



2015 DIVERSITY AND INCLUSION SURVEY REPORT

The Association of Fundraising Professionals partnered with several other organizations (including CFRE International, African American Development Officers Network, Canadian Association of Gift Planners (CAGP), Native Americans in Philanthropy, and the Grant Professionals Association) to launch a survey to establish a baseline of information on diversity in the fundraising profession. The AFP Diversity and Inclusion Research Task Force created this report to summarize the survey findings.

MARCH 2016



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INTRODUCTION

One of the four primary goals of AFP's 2014-2016 Strategic Plan is to foster diversity and inclusion in the nonprofit sector, and a primary objective is to attract and retain diverse professionals in the fundraising profession.

The October 2015 Diversity and Inclusion Survey was designed by the AFP Diversity and Inclusion Committee, the AFP Research Council and its sister organizations to begin to explore fundraising professionals' career motivations and plans, sources of career support, and challenges they face in their work, paying particular attention to these issues from the standpoint of minority populations.

This research is a first step toward meeting an important goal outlined in the 2013 Diversity and Inclusion Summit convened by AFP, D5 Coalition and the Joint Affinity Group (JAG) -- to partner with other organizations to define parameters and develop research questions that will help us understand

- how to ensure that our memberships and the fundraising profession reflect all the diversity and richness in the communities they serve,
- how to ensure that all who want to be part of the profession feel welcome and engaged, and
- how the entire philanthropic community can feed the pipeline of future fundraising professionals.

The survey was distributed in October 2015 to a weighted sample of AFP members as well as to five sister organizations that are either fundraising-based or have diversity and inclusion as part of their mandate. Organizations that partnered with AFP in distributing the survey included CFRE International, African American Development Officers Network, Canadian Association of Gift Planners, Native Americans in Philanthropy, and Grant Professionals Association.

A total of 1,870 individuals completed the survey, 96 percent of whom self-identified as fundraising professionals. The majority of respondents (83%) are U.S. residents; 16 percent are Canadians, and one percent are from other countries.

The survey was conducted online, and respondents form a convenience sample. There is no margin of error, as it is not a random sample of the population studied. It is not assumed to be representational, but to identify some questions for further study.

SECTION I: SUMMARY OF FINDINGS

One of the issues identified in the Diversity and Inclusion Summit was lack of information on the number of individuals from diverse communities who are practicing philanthropic fundraisers. To get a sense of how people in the profession feel about this question we included the question “In your professional opinion/observation, how has the number of ethnically diverse fundraisers changed since 2001?” About a third (37%) of those responding said they think the number has increased, four percent felt it has decreased and 59 percent feel it has stayed about the same. Most commented that their response is based on their personal observations of the number of diverse individuals who attend conferences, are employed in nonprofit organizations in their community, or are members of professional fundraising associations. The question of numbers is one we will continue to explore.

Other findings:

- Belief in the mission of an organization is a primary motivator for individuals becoming professional fundraisers.
- Ninety percent of survey respondents plan to stay in the profession for at least the next three to five years. This is significantly better news than was reported in the 2013 report *UnderDeveloped: A National Study of Challenges Facing Nonprofit Fundraising*,¹ which indicated that 40 percent of development directors surveyed were not sure they planned to stay in the profession for their entire career.
- In line with the *UnderDeveloped* report, respondents cited lack of staff support, organizational dysfunction, lack of support from the organization’s leadership, lack of understanding of fundraising requirements within the organization, and lack of promotional opportunities as their biggest professional challenges. People of color that responded to the survey were much more likely to see insufficient organizational diversity as a challenge to their professional careers than Whites/Caucasians.
- Overall, a majority (75%) of respondents feel that inclusiveness is a priority for their organization, and 89 percent feel they are treated fairly in their organization, with White respondents slightly more inclined to feel this way than people of color. Those under 25 were less likely than other age groups to feel their organizations treat them fairly.
- Professional colleagues are the primary source for professional advice and counsel for 65 percent of survey respondents, followed by professional associations (57%). Those under 25 years of age are the least likely of all age groups to belong to professional associations and attend related to fundraising conferences.
- A majority (81%) of respondents enjoy employer-subsidized training opportunities, and more than half (57%) have taken continuing education programs specifically related to fundraising, either in a university or other training environment, and an additional nine percent plan to in the near future.

¹ Bell, Jeanne and Maria Cornelius, *UnderDeveloped: A National Study of Challenges Facing Nonprofit Fundraising* (San Francisco, CA: CompassPoint Nonprofit Services and the Evelyn and Walter Haas, Jr. Fund, 2013).

- Taking fundraising continuing education is positively associated with plans to stay in the profession, belonging to a fundraising-related professional association, and holding a fundraising certification.
- Less than half of survey respondents (40%) have a mentor, but 88 percent of those who do said the relationship has helped them in their careers. Nearly half (45%) of those with a mentor reported that they initiated the relationship.
- Having a mentor is positively associated with plans to stay in the profession, being a member of a professional fundraising association, feeling welcomed by the professional association, holding a fundraising certification, and feeling that inclusiveness is a priority for one's organization.

SECTION II: FACTORS THAT AFFECT PROFESSIONALS' TENDENCY TO JOIN AND STAY IN FUNDRAISING

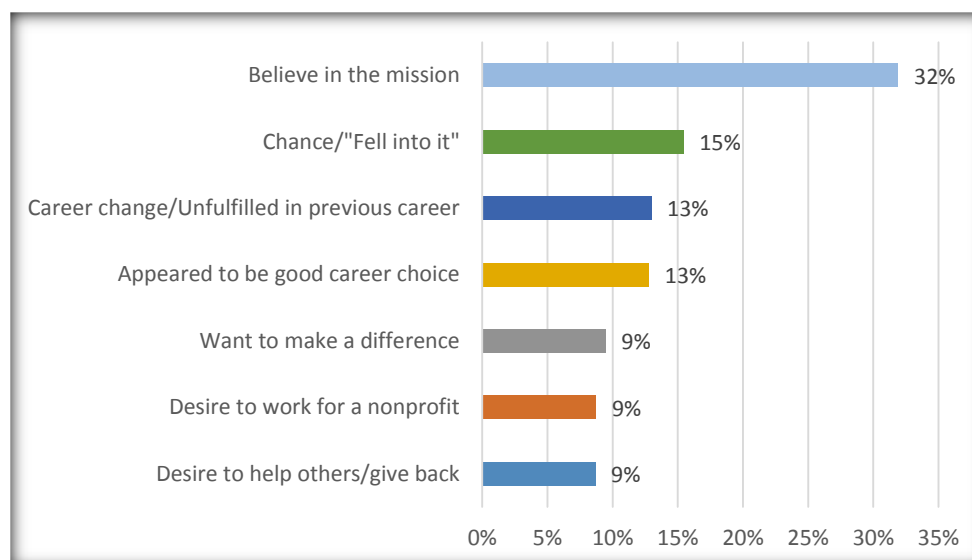
Survey participants were asked a series of questions about their motivation for entering the fundraising profession, their plans for staying in the profession, their sources of support for their career as a fundraiser, and challenges they have experienced in their professional work.

MOTIVATION TO BECOME A FUNDRAISING PROFESSIONAL

In response to an open-ended question “What motivated you to become a fundraising professional?” a majority of respondents mentioned passion for mission, desire to help others/give back, desire to make a difference, or desire to work for a nonprofit. Comments included, “In 2009, I stayed at home with my children doing a lot of volunteer work. I had the opportunity at a local United Way with their employee giving campaign and haven’t looked back. I love being a fundraiser.” Fifteen percent mentioned “falling into” fundraising because they were in the right place at the right time or it was part of their job; 13 percent said they wanted a career change or felt unfulfilled in their previous jobs; and 13 percent said fundraising appeared to be a good career choice.

“My great-grandfather was the son of a slave. His mother was free, so that meant he was born free. She wanted him to be educated, so moved him to Newbern, NC. He went on to graduate valedictorian of his class, travel to Europe, raise money to start a college in North Carolina. It seems I was born to do this.”

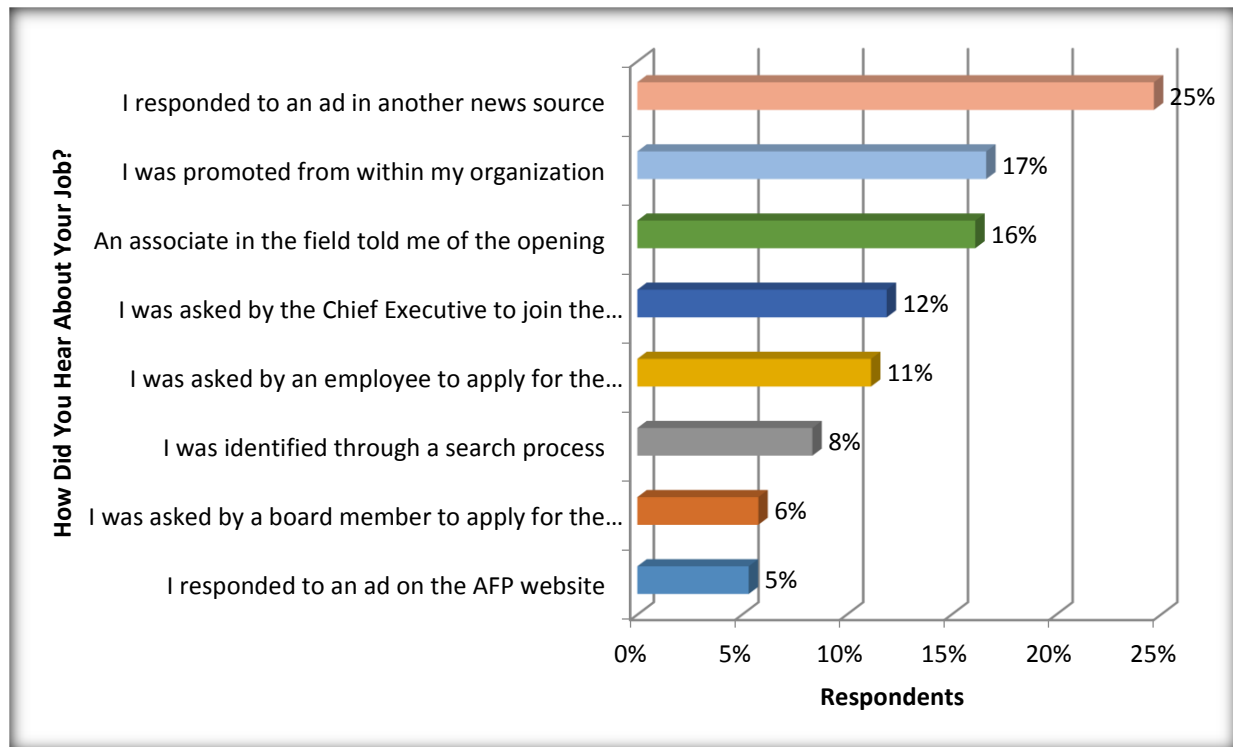
Figure1 Reasons for Becoming a Fundraising Professional



SOURCES OF INFORMATION ABOUT CURRENT JOB

A quarter of respondents heard about their current job through an ad in a news source and five percent responded to an ad on the Association of Fundraising Professionals website, but networking played a role for many. Seventeen percent were promoted to their current job from within their organization, 16 percent were informed of the opening through an associate in the fundraising field, 12 percent were asked by the CEO to join the organization, 11 percent were asked by an employee to apply, eight percent were identified through a search process, and six percent were asked by a board member to apply.

Figure 2 How Respondents Heard About Their Current Job



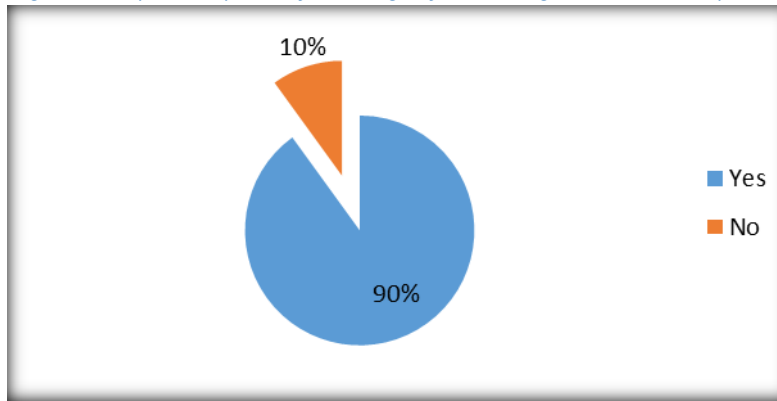
CAREER PLANS

In response to a question, “At what point in your fundraising career did you make the decision to stay in fundraising?” many commented that they made the decision early in their careers (in the first 1-3 years). Others mentioned they made the decision when they were promoted, when they received their professional fundraising certification, when they started a Master’s program in fundraising management, or when they got involved in professional association leadership. Among the additional comments:

- “I’m not sure it was a particular decision but more just a gradual development of my skills and experience and opportunities with particular organizations in my area.”
- “I’m still open to other possibilities but fundraising seems to be a good fit for my personality and skills.”
- “It is an ongoing choice.”
- “I am too close to retirement to switch careers again. I currently have stable employment. It is more a matter of financial survival for someone close to 60 than a choice about a career.”
- “Never. Would love to get out, but I’m good at it.”

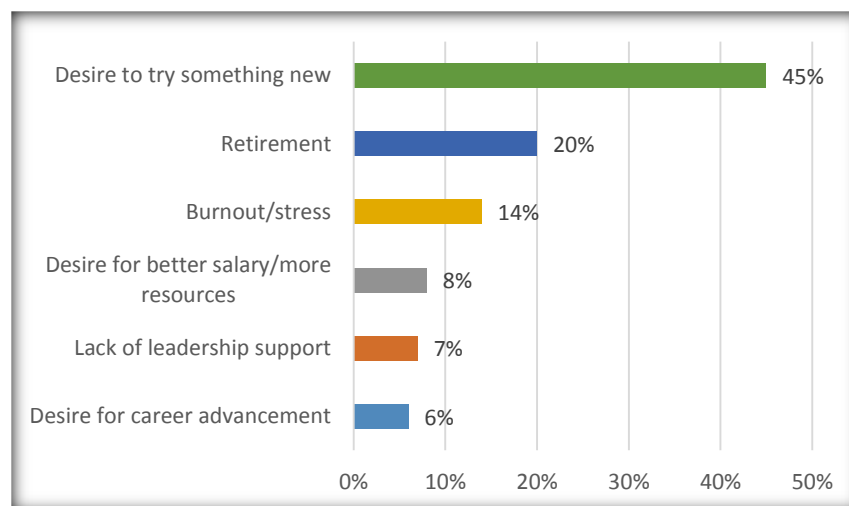
Asked if they see themselves working in fundraising in the next 3-5 years, 90 percent said yes.

Figure 3 Do you see yourself working in fundraising in the next 3-5 years?



Of those who said they do not plan to stay in fundraising nearly half (45%) mentioned the desire to try something new. Other reasons for leaving the field were retirement (20%), desire for a better salary and more resources (8%), and desire for career advancement (6%). Lack of leadership/support was cited by seven percent, and burnout/stress was cited by 14 percent.

Figure 4 Primary Reason for Planning to Leave Fundraising Profession



Among those not wanting to continue in the profession, comments included:

- “I am miserable in this role. Too much dysfunction in the organization, lack of independence, impossible to advocate for the appropriate resources.”
- “Since I was ‘forced’ into this position, I feel like an imposter and feel like I have no idea what I’m doing most of the time.”
- “Burned out. Looking for a way to keep my income steady without having to work such long hours. Also there is a lot of stress in the profession.”

Breaking out demographic characteristics of respondents who plan to stay in the profession for the next 3-5 years, the survey found a slightly higher percentage of White/Caucasian respondents plan to stay. There were only slight differences in the percentages of those who

plan to stay by age, with those in the 45-54 age range at the highest percentage and those in the 65 and older and under 25 age range at the lowest levels. Slightly more heterosexuals and homosexuals than bisexuals plan to stay in the profession.

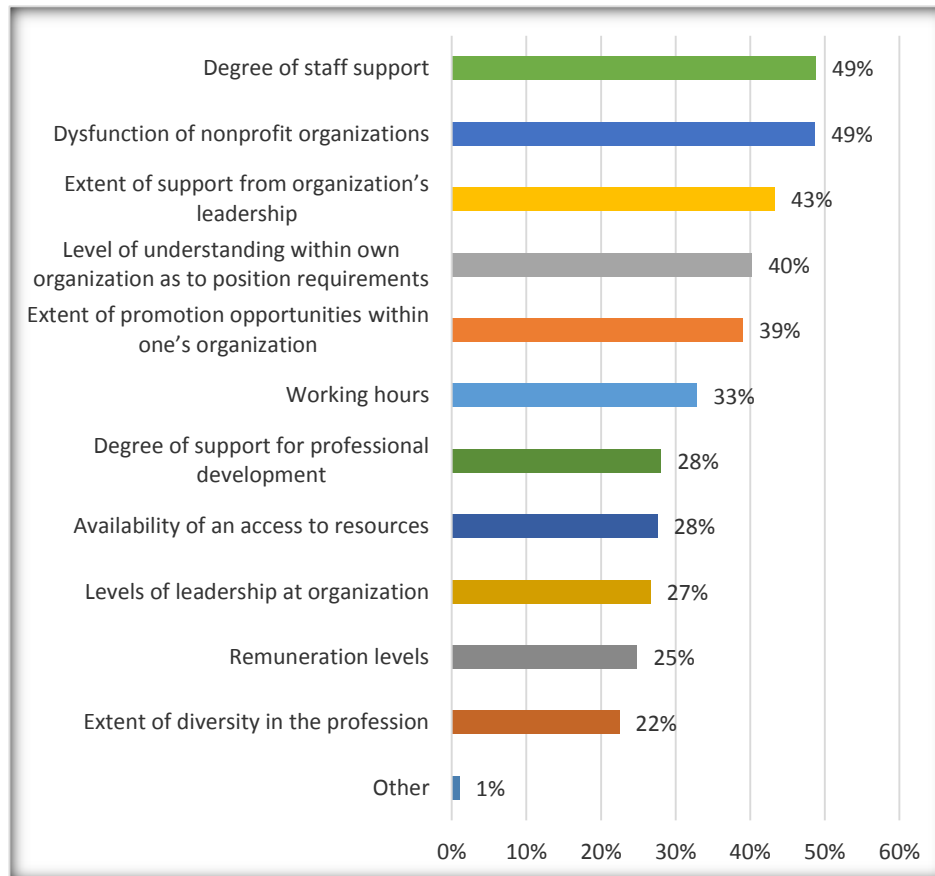
Table 1 Demographic Characteristics Associated with Planning to Stay in the Profession in Next 3-5 years

		Yes		No	
		Count	%	Count	%
Ethnicity	White/Caucasian	1,221	91%	122	9%
	People of Color	357	88%	50	12%
Age	Under 25	31	86%	5	14%
	25-35	374	87%	58	13%
	35-44	332	90%	35	10%
	45-54	438	94%	29	6%
	55-64	370	91%	35	9%
	65 and older	68	84%	13	16%
Gender	Male	337	90%	37	10%
	Female	1,257	90%	133	10%
Sexual Orientation	Heterosexual	1,307	91%	137	9%
	Homosexual	104	92%	9	8%
	Bisexual	31	84%	6	16%

CHALLENGES TO PROFESSIONAL WORK

Lack of staff support and organizational dysfunction are seen as the biggest challenges in doing professional work by 49 percent of respondents. Other major challenges include lack of support from the organization's leadership (43%), lack of understanding of position requirements within the organization (40%), and lack of promotion opportunities within the organization (39%).

Figure 5 Challenges to Professional Work



A review of demographic characteristics of respondents found small percentage differences between White/Caucasian and people of color in most categories of challenges to professional work except in the case of insufficient organizational diversity. For that variable, 52 percent of people of color and only 14 percent of Whites/Caucasians indicated this is an issue in their organization. Those in the oldest (55 and older) and youngest (under 25) age ranges were less likely than other age categories to cite lack of promotional opportunities as a major challenge. A higher percentage of those under 25 than those in other age groups cited lack of organizational understanding of position requirements as a problem. Lack of promotional opportunities was cited by a higher percentage of females than males, and insufficient organizational diversity was cited by a higher percentage of males than females. Heterosexuals were less likely than homo- or bisexuals to cite insufficient organizational diversity as a professional challenge.

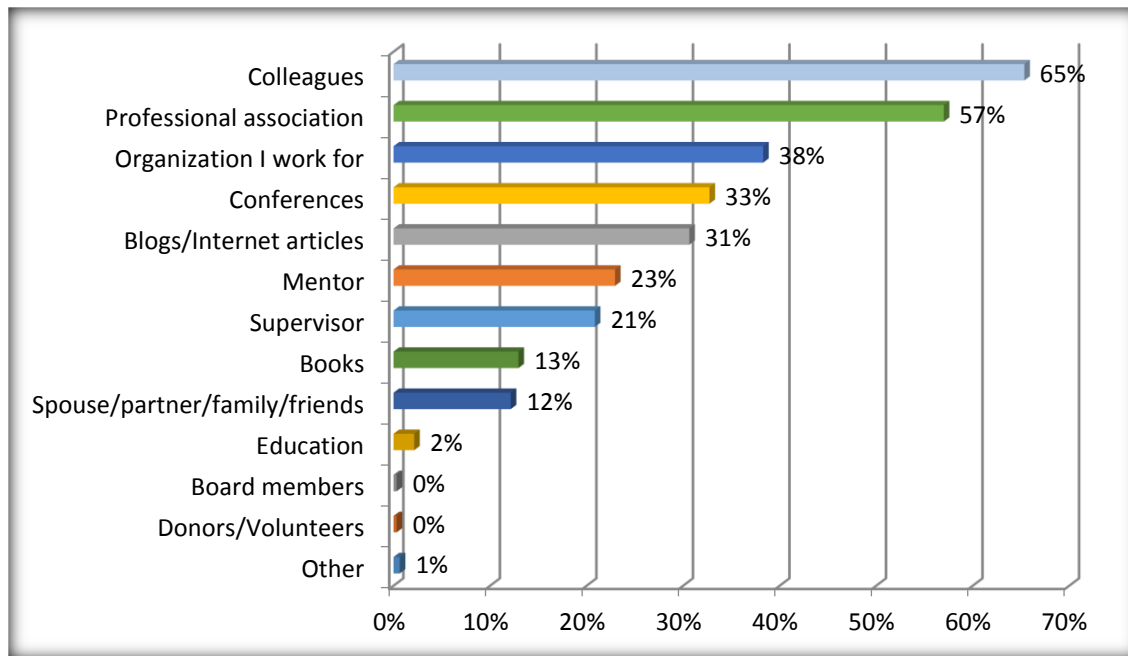
Table 2 Demographic Characteristics Associated with Challenges to Professional Work

		Lack of staff support		Organizational dysfunction		Lack of leadership support		Lack of understanding of position requirements		Lack of promotion opportunities		Insufficient organizational diversity	
		#	%	#	%	#	%	#	%	#	%	#	%
Ethnicity	White/Caucasian	704	51%	698	51%	593	43%	566	41%	535	39%	197	14%
	People of Color	193	47%	197	48%	181	44%	167	41%	183	44%	214	52%
Age	Under 25	21	55%	17	45%	16	42%	19	50%	12	32%	6	16%
	25-35	226	52%	250	57%	190	43%	185	42%	225	51%	127	29%
	35-44	198	53%	195	52%	170	45%	166	44%	183	49%	91	24%
	45-54	232	49%	225	48%	198	42%	185	39%	175	37%	107	23%
	55-64	213	51%	185	45%	180	43%	163	39%	118	29%	73	18%
	65 and older	31	37%	40	48%	34	41%	33	40%	21	25%	10	12%
Gender	Male	190	50%	203	53%	158	41%	163	43%	132	35%	102	27%
	Female	715	51%	696	49%	619	44%	575	41%	593	42%	303	21%
Sexual Orientation	Heterosexual	739	50%	729	50%	639	44%	606	41%	588	40%	320	22%
	Homosexual	58	50%	70	60%	58	50%	46	40%	51	44%	43	37%
	Bisexual	20	53%	22	58%	18	47%	17	45%	18	47%	13	34%

SOURCES OF CAREER SUPPORT

Respondents were asked to indicate three primary sources of support for their career as a fundraiser. Top ranking responses overall were professional colleagues (65%), professional associations (57%), followed by organization I work for (38%), conferences (33%), and blogs/internet articles (31%). In an open-ended question, “Please describe the network to which you turn for professional advice and counsel,” most respondents said they turn to professional colleagues within their organization, their previous organization, or their professional association.

Figure 6 Sources of Career Support



When we associated demographic characteristics of respondents with sources of career support, we found that age makes a difference. Those under 25 are least likely of all age groups to belong to professional associations, least likely to attend conferences, and least likely to turn to blogs and Internet for professional support; they are also most likely to turn to their own organization for support. Our findings indicate that males are more likely than females to turn to professional colleagues, and less likely than females to use blogs and Internet for professional support. Heterosexuals are less likely than homo- or bisexuals to turn to professional colleagues for career support.

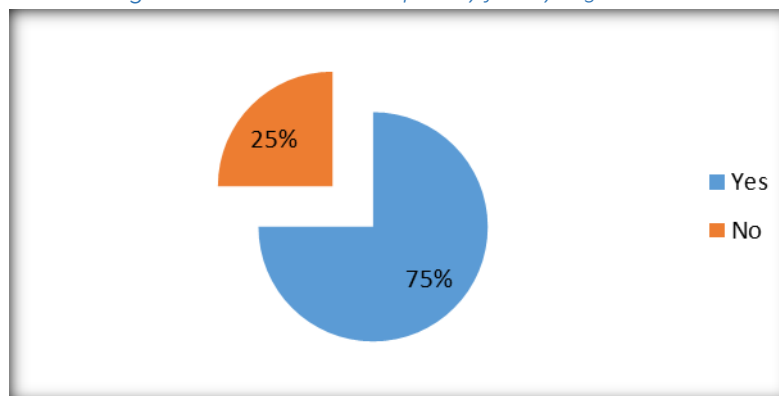
Table 3 Demographic Characteristics Associated with Sources of Career Support

		Professional colleagues		Professional associations		My own organization		Conferences		Blogs/Internet	
		#	%	#	%	#	%	#	%	#	%
Ethnicity	White/Caucasian	918	67%	818	60%	525	38%	457	33%	424	31%
	People of Color	265	64%	228	55%	180	44%	141	34%	123	30%
Age	Under 25	24	63%	15	39%	20	53%	7	18%	8	21%
	25-35	278	64%	202	46%	197	45%	107	24%	148	34%
	35-44	245	66%	202	54%	148	40%	123	33%	125	33%
	45-54	325	69%	303	64%	172	36%	178	38%	146	31%
	55-64	275	66%	285	69%	151	36%	170	41%	120	29%
	65 and older	58	70%	57	69%	31	37%	28	34%	20	24%
Gender	Male	274	72%	222	58%	160	42%	128	34%	94	25%
	Female	910	64%	827	59%	547	39%	485	34%	464	33%
Sexual Orientation	Heterosexual	966	66%	877	60%	564	38%	510	35%	450	31%
	Homosexual	85	73%	64	55%	52	45%	31	27%	26	22%
	Bisexual	27	71%	19	50%	14	37%	11	29%	13	34%

INCLUSIVENESS AND FAIRNESS

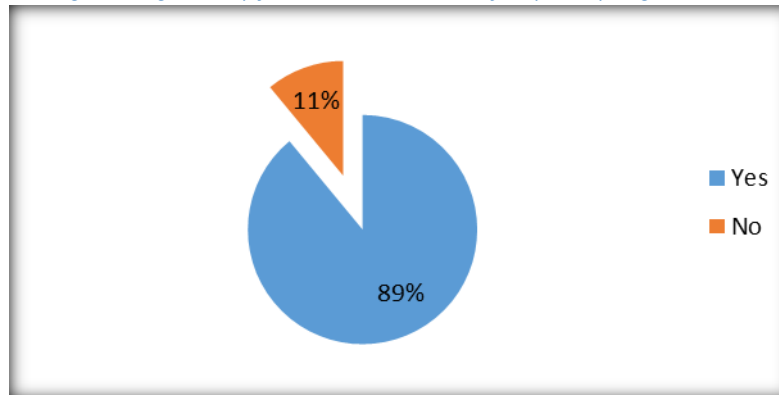
Three-quarters of respondents said they feel that inclusiveness is a priority for their organization.

Figure 7 Inclusiveness is a priority for my organization



A majority (89%) indicated they feel that they are treated fairly in the organization.

Figure 8 I generally feel that I am treated fairly in my organization



Those who responded negatively to this question gave reasons including discrimination based on gender, age, and ethnicity, and staff cliquishness. Other challenges seen as unfair include unrealistic expectations of the fundraiser, poor compensation, not having the necessary tools/staff to succeed, and too heavy a workload. Among the comments:

- “I feel like an outsider even though the organization gives lip service to inclusiveness.”
- “Certain organizations have set cultures and don’t stray too far from what they feel donors will be receptive to. You see the same racial make up year after year, only the person is different.”

A breakout of these variables by ethnicity indicates that a higher percentage of White than people of color feel that their organization is inclusive and that they are treated fairly. Those who are 65 and older are more likely than those of other ages to say they are treated fairly and their organization is inclusive. Respondents under age 25 were least likely to feel that they are treated fairly.

“Diversity has always been a side-bar topic. I haven’t seen us undertake committed work to change the diversity of the organization other than one-off efforts such as scholarships to those who apply.”

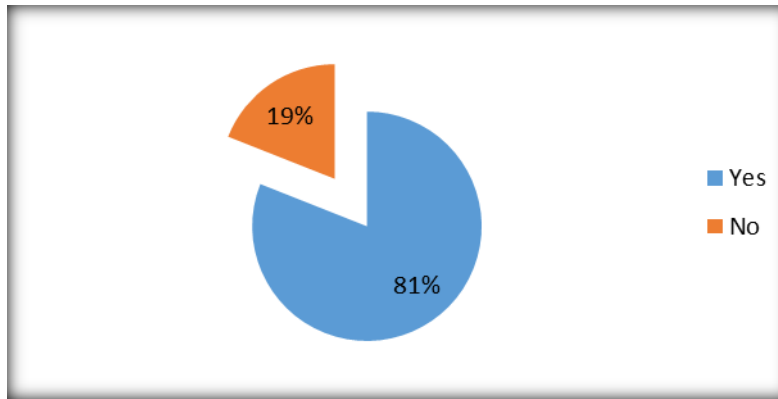
Table 4 Demographic Characteristics Associated with Feelings of Inclusiveness and Fairness

		Feel my organization is inclusive*		Feel I am treated fairly*	
		Count	%	Count	%
Ethnicity	White/Caucasian	1,036	76%	1,216	89%
	People of Color	274	67%	339	82%
Age	Under 25	30	79%	29	76%
	25-35	306	70%	374	86%
	35-44	267	71%	326	87%
	45-54	357	76%	408	86%
	55-64	310	75%	370	89%
	65 and older	71	86%	75	90%
Gender	Male	292	77%	331	87%
	Female	1,030	73%	1,238	88%
Sexual Orientation	Heterosexual	1,084	74%	1,279	87%
	Homosexual	91	78%	100	86%
	Bisexual	25	66%	30	79%

TRAINING OPPORTUNITIES

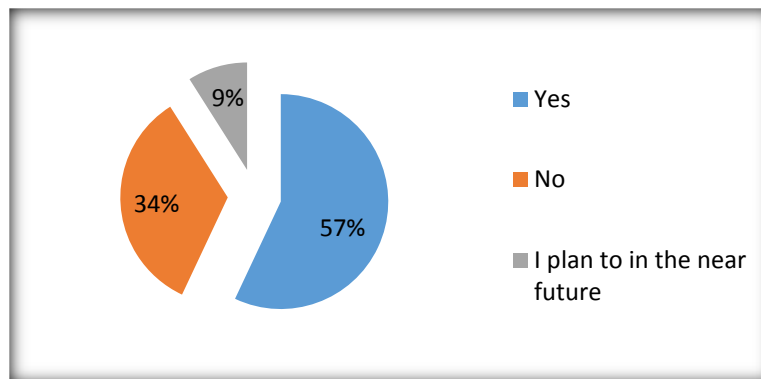
Eighty-one percent of respondents cited training opportunities subsidized by their employer as an advantage they enjoy. Examples include workshops, conferences, professional organization memberships, online courses, and on-the-job training.

Figure 9 Does your employer subsidize fundraising training for you?



More than half (57%) have taken continuing education programs specifically related to fundraising, either in a university or other training environment, and an additional nine percent plan to in the near future.

Figure 10 Have Taken Continuing Education Related to Fundraising



Taking continuing education programs specifically related to fundraising, either in a university or other training environments, is positively associated with certain career factors. Fifty-eight percent of those who have taken continuing education programs see themselves working in fundraising in the next three to five years, 57 percent are members of at least one professional association, and 85 percent hold a professional certification in fundraising.

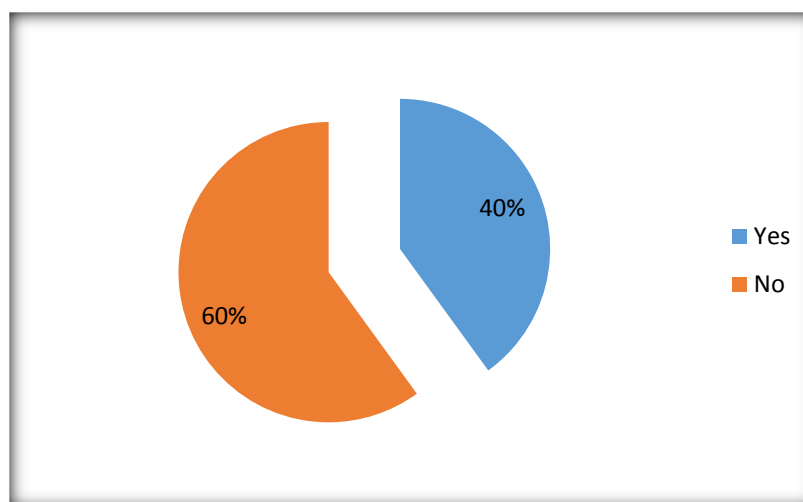
Table 5 Relationship between Taking Continuing Education Programs and Other Career Factors

		Have taken fundraising-related Continuing Education programs	
		Count	%
All Respondents		1,026	57%
Do you see yourself working in fundraising in the next 3-5 years?	Yes	930	58%
	No	80	47%
Belong to any fundraising-related profession association	Any association memberships	983	57%
	None/No Answer	43	45%
Hold fundraising certification (CFRE, ACFRE, FAHP)	Any professional certifications	312	85%
	None/No Answer	714	50%

MENTORS

Less than half of respondents (40%) have a mentor, but of those who have a mentor, 88 percent said the relationship has helped them advance in their career.

Figure 11 Do you have a mentor?



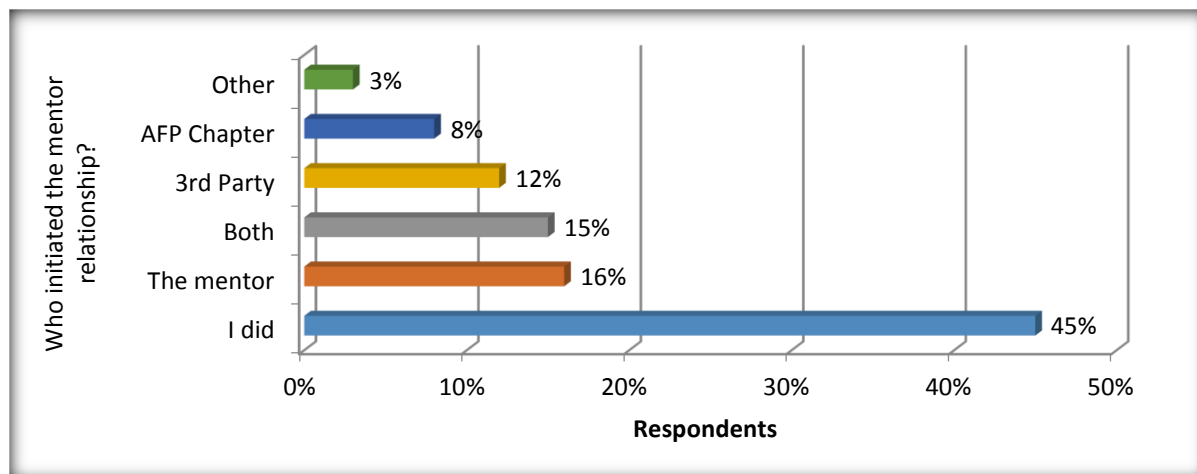
Having a mentor was more common for people of color than Whites/Caucasians, and for those age 35 and under than other age groups. Females were slightly more likely than males to have a mentor, and heterosexuals slightly more likely than homo- or bisexuals to have a mentor.

Table 6 Demographic Characteristics Associated with Having a Mentor

		Count	%
Ethnicity	White/Caucasian	520	39%
	People of Color	196	48%
Age	Under 25	21	55%
	25-35	216	50%
	35-44	156	42%
	45-54	181	39%
	55-64	123	30%
	65 and older	26	33%
Gender	Male	144	38%
	Female	570	41%
Sexual Orientation	Heterosexual	608	42%
	Homosexual	44	38%
	Bisexual	15	39%

Asked who initiated the mentor relationship, 45 percent said they initiated it, 16 percent said the mentor initiated the relationship and 15 percent said both. Twelve percent said a third party (colleague or supervisor) initiated the relationship, and eight percent mentioned the AFP mentor program as the initiator.

Figure 12 Who initiated the mentor relationship?



Having a mentor is positively associated with other career factors. Forty-one percent of those who reported having a mentor see themselves working in fundraising in the next three to five years, 41 percent are members of at least one professional association, 41 percent feel welcomed and a part of their professional association, 34 percent hold at least one professional certification, and 41 percent feel that inclusiveness is a priority for their organization.

Table 7 Relationship between Having a Mentor and Other Career Factors

		I have a mentor	
		Count	%
Will stay in professional fundraising next 3-5 years	Yes	656	41%
	No	56	33%
Member of professional association(s)	Yes	696	41%
	No	30	33%
Feel welcomed by my professional organization(s)	Yes	655	41%
	No	57	35%
Hold professional fundraising certification(s) (CFRE, ACFRE, FAHP)	Yes	124	34%
	No	602	42%
Inclusiveness is a priority for my organization	Yes	543	41%
	No	170	39%

PROFESSIONAL ASSOCIATION MEMBERSHIP

Ninety-two percent of respondents are members of at least one professional fundraising association, and a majority (91%) feel welcomed and a part of the professional association(s) to which they belong. Among the comments associated with an open-ended question about feeling welcome, the majority were positive. However, there were some negative comments including, “I don’t feel actively excluded but I don’t feel integrated either,” “It’s like ‘micro-slights,’” “There are no minority members of our {association’s} chapter anymore,” “I belong to a very closed local chapter,” or “Most of the regulars stick together.”

“This is the most welcoming group I’ve ever joined – a huge source of support.”

There were no significant differences between ethnic groups, age groups, gender, or sexual orientation groups in terms of belonging to a professional association. Whites/Caucasians were slightly more likely than people of color to feel welcomed by their association, and those under 25 were slightly less likely than other age groups to feel welcome. Bisexuals were slightly less likely than hetero- or homosexuals to feel welcome.

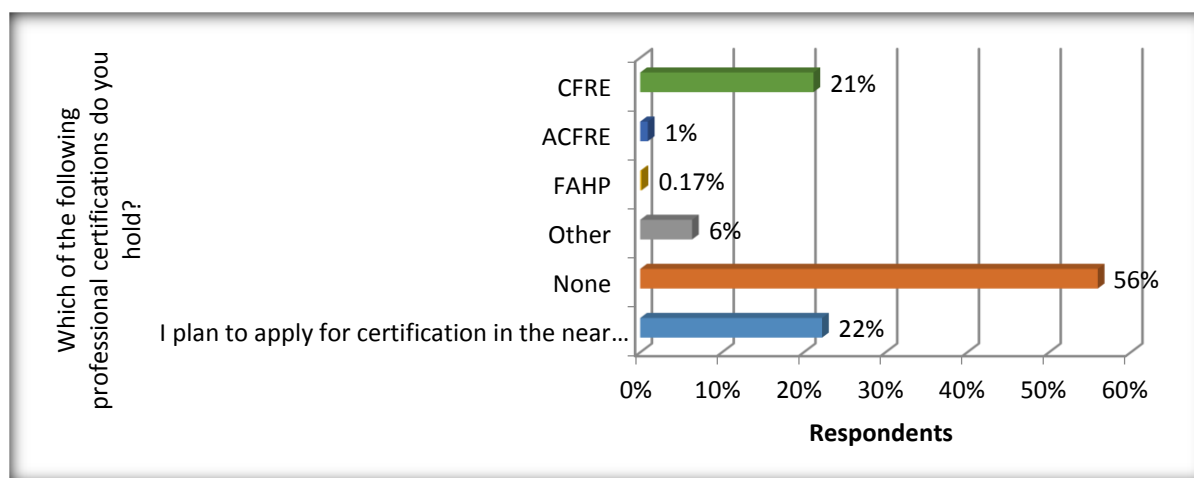
Table 8 Demographic Characteristics Associated with Membership in a Professional Association and Feeling Welcome in One's Professional Association

		Belonging to a professional association		Feeling welcomed by one's association	
		Count	%	Count	%
Ethnicity	White/Caucasian	1,298	95%	1,227	92%
	People of Color	389	94%	347	87%
Age	Under 25	37	97%	32	86%
	25-35	414	95%	376	88%
	35-44	351	94%	326	90%
	45-54	453	96%	428	92%
	55-64	389	94%	372	93%
	65 and older	79	95%	74	91%
Gender	Male	365	96%	336	90%
	Female	1,337	95%	1,250	91%
Sexual Orientation	Heterosexual	1,397	95%	1,308	91%
	Homosexual	111	96%	99	89%
	Bisexual	35	92%	32	86%

CERTIFICATION

More than half (56%) do not hold a fundraising professional certification, but 22 percent plan to apply for certification in the near future. Twenty-one percent hold the Certified Fundraising Executive (CFRE) designation.

Figure 13 Which of the following professional certifications do you hold?



CONCLUSION AND RECOMMENDATIONS

The preliminary survey, which covers many characteristics and working conditions of fundraisers in North America, also offers a brief glimpse into some of the challenges that fundraising professionals of diverse populations experience. It can be concluded that not all nonprofit organizations or professional organizations reflect the rich cultural and ethnic diversity of North America, and not all feel part of the profession or professional organizations. Without a doubt, while progress has been observed during the past two decades, not all factors of diversity, inclusivity and professionalism have reached optimal levels.

While the survey yields invaluable information, future examination of the questions posed in the survey might include more Canadians (only 16% responded) and a greater and more evenly distributed representation from some minority groups, mainly Hispanics. Organizations such as Hispanics in Philanthropy, the National Catholic Council for Hispanic Ministries, Asian Americans/Pacific Islanders in Philanthropy, National Catholic Development Council and Association of Lutheran Development Executives might provide more of a balance in the responses. While many answers to survey questions no doubt can reflect the majority opinions, perceptions and realities, it is possible that the small numbers of people of color involved may have skewed reality when it comes to diversity and inclusivity.

In particular, a complex problem is the fact that a significant number of minorities may be engaged in fundraising and accomplishing worthwhile goals, yet many of these individuals are not members of professional groups, whether due to costs, inaccessibility, or lack of a sense of inclusion. Reaching these fundraisers perhaps could be accomplished through a survey that focuses on nonprofits, including churches, rather than membership in associations—or could be done in addition to the methods of information gathering in this survey.

It is not surprising that more people of color saw lack of organizational diversity as a challenge to their professional work than did Whites/Caucasians. However, the positive aspect is that three-quarters of the respondents believe diversity IS a priority in their organizations and 80 percent feel that they are treated fairly. Only 22 percent of respondents believed that the extent of diversity in the profession is actually a challenge, but that positive view breaks down when respondents are divided into people of color and Whites/Caucasians —52 percent of people of color believe diversity is an issue in their organizations, whereas only 14 percent of Whites/Caucasians found this to be a problem.

This segues well to the question of longevity in the profession. Couched in diversity contexts and questions might be an analysis of which groups drop out sooner from the profession, people of color or Whites/Caucasians, and then examine the roots of the problem, if indeed there is a difference.

It is good news that almost equal percentages of Whites/Caucasians and people of color in this survey belong to a professional association. However, the fact that people of color feel slightly less welcomed by these associations than Whites/Caucasians is a call to action.

Achieving appropriate levels and representation of minority groups in a profession that for many years was the domain of Whites/Caucasians is a gradual process and one that bears scrutiny periodically. Whether or not it's essential that a fundraiser be of the same ethnicity as the donor is a point often debated, with mixed conclusions. Suffice it to say that because fundraising is such a significant, valuable, and dynamic profession, it's reasonable to conclude that it should be made available and feasible to all segments of North America's diverse populations.

A few recommendations for promoting progress, and providing a basis for further research might be offered:

- Members of professional associations can be alerted to possible fundraisers in nonprofits in their communities who do not attend or who are not members of professional groups, and can issue invitations for participation and attendance.
- Minority representations can serve on program committees of professional groups and ensure diversity of programming, and advertise these widely, including to non-members.
- The old “every member campaign” might be a way to mobilize and to challenge “insiders” of professional groups to practice inclusivity and invite minority participation on a personal level.
- Professional associations can continue to periodically conduct surveys that have more of a representation of minority respondents, ensuring the respondents accurately reflect percentages of North American population.
- Professional organizations should constantly be aware of cultural differences in generosity and philanthropy and avoid the “one-size-fits-all” syndrome in programming and practicing inclusivity.

FACT SHEET

HIGHLIGHTS OF THE 2016 AFP DIVERSITY AND INCLUSIVENESS REPORT

Why Join?/Why Stay?

- Belief in the mission of an organization is the primary motivator for becoming a fundraising professional for 32% of respondents
- 90% plan to stay in the profession for the next 3-5 years.
- Lack of staff support, organizational dysfunction, and lack of organizational leadership support were cited most as challenges to professional work.

Feelings of Inclusion/Fairness

- 75% feel that inclusiveness is a priority for their organization (89% of White respondents and 82% of people of color).
- 89% feel they are treated fairly in their organization (76% of Whites and 67% of people of color).

Training/Mentoring Opportunities

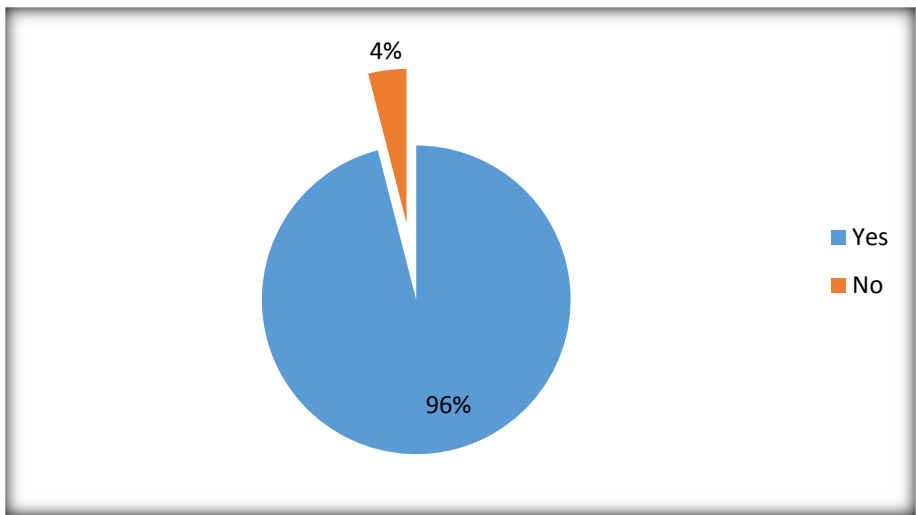
- 81% have taken training subsidized by employer
- 57% have taken continuing education specifically related to fundraising.
- 40% have a mentor.
- 88% of those with a mentor said the relationship has helped their career.

Professional Associations/Certification

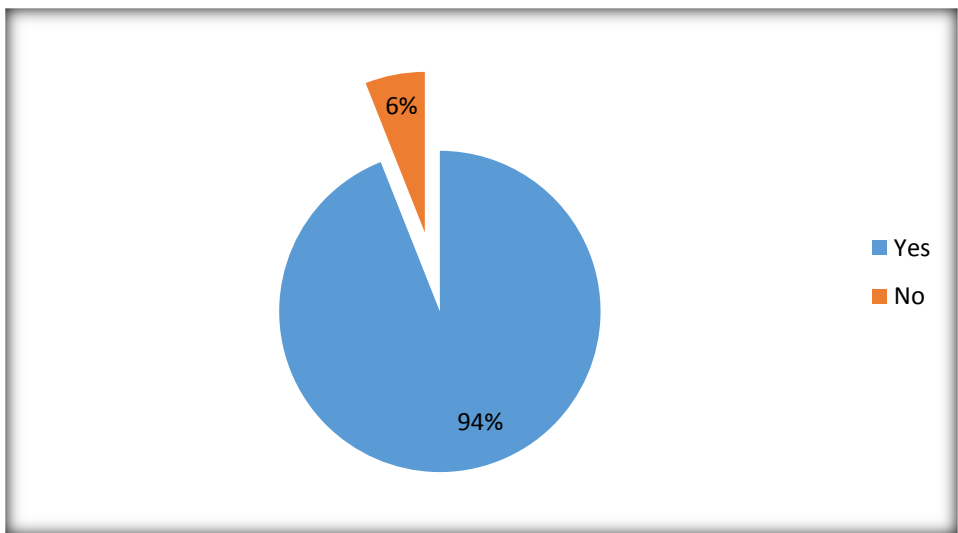
- 92% are members of at least one professional association.
- 91% feel welcome and a part of the professional association(s).
- 56% do not hold a professional certification in fundraising, but 22% of those plan to apply in the near future.

SECTION III: RESPONDENT DEMOGRAPHICS

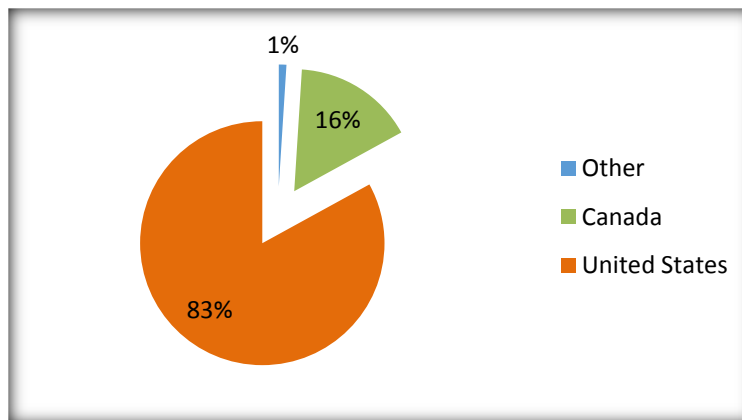
Ninety-six percent of the survey respondents identify as fundraising professionals. The four percent that did not consider themselves fundraiser were not given the opportunity to complete the survey.



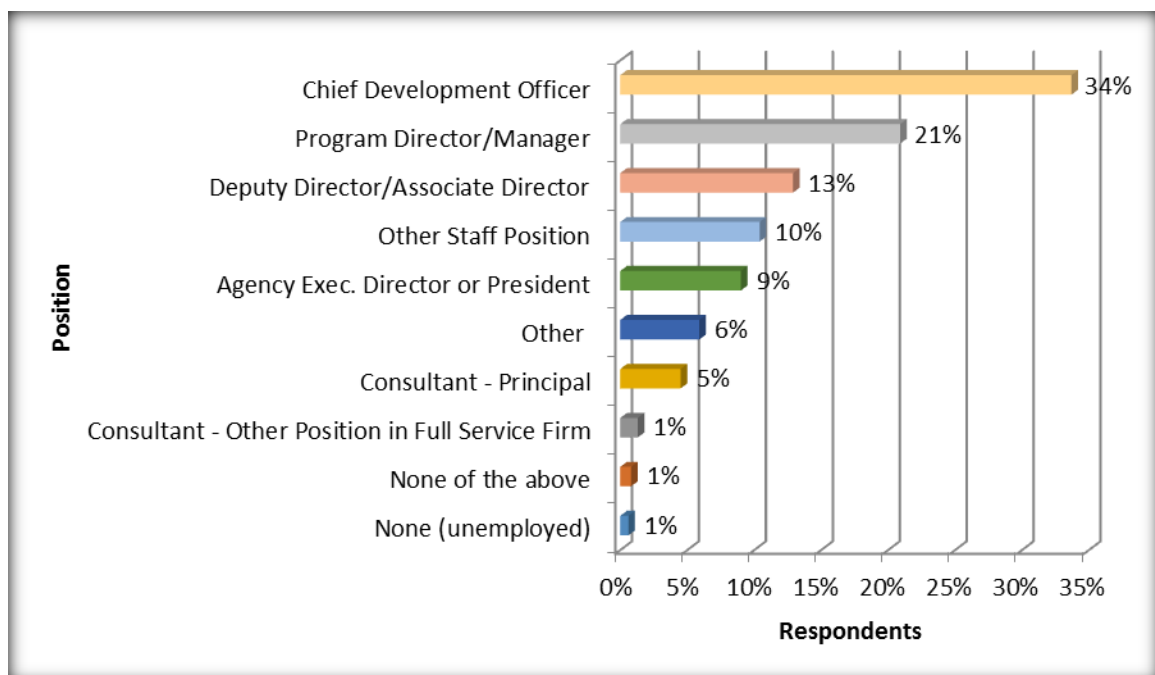
Ninety-four percent spend more than 20 percent of their time doing proposal writing, fundraising events, alumni relations, annual fund, major gifts, planned gifts, etc.



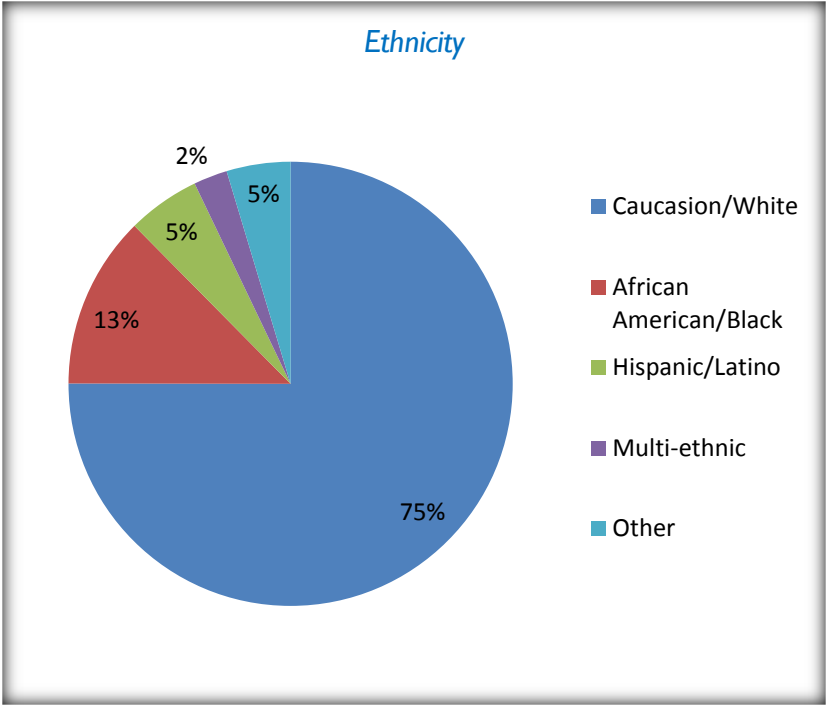
The survey was distributed to people all over the world. A majority (99%) of the respondents were from the United States and Canada.



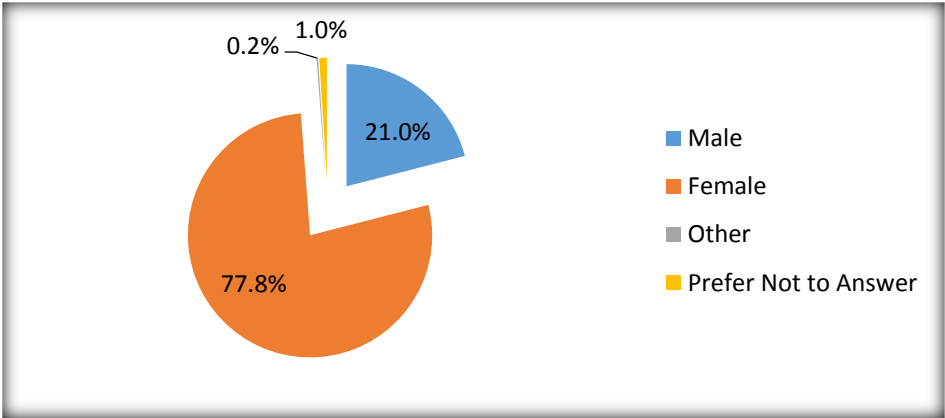
Positions held by respondents range from executive level to assistant, with most (33.7%) falling in the Chief Development Officer category.



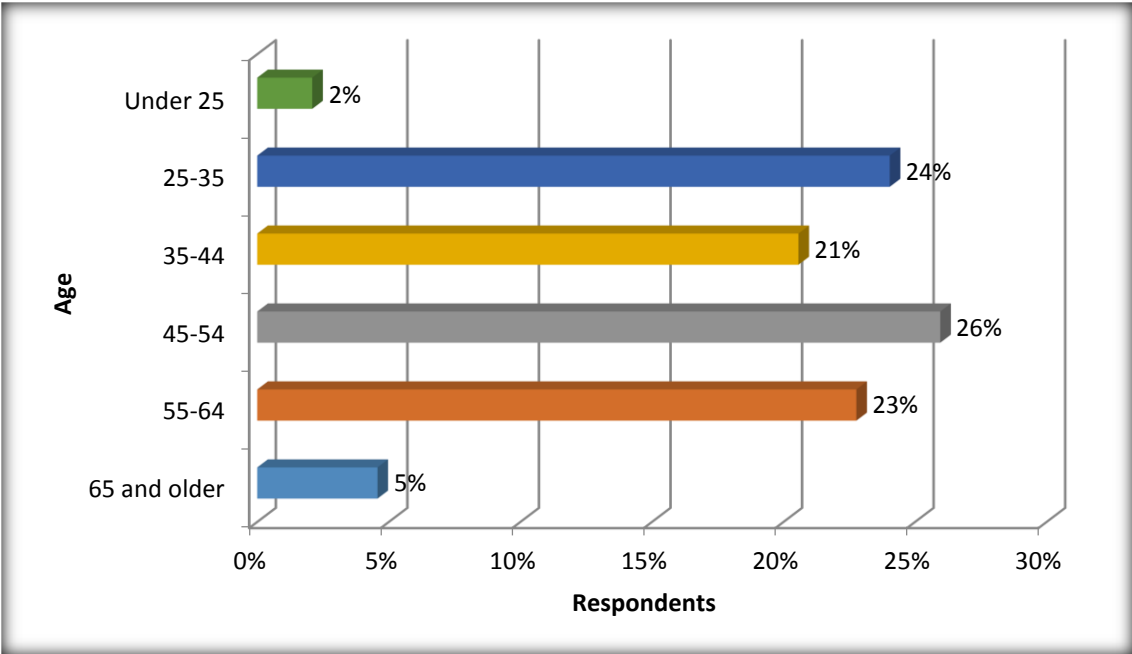
Three-quarters are Caucasian/White, not of Hispanic origin, 13 percent are African American/Black, five percent are Hispanic/Latino, two percent are multi-ethnic, and the remaining respondents are from ethnic groups including Caribbean/West Indian, Asian, Aboriginal/Native American, First Nation, and others.



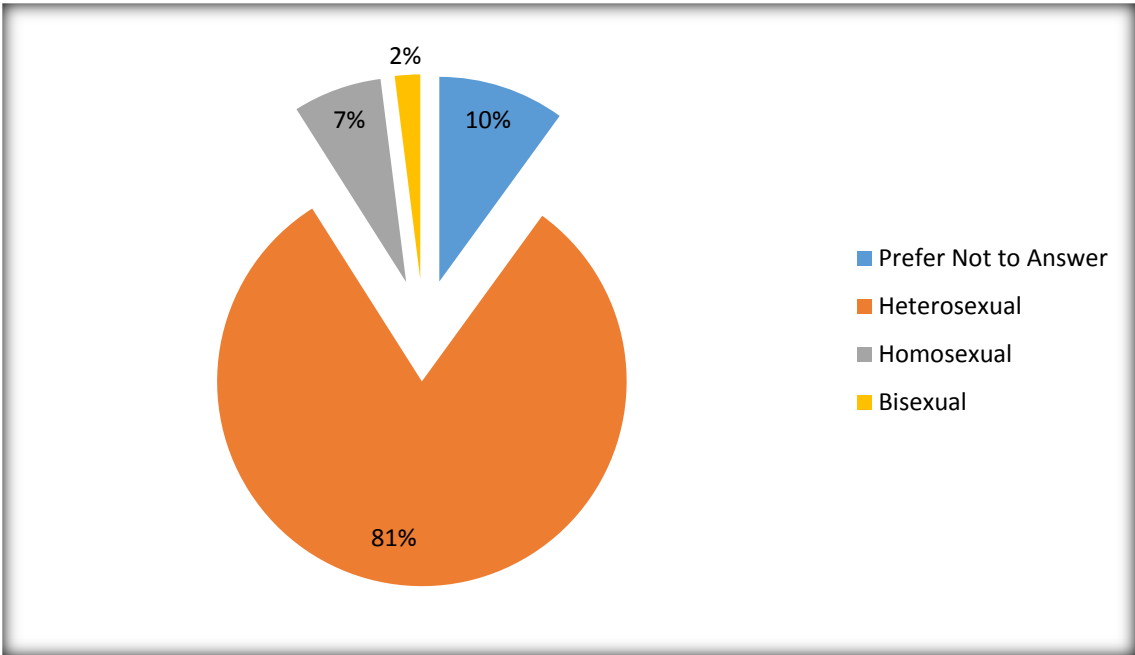
More than three-quarters (78%) are female, and 21 percent are male.



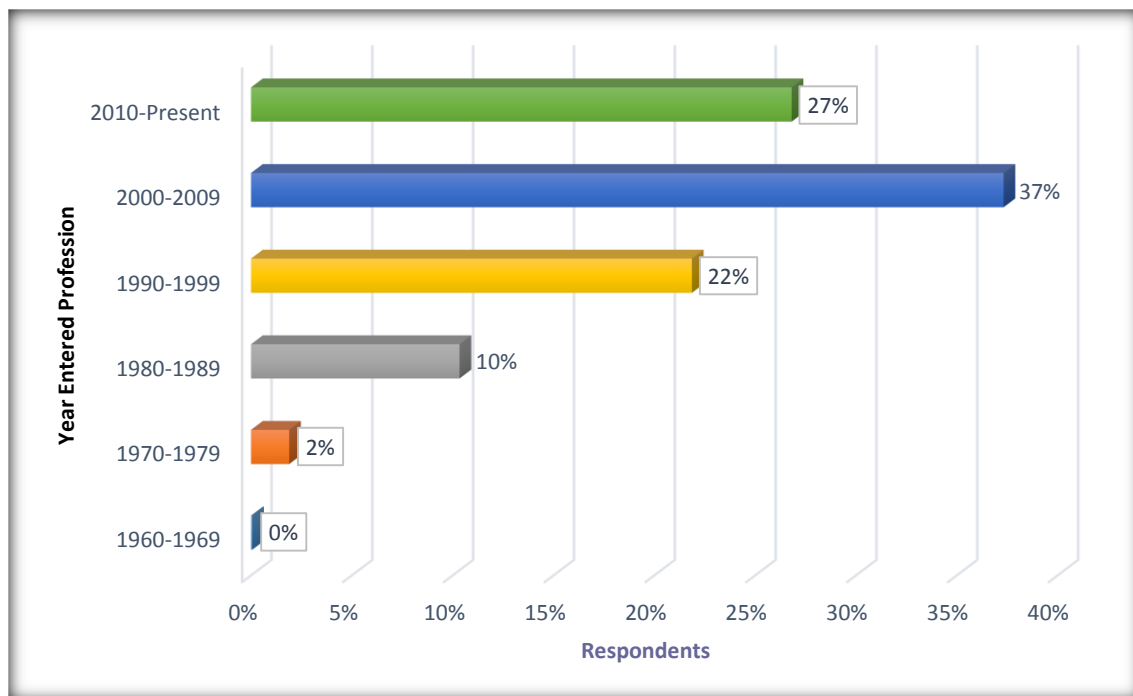
A majority of respondents are older than 25 and younger than 65, with about equal distribution among the age ranges 25-35, 35-44, 45-54 and 55-64.



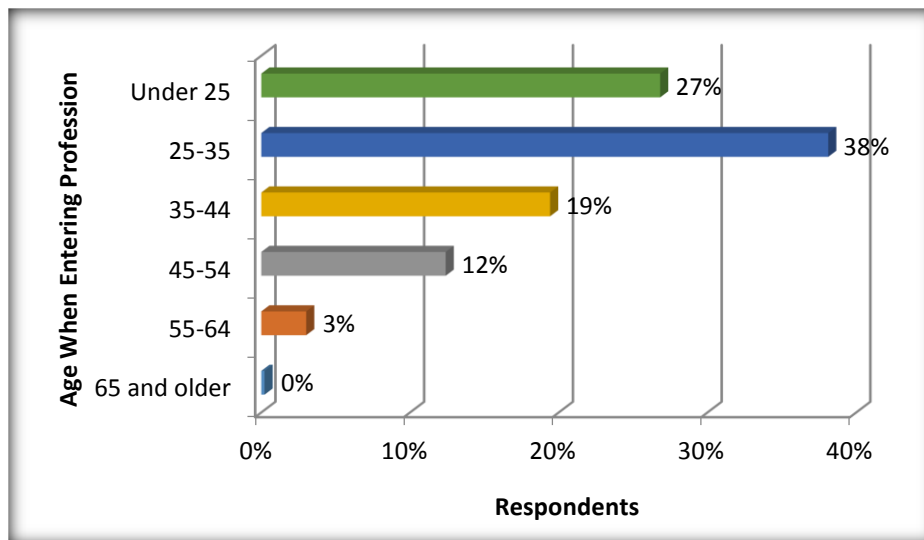
Eighty-one percent identify as heterosexual, seven percent as homosexual, and 10 percent as bisexual.



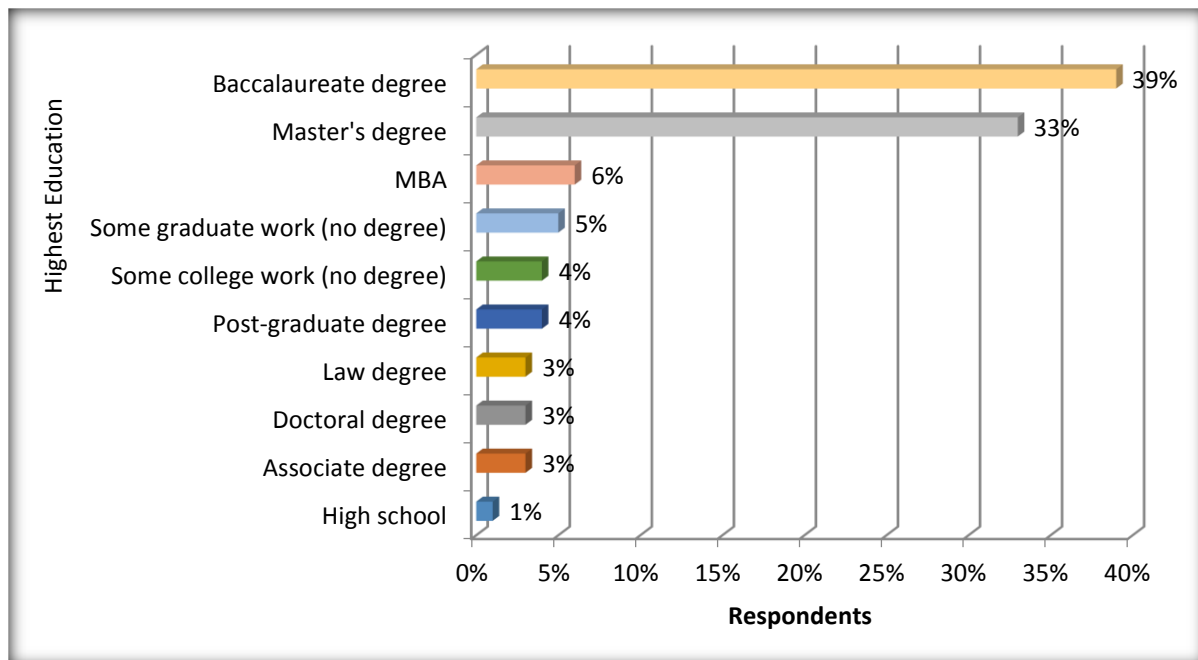
A large percentage (64%) entered the fundraising profession within the last 15 years. About a quarter (22%) have been in the profession 16-25 years, and 12 percent have worked in the field for more than 25 years.



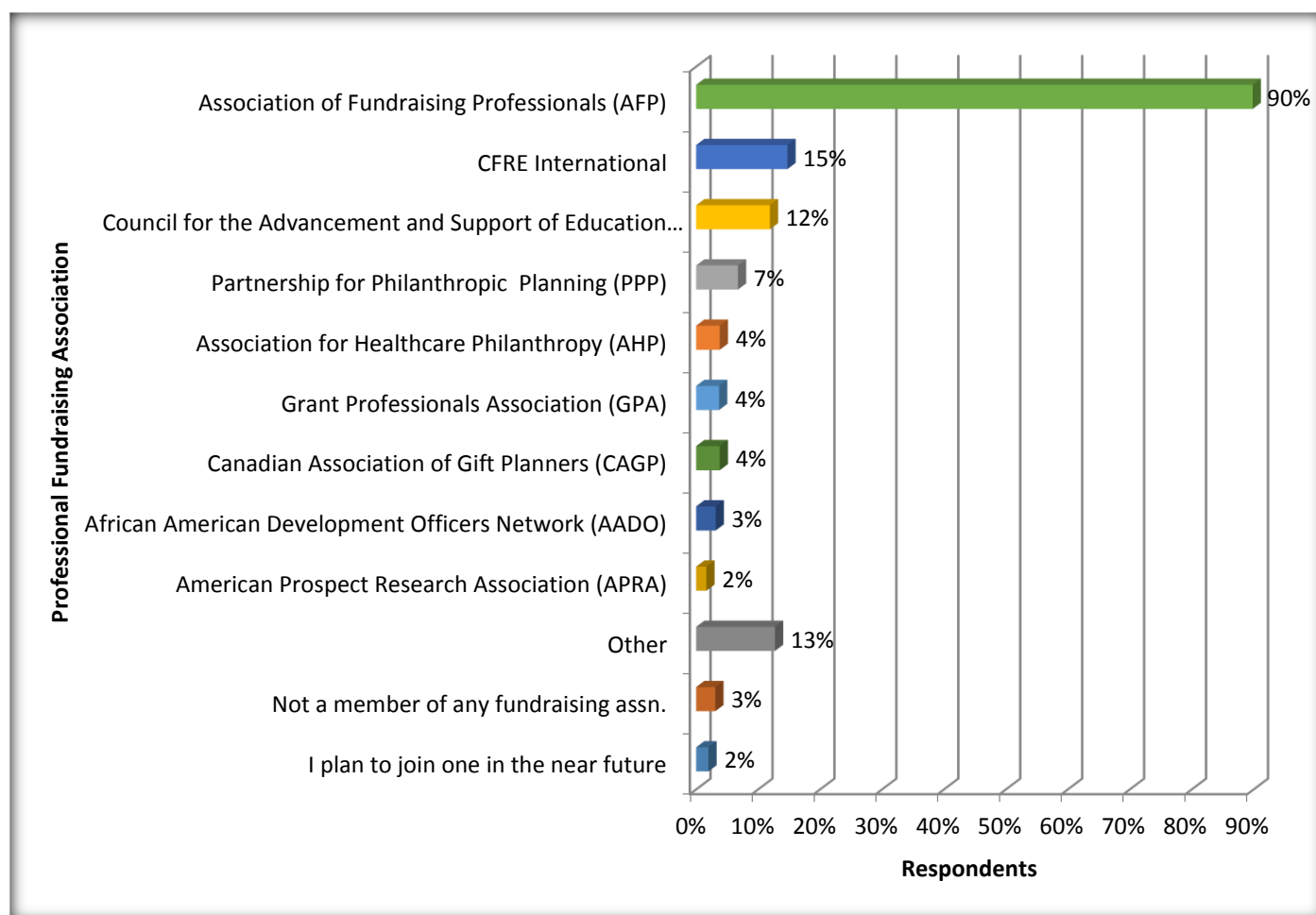
A large percentage (65%) were 35 years old or younger when they entered fundraising; 19 percent were 35-44, and 12 percent were 45-54.



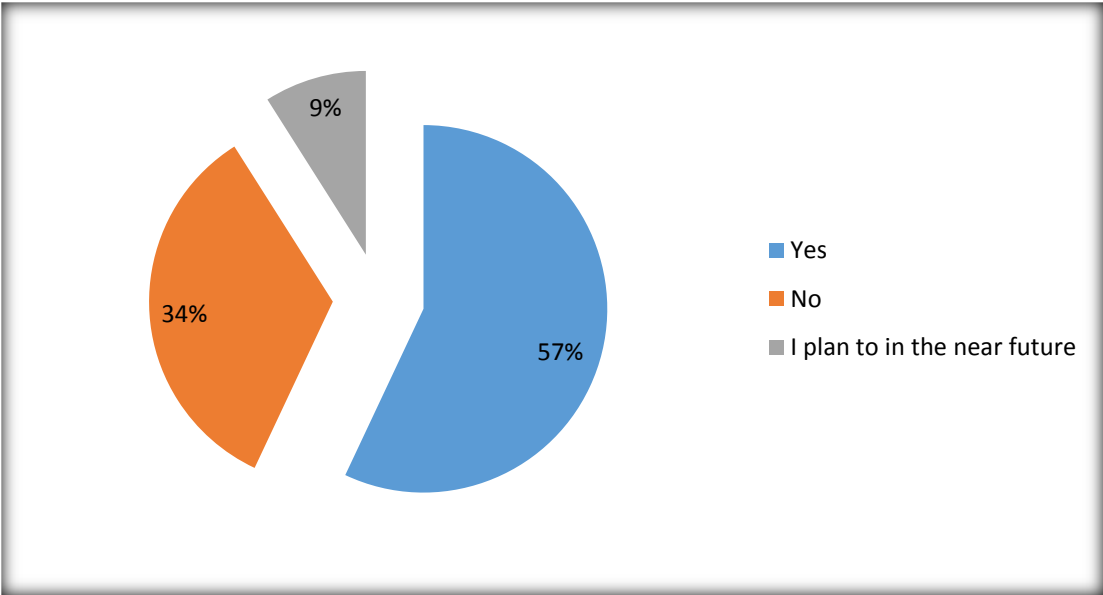
Nearly three-quarters (72%) hold a Baccalaureate and/or Master's degree.



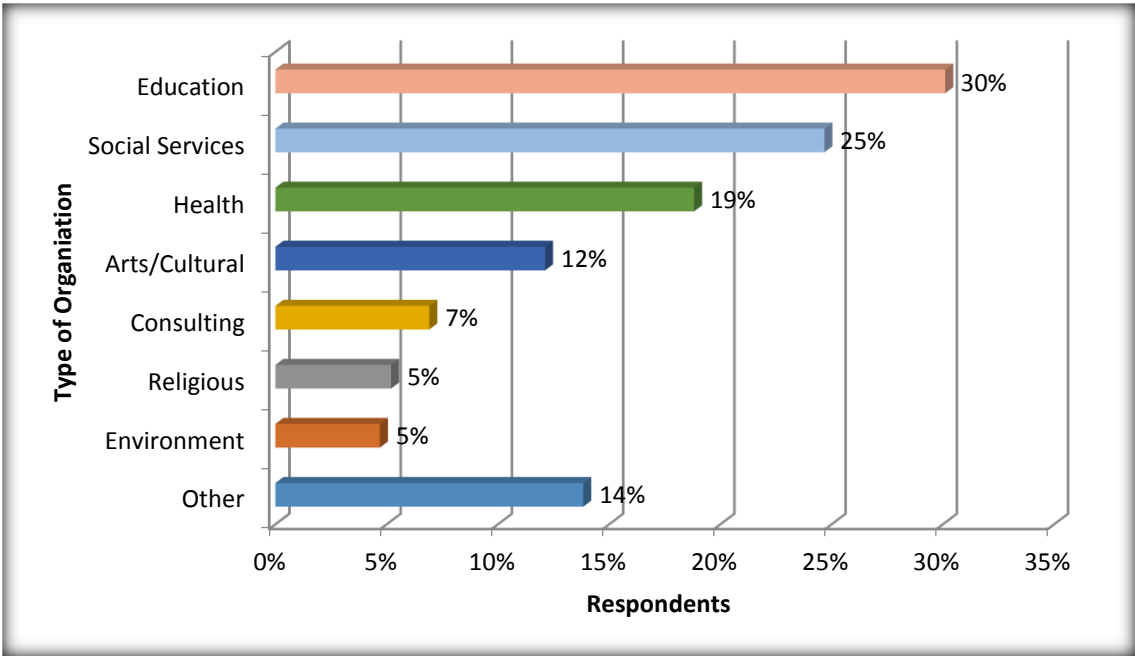
Most respondents belong to one or more associations. Three percent indicated they are not a member of any fundraising association, and two percent said they plan to join one in the future. Ninety percent belong to the Association of Fundraising Professionals.



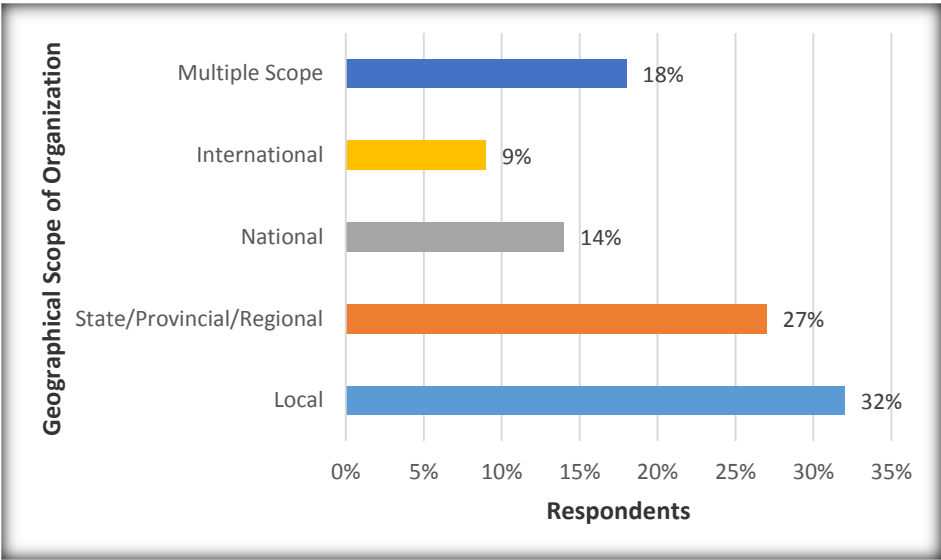
More than half (57%) have taken continuing education programs (certificate, Master’s, Ph.D.) related specifically to fundraising, nonprofit management or philanthropy at a college or university or other training not related to a college or university. Nine percent plan to in the near future.



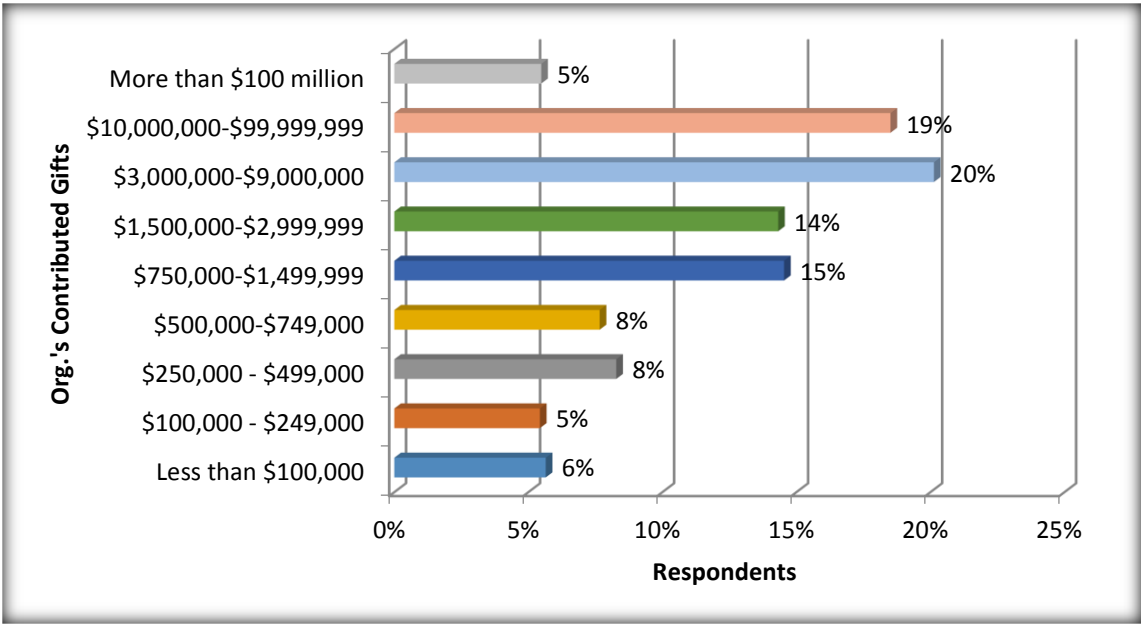
The types of organizations most represented by respondents are education, social services, and health organizations (74% of the total).



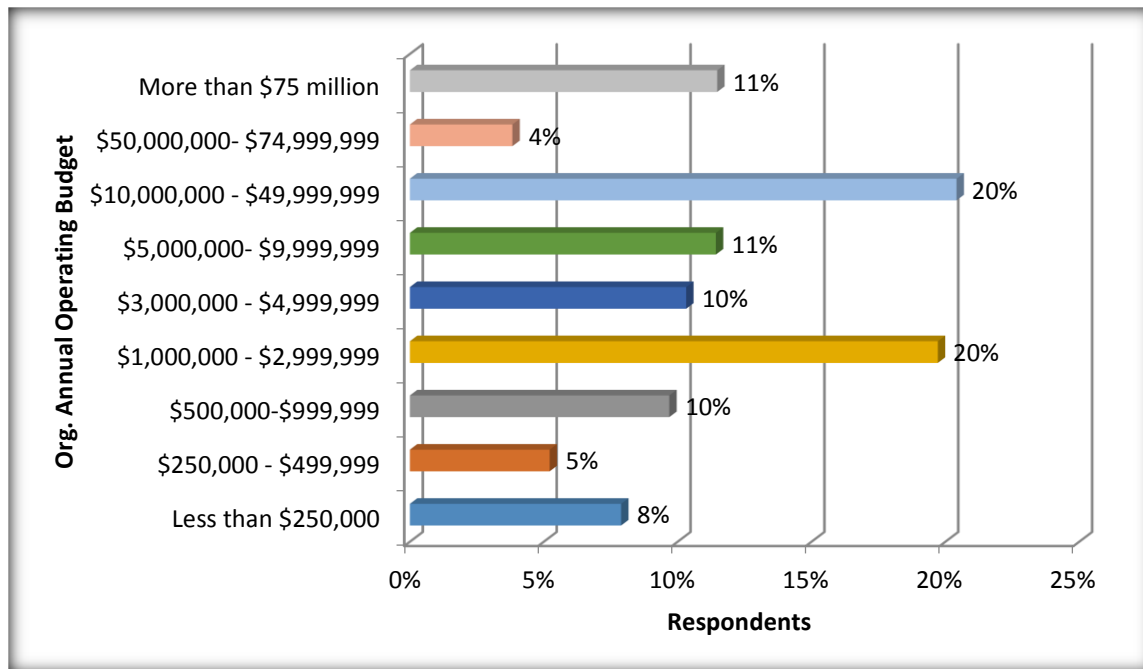
About a third (32%) work for organizations that are local in scope, 27 percent for state/provincial/regional organizations, 14 percent for national organizations, nine percent for international organizations, and 18 percent for organizations with multiple scope.



Money raised by the organization in contributed gifts ranged from less than \$100,000 (6%) to more than \$100 million (5%). Twenty percent of respondents' organizations raised between \$3 million and \$9 million, and another 19 percent raised between \$10 million and \$100 million.



Annual organizational budgets ranged from less than \$250,000 (8%) to more than \$75 million (11%), with the highest percentages in the \$1-3 million range (20%) and the \$10-50 million range (20%).



More than half (54%) of respondents work in small fundraising shops with one to three FTE fundraising professionals. Twelve percent are in shops of 25 or more.

