



Philanthropic Counsel... Making a Lasting Difference for Good

Test Your Fundraising IQ

Based on 2022 figures from the 2023 Giving USA

Part 1 – Knowledge of Fundraising

1. The most cost-effective way to raise capital funds is by: a) direct mail, b) telephone solicitation, c) person-to-person, or d) hiring professional solicitors.
2. The support of which four of the following is essential to a successful capital campaign: a) present and past Board Members, b) staff, c) foundations, d) individuals with high LAI (linkage, affinity, interest), e) corporations, f) previous donors, or g) grateful constituents/members.
3. People give to fundraising campaigns because: a) they believe in the cause, b) they need a tax break, c) they are asked by the right person, or d) the institution needs the money.
4. The two toughest items to raise money for are: a) equipment, b) renovations, c) endowment, d) debt reduction, e) administrative offices, f) new construction, g) program support, or h) operations sponsorship.
5. The solicitation approach preferred by over 75% of large donors is: a) by letter, b) by the chief financial officer, c) by a stranger who is easy to talk to, d) by a person they know well, or e) by email/phone.
6. Which of these results generally follow a successful capital or comprehensive campaign: a) higher annual support, b) broader community interest, c) a broader donor base, d) new leadership, or e) increased public awareness.
7. The most cost-effective ways for a prospective donor with highly appreciated securities to give to a not-for-profit institution are to: a) sell the stock and donate the proceeds, b) give the stock directly to the organization, c) set up a charitable trust funded by the securities, d) write a codicil to one's will, or e) other.
8. True or False: The share of American households who donated to charity declined from 2/3 of American households in 2000 to 1/2 of American households in 2018.
9. The largest percentage of total giving in 2022 went to: a) education, b) human services, c) health, d) international affairs, e) public-societal benefit, f) arts, cultural and humanities, g) environment/animals, h) religion, i) foundations, or j) foundation grants to individuals.
10. Which of these are prerequisites for capital campaign success: a) demonstrable and urgent need for support, b) identifiable sources of gifts, c) availability of top-flight leadership, d) adequate professional staff support for volunteers, e) unqualified commitment of the Board of Trustees, or f) a committed executive team.
11. True or False: Phonathons are effective fundraising vehicles in only educational or religious fundraising.

Part 2 – Knowledge About Donors and Volunteers

1. The primary reason for people refusing to volunteer is: a) lack of time, b) distrust of institutions, c) unable due to health, d) they work elsewhere, e) won't go door to door, or f) they feel they have done enough for charity.
2. Nearly 60% of wealthy households who stopped giving to a charitable organization attributed their change in philanthropic behavior to: a) a negative experience with the organization's staff, b) an increase in scope of their charitable giving, c) no longer feeling connected to the organization, d) an increase in private, disposable spending, or e) they were asked too many times.
3. A survey of seven-figure donors revealed the following donor attributes: a) they owned their own business, b) they gave in a capital campaign context, c) they had made multiple gifts in the past, or d) they were likely to be Board members.
4. Which is true: a) people hear 7% of what we say, b) 55 % of what people read from our conversation is non-verbal, or c) 38% of what people hear from us is "how we say it."
5. Reasonable fundraising costs are: a) 25% for annual giving, b) 100% for donor acquisition, c) 10% for capital campaigns, or d) it depends on the type and age of the institution.
6. Which of the following reflects contemporary challenges in fundraising volunteer management: a) increased competition for their time, b) higher professional expectations, c) increased wariness of fundraising campaigns, or d) greater concern about liability.
7. True or False: People who made their money from a family-owned business or a start-up company tend to give far more, on average, than those who derived their money from other sources.
8. What percentage of donors in 2022 were enrolled in recurring gift programs: a) 27%, b) 35%, c) 46%, or d) 57%.
9. True or False: In the next 30 years it is estimated that up to \$27 trillion dollars in charitable bequests will be transferred to nonprofits.
10. When asked by someone they know, how much more do donors give when asked in person versus by telephone, mail, or email: a) 7%, b) 11%, c) 15%, or d) 19%.

Part 3 – Knowledge of the Numbers

1. Over the last 40 years, total giving in inflation-adjusted dollars grew the most in the 10-year period from: a) 1993-2002 or b) 2003–2012.
2. What percentage of charitable giving happens in December: a) 30%, b) 20%, c) 15%, or d) 10%.
3. Overall charitable giving in the United States in 2021 was: a) \$253 billion, b) \$392 billion, c) \$485 billion, or d) \$517 billion.
4. 2021 charitable giving in the United States: a) was lower than annual giving before the pandemic, b) was higher than annual giving before pandemic, or c) managed to stay even with pre-pandemic giving.

5. Charitable giving by individuals in 2022: a) increased from 2021, b) declined from 2021, or c) remained flat.
6. The largest portion of philanthropic contributions in 2022 came from: a) bequests, b) individuals, c) foundations, or d) corporations.
7. The average one-time gift in 2022 was: a) \$56, b) \$100, c) \$121, or d) \$176.
8. True or False: Revenue from monthly giving increased by 11% and accounted for 28% of all online giving in 2022.
9. Which of the following were key factors accounting for the decline in individual charitable giving in 2022: a) a double-digit drop in the S&P 500, b) flat growth in disposable personal income, c) a 40-year-high inflation rate, or d) year-end declines in the S&P when a lot of charitable giving is done.
10. How many registered charities [501(c)(3) nonprofits] are there in the US as of 2022: a) 500,000, b) 1 million, c) 1.5 million, or d) 2.0 million.

Sources:

2023 Million Dollar List, Indiana University Lilly Family School of Philanthropy

Bloomerang. *The Secrets to Donor Centered Major Gift Fundraising 2023*

[Foundationcenter.org/findfunders/statistics](https://foundationcenter.org/findfunders/statistics)

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Gunther, Marc. *A Giving Challenge for the Masses*. The Chronicle of Philanthropy 10.2017.

Hake, Brian and Warneke, Kevin. *Trust the Process*. Advancing Philanthropy 10.2018

Lindsay, Drew. *Breaking the Charity Habit*. The Chronicle of Philanthropy 10.2017.

Answers:

Part 1 – Knowledge About Fundraising

- 1.) C
- 2.) A, D, F, & G
- 3.) C
- 4.) D & E
- 5.) D
- 6.) All
- 7.) B & C
- 8.) True
- 9.) H
- 10.) All
- 11.) False

Part 2 – Knowledge About Donors and Volunteers

- 1.) A
- 2.) C
- 3.) All
- 4.) All
- 5.) All
- 6.) All
- 7.) True
- 8.) D [57% in 2022, up from 46% the previous year.]
- 9.) True
- 10.) D

Part 3 – Knowledge of the Numbers

- 1.) A [It grew at 60.3% from 1993 to 2002. The slowest 10-year period of growth for total inflation-adjusted giving was the period from 2003 to 2012, when total giving increased 12.3%.]
- 2.) A [30%, with 10% of all annual donations coming in the last 3 days of the year.]
- 3.) C
- 4.) B
- 5.) B [Total giving declined by \$58.58 billion between 2021 and 2022 when adjusted for inflation. Just over one third of the decline in giving participation in 2022 can be attributed to changes in income and wealth.]
- 6.) B
- 7.) C [\$121, up from \$115 the previous year.]
- 8.) True
- 9.) All
- 10.) C