Association of Fundraising Professionals

Fund-raising News, Research and Information for the Education Sector

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This new section in the *International Journal of Educational Advancement* is provided by the Association of Fundraising Professionals (AFP). With nearly 28,000 members in more than 185 chapters around the world, AFP is uniquely positioned to provide readers with the latest in research and information. Drawing on the wealth of expertise of AFP members and volunteer leadership, AFP conducts research on nonprofit fund raising and trends. In this issue, we highlight the results of the AFP 2006 *State of Fundraising* report. Questions or queries should be directed to jobrien@afpnet.org or visit the AFP website at www.afpnet.org.

About the Association of Fundraising Professionals

The Association of Fundraising Professionals (AFP) is an international membership organization based in the United States that works to advance philanthropy through advocacy, research, education, and certification programs.

For almost 50 years, AFP has been the standard-bearer for professionalism in fund raising. Members sign their adherence to the *AFP Code of Ethical Principles and Standards of Professional Practice* every year when they renew their AFP membership. First adopted in 1964, the *AFP Code*, as it is commonly referred to, provides members with a set of guidelines for professional fund-raising best practices. In addition, a member-driven ethics committee enforces the *AFP Code*, ensuring members are held to the standards set forth in its guidelines. By signing the *AFP Code*, members make a pledge to avoid unethical fund

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raising. Members who violate the *Code* may face reprimands, removal from chapter and association activities, and also public expulsion from AFP.

In addition, members are able to take advantage of discounts not only for AFP conferences and educational courses, but also on books through the online AFP Bookstore that has one of the largest offerings of specialized books on fund raising, volunteerism, and philanthropy.

Membership in AFP also provides a subscription to the bimonthly, award-winning magazine, *Advancing Philanthropy*; free access to the AFP Resource Center; the weekly e-newsletter, *eWire*; and access to studies and research conducted by AFP.

For more information, or to join AFP, visit www.afpnet.org.

US Education-based Nonprofits Met 2006 Goals at Higher Rate than National Average

In 2006, education-based nonprofits reported a strong showing compared to other sectors, meeting or exceeding their fund-raising goals at a 5 percent higher rate than the national average.

The Association of Fundraising Professionals' annual *State of Fundraising* survey asks respondents to compare their fund raising in one year to the previous year (in this case, 2006 results compared to 2005 figures). The survey queries respondents on overall fund raising, as well as different types of fund raising, including direct mail, major gifts, planned giving, special events, and online fund raising. The survey data are categorized by subsector, budget size, and geographic region.

According to AFP's 2006 *State of Fundraising* survey, more than two-thirds of US charities (69 percent) raised more money in 2006 than in the previous year. Seven percent raised the same amount as in 2005 and 24 percent raised less.

The overall gross cumulative dollars raised by the education sector fared well compared to other sectors, reaching just above the average. Whereas 69 percent of the whole sample raised more money in 2006 than 2005, 72 percent of the education sector respondents reported raising more money over that same period of time. Twelve and one-half percent raised the same amount and 16 percent raised less in 2006 than in 2005.

According to AFP President and CEO Paulette V. Maehara, CFRE, CAE, almost every category of fund raising experienced significant increases from previous surveys in the percentages of respondents who raised more money than the previous year. "2006 was a strong year for fundraising, certainly the best year we've seen since AFP started the survey in 2001," Maehara said.

The education sector showed especially strong numbers in online giving. Slightly more than half of education respondents (55 percent) reported raising money online. Of those, 95 percent raised more money online in 2006 than in 2005. Even more significantly, the majority of respondents who raised funds online (73 percent) raised at least 50 percent more than the year before. Education organizations were among the most likely of any subsector to use the internet to raise funds.

Two-thirds of nonprofits in the education sector are optimistic that

they will raise more money in 2007. Although still high, this figure is a slight drop from last year's forecasts, in which 78 percent of respondents in education believed they would raise more funds in 2006.

Full results from the 2006 *State of Fundraising* report will be available on the AFP website (www.afpnet.org) in May.

Attend the Third Hemispheric Congress on Fundraising—Latin America

Join resource development professionals from all over the world at the premier educational event on fund raising in Latin America!

The Third Hemispheric Congress on Fundraising—Latin America will take place from May 23 to 25, 2007, at the Hotel Sheraton Centro Histórico in Mexico City.

To register or for more information, visit www.afpnet.org/hemispheric_congress_la.

The Third Hemispheric Congress on Fundraising—Latin America will feature informal social gatherings as well as educational opportunities for both experienced professionals and those just beginning their careers.

The 2½-day training and networking event will allow Latin Americans to learn from the successes and challenges of colleagues in neighboring areas with similar political, cultural, and social issues.

The congress is presented by the AFP and sponsored by Ketchum, The Resource Alliance, Paschal Murray, Fundación Televisa, and FECHAC and will offer nearly 50 educational sessions by lecturers from the region and other distinguished international speakers.

The First and Second Hemispheric Congresses were an overwhelming success. Nearly 1,000 people have attended the congresses, representing organizations from more than 25 countries!