to make the world a better place by advancing professional fundraising through:

- Advocacy of standards
- Professional development pathways
- Measurable credentials

For more information, visit http://www.fia.org.au.