

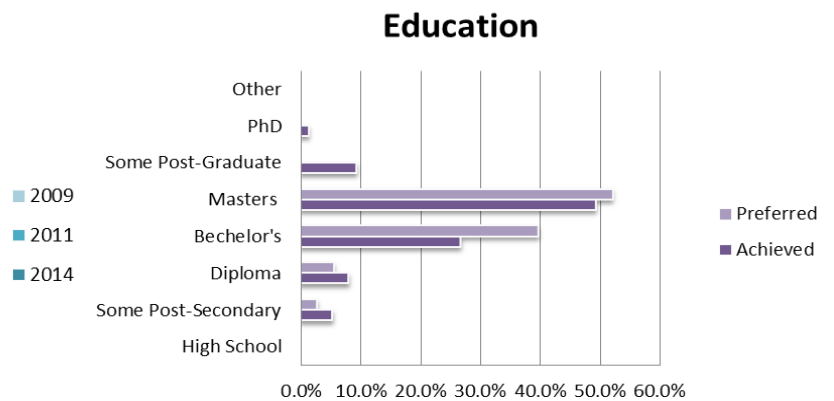
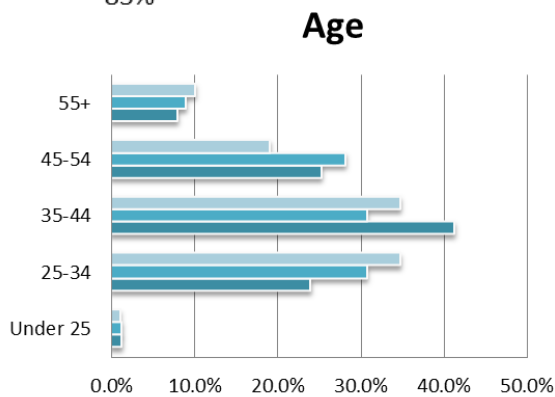
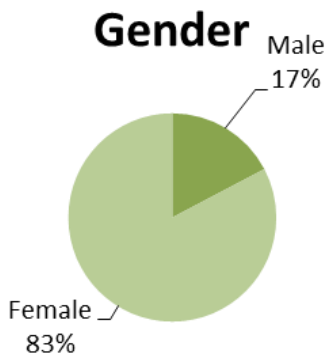
APRA Canada 2014 Membership Survey Result

The Survey

APRA Canada Membership Survey is an important tool to know the demographic of our membership base, identify industry trends, and evaluate membership services. This year, 78 members representing 46% of the membership responded to the 2014 membership survey. APRA Canada Board thanks each respondent for your contribution and support.

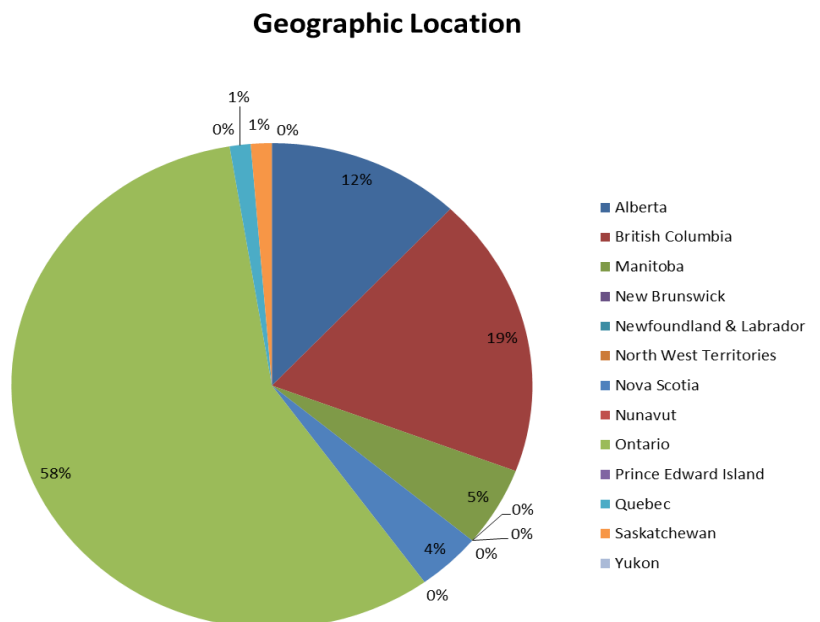
Who We Are

The majority of APRA membership is women (83%). 74% of our members are at age 35 or over, an increase from 68% in 2011. The education level is mainly consistent with what was preferred for the job. However, 60% achieved Master level or higher while only 50% of the positions requiring Master level.



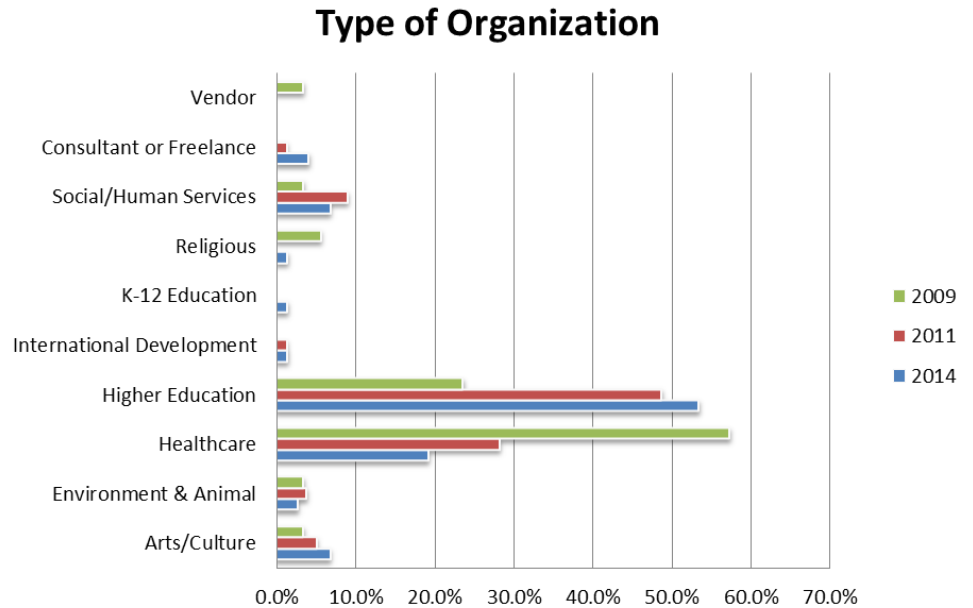
Where We Are

Top three provinces that have the most APRA Canada members are Ontario (58%), BC (19%) and Alberta (12%). It is notable that the percentage of researchers in Alberta had increased from 6% in 2009 to 12% in 2014. According to the survey, APRA has no presence in the following provinces: Yukon, Nunavut, Northwest Territories, Newfoundland & Labrador, and New Brunswick.



Where We Work

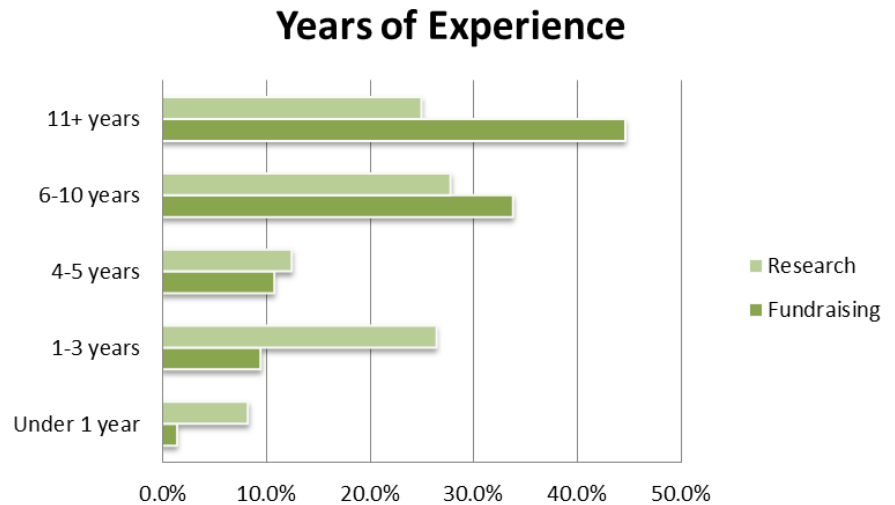
The top sectors where APRA Canada members work for are Higher Education (53%), Healthcare (19%), and Arts & Culture (9%). There is a big drop of membership in Health Care sector (from 57% in 2009 to 19% in 2014) while a big jump of membership in Higher Education (from 24% to 53%). Arts & Culture also seen an increasing number of prospect researchers from 3% in 2009 to 7% in 2014.



Our Job

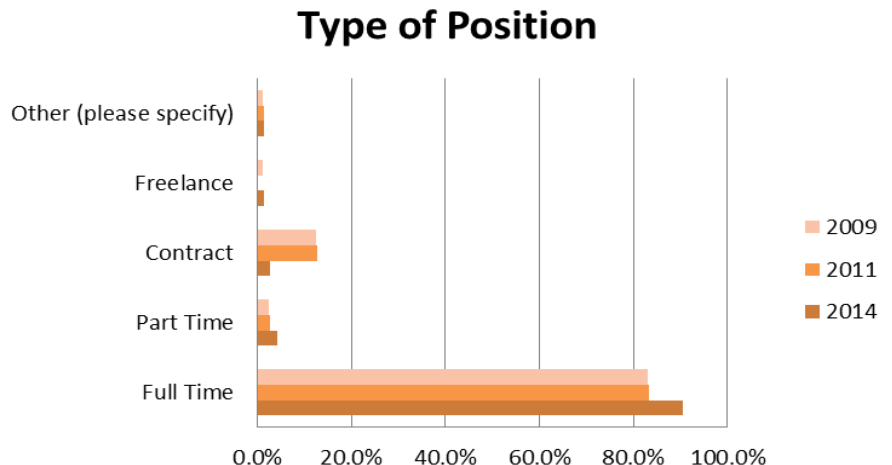
Years of Experience

According to the survey, our membership also gained in experience over the years. 52% of survey respondents have over 5 years comparing to 44% in 2009; and 25% has 11+ years comparing to 10% in 2009. People have more PR experience also have more experience in non-profit



Type of Position

Our members are holding more full-time positions than previous years (91% are full time employees comparing to 83% in 2011 and 2009). There are also fewer contractors represented by a drop from 13% in both 2011 and 2009 to 3%. Hopefully this is a sign that more organizations are creating full time prospect research positions which indicates an increase in demand of our profession.



Top three direct report supervisor titles are (unchanged since 2009):

- **Manager/Director/Senior Member of Prospect Research Team (29%)**
- **Director/Head of Advancement Services (15%)**
- **Director of Major Gift (15%)**

Top three titles APRA Canada members hold are:

- **Prospect Researcher (24%)**
- **Manager of Research (19%)**
- **Senior Research Officer (11%)**

Top four most important outcomes

We've asked respondents to rate top four most important outcomes from a scale of 1 to 4. The followings have the highest ratings:

- **Research Profiles**
- **Prospect List**
- **Strategic Planning/management/Analysis**
- **Privacy Compliance**

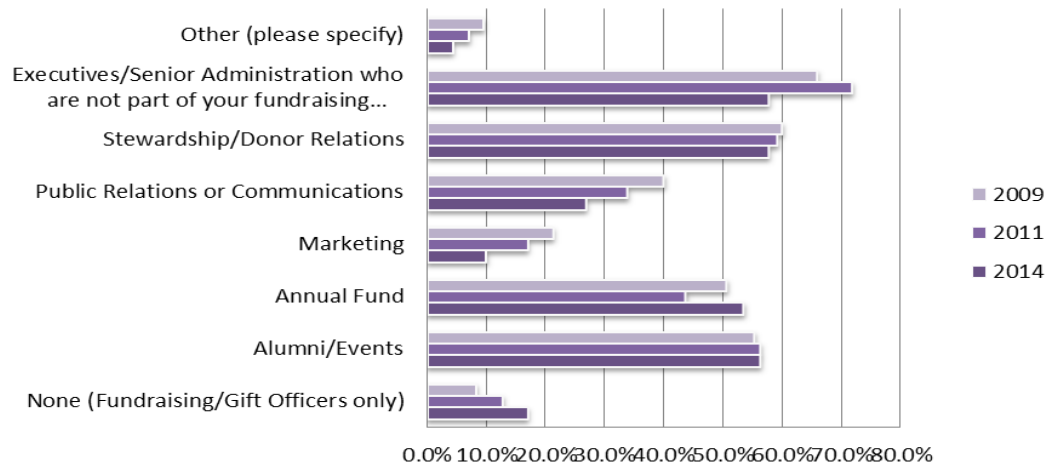
The least important outcomes rated by respondents are:

- **Stewardship**
- **Data Mining**
- **Media Monitoring**

Other areas supported

Although we are still supporting functions other than prospect research, our 2014 survey indicates that our members are more focused on what we are trained to do: 17% reported not to support any other areas comparing to only 8% in 2009. We also see a drop of support from previous years in all areas except for annual fund and alumni/events.

Other Areas Supported



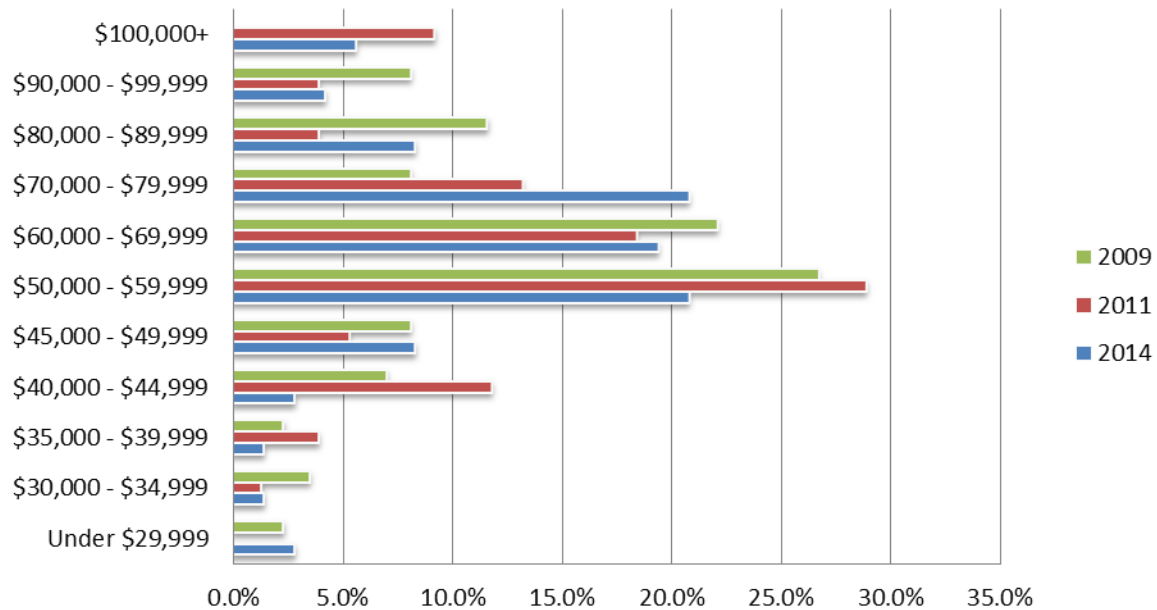
Top other areas supported are:

- **Executive/Senior Admin not part of fundraising (58%)**
- **Stewardship/Donor Relations (58%)**
- **Alumni/Events (56%)**
- **Annual Fund (53%)**

Compensation

61% of the APRA Canada members earn between \$50,000 and \$79,999 with an average salary \$65,000 (higher comparing to our counterpart in the US where median salary is \$56,000 from 2012 APRA International Survey). The survey result indicates a significant increase in the \$70,000 - \$79,999 category from 8% in 2009 to 21% in 2014.

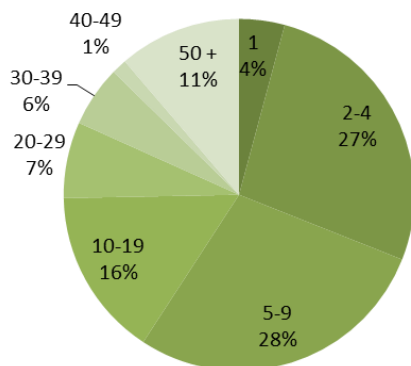
Salary Range



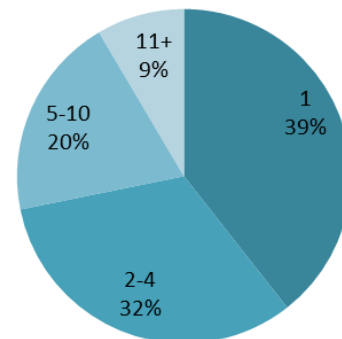
Staffing

71% of respondents working in a research shop with 4 people or less. Shops with 5-10 staff had increased from 8% in 2009 to 20% in 2014.

Gift Officer Supported

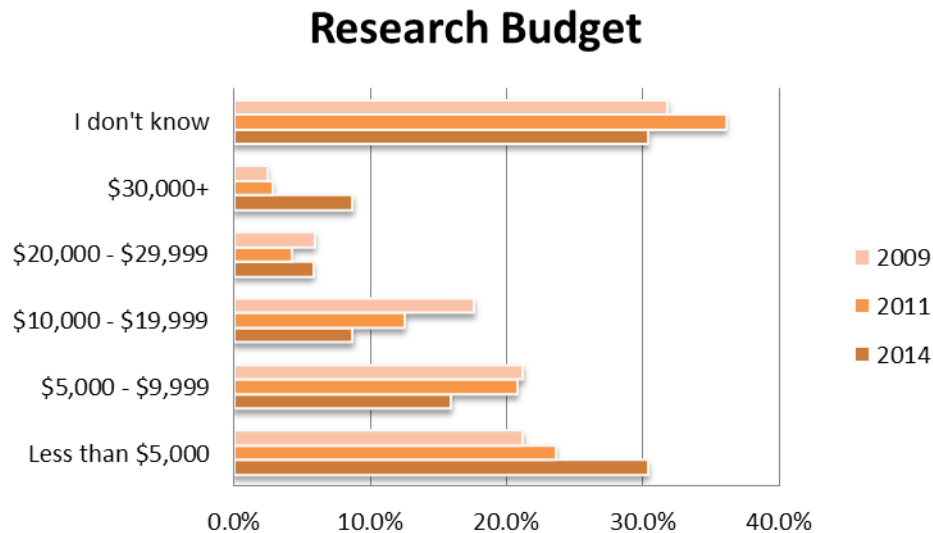


Research Team



Research Budget

Most of us are still operating at low budget (30% with less than \$50,000) or no budget (30% don't know their budget). However, at the researchers with \$30,000+ budget jumped from 2% in 2009 to 9% in 2014.



Vendors

Not surprisingly, 54% of us don't use any vendor services (due to low or no budget perhaps). CharityCan ranked as the most used among paid services.

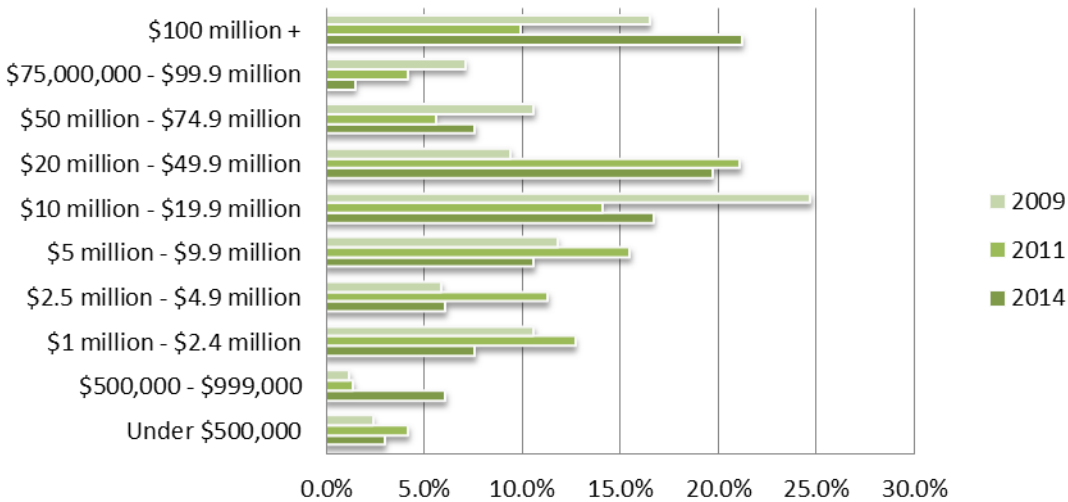
Vendor	% Response
None	54.2%
Canadian Business Resource	52.8%
CharityCan	43.1%
Factiva	38.9%
FPInfomart	33.3%
Hoover's Online	26.4%
Imagine Canada (Grant Connect)	23.6%
iWave (PRO-Prospect Research Online)	20.8%
Lexis Nexis	13.9%
Metasoft (BIG online & Foundation Search)	12.5%
Mint Global	9.7%
NewsScan	8.3%
Noza	4.2%
Prospect Visual	2.8%
Other (please specify)	1.4%

Other vendors used: Datamonitor360; Wealth Engine (US); Dig in Research

About the Fundraising Shop

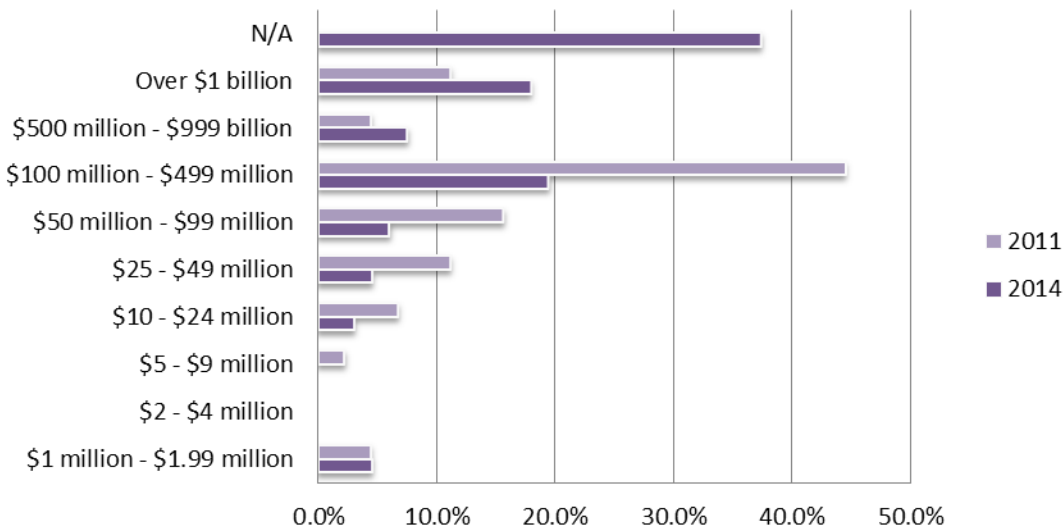
Two categories saw significant increase: members in organizations with \$500,000-\$1 million annual goal increased from 1% in 2009 to 6% in 2014. Member in organizations with \$5 million or under annual goal in general increased from 14% in 2009 to 22% in 2014. This is consistent with the trend of seeing more smaller shops being able to hire a full time prospect researcher or having some prospect research capacity through existing staff members. \$100 million + category also saw a slight increase from 17% in 2009 to 21% in 2014.

Annual Fundraising Goal



Our member organizations are having larger campaigns with 18% in campaigns over \$1 billion, an increase from 11% in 2009. Majority of our member are either not in campaign or prefer not to say (37%) or in campaigns over \$100 million (37%).

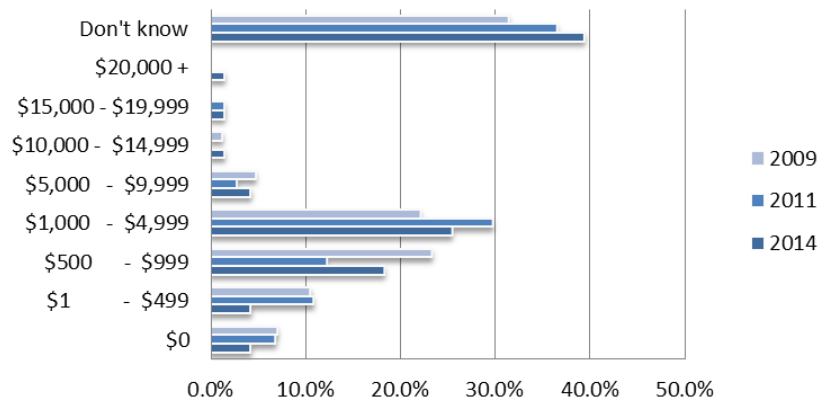
Campaign Goal



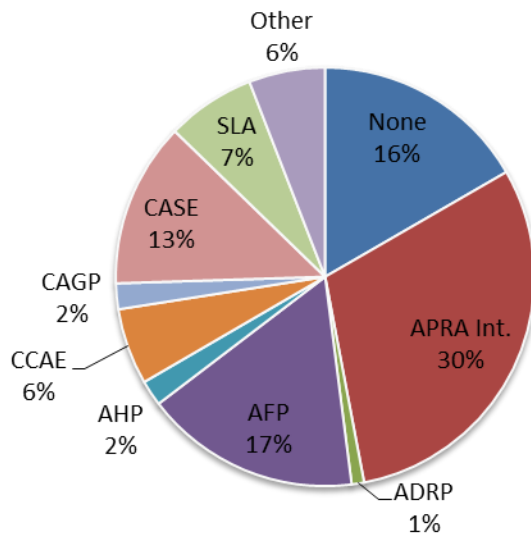
Professional Development

Our individual professional development budget decreased in almost all the categories comparing to previous years. More members are holding a membership with AFP: 24% in 2014 comparing to 11% in 2009. APRA International membership had gone down from 52% in 2009 to 44% in 2014 but still the most popular.

Individual PD Budget



Other Association Membership



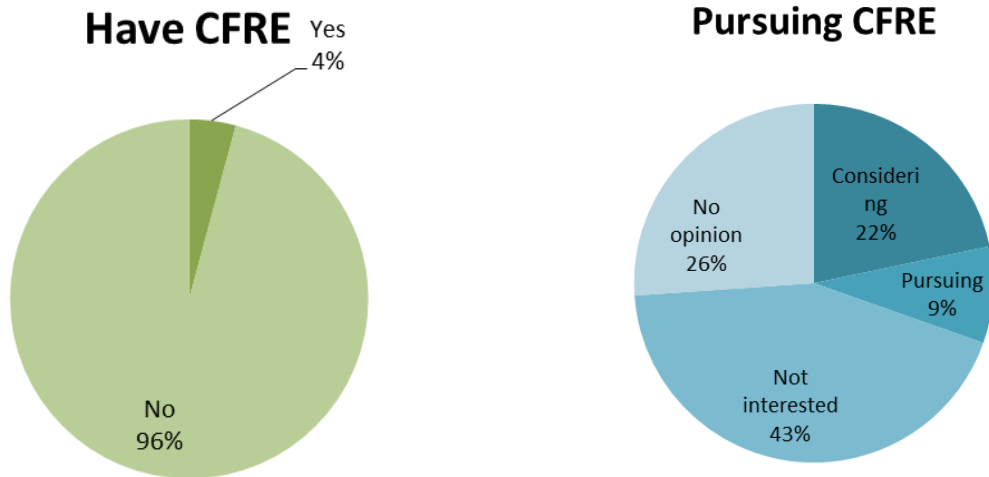
- APRA International
- Association of Donor Relations Professionals (ADRP)
- Association of Fundraising Professionals (AFP)
- Association of Healthcare Philanthropy (AHP)
- Canadian Council for the Advancement of Education (CCAE)
- Canadian Association of Gift Planners (CAGP)
- Council for the Advancement and Support of Education (CASE)
- Special Libraries Association (SLA)

Other Associations Specified:

- Association of Advancement Services Professionals
- CLA
- International Coach Federation
- LRFRE
- Montreal Board of Trade

CFRE Accreditation

Most of our respondents don't have a CFRE accreditation. However, more members expressed interest to consider and actively pursue the designation (increase from 26% in 2009 to 31% in 2014)



What keeps us up at night (follow up interview with selected respondents)?

We did a follow up interview with a few respondents on what stress us out about our job to gauge the job satisfaction side as well as to identify areas of improvement in our profession. Here are themes that emerged from the answers:

Balancing research with other duties and prioritizing

- Balancing Prospect Research Strategic Plan / Portfolio – Balancing all the expectations in the prospect research portfolio (identification, prospect & database management, project management & data analysis, media scanning, profiling, volunteer & relationship management meetings and meeting with development team to maintain).
- I find it a struggle to balance my time between prospect research and prospect/database management. I get bogged down in producing lists or updating records and lose time I need to be researching.
- As my organization expands, I find having to juggle too many research requests for different programs/different areas to really go in-depth on any of them.
- My biggest issue is not having enough time to get everything done that I need to.

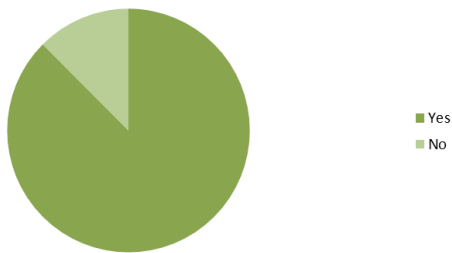
More involvement with the fundraising team and get more buy-in for proactive research

- I sometimes feel isolated from the rest of the advancement team. I wish I was more included in the entire development strategy.
- Most of the time I feel like no one is paying attention to the research I do or using it in a proactive way.
- Advocating for prospect management best practices

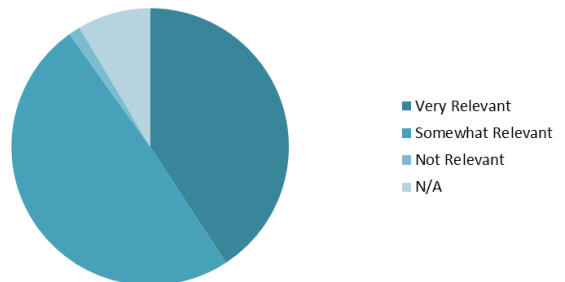
APRA Membership Service Evaluation

Members listed “Webinars & Conferences” and “Networking Opportunities” as the top reasons to join APRA Canada. “Job Posting” and “Scoop” are also rated high as important benefits. 87% of members had attended an APRA-C webinar and 80% found webinar content is very relevant or somewhat relevant. 95% of members read “Scoop”. APRA Canada Twitter is rated the most used method of communicating industry related tips and information. Last but not the least, 47% of respondents attended the APRA Canada conference in 2012 and 59% of respondents plan to attend the APRA Canada conference in 2014.

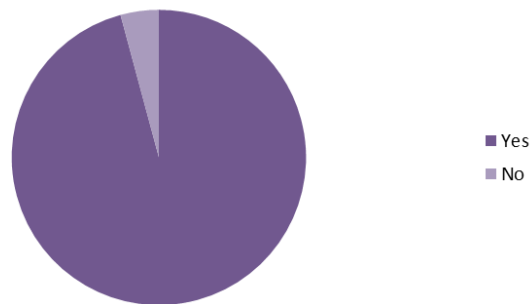
Have you participated in an APRA Canada webinar in the past three years?



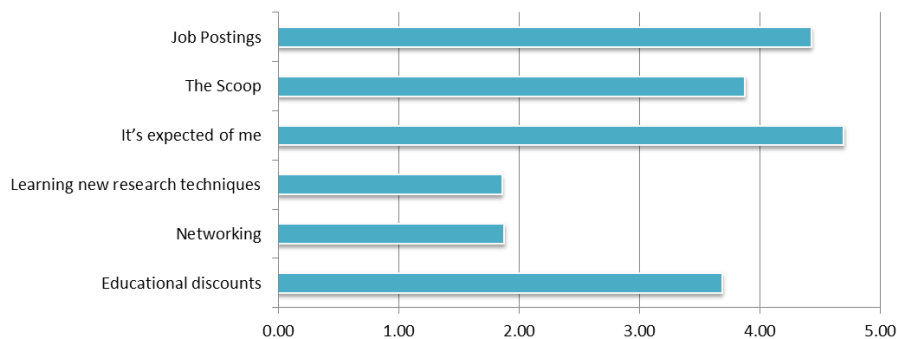
On average, how relevant is the content of the webinars to you?



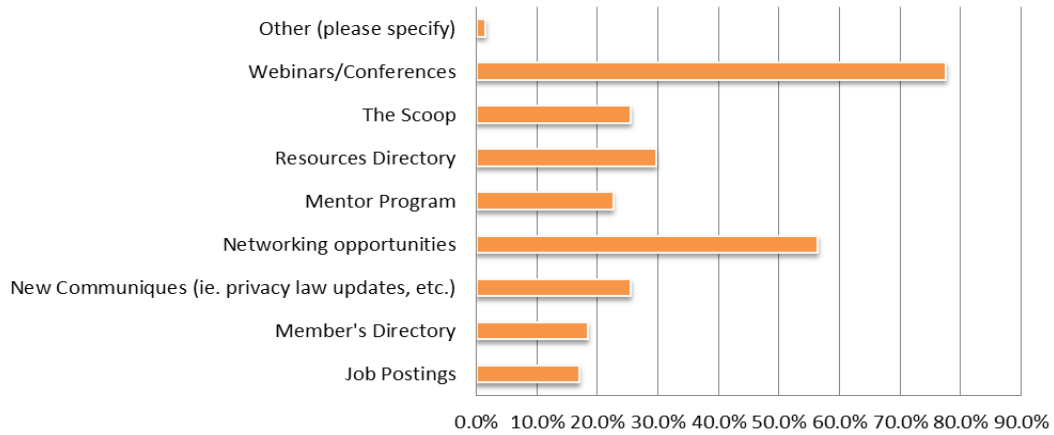
Do you read The Scoop, APRA Canada's newsletter?



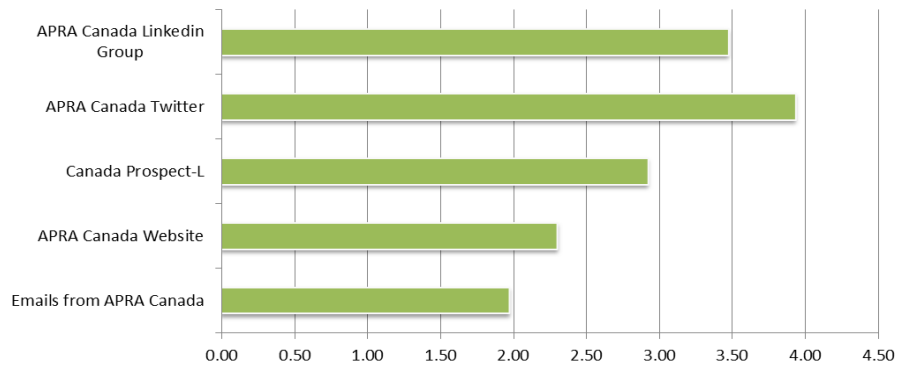
Most Important Benefits of APRA membership



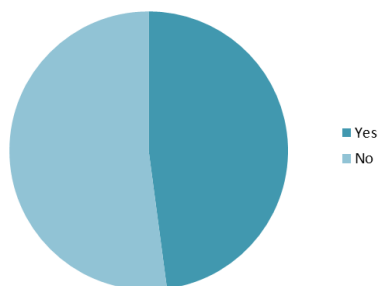
What is the most valuable to you about the APRA membership



Most Used Communication Method



Attended APRA Canada's conference in 2012



Planning to attend APRA Canada's conference in 2014

