

## For Your Information

(No. 80)

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**Subject:** 2017 ADRFCO survey results

We have compiled your replies to our **Q4 2017 Fundraising Survey**. A hearty thanks to the members who participated! A summary follows:

- ✓ Every reported organization performed at or above *2017 projections*. Well over half of charities exceeded projections. Slightly less than half of reported advocacy organizations also exceeded projections.
- ✓ Almost two-thirds of advocacy clients believed *the string of natural disasters had little to no effect on fundraising* (slightly less than half of charities agreed). Of the advocacy groups seeing an effect, there was a 50-50 split (more or less) between negative and positive. Among charities seeing an effect, over 2-1 saw it as negative.
- ✓ Over 60% of both advocacy and charity clients think *changes in Q4 fundraising were unrelated* to impending tax law changes. Of those believing there was impact, 2 of 3 charities and advocacy groups (more or less) saw the impact as negative.
- ✓ 75% of charity clients believe the new tax law will have *negative future consequences* (joined by 60% of advocacy clients). Zero advocacy clients saw a positive influence compared with about one in ten charities that did see the law as positive.
- ✓ Only a small handful of charities have already made *changes to address possible decreases* due to the tax law (versus zero reporting advocacy groups). About a quarter of charities and a third of advocacy organizations say changes are underway.
- ✓ Only a single member offered a comment: "burdensome state regulation continues to be a problem." Yes, it does.

You may view and explore detailed results at [Survey Monkey](#). You can also [request a PDF of the survey from the ADRFCO office](#).

Thanks again to everyone who participated. Hopefully you found these views at least interesting.

[N.B. Coincidentally, last week (Apr 16) *The Chronicle* published survey results from an outfit called the Nonprofit Research Collaborative which queried some of the same issues as our survey. You can visit that article [here](#).]

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