

## *The State of the Annual Fund: 2010 Survey Results*

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In April 2009 we asked colleagues to respond to a brief survey regarding the state of the Annual Fund program at their college or university. The same survey was sent again this January (2010) to a select group of Annual Fund officers primarily from private, liberal arts colleges to gauge how annual fund programs have fared over the past six months. The following summarizes the results of both surveys.

### **1. How is your Annual Fund currently doing this year?**

	April 2009 Response 27 participants	January 2010 Response 37 participants
We're staying steady this year in our dollars	7.40%	16.20%
Our dollars our up	22.20%	<b>64.90%</b>
<b>Our dollars are down</b>	<b>70.40%</b>	18.90%

### **2. In terms of levels of giving at the leadership level (\$1000 or more), we are witnessing:**

Increase in total leadership gifts	18.50%	<b>72.20%</b>
Decrease in total leadership gifts	<b>51.90%</b>	11.10%
On par with last year in total leadership gifts	29.60%	16.70%

### **3. For the average leadership gift (\$1000 or more), we are witnessing:**

Increase in average leadership gifts	22.20%	<b>52.90%</b>
<b>Decrease in average leadership gifts</b>	<b>40.70%</b>	17.60%
On par with last year in average leadership gifts	37.00%	29.40%

### **4. For leadership gifts of \$5,000 or more, we are witnessing:**

Increase in dollars at this level	19.20%	<b>55.90%</b>
<b>Decrease in dollars at this level</b>	<b>46.20%</b>	14.70%
On par with last year in gifts at this level	34.60%	29.40%

### **5. For leadership gifts of \$10,000 or more, we are witnessing:**

Increase in dollars at this level	14.80%	<b>45.50%</b>
<b>Decrease in dollars at this level</b>	<b>55.60%</b>	24.20%
On par with last year in gifts at this level	29.60%	30.30%

### **6. In terms of the number of alumni donors, we are:**

Holding steady this year in the number of donors	11.10%	16.20%
Our donor numbers are up	14.80%	<b>64.90%</b>
<b>Our donor numbers are down</b>	<b>74.10%</b>	18.90%

**7. Of alumni donors solicited, participation for this fiscal year is expected to be in the following range**

Less than 10%	26.90%	5.40%
<b>10-20%</b>	<b>34.60%</b>	13.50%
21-30%	23.00%	21.60%
31-40%	0.00%	<b>32.40%</b>
Above 40%	15.40%	27.00%

**8. Compared to the last fiscal year, I anticipate our Annual Fund dollars to be in the following range by the end of this current fiscal year:**

Level (no growth)	11.10%	5.40%
<b>Decrease by 1-5%</b>	<b>25.90%</b>	5.40%
Decrease by 6-10%	22.20%	5.4%
Decrease by more than 10%	22.20%	0.00%
Increase by 1-5%	7.40%	<b>56.80%</b>
Increase by 6-10%	11.10%	24.30%
Increase by more than 10 0	0.00%	2.70%

**9. In terms of online gifts, we are witnessing:**

<b>An increase in the number of on-line gifts</b>	<b>52.00%</b>	<b>77.80%</b>
A decrease in the number of on-line gifts	8.00%	8.30%
No change in the number of on-line gifts	40.00%	13.90%

**10. For the coming year, I anticipate the trend in general annual giving to be:**

No change from last year	18.50%	11.10%
A general increase in annual giving	14.80%	<b>83.30%</b>
<b>A general decrease in annual giving</b>	<b>66.70%</b>	5.60%