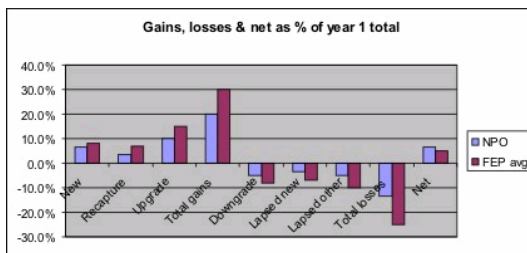


# Fundraising Effectiveness Project Survey

## What is it?

The Fundraising Effectiveness Project (FEP) Survey is an online survey initiated by the Association of Fundraising Professionals (AFP). The survey is open to all nonprofit organizations and has been designed to help nonprofits increase giving at a faster pace. It will measure growth in giving between two consecutive years. As a supporting member of the Fundraising Effectiveness Project (FEP), this survey is now available through the eTapestry database.


The FEP survey is a survey that measures fundraising gains and losses in categories that have not been the focus of earlier studies. These categories include new donors, lapsed donors, and donors who have increased or decreased their gifts. This survey also enables you to compare your growth-in-giving performance with the performance of like organizations as determined by total amount raised, average gift size, type or organization, age of development program, geographic location, fundraising budget and number of personnel, as well as combinations of these criteria.



Participants in the survey will get useful comparative fundraising performance data that will support growth-oriented strategic planning and budgeting for their fundraising programs which will enable them to raise more money for their organization. Access to the survey performance data will be free to survey respondents, and all nonprofit organizations are welcome to participate.

## How does it work?

You can participate very easily in the survey by using eTapestry. If you would like to opt in to the survey there are a few extra fields that you will need to fill out on your My Organization page. These fields include Postal Code, NTEE Code, and Year Initiated.



The screenshot shows a form with two main sections: 'Personal Information' and 'Other Demographic Information'. The 'Personal Information' section includes fields for Name, Sort Name, Address, City/State/Zip, Postal Code, Country, Voice, Non mobile, Pager, Fax, Father's Cell, Email, and Web Page. The 'Other Demographic Information' section includes fields for Federal Id Number, Unique Name, NTEE Code (with a dropdown menu), and Year Initiated (with a dropdown menu). There is also a checkbox for 'Opt In to FEP Reporting'.

You will find these fields under the My Organization Persona section as well as a check box for Opt In to Benchmark/FEP Reporting<sup>1</sup>. All information must be filled out and this box must be checked to participate in the FEP survey.

After you have completed the fields and checked the Opt In to Benchmark/FEP Reporting box, eTapestry will automatically pull the appropriate information from your database to submit to the survey. Information gathered for the FEP Reports are aggregated from the collective group of organizations that choose to participate in the survey. Once the data has been collected, AFP will then release the results of the survey and you will be able to compare your organization to the standards of the other nonprofit organizations that are participating in the survey.

<sup>1</sup> By opting in to Fundraising Effectiveness Project (FEP) Reporting your organization will be automatically opted in to Benchmark Reporting. By opting in, your organization's data will be harvested and aggregated to be included in the comparison reports provided as part of the Benchmark Reporting feature. Note: Your individual donor data is never used for Benchmark Reporting – all data is unidentified and displayed in aggregate format only. All information gathered from your database is strictly confidential. For additional information on FEP Reporting go to [http://www.etapestry.com/files/productinfo/pi\\_benchmark\\_reporting.pdf](http://www.etapestry.com/files/productinfo/pi_benchmark_reporting.pdf).

To gather your organization results you will now have access to our Giving Dynamics report which can be found under eTapestry Standard Reports category.

Status	# of Donors	% of Donors	1104 - 123104	1105 - 123105	{Changed	% Changed
<b>Totals:</b>	<b>49</b>		<b>\$29,919.00</b>	<b>\$347,055.65</b>	<b>\$317,136.65</b>	<b>1059</b>
Lapsed New	0	0	\$0.00	\$0.00	\$0.00	0
Lapsed Other	5	10	\$2,345.00	\$0.00	(\$2,345.00)	(100)
New	26	53	\$0.00	\$248,274.97	\$248,274.97	0
Recapture	7	14	\$0.00	\$14,076.35	\$14,076.35	0
Downgrade	3	6	\$25,500.00	\$11,200.00	(\$14,300.00)	(56)
Same	2	4	\$160.00	\$160.00	\$0.00	0
Upgrade	6	12	\$1,914.00	\$75,344.33	\$73,430.33	3838

Displaying 1 - 7 of 7

Date: 11/30/2006 Time: 9:22 AM	User: Emily Blackburn Report: Giving Dynamics Report	Category: Basis Query: All Donors - A
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It is important when running this report that you run it using All Donors and that you are also filling in the correct years to compare. If you need additional help running this report please contact eTapestry Support at [support@etapestry.com](mailto:support@etapestry.com).

**All information gathered from your database is strictly confidential. No names or personal information will be sent for the survey.**

## Summary

With only a few easy steps your organization can participate in the FEP survey using eTapestry. The FEP survey results provide useful information that allows you to tap into prospective donors. The survey results also allow you to see where your organization stands in giving from year to year as well as allow you to compare your organization with other nonprofits.

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