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# Philanthropy After September 11<sup>th</sup>

## Blackbaud Survey Finds Nonprofits Carefully Monitoring Fundraising Climate, Looking to Technology to Improve Efforts Going Forward

Conducted in conjunction with the International Conference on Philanthropy held in Charleston, S.C., in October 2001, the Philanthropy After September 11<sup>th</sup> survey was initiated to provide a temperature check of how nonprofits are feeling about the fundraising climate in the wake of the terrorist attacks.

Blackbaud's former CEO Robert J. Sywolski announced the launch of the online survey during his keynote address, asking the 1,000 conference attendees to participate in the survey, which was accessible via computers at the Cyber Café. The survey was also distributed to the wider nonprofit community through the Philanthropy News Network's newsletter alert and to Blackbaud clients in a weekly newsletter.

Six hundred and fifty seven organizations participated in the survey.

### Key Findings

- ◆ 16% of nonprofits reported functioning business-as-usual since September 11<sup>th</sup>.
- ◆ 41% of nonprofits reported carefully monitoring the situation but not making changes in response to September 11<sup>th</sup>.
- ◆ 13% of nonprofits reported readjusting their fundraising goals (up or down) since September 11<sup>th</sup>. The largest increase reported was \$4 million. The largest decrease reported was \$10 million.
- ◆ 53% of nonprofits reported that, before September 11<sup>th</sup>, donor response to fundraising efforts was about the same as a year before. 17% reported it was worse.
- ◆ 53% of nonprofits reported that donor response since September 11<sup>th</sup> has been about the same. 31% reported it has been worse.
- ◆ More than 50% of nonprofits agreed or strongly agreed with the statements that, following September 11<sup>th</sup>, they would improve the functionality and content of their Web site, emphasize more use of email, and promote online giving. Several nonprofits indicated that the anthrax scare has expedited their plans to take more communication online.
- ◆ Almost two-thirds (63%) of nonprofits agreed or strongly agreed that, post-September 11<sup>th</sup>, they would work to improve database management.

## Detailed Findings

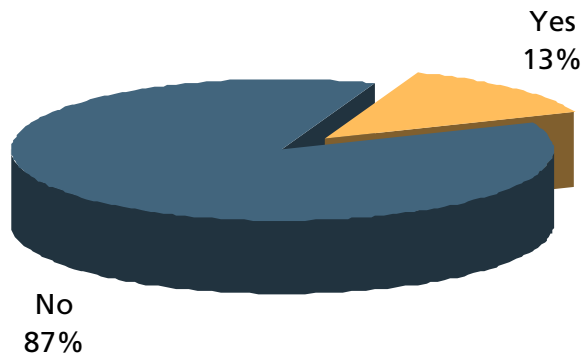
1. How has your organization reacted to the events of September 11th?

(Total = 654)

	number of responses	response ratio
Business as usual	102	16%
Carefully monitoring, but no changes	265	41%
Changed message and campaign strategy, but proceeding with current programs	154	24%
Retrenched, carefully managing spending in light of fewer new funds	57	9%
Cut programs and new spending, re-evaluating mission	14	2%
Other	62	9%

2. Have you readjusted your fundraising goal since the events of September 11th?

(Total = 653)



3. If yes, how much?

(Total = 82)

	number of responses	response ratio
Increased 0 to 10%	2	2%
Increased 10 to 25%	10	12%
Increased 25 to 50%	2	2%
Increased more than 50%	3	4%
Decreased 0 to 10%	19	23%
Decreased 10 to 25%	30	37%
Decreased 25 to 50%	12	15%
Decreased more than 50%	4	5%

4. This accounts for an estimated (Please enter dollar amount.)

Increase: 13 responses = \$11.86 million (ranging from \$25,000 to \$4 million)

Decrease: 52 responses = \$32.86 million (ranging from \$5,000 to \$10 million)

## about Blackbaud

Blackbaud is the leading global provider of software and related services designed specifically for nonprofit organizations. More than 15,000 organizations use Blackbaud products and consulting services for fundraising, financial management, business intelligence, Web site management, school administration, and ticketing. Blackbaud's solutions include The Raiser's Edge®, The Financial Edge™, The Education Edge™, The Patron Edge®, Blackbaud® NetCommunity™, The Information Edge™, The Researcher's Edge™, WealthPoint™, and ProspectPoint™, as well as a wide range of consulting and educational services. Founded in 1981, Blackbaud is headquartered in Charleston, South Carolina, and has operations in Toronto, Ontario; Glasgow, Scotland; London, England; and Sydney, Australia.

For more information about Blackbaud solutions, contact a Blackbaud account representative.

In the United States and Canada, call toll-free 800.443.9441. In Europe, call +44 (0) 141 575 0000. Visit us on the Web at [www.blackbaud.com](http://www.blackbaud.com).



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5. The uncertainty of the economy and lower stock market predated the events of September 11th. Before September 11th, how was donor response to your organization's fundraising efforts in 2001 compared to 2000?

(Total = 646)

	number of responses	response ratio
Much improved	40	6%
Improved	148	23%
About the same	341	53%
Worse	110	17%
Much worse	7	1%

6. How has donor response been since September 11th compared to earlier in 2001?

(Total = 642)

	number of responses	response ratio
Much improved	20	3%
Improved	56	9%
About the same	340	53%
Worse	198	31%
Much worse	28	4%

7. Technology and the Internet played a vital role in many organizations' ability to rapidly respond to needs resulting from the tragic events of September 11th. As a result, will your organization change its use of technology in any of the following ways? Please indicate your level of agreement with the following:

	strongly agree	agree	neutral	disagree	strongly disagree	total
Improve functionality and content of Web site	19%	35%	37%	6%	2%	636
Emphasize more use of email	15%	38%	34%	9%	3%	635
Promote online giving	18%	34%	34%	10%	3%	634
Improve database management	25%	38%	30%	4%	3%	634

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