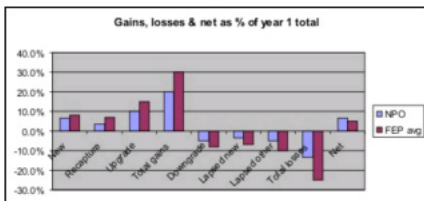


Fundraising Effectiveness Project Survey

WHAT IS IT?

The Fundraising Effectiveness Project (FEP) Survey is an online survey initiated by the Association of Fundraising Professionals. The survey has been designed to help nonprofits increase giving at a faster pace by measuring growth in giving between two consecutive years. As a supporting member of the Fundraising Effectiveness Project, eTapestry is making this survey available to nonprofits through the Tapestry database.



The Fundraising Effectiveness Project Survey is a survey that measures fundraising gains and losses in categories that have not been explored in 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 to the performance of other organizations like yours. Organizations are determined similar to yours by examining the total amount raised, average gift size, type of 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. This information will enable participants to raise more money for their organizations. 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.

You will find these fields under the “My Organization Persona” section along with a check box for “Opt In to Benchmark/FEP Reporting.”¹ All information must be filled out and this box must be checked to participate in the Fundraising Effectiveness Project Survey.



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¹ 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 www.etapestry.com/files/productinfo/pi_benchmark_reporting.pdf.



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, Association of Fundraising Professionals will release the results of the survey. With this information, you will be able to compare your organization to the standards of the other nonprofit organizations participating in the survey.

To gather your organization’s results, you will be given access to our Giving Dynamics Report, which can be found under eTapestry Standard Reports category.

Status	# of Donors	% of Donors	11/04 - 12/31/04	11/05 - 12/31/05	\$ Changed	% Changed
Total	40	0	\$29,919.00	\$347,055.85	\$317,136.85	1059
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	20	50	\$0.00	\$246,274.97	\$246,274.97	0
Renewable	7	18	\$0.00	\$14,076.35	\$14,076.35	0
Downgrade	3	8	\$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	\$76,344.33	\$74,430.33	3893

It is important when running this report that you run it using “All Donors” and filling in the correct years to compare. Please contact eTapestry Support at support@etapestry.com if you need additional help running this report.

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

SUMMARY

In just a few easy steps, your organization can participate in the Fundraising Effectiveness Project Survey using eTapestry. The Fundraising Effectiveness Project 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 and how your organization compares to other nonprofits.



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For more information, contact your sales representative at solutions@etapestry.com today!