

Surveys

Advancement and Development Services Professionals



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What's On!



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Advancement and Development Services Professionals

Survey background information:

For many months, over 2 dozen of your colleagues in the field of advancement and development services have been working diligently to form a new professional association that specifically focuses on who we are and what we do.

A mission statement has been drafted as well as an outline of goals. Several committees have been working on bylaws, marketing and branding, and various other issues. We've had initial discussions with existing professional organizations and have already approached CASE which yielded a very positive response. A second meeting with CASE leadership is scheduled for this October in Washington, DC. Some working committee members are involved with APRA and, in addition, we recently had a preliminary conversation with a member of ADRP.

But our efforts are just beginning and we now need your help.

A survey has been developed that we hope will tell us if we're on the right track and can continue to lay the groundwork for the road ahead.

It is a major step towards finalizing the creation of an organization and your input and feedback are critically important. Please take a few minutes to [complete this survey and share your thoughts and ideas](#).

Thanks in advance for your help and assistance and we look forward to your ideas.

From the working committee members:

Lynne Becker
Joseph Calger
Mark A. DeFilippis
Brian Dowling
Scott Fendley
Gail Ferris
Wendy L. Gasparri
Bill Green
Alan Hejnal
April Hopkins
Charlie Hunsaker
Ann Kaplan
Liz Landry
Anita Lawson
Jonathan Lindsey
Erin Moran
Amy Phillips
Christina Pulawski
Mike Reopell
Pam Rollins
Jeff Shy



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John Taylor
Scott Taylor
Stephanie Taylor
Jon Thorsen
Jennifer Warwick
Robert Weiner



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1. Would you be interested in membership in a professional organization for those in the field of advancement/development services?

Very interested:	249
Somewhat interested:	72
Not interested:	9
Interested, depends on benefits:	178

2. What services would you like such an association to offer?

Conferences, Workshops, Training	462
Listserv or Message Boards	391
Advocacy for the Profession	358
Policy Guidance	354
Job Searches and Resume Posting	353
Ethical Guidance	338
Online community	292
Mentoring	274
Newsletter	268
No response given	10

3. Any other services not listed in the previous question?

- Would be good to have a certification program.
- Networking opportunities
- Technical resource, perhaps not having all the details but pointing to resources for issues like workflow, document management, MS ----Technical Directions, interface standards, etc.
- subcommittees related to specific packages such as RE, etc might be helpful to some.
- Standardized definitions and objectives for development services or advancement services and determination of they really are the same profession.
- Standard documentation like Job Descriptions., RFPs etc. - - similar to what is in historical FUNDSVCS docs, but more formalized, catalogued. -Knowing the FUNDSVCS community, plenty of people would contribute.
- sponsored best practice research
- Skill sets and possibly certification
- Segmented to business. We are a non-profit holistic educational center.
- sample documents - policies, etc.
- Salary surveys that reflect what Advancement Services professionals make across the country. I am in a situation where I am at one of the richest schools in the region, but am the lowest paid researcher in my state.
- Salary levels guidance
- Resource listings, product evaluations / commentary
- Research on best practices, issues on right/wrong and legal vs. just most-common/best practice.
- Publications, such as Accounting FASB/GASB and IRS reference material
- Publications (beyond newsletter)
- Promotion of and advancement of Information Technology in the non profit sector.

-Organization seems like one of those ideas whose time has come. --What about an opportunity to consider/discuss what we do from a societal perspective? One example, our collective databases present interesting possibilities for a kind of virtual sociology.

4. In what ways might you be willing to help given your expertise?

(380 responses)

Participating on a board or committee	261
Regional coordinator/contact for arranging meetings or conferences	179
Developing and leading a seminar and/or conference session	141
Posting blog or other forum entries	133
Writing newsletter articles	116
No response	128

8. Your organization is considered:

Not for profit:	488 (96%)
For profit:	20

9. What type of nonprofit do you work for?

Higher education	365 (72%)
Health	74
Human services	29
K-12 education	27
Arts, Culture and Humanities	27
Public, Societal benefit	19
Other types of education	19
Other	18
Environment and animals	17
Religion related	12
International/foreign affairs	9
No response	9

(77 responded with more than one type)

11. Your current position is considered:

Management:	241 (47%)
Professional/technical:	228
Clerical/Support:	28
No response:	9
None:	2

12. How long have you been involved in advancement/development services?

Under 1 year	22
1-3 years	76
4-5 years	80
6-10 years	153 (30%)
11-15 years	84
16+ years	89
Not in this area	1
Wish I were in this area	1

13. How long have you been involved in charitable fund raising?

Under 1 year	14
1-3 years	52
4-5 years	63
6-10 years	144
11-15 years	99
16+ years	124
Not in this area:	12

14. I work in:

Adv or Dev systems (Database administration)	342 (67%)
Reporting/programming	289
Biographical entry and maintenance	273
Research	263
Prospect Management	228
Stewardship/donor relations	203
Gift entry	199
Annual fund/direct mail/direct marketing	132
Special events	125
Development finance and administration	104
Alumni/constituent relations	91
Major gifts	85
Corporate/Foundation relations	78
Marketing or Communications	76
Volunteer coordination/management	61
Planned giving	55
Consultant	41



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15. Additional

Training
University mail services
Senior management
Technology project management
Senior administration, board management
Records and resource management (central files, shared network space)
Scholarship management, endowment management

16. What words would you select as most closely reflecting your definition of our profession?

(select all that apply)

Advancement	333
Services	307
Development	304
Donor/Constituent/Alumni/Member Relations	277
Fundraising	276
Support	265
Nonprofit	258
Data	255
Philanthropy/Philanthropic	228
Stewardship	201
Technology	191
Standards	183
Education	141
Organization	98
Community	93
Institution	78
Network	61
Academic	57
Association	45
International	42
No response:	15

Number of people who selected both "Advancement" and "Development" - 230

17. To what professional associations do you currently belong?

CASE	265 (135 alone)
APRA	164 (62 alone)
ADRP	35 (8 alone)
AFP	88 (23 alone)
AHP	12 (0 alone)
126	none of the above listed

18. Are there any other associations you belong to not covered?

Many local/regional – some of the more popular include:

- ALA (American Library Assn)
- AICPA
- Alliance for Nonprofit Management
- ARMA – Records Managers and Admin.
- AUW – Assn of University Women
- ASTD – Soc for Training Dev
- APRA chapters and NEDRA (23)
- NAIS
- NACUBO
- User groups (SunGard, Millennium, Datatel)
- Planned Giving Council
- Women in Development

19. Who generally pays your membership fees?

Employer:	329
Self:	28
Other (usually a shared expense, combination):	18
No response:	133

20. For the most meaningful organization to which you belong what was your primary reason for joining?

To keep current on Trends:	293 (47 alone)
To Network with colleagues:	255 (29 alone)
To learn about Techniques:	233 (32 alone)
To gain Professional recognition:	68 (3 alone)
It was expected of me/done for me:	58 (21 alone)
To gain access to their Web site:	48 (2 alone)
To keep an eye on Job opportunities:	37 (0 alone)
For the Educational discount:	24 (20 alone)
No response:	96

92 respondents chose 4 or more reasons

21. Other reasons for joining not addressed by the previous question:

It's a super cool group of geeks that are all about technology/systems in the non-profit realm
I feel a strong obligation to give back my time, energy, talent, etc. to my profession and my colleagues who have been a strong support network for me and my career.

Chance to help set up the organization -- I was on the founding board.

Maintain certification

Opportunities to be involved at whatever level a person wants to be involved.

To be able to help shape and direct the way my profession develops - to have a voice.

To gain certification as a CFRE

To fully understand the scope of the area in which I was working

To keep current on changing laws, requirements, standards, etc.

To grow professionally; to become involved as a volunteer in my profession

22. What do you feel that reasonable dues/membership fees should be for an organization of advancement/development services professionals?

No response/comment only: 267

Under \$100:	79
\$100:	39
\$100-\$150:	32
\$150:	28
\$150-\$200:	31
(Subtotal \$100-\$200:	130)

\$200-\$250:	19
\$250-\$500:	9
\$500+:	4

Comments mostly focused on "depends on benefits" and desire for different fee levels for individuals, institutions, and sliding scale based on size.

- Based upon what is necessary to keep the organization moving ahead, and not simply paying the current bills. Keep moving forward...

- Always depends on the size of the organization and their resources. A larger, more sophisticated organization, with a large staff (and salaries to match) would be able to pay higher dues than a small, one person shop.

- a sliding scale depending on the benefits and prestige of the organization.

- \$10 per month, or \$120 per year

- Organizational costs, newsletters, web upkeep

- This is a great group of professionals - I will make sure I have the money to join.

- Depends on your institution size, much like CASE

- Ideally, I think membership fees should be tied to the size of the budget of the organization, especially given that many smaller organizations do not pay the membership fees and members end up paying out of pocket

- I have a different view on this: I think membership fees should be in levels: Individual memberships, Organization memberships (with fees according to the number of individuals within the organization that will be using the membership)



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- Fees are appropriate, but must be tied closely with the benefits of being a member.
- Depending on level of service, I don't see why the fees couldn't eventually rise to be comparable, for instance, to APRA's fees



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<http://www.supportingadvancement.com/potpourri/surveys/surveys.htm>

