

The AFP: Fundraising Effectiveness Project

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The Fundraising Effectiveness Project

The Fundraising Effectiveness Project (FEP) which began in 2004 is an online survey created by the Association of Fundraising Professionals (AFP). The goal is to help nonprofits analyze their year-to-year giving. The survey compiles data from nonprofits from all sectors and allows participating nonprofits to compare their results to the entire pool of nonprofit participants or to the subsection of the pool they are in. Data can be compared against other organizations by type of organization, file size, age of file and geographic region.

The primary focus of the survey is to look at growth-in-giving from one year to the next year broken down by gains and losses. The annual Fundraising Effectiveness Surveys are ongoing and open to all nonprofit organizations. There is no charge to participate, and participating organizations receive access to the survey performance data.

For more information visit:

http://www.afpnet.org/research_and_statistics/fep

http://www.afpnet.org/ka/ka-3.cfm?content_item_id=24675&folder_id=3272

All information supplied by participating survey respondents is kept strictly anonymous and confidential, and results are reported in aggregate form only.

According to the AFP FEP project, a critical element in the success of the FEP has

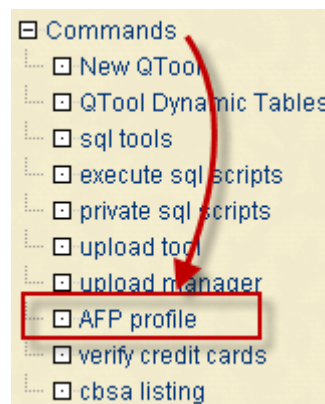
been the cooperation and support of numerous donor software firms.

ROI Solutions has been one of the charter member firms of the AFP Donor Software Workgroup since 2004. At AFP's invitation, these firms have assisted with the design of the surveys and are ready to help their clients respond to the surveys.

For clients of ROI Solutions wishing to participate in this FEP surveys, ROI Solutions has developed an "all-electronic" software module for the FEP surveys that eliminates the need for our clients to key the fundraising performance data manually into AFP's web-based survey form. This module is accessible directly in Revolution Online and is available to all clients at no charge.

Participation Made Easier for Revolution Online Clients: How to participate

Organizations that wish to participate should fill out their organization specific data on the AFP Profile form located on the Tools tab under Commands:



On this form you need to confirm your organization's desire to participate and provide information such as organizational and professional staff affiliations, first year of fundraising, fundraising subsector, staff size and fundraising expenses.

Once you have completed the AFP Profile Form and indicated that you would like to participate, your data will be submitted to the FEP automatically by ROI.

Viewing Your Data: The Results

After your data has been processed by the FEP, it will be available for you to view in three reports available on the Reports tab in Revolution Online:

- The **AFP Client Gain/Loss** report shows gains and losses over a two year period exclusively for your organization. The report is broken down by New, Recapture, Upgrade, Downgrade, Lapsed New, Lapsed Repeat and is presented for both the monetary value of the gifts and the total count of gifts.
- The **AFP Aggregate Gain/Loss** report allows you to view the same gain/loss information as the **AFP Client Gain/Loss** report pulled from the aggregated data that FEP provides to participating nonprofits. In this report you can select to view the data for a subset of the total data broken down by geographical region, file size, age of file or fundraising subsector or any combination of these factors.
- The **AFP Client and Aggregate Gain/Loss** report allows you to compare your gain/loss performance to the entire pool of data or to any of the subsets, or combination of subsets described for the **AFP Aggregate Gain/Loss** above.

A Note on Confidentiality

Agreeing to participate in the FEP online survey authorizes the AFP to share your data in an aggregated form with other participating nonprofits. Your data will be included in a set of data that includes no identifying information about your organization. Your data will only be available in aggregate form based on geographic region, file size, age of file and fundraising subsector. Your organization will not be identifiable within the data set.

Please contact your ROI Solutions Technical Account Manager if you have any questions or would like help with this process.

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