

# HOW NONPROFITS WITH ANNUAL FUNDS RAISE MORE

70% OF ORGANIZATIONS HAVE AN ANNUAL FUND



**LARGER ORGANIZATIONS** (\$250,000 BUDGETS & GREATER)

ARE MORE LIKELY TO HAVE ANNUAL FUNDS

Organizations that have an annual fund are more likely to be on track with their fundraising goals than those without:



77%

ORGANIZATIONS WITH AN ANNUAL FUND ARE ON TRACK

VS

57%

ORGANIZATIONS WITHOUT AN ANNUAL FUND THAT ARE ON TRACK



ORGANIZATIONS WITH

RETENTION RATES OF **50%+**

AND

UPGRADE RATES **5%+**

ARE MORE LIKELY TO

✓ BE ON TRACK WITH FUNDRAISING GOALS

✓ RAISE MORE IN ANNUAL FUND GIFTS

## SIZE MATTERS

Larger organizations, by budget, are more likely to have annual fund, more likely to have gift clubs, and if both, more likely to be on track to meet goals.

PERCENTAGE WITH AN ANNUAL FUND BY BUDGET SIZE

Less than \$1 Million

64%

\$1 Million and Up

71%

OF THOSE WITH ANNUAL FUND, PERCENT THAT HAVE GIFT CLUBS OR LEVELS

Less than \$1 Million

36%

\$1 Million and Up

56%



## HOW DO GIFT CLUBS AND BENEFITS STACK UP?

< \$1 Million	\$1 Million +
64%	80%
67%	83%
58%	81%
59%	41%

OF ORGANIZATIONS IN GROUP, THE PERCENTAGE THAT ARE MEETING FUNDRAISING GOAL ...

- HAS GIFT CLUB
- HAS GIFT CLUB, WITH BENEFITS
- HAS GIFT CLUB, NO BENEFITS
- DOES NOT HAVE GIFT CLUB

**SMALLER ORGANIZATIONS** WITH GIFT CLUBS

HAD NO SIGNIFICANT ADVANTAGE IN MEETING THEIR GOAL

**LARGER ORGANIZATIONS** WITH GIFT CLUBS

ARE FAR MORE LIKELY TO REACH THEIR GOAL

## HOWEVER

FOR BOTH LARGE AND SMALL ORGANIZATIONS, OFFERING GIFT CLUB BENEFITS MADE NO DIFFERENCE IN REACHING A FUNDRAISING GOAL

THE MOST FREQUENT BENEFIT WAS **SPECIAL EVENTS** ORGANIZED EXCLUSIVELY FOR DONORS (often donors above a certain level)

HOWEVER, IN THIS STUDY SPECIAL EVENTS FOR DONORS DID NOT CORRELATE WITH MEETING FUNDRAISING GOALS



THANKING DONORS AND ENGAGING THEM IN ACTIVITIES THAT HELP THEM CONNECT WITH THE ORGANIZATION'S MISSION CAN ACTUALLY GO A LONG WAY FOR STEWARDSHIP AND BUILDING LOYALTY

\* THIS FINDING NEEDS MORE RESEARCH (as these events are often significant for educating donors)

In mid-2013, the Nonprofit Fundraising Survey looked especially closely at the links between having an official annual campaign—a fundraising drive to raise funds for the current year's operating expenses—and overall fundraising success, measured by meeting, or being on track to meet, fundraising goals. This graphic shows what was found.



### NONPROFIT RESEARCH COLLABORATIVE

Association of Fundraising Professionals, Association of Philanthropic Counsel, CFRE International, Campbell Rinker, Giving USA Foundation, National Center for Charitable Statistics, Partnership for Philanthropic Planning

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