

Welcome

Thanks for taking part in this year's Individual Donor Benchmarks survey! We've redesigned the survey to make it easier for you to complete, and to give you instant calculations for the data you submit. If you have any questions about the form or the survey, please contact Heather Yandow at 919.780.4117 or [heather \(at\) thirdspacestudio.com](mailto:heather@thirdspacestudio.com).

To get started, please enter your email address and organization name. We will use your email address to be in touch with any questions about your data, but we will never share it.

If you'd like to take a look at the questions before you begin, please click [here](#) for a PDF version of the full survey.

Email:

What is the name of your organization?

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Your Results

Please answer the first set of questions for the calendar year 2013, or your most recently completed fiscal year. Please do not include non-numeric characters such as dollar signs (\$) or commas (,).

1. What was your organization's total income/revenue in 2013?

2. What were your organization's total expenses in 2013?

3. What is the total amount raised from individuals in 2013? Please include online and offline donations from direct mail, email, major donors, and other individual donor strategies.

4. How many individuals donated in 2013?

5. How much did you raise online from individuals in 2013? Please do not include recurring (monthly, quarterly, etc) in this total.

6. How many people gave online in 2013?

7. How much was given through recurring (monthly, quarterly, etc) donations in 2013?

8. How many people made recurring donations in 2013?

9. How much did you raise from people giving \$1,000 or more in 2013?

10. How many people made gifts of \$1,000 or more in 2013?

11. Does your organization offer memberships? Yes No

If yes, what are the levels of membership:

12. Did you use the 2013 calendar year to answer the above questions? Yes No

If no, what time period did you use?

This next set of questions focuses on your results in 2012 (or your corresponding fiscal year).

13. What was your organization's total income/revenue in 2012?

14. What was your organization's total income from individual donors in 2012?

15. What was your organization's total income from online donations in 2012?

16. Over the past five years, how has your organization's dependence on foundations changed?
 Greatly reduced Reduced Same Increased Greatly increased Do not know

Comments:

Your data is beautiful. If you are happy with it, you may want to print and then continue on to the Your People Page.

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Your People

1. How many people are on your email list? Choose the list most commonly used for e-newsletters, action alerts, etc. Feel free to estimate.

2. How many people like your organization on Facebook?

3. How many people are on your postal mail list? Choose the list most commonly used for newsletters, direct mail appeals, etc. Please feel free to estimate.

4. How many total Full-Time Equivalents did you have on staff in 2013? A Full Time Equivalent is equal to one person working a full week. For example, if you have a full-time Executive Director, a three quarters time program staffer, and a half-time administrator, then you have 2.25 Full Time Equivalents on staff. Please use this definition in the below questions.

5. How many total Full-Time Equivalents were devoted to individual donor fundraising in 2013? Do not include marketing, communications, grantwriting, volunteer management, event planning or other activities not directly focused on individual donor fundraising. If individual donor fundraising work is 50% of someone's full-time job, that is 0.5 FTE.

6. How many total Full-Time Equivalents worked on communications and marketing in 2013?

7. What is the title of the person primarily responsible for individual donor fundraising?

8. What is the approximate annual salary of your lead individual donor fundraiser? Please feel free to estimate.

9. How long has your lead individual donor fundraiser been on staff in this position?

10. How many Board members did you have in 2013?

11. How many of your Board members actively participated in fundraising during 2013 (or your last completed fiscal year)? Active participation includes activities like providing introductions to donors, attending major donor meetings, soliciting donors by phone, writing personal letters to friends, among other significant activities. It does not include writing notes on annual appeals or making thank you phone calls (although those are good things).

12. How many volunteers (other than Board members) are actively involved in individual donor fundraising? Please use the description of 'active' above.

13. How many face-to-face meetings did you have in 2013 to cultivate, ask for donations, or thank for support? Feel free to estimate.

14. How many different people were actively involved in these meetings?

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Organizational Background

Please tell us a little more about your organization. This information will help us interpret the data and give you more personalized results.

1. On what issues does your organization focus its work? Please choose all that apply. Categories are from Giving USA.

- Environmental/conservation
- Public-society benefit
- Health
- Human services
- Education
- Animal Welfare
- International
- Arts, culture, and humanities
- Other

If you chose 'other', please specify:

2. What strategies does your organization use to pursue its mission? Please choose all that apply.

- Public policy advocacy
- Organizing
- Direct service
- Capacity building
- Other

If you chose 'other', please specify:

3. Are you actively using any online fundraising platforms (Razoo, Crowdrise, FirstGiving, etc.)? If so, which ones?

4. What is the name of your primary fundraising database?

5. On a scale of one to five, how much do you like your database?

- 1: I love it! 2: I like it. 3: It's okay. 4: I don't really like it. 5: I hate it! Not applicable.

Why did you rank your database in this way?

6. On a scale of one to five, how easy was it to get the data for this survey from your database, and other data sources?

- 1: Super easy. 2: Easy. 3: Easy for some things, harder for others. 4: Hard. 5: Very hard. Not applicable.

Why did you rank your database in this way?

7. How long did it take you and/or your staff to gather this data and complete the survey?

8. What is your organization's zip code? If you have several locations, use the zip code for the main office.

9. At what level is your individual donor fundraising primarily focused?

City or county Multi-county region of the state Statewide Multi-state National International Other

If you chose 'other', please specify?

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