



AFP Membership Survey 2021 Summary of Results

Member Information

Makeup of Survey Respondents

- Number of respondents: 69
- Respondents had varying levels of experience in fundraising, with the majority having 16+ years (40%) or 3-6 years (22%).
- 28% of respondents had been a member of AFP (any chapter) for 3-6 years, and 26% had been members for 2 years or less.
- Only 10% of respondents hold specialized fundraising positions (grant-writing, major gifts, etc.). The majority of respondents hold generalist fundraising positions, with 36% identifying as a development director/top fundraising professional at their organization.

Employer Information

- 33% of respondents work in social services, and 14% work in education (excluding higher ed). Remaining respondents identified their sectors as (in order of # of responses) arts & culture, higher ed, health, or other. The majority of respondents who selected 'other' identified as consultants.
- 35% of respondents' organizations have budget sizes from \$1 million-\$4,999,999. 16% of respondents' organizations have budget sizes greater than \$10 million. Remaining respondents identified their organization's budget size as (in order of # of responses) \$5-\$10 million, \$500k-\$999, <\$500k.
- 44% of respondents raised \$1 million-\$4,999,999 in contributed revenue in the most recently completed year. 15% raised \$5-10 million, 12% raised \$500k-\$999, 9% raised <\$500k, and 9% raised >\$10 million.
- 29% of respondents' organizations have 2-3 FTE fundraisers, 26% have 4-6, and 23% have 7+. The remaining had 1 or <1 FTE fundraisers.

Biggest Professional Concern

Respondents consistently described their concerns with acclimating to a post-pandemic world, including: adapting to new donor expectations, hybrid work/donor relationships, and best ways to fundraise post-pandemic. Other concerns included:

- Burnout, being spread too thin, compensation
- Hiring and retaining strong fundraisers/lack of mid-level talent
- Capital campaign
- Fundraising growth: number of donors, \$ raised, annual fund growth, etc.
- Developing a major gift program
- Networking/feeling connected to peers
- Determining next career move

Membership Feedback:

- 54% of respondents rated the value of their AFP membership as very good.
- Respondents joined AFP primarily for the networking (70%) and programming (44%).
- The majority of respondents' employers pay for their membership (70%) and for programming fees (65%). A few members began paying for their membership/programming as a result of COVID-19.
- In the last year, 47% of respondents attended 1-3 AFP events and 38% attended 4 or more. Members that attended fewer programs cited scheduling or program topics as the primary reasons. A number of members indicated that virtual programming was easier for them to attend.
- The majority of respondents rated the following types of AFP programs as very good: monthly programs, partnered events, virtual member socials, National Philanthropy Day, affinity groups, AFP webinars, and Diversity Dialogues Discussion/Book Group. The majority of respondents rated the Diversity Dialogues Series as excellent.
- Respondents rated the following member benefits as very good: mentoring program, scholarships, CFRE (study groups/reimbursements), committee participation, and local member communications. Respondents rated the following member benefits as average: AFP Member Forum on Facebook, membership directory, national member communications.
- When asked what the most valuable part of their AFP membership was, respondents noted: networking, collaborative thinking, educational programs, access to resources, and affinity groups.

Future Programming:

- Respondents identified the following topics as interest areas for future AFP programs: stewardship, major gifts, managing a team, board recruitment and engagement.
- Respondents prefer lunch time for virtual programs (73%) and for in-person programs (78%).
- 62% of respondents would like to attend an organized program quarterly.
- 34% of respondents are ready to return to in-person programming ASAP, 28% are ready to do so this summer, and 33% in fall/winter of 2021.
- 77% of respondents hope for a mixture of in-person and hybrid programming post-COVID, and 23% hope for entirely in-person programming.