

Survey of Members 2019

In February of 2019, the National Association of Charitable Gift Planners launched the ninth survey of members (formerly called the Gift Planner Profile). The survey invitation was delivered via e-mail to all active members of CGP and to members of affiliated planned giving councils for whom CGP has contact information. The field of philanthropic planning is very broad, and we do not attempt to construct a representative sample of all the professions involved in the gift planning process. Through the years, this survey has tracked professional characteristics and common practices of people whose commitment to charitable planning leads them to join their local planned giving council and/or the national CGP organization.

	2019	2017	2014	2011	2002	1992
Population Surveyed	6,943*	9979**	4980	5775	7,488***	600****
Response Received	1,047 (15%)	732	707 (14%)	1279 (22%)	1711 (23%)	398 (66%)

* In 2019, a link to the online survey was sent to addresses in CGP’s member database, including national and council members. It’s a sign of the times that 46% didn’t open any survey invitations. 20% clicked through to the actual survey. This report includes both partial and complete responses.

** In 2017, a link to the online survey was sent to former and prospective CGP members, in addition to approximately 7,200 current national and council members. We expect that current members were mostly likely to respond to the survey.

- *** NCPG began accepting individual members in 2001. The survey population in 2002 was 100% of people for whom NCPG had valid, working e-mail addresses--roughly 75% of the organization's entire database of individual members. This is the first year that the survey was conducted electronically.
- **** In 1992, the National Committee on Planned Giving (now CGP) had no individual members, and all data on individuals was supplied by local planned giving councils. The mail-in survey was sent to a random sample of council members.

KEY FINDINGS

New Gifts and Commitments in 2018

Survey respondents were asked to estimate the number and value of new gift commitments that they secured on their own or with colleagues in 2018, in the three categories tracked in CGP's *Guidelines for Counting and Reporting Charitable Gifts*. The results submitted by 414+ nonprofit respondents are as follows.

	Avg. number	Total \$
Outright gifts	383	\$5,852,473,184
Irrevocable deferred gift commitments	5	\$707,116,194
Revocable deferred gifts commitments	14	\$2,865,947,308

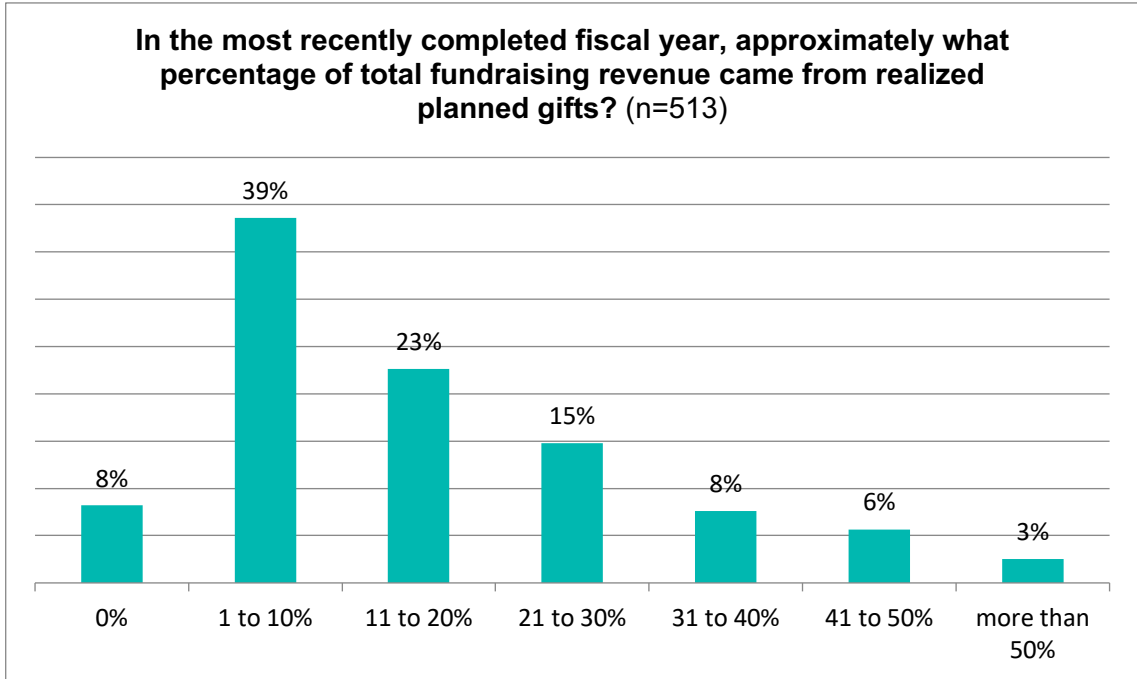
These figures are, of course, estimates based on a number of variables related to counting practices that especially affect the reported value of revocable gift commitments. However, we took the opportunity to analyze the results to see if any segments of survey respondents seemed significantly more or less productive.



	Full time on gift planning (99)		25% or less on gift planning (118)	
New gifts in 2018:	Avg. number	Total \$	Avg. number	Total \$
Outright gifts	139	\$1,947,517,873	1,102	\$96,506,554
Irrevocable deferred gift commitments	10	\$113,669,496	1	\$7,384,768
Revocable deferred gifts commitments	28	\$762,960,149	4	\$34,728,318

	0 visits to donors (125)		1 or more donor visits (365)	
	Avg. number	Total \$	Avg. number	Total \$
outright	909	\$415,108,833	152	\$5,762,898,980
Irrevocable deferred gift commitments	5	\$135,698,694	5	\$683,541,190
Revocable deferred gifts commitments	15	\$574,525,444	15	\$2,779,448,241

We also asked about income from realized planned gifts.



Gift Planner Performance Indicators

In the last member survey (2017), when nonprofit planners were asked how many personal visits they had with donors each month, the most common response was one to five. A significantly higher percentage of nonprofit planners with the titles Director of Gift Planning or Gift Planning Officer reported six or more personal visits with donors each month (54% for planned giving titles vs. 44% for all respondents). At the low end, that would be 72 visits for the entire year for the respondents with gift planning titles.

In 2019, we asked specifically how many donor visits nonprofit planners had made for various purposes during the entire year of 2018. The average responses are shown below for several subgroups. We did not ask respondents to count only unique visits. It's probable that some stewardship visits are double-counted in the cultivation category, for example. There is a concern about the possibility of "gaming" numbers in many approaches to performance metrics for gift planners and other professions. However, we affirm the good intentions of our survey-takers and we note that these results are not significantly outside the monthly estimate provided in 2017.

Average number of visits for the following purposes:	All Nonprofit (n=462)	Full-timers (n=92)	PG titles (n=145)	Salary above median (n=154)
Discovery	19	21	19	15
Cultivation	26	28	31	26
Solicitation	17	16	19	18
Stewardship	23	25	26	23
Total for year	85	90	85	82

The table above includes all survey respondents. However, a surprising number of respondents reported they made 0 visits to prospects of donors in 2018. The table below shows data from respondents who made at least one visit in 2018. Because the response ranges were so broad, we calculated averages that excluded both the 0-visit responses and the top 5% of responses.



	No. of responses	Range	Avg	Median	Avg w/o top 5%
Discovery	321	1 to 874	21	15	18
Cultivation	393	1 to 270	28	20	24
Solicitation	356	1 to 150	18	15	17
Stewardship	415	1 to 300	25	20	21
Total for year			92		80

Survey respondents also indicated the number of visits they made with one or more colleagues.

	No. of responses	Range	Avg	Median	Avg w/o top 5%
Discovery	182	1 to 100	9	5	6
Cultivation	273	1 to 100	10	5	8
Solicitation	253	1 to 150	10	5	7
Stewardship	257	1 to 200	11	5	8
Total for year			40		29

We also asked nonprofit respondents how many contacts they had with professional advisors, either through advisory committee or individually with estate and financial planners, insurance counselors, real estate agents, accountants, etc. We advised them to consider substantive contacts with individuals, not incidental contact, direct mail or social media contact. 15% of respondents reported 0 contacts with advisors in 2018. Among those who made at least one advisor contact, the most frequent number provided was 10, followed closely by 5.



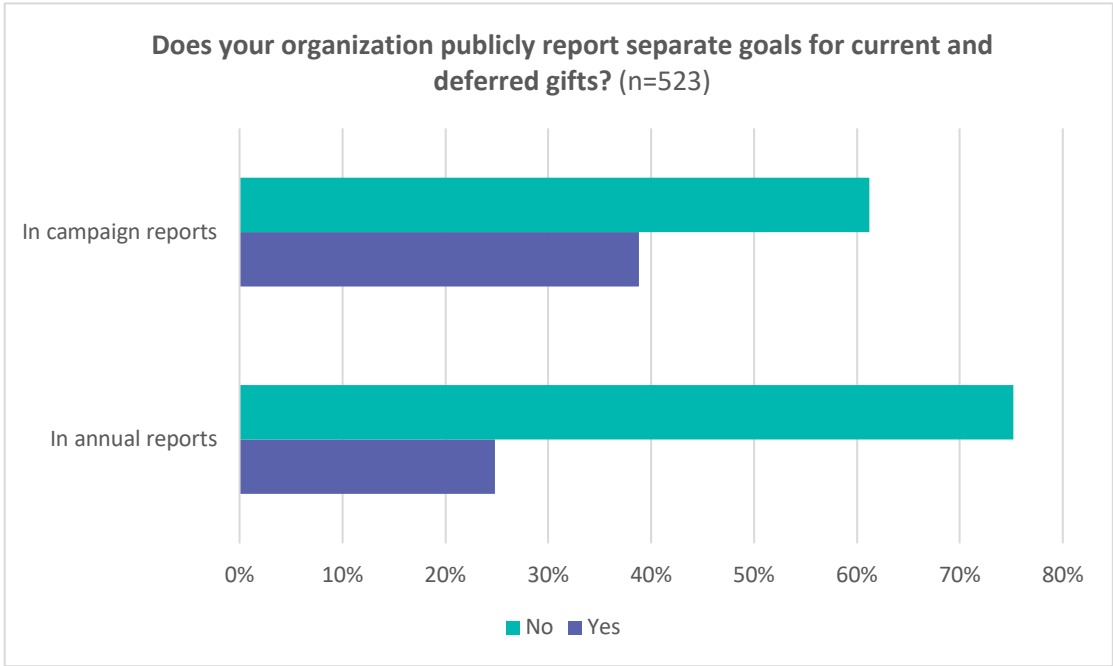
	No. of responses	Range	Avg	Median	Avg w/o top 5%
Contacts with advisors	386	1-822	28	24	18

Salaries and Gender: The median salary for both men and women in the nonprofit sector is \$100,000 to \$109,999. The mean salary for men is somewhat higher, in the \$110 to \$119,000 range. As in past rounds of the survey, men tended to be more experienced and older than women survey respondents. In 2019, the median experience level for nonprofit women was 7 to 10 years, and for men 11 to 15 years. Men were significantly more likely to report more than 20 years of experience (36% vs. 21%), and the median salary range for people at this experience level is \$120,000-\$129,999. For the first time, there was no job title more likely to be held by men than women. Among nonprofit survey respondents, there were few gender differences by type of employing organization, except that men were more likely to work at public universities and religious organizations and women more likely to work at social service organizations.

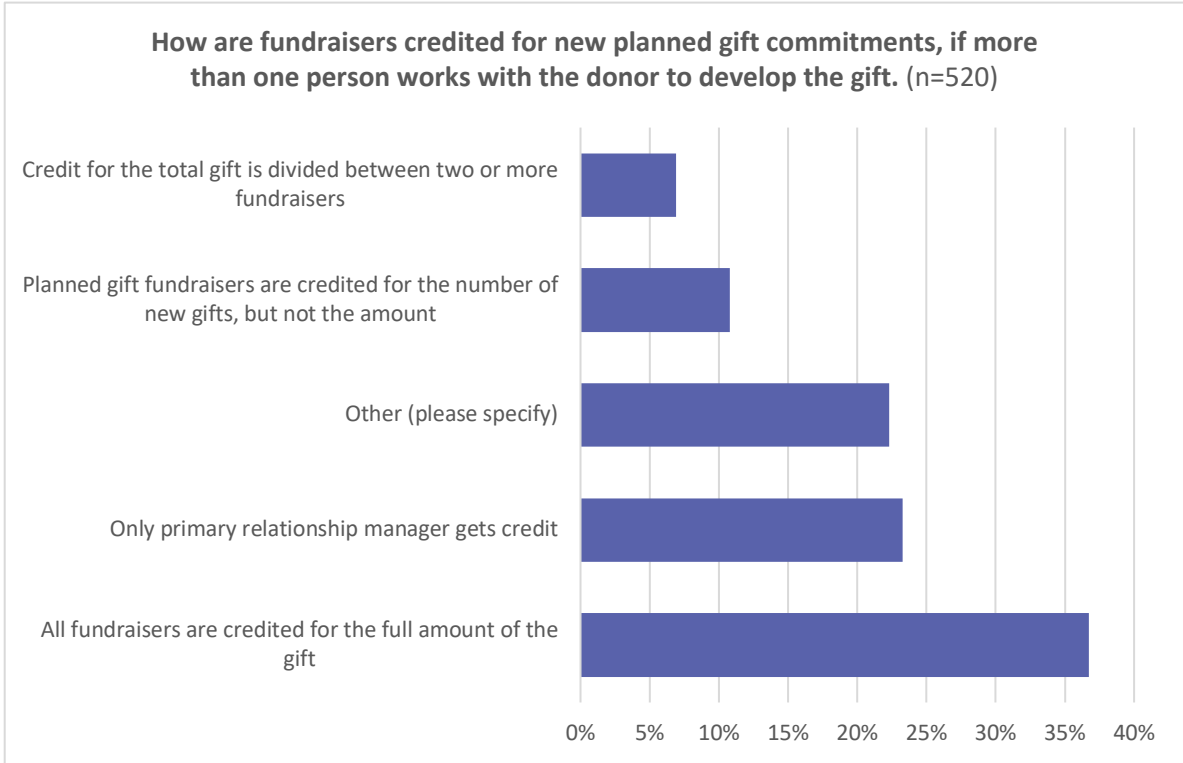
Turnover continues to be high, especially in the nonprofit sector: In 2017, half of nonprofit survey respondents reported that they have been in their current position for three years or less. In 2019, this number decreased slightly to 45%. In the for-profit professions, about one-third (35%) of survey respondents have been in their jobs for more than 10 years, and nearly as many (30%) had been in their jobs for three years or less.

Counting and Crediting Practices: We asked nonprofit respondents how planned gifts were counted toward fundraising goals at their organizations. CGP’s Guidelines for Reporting and Counting Charitable Gifts recommend separate counting and reporting for planned gifts, to avoid

confusion about current and future gift income. It appears, however, that many organizations continue to combine current and future gifts in a single number.



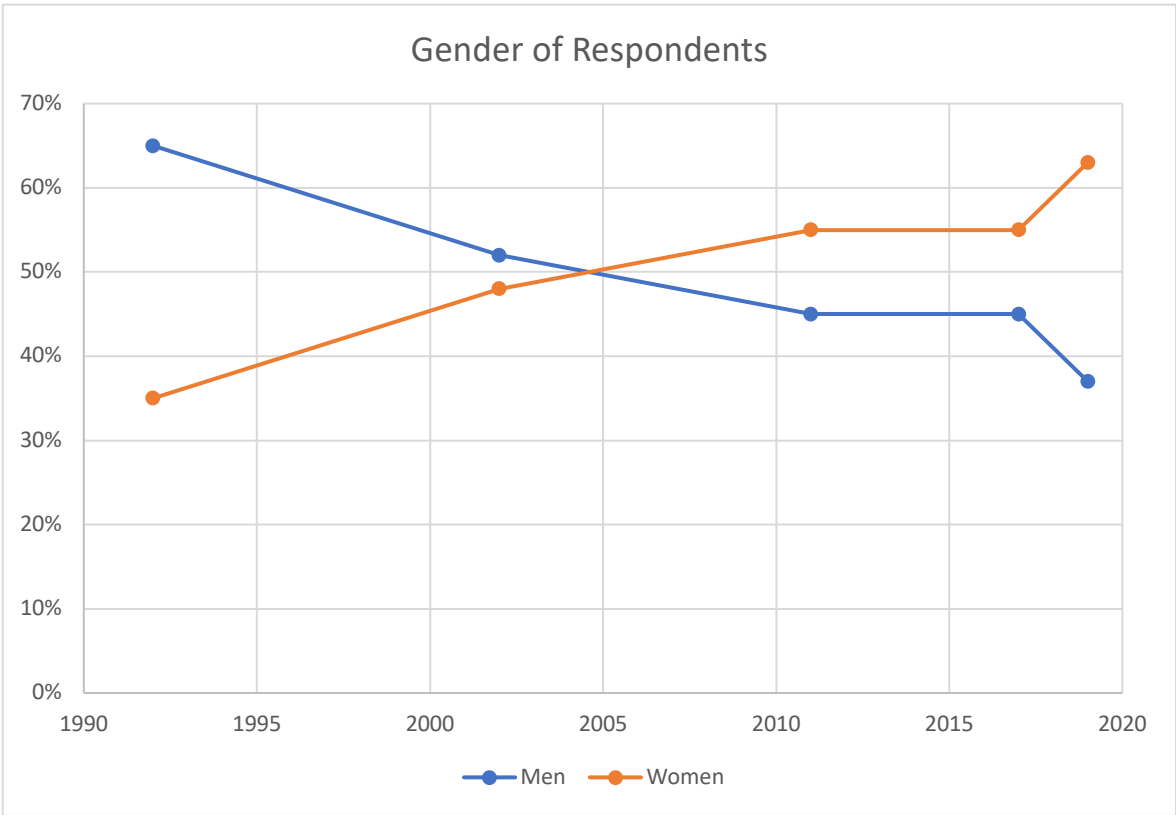
We also asked how fundraisers were given credit for new gifts or commitments.



Among 116 “other” responses, the most frequent was that no credit is assigned to any fundraiser. In some cases this is because all work is considered to be a team effort. In many others, the organization is too small, or the gift planning program too recent to have developed a crediting policy or practice.

General Characteristics of Survey Respondents

In the nonprofit sector, the percentage of women responding to the survey increased from 55% in 2017 to 65% in 2019. In the for-profit sector, female survey respondents also outnumber males 53% vs. 47%. When the first Gift Planner Profile survey was conducted in 1992, 35% of respondents were women.



The median age of survey respondents from both sectors is in the 50 to 59-year range. Significantly more women than men from the nonprofit sector are younger than 40 (19% of women vs. 12% of men). These young women are less likely than the overall nonprofit group to hold the titles of Executive Director, Vice President or President/CEO. They are more likely than the overall sample

to work at environmental or animal rights organizations. Otherwise, their distribution in job titles and organization types generally matches the overall nonprofit group.

Respondents have the following academic and professional credentials.

	Nonprofit	For-profit
BA/BS	77%	72%
MA/MS	24%	18%
MBA	12%	15%
Masters degree in nonprofit administration or related specialty	9%	5%
JD	19%	36%
PhD	1%	3%
Certified Specialist in Planned Giving (CSPG)	3%	8%
Certified Gift Planning Associate	1%	3%
CFRE/ACFRE	20%	20%
Chartered Advisor in Philanthropy (CAP)	6%	18%
CPA	2%	2%
CHFC	0%	3%
CLU	0%	2%
AEP	0%	3%
CFP	3%	11%
Other (please specify)	13%	23%
	427	61

There is no nationally recognized independent certification program for gift planners, and CGP surveys have shown relatively constant numbers in most of the related academic degrees and credentials over the years.

Gift Planners in the Nonprofit Sector

Most survey respondents (91%) work in the nonprofit sector. Higher education (36% of respondents) and healthcare organizations (13% of respondents) are the dominant employers, as they have been since the first CGP survey in 1992.



Public University	17%
Hospital/Health Care Organization or Foundation	13%
Private University	13%
Social Services Organization	12%
Other (please specify)	8%
Religious Organization	6%
Museum, Symphony, Arts/Cultural Organization	6%
Community Foundation or Community Trust	5%
Small College	5%
Environmental or Animal Welfare Group	4%
Academy/Private School	3%
Continuing Care Community/Facility	2%
International Aid/Education Organization	2%
Public Broadcasting	2%
Community/Junior College	1%
Technical School	0%

The most common job titles among nonprofit survey respondents were Director of Planned Giving/Gift Planning (29%) and Director of Development (11%). Responses in the “other” category generally indicated a level of experience or authority, e.g., Senior Director of Gift Planning or Associate Director of Development. It’s interesting to note that Professor Russell James’s research into the job titles that are most appealing to donors doesn’t appear to be affecting practice among out survey respondents. Dr. James found that the terms “Advancement” and “Development” are generally not preferred by donors, but these terms are still very common in the titles of survey respondents. The most preferred titles include the terms “Gift Planning” and “Donor.” Only one of more than 80 “other” responses included the word “donor” (Director of Donor Relations).

In 2019, 8% of survey respondents had titles that included both major and planned giving (that percentage has been fairly consistent since 2011). The average number of outright gifts closed in 2018 by respondents with titles combining major and planned giving was of 57 with a total outright gift value of \$65,361,565. Survey respondents whose titles only included planned giving reported a slightly smaller average number of outright gifts (51), but a much higher total outright gift value of \$5,063,582,401.

Among nonprofit survey respondents, 23% reported they spend 100% of their working hours on planned gifts, up from just 8% in 2017. In earlier surveys, the full-time gift planner group has always been under 10% of survey respondents. Since the first survey in 1992, and in both nonprofit and for-profit sectors, the largest group of survey respondents has reported spending 25% or less of their work time on charitable gift planning, and this continues to be true in 2019, but by a much smaller margin. We expect the larger full-time group in 2019 may be an effect of the convenience sample. However, it's interesting to compare the responses of the two groups.

- Full-timers are more likely to work in higher education and less likely to work for social service organizations.
- Quarter-timers are more likely to report that their organizations don't count bequest commitments. Full-timers are more likely to say that bequest commitments are counted, either at an average amount based on their own organization's history, or at a nominal amount, like \$1, if the value is unknown.
- Quarter-timers are more likely to have the titles Director of Development or Director of Major and Planned Giving, VP and CEO. Full-timers are more likely to have the titles Director of Planned Giving and Planned Giving Officer.
- Full-timers are more likely to say their organizations publicly report separate goals for planned and current gifts.

Gift Planners in the For-Profit Sector

CGP's members in the for-profit sector work in the following professional domains.



Law Practice/Firm	14%
Financial Planning Practice/Firm	9%
Consulting Practice/Firm	48%
Accounting Practice/Firm	3%
Bank or Trust Company	19%
Brokerage Firm	3%
Other (please specify)	4%
	69

As in the nonprofit sector, for-profit advisors also commonly spend about a quarter of their time on charitable planning, although 19% report that they spend 100% of their working time on charitable planning. When for-profit planners were asked how frequently they themselves raised the issue of charitable planning with their clients, responses were as follows:

I raise the issue of charitable giving with...	
100% of clients	40%
76 to 99% of clients	24%
51 to 75% of clients	10%
26 to 50% of clients	6%
1 to 25% of clients	8%
0% of clients	12%

For-profit planners were also asked what percentage of their clients who are engaged in charitable planning were referred to them by charitable organizations. Slightly more than half (51%) reported no referrals from charitable organizations, and 31% reported that a quarter or less of their clients came from nonprofit referrals. When asked how many of their clients had notified the charitable

recipient of a planned gift, 68% of for-profit planners indicated that fewer than half of their clients have made such a notification.

How many of your clients have notified the charitable recipient of their planned gift?	
100% have notified the charitable recipient	2%
76 to 99% have notified the charitable recipient	11%
51 to 75% have notified the charitable recipient	19%
26 to 50% have notified the charitable recipient	33%
1 to 25% have notified the charitable recipient	30%
0% have notified the charitable recipient	5%

For the first time, for-profit planners report that charitable distributions from qualified retirement plans is the type of gift they discuss most frequently with clients. In all previous surveys, bequests were the most frequent topic of discussion, and in 2019 they were the second most frequent topic. Other leading topics of discussion related to vehicles, in order of frequency, are:

- Charitable gift annuities
- Charitable remainder unitrusts
- Any type of gift involving real estate
- Charitable gifts involving life insurance

The most frequent administrative topics of discussion with clients are:

- Starting a gift planning program
- Developing policies and procedures
- Evaluating an existing gift planning program
- Establishment or operation of a donor advised fund
- Planning a capital campaign

What do charitable gift planners earn?

Note: a report that analyzes salaries by job title, type of organization, years of experience and other variables can be ordered from CGP. Click [here](#) for more information.

The median salary for respondents from the nonprofit sector has increased slightly since 2017. The overall median salary range in the nonprofit sector and the median for women is now \$100,000 to \$109,999. The median for men is \$110,000 to \$119,999. Survey respondents in the for-profit professions reported a median salary range of \$130,000 to \$139,999.

Median nonprofit salary range (because of inflation, \$100,000 in 2019 has about the same buying power as \$54,000 in 1992.)

1992	\$45,000-\$54,999
2002	\$55,000-\$64,999
2011	\$80,000-\$89,999
2014	\$90,000-\$99,999
2017	\$90,000-\$99,999
2019	\$100,000-\$199,999

Nonprofit planners earning above the median range were significantly more likely to:

- Be male (47% of male survey respondents earn above the median, vs. 36% of female respondents)
- Have JD
- Work in higher education
- Work for an organization with an annual budget of \$100M or more and a development staff of 50 or more



As in past rounds of the survey, men tended to be more experienced and older than women survey respondents. In 2019, the median experience level for nonprofit women was 7 to 10 years, and for men 11 to 15 years. Men were significantly more likely to report more than 20 years of experience (40% vs. 22%), and the median salary range for people at this experience level is \$120,000-\$129,999. For the first time, there was no job title more likely to be held by men than women. Significantly more women are under age 40 (29% vs. 10%). Among survey respondents, there were few gender differences by type of employing organization, except that men were more likely to work at public universities and religious organizations and women more likely to work at social service organizations. Overall, 45% of nonprofit survey respondents said they expect to be working as gift planners in five years and 19% said they expect to be retired in 5 years.

Complete response data is available in the Appendix. For more information about the Gift Planner Profile, please contact Barbara Yeager, CGP Director of Education and Programs, at byeager@charitablegiftplanners.org.



Appendix: Detailed survey responses

Contents

How many years has your work included charitable gift/estate planning duties?	18
Is your primary employer.....	18
What is your gender?	18
How old are you?	19
How do you describe your racial or ethnic identity?	20
What was your total compensation for 2018, including all cash compensation but excluding fringe benefits?	21
Which of the following academic degrees or professional credentials do you hold? (Choose all that apply.)	23
To which of the following professional groups do you or your organization belong? (Choose all that apply.)	25
What do you think you will most likely be doing in five years? (Choose one only.)	26
<i>Nonprofits Only:</i> Which of the following types of organizations is your primary employer? Please select only one and answer subsequent questions as they apply to that employer.....	28
<i>Nonprofits Only:</i> What was the annual revenue of your primary employment organization in the latest completed fiscal year?	29
<i>Nonprofits Only:</i> What is your job title? Choose the option that most closely matches your title, or the title that seems equivalent to your job.....	30
Nonprofits only: Approximately how many people work in fundraising/development positions at your organization?	30
Nonprofits only: Does your staff include one or more planned gift specialists?	31
Nonprofits only: Approximately how many years has your organization been actively cultivating planned gifts?.....	31
Nonprofits only: In the most recently completed fiscal year, approximately what percentage of total fundraising revenue came from realized planned gifts?.....	31
Nonprofits only: How are fundraisers credited for new planned gift commitments, if more than one person works with the donor to develop the gift.	32
Nonprofits only: Does your organization publicly report separate goals for current and deferred gifts?	32



Nonprofits only: What value do you assign to a bequest commitment when no dollar amount is specified by the donor?32

Nonprofits Only: In the next five years, how do you expect your organization's investment in planned gift fundraising will change in the following areas? Consider what you think really will happen, based on current evidence or trends, not what you wish would happen.32

Nonprofits only: Are you considering a bequest challenge or bequest matching program?.....33

Nonprofits only: Have you experienced difficulty collecting IRA beneficiary proceeds from one or more fund administrators?.....34

For-Profits Only: Which of the following types of organizations is your primary employer?35

For-Profits Only: Approximately what percentage of your individual or organizational clients are engaged in charitable planning?.....35

For-Profits Only: If you advise individuals, how frequently do YOU raise the issue of charitable giving with your clients?36

For-Profits Only: Approximately what percentage of your time do you spend on work related to charitable gift or charitable estate planning?36

For-Profits Only: If you advise individuals, approximately what percentage of your clients who are engaged in charitable gift and/or charitable estate planning have been referred to you by charitable organizations?36

For-Profits Only: To the best of your knowledge, approximately what percentage of individual donors have notified the charity of their gift?37

For-Profits Only: How often do you advise clients on the following types of gifts or administrative activities?37

For-profits only: In the coming three to five years, how do you expect your work to change in the following areas?38

For-profits only: Have you observed any change in your individual clients' giving behavior motivated by the Tax Cuts and Jobs Act of 2017?.....40



How many years has your work included charitable gift/estate planning duties?

	Nonprofit organization	For-profit primarily advising individuals	For-profit primarily advising charitable organizations	Total
0	1%	5%	0%	4
< 1	4%	0%	0%	19
1 to 3	14%	5%	3%	64
4 to 6	15%	0%	8%	68
7 to 10	15%	0%	0%	64
11 to 15	14%	18%	18%	71
16 to 20	10%	18%	25%	58
> 20	26%	55%	48%	145
	431	22	40	493

Is your primary employer...

Response	2019	2017	2014	2011	2002	1992
Nonprofit organization	92%	88%	92%	91%	85%	71%
For-profit business, practice or firm primarily advising individuals	3%	5%	4%	4%	10%	29%
For-profit business, practice or firm primarily advising charitable organizations	5%	7%	3%	5%	5%	

What is your gender?



	Nonprofit organization	For-profit primarily advising individuals	For-profit primarily advising charitable organizations	Total
Male	35%	73%	33%	180
Female	65%	27%	67%	309
	428	22	39	489

How old are you?

	Nonprofit organization	For-profit primarily advising individuals	For-profit primarily advising charitable organizations	Total
20 to 29	4%	0%	3%	19
30 to 39	13%	0%	8%	57
40 to 49	22%	27%	15%	108
50 to 59	32%	18%	30%	154
60 to 69	25%	36%	38%	132
70 to 79	3%	18%	5%	19
80+	0%	0%	3%	1
	428	22	40	490



How do you describe your racial or ethnic identity?

	Nonprofit organization	For-profit primarily advising individuals	For-profit primarily advising charitable organizations	Total
White/non-Hispanic	93%	90%	95%	453
Hispanic	2%	0%	0%	8
African American	2%	0%	0%	7
Asian or Pacific Islander	2%	0%	3%	8
Mixed origin	1%	10%	3%	9
	424	21	40	485



What was your total compensation for 2018, including all cash compensation but excluding fringe benefits?

Nonprofit: Median = \$100,000 to \$109,999

For-profit: Median = \$130,000 to \$139,999

	Nonprofit organization	For-profit primarily advising individuals	For-profit primarily advising charitable organizations	Total
Under \$30,000	1%	11%	3%	6
\$30,000 to \$39,999	1%	0%	0%	4
\$40,000 to \$49,999	3%	0%	0%	11
\$50,000 to \$59,999	4%	0%	8%	18
\$60,000 to \$69,999	7%	0%	3%	30
\$70,000 to \$79,999	9%	0%	0%	38
\$80,000 to \$89,999	12%	11%	8%	57
\$90,000 to \$99,999	10%	5%	5%	44
\$100,000 to \$109,999	14%	5%	16%	67
\$110,000 to \$119,999	7%	0%	5%	32
\$120,000 to \$129,999	7%	11%	3%	31
\$130,000 to \$139,999	6%	5%	16%	33
\$140,000 to \$149,999	4%	0%	8%	22
\$150,000 to \$159,999	4%	5%	11%	24
\$160,000 to \$169,999	3%	0%	3%	13
\$170,000 to	1%	0%	3%	7



\$179,999				
\$180,000 to \$189,999	2%	0%	0%	9
\$190,000 to \$199,999	1%	0%	0%	6
\$200,000 to \$209,999	1%	0%	3%	7
\$210,000 to \$219,999	1%	5%	0%	4
\$220,000 to \$229,000	0%	0%	0%	0
\$230,000 to \$239,999	0%	5%	0%	2
\$240,000 to \$249,999	0%	0%	3%	1
\$250,000 or greater	1%	37%	3%	14
	424	19	37	480

Which of the following academic degrees or professional credentials do you hold? (Choose all that apply.)

	Nonprofit organization	For-profit primarily advising individuals	For-profit primarily advising charitable organizations	Total
BA/BS	77%	77%	69%	374
MA/MS	24%	14%	21%	113
MBA	12%	9%	18%	59
Masters degree in nonprofit administration or related specialty	9%	0%	8%	41
JD	19%	55%	26%	105
PhD	1%	5%	3%	6
Certified Specialist in Planned Giving (CSPG)	3%	9%	8%	17
Certified Gift Planning Associate	1%	5%	3%	6
CFRE/ACFRE	20%	5%	28%	99
Chartered Advisor in Philanthropy	6%	23%	15%	38

(CAP)				
CPA	2%	0%	3%	9
CHFC	0%	5%	3%	4
CLU	0%	5%	0%	2
AEP	0%	9%	0%	3
CFP	3%	14%	10%	18
Other (please specify)	13%	36%	15%	71
	427	22	39	488

To which of the following professional groups do you or your organization belong? (Choose all that apply.)

	Nonprofit organization	For-profit primarily advising individuals	For-profit primarily advising charitable organizations	Total
ABA--American Bar Association and local associations	8%	33%	8%	42
ACGA--American Council on Gift Annuities	27%	5%	28%	122
ACTEC--American College of Trust and Estate Counsel	1%	24%	3%	9
AFP--Association of Fundraising Professionals	49%	5%	48%	221
AHP--Association for Healthcare Philanthropy	7%	0%	8%	33
AICPA--American Institute of Certified Public Accountants	2%	5%	3%	10
AiP--International Association of Advisors in Philanthropy	2%	5%	8%	14
APRA--Association of Professional Researchers for Advancement	6%	0%	0%	23



CASE--Council for Advancement and Support of Education	35%	0%	10%	148
FPA--Financial Planning Association	4%	10%	15%	23
Giving Institute	1%	0%	5%	8
Local estate planning council	32%	86%	25%	160
NEAPC-- National Association of Estate Planners and Councils	4%	19%	5%	23
Local planned giving council	69%	81%	75%	328
NAELA--National Academy of Elder Law Attorneys	0%	10%	0%	3
SFSP--Society of Financial Service Professionals	2%	0%	3%	9
Other (please specify)	11%	14%	8%	53
	410	21	40	471

What do you think you will most likely be doing in five years? (Choose one only.)

	Nonprofit organization	For-profit primarily advising individuals	For-profit primarily advising charitable organizations	Total
Charitable gift planning in the nonprofit sector (including major gift planning or	45%	0%	13%	198

leadership/principal gifts)				
Financial or estate planning as part of a for-profit business or firm (law, financial planning, accounting, etc.)	1%	55%	8%	19
Gift administration and/or trust management for a bank or other business	1%	5%	8%	7
Charitable fundraising that does not include gift planning	1%	0%	0%	4
Nonprofit executive management (director level or above)	15%	0%	8%	67
Other nonprofit work (program/service work)	2%	0%	0%	9
Other for-profit work (professional practices or entrepreneurial ventures not related to charitable planning)	1%	0%	5%	8
Independent consulting related to charitable gift planning	3%	9%	43%	32
Retirement	19%	32%	15%	94
Not sure	12%	0%	3%	51
	427	22	40	489

Nonprofits Only: Which of the following types of organizations is your primary employer? Please select only one and answer subsequent questions as they apply to that employer.

Public University	17%	91
Private University	13%	68
Small College	5%	25
Community/Junior College	1%	4
Technical School	0%	0
Academy/Private School	3%	17
Hospital/Health Care Organization or Foundation	13%	71
Religious Organization	6%	34
Social Services Organization	12%	63
Environmental or Animal Welfare Group	4%	23
Community Foundation or Community Trust	5%	26
Museum, Symphony, Arts/Cultural Organization	6%	33
Continuing Care Community/Facility	2%	12
International Aid/Education Organization	2%	11
Public Broadcasting	2%	9
Other (please specify)	8%	42
	Answered	529

Nonprofits Only: What was the annual revenue of your primary employment organization in the latest completed fiscal year?

\$100,000 or under	2%	8
\$100,001 to \$500,000	4%	15
\$500,001 to \$1,000,000	3%	13
\$1,000,001 to \$5,000,000	12%	50
\$5,000,001 to \$10,000,000	6%	27
\$10,000,001 to \$20,000,000	8%	34
\$20,000,001 to \$50,000,000	14%	60
\$50,000,001 to \$100,000,000	13%	54
Over \$100,000,000	27%	115
Do not know	12%	51
	Answered	427

Response	2019	2017	2014	2011	2002	1992
\$1M or less	9%	6%	4%	4%	12%	33%
Over \$100M	27%	26%	28%	27%	23%	14%

Nonprofits Only: What is your job title? Choose the option that most closely matches your title, or the title that seems equivalent to your job.

Director of Development	11%	49
Director of Gift Planning or Planned Giving	29%	125
Director of Principal Gifts	0%	1
Director of Major and Planned Giving	6%	24
Gift Planning or Planned Giving Officer	8%	34
Major and Planned Giving Officer	2%	10
Philanthropy Advisor	1%	6
Development Officer	3%	11
Executive Director	9%	37
President/CEO	3%	14
Finance Manager/CFO	0%	1
Vice President	8%	33
Donor Relations/Alumni Relations/Stewardship Director or Manager	0%	1
Estate or Trust Manager/Administrator	0%	1
Partner	0%	0
Other (please specify)	20%	86
	Answered	433

Nonprofits only: Approximately how many people work in fundraising/development positions at your organization?

Please estimate the number of full-time equivalents, not the number of individuals. Consider all professional positions related to development, including research, cultivation/solicitation, stewardship and administration. Do not include students/interns, contractors or temporary staff.

0 to 1	5%	28
2 to 5	22%	118
6 to 10	11%	59
11 to 20	14%	73
21 to 50	19%	101
More than 50	28%	149
	Answered	528

Nonprofits only: Does your staff include one or more planned gift specialists?

These are people who are primarily charged with raising planned gifts and/or training other fundraisers to recognize planned gift prospects.

Yes	77%	406
No	23%	123
	Answered	529

Nonprofits only: Approximately how many years has your organization been actively cultivating planned gifts?

0	6%	31
1 to 5	17%	86
6 to 10	11%	57
11 to 20	21%	107
21 to 30	18%	96
more than 30	28%	144
	Answered	521

Nonprofits only: In the most recently completed fiscal year, approximately what percentage of total fundraising revenue came from realized planned gifts?

0%	8%	42
1 to 10%	39%	198
11 to 20%	23%	116
21 to 30%	15%	76
31 to 40%	8%	39
41 to 50%	6%	29
more than 50%	3%	13
	Answered	513

Nonprofits only: How are fundraisers credited for new planned gift commitments, if more than one person works with the donor to develop the gift.

Only primary relationship manager gets credit	23%	121
Credit for the total gift is divided between two or more fundraisers	7%	36
All fundraisers are credited for the full amount of the gift	37%	191
Planned gift fundraisers are credited for the number of new gifts, but not the amount	11%	56
Other (please specify)	22%	116
	Answered	520

Nonprofits only: Does your organization publicly report separate goals for current and deferred gifts?

	Yes		No	
In annual reports	25%	128	75%	388
In campaign reports	39%	196	61%	309
Total 523				

Nonprofits only: What value do you assign to a bequest commitment when no dollar amount is specified by the donor?

We do not count bequest commitments	36%	178
Our own average bequest gift, based on historical data (please enter this amount in the comments field)	13%	65
An industry average--not based on our own data (please enter this amount in the comments field)	3%	15
A nominal amount--for example \$1--to enter the gift in our system	48%	241
	Answered	499

Nonprofits Only: In the next five years, how do you expect your organization's investment in planned gift fundraising will change in the following areas? Consider what you think really will happen, based on current evidence or trends, not what you wish would happen.

	Resources will increase	Resources will stay about the same	Resources will decrease	Total
Stewardship of planned gift donors	62%	36%	2%	519
Training major gift officers to cultivate planned gifts	59%	39%	3%	519
Outreach to planned gifts prospects via social media	55%	43%	2%	518
Effort to secure gifts of noncash assets	54%	43%	3%	519
Outreach to planned gift prospects via direct mail	45%	49%	7%	521
Number of fundraisers cultivating planned gifts	39%	58%	2%	522

Nonprofits only: Are you considering a bequest challenge or bequest matching program?

We recently completed a bequest challenge/match program.	3%	17
We will announce a bequest challenge/match program in 2019 (matching funds have been secured)	1%	7
We are seeking a donor/donors to provide matching funds for a future challenge/match program	11%	58
Our bequest challenge/match program is in progress.	7%	37
We are not considering a challenge/match program at this time.	77%	399
	Answered	518

Nonprofits only: Have you experienced difficulty collecting IRA beneficiary proceeds from one or more fund administrators?

Yes	37%	185
No	63%	315
	Answered	500

For-Profits Only: Which of the following types of organizations is your primary employer?

Law Practice/Firm	14%	10
Financial Planning Practice/Firm	9%	6
Consulting Practice/Firm	48%	33
Accounting Practice/Firm	3%	2
Bank or Trust Company	19%	13
Brokerage Firm	3%	2
Other (please specify)	4%	3
	Answered	69

For-Profits Only: Approximately what percentage of your individual or organizational clients are engaged in charitable planning?

(Including, but not limited to, establishment of charitable trusts, bequests, gift annuities, pooled income funds, beneficiary designations on life insurance policies, donor advised funds, and major outright gifts of cash, securities, real estate, qualified retirement assets or other assets.)

1 to 25%	26%	18
26 to 50%	14%	10
51 to 75%	14%	10
76 to 99%	17%	12
100%	28%	19
	Answered	69

For-Profits Only: If you advise individuals, how frequently do YOU raise the issue of charitable giving with your clients?

100% of clients	40%	20
76 to 99% of clients	24%	12
51 to 75% of clients	10%	5
26 to 50% of clients	6%	3
1 to 25% of clients	8%	4
0% of clients	12%	6
	Answered	50

For-Profits Only: Approximately what percentage of your time do you spend on work related to charitable gift or charitable estate planning?

(This includes meetings with clients, research and study, networking and professional development, trustee duties, etc.)

% time on gift planning		
0%	2%	1
1 to 25%	35%	22
26 to 50%	18%	11
51 to 75%	15%	9
76 to 99%	11%	7
100%	19%	12
	Answered	62

For-Profits Only: If you advise individuals, approximately what percentage of your clients who are engaged in charitable gift and/or charitable estate planning have been referred to you by charitable organizations?

% clients referred by		
------------------------------	--	--



charities		
0%	51%	23
1 to 25%	31%	14
26 to 50%	2%	1
51 to 75%	4%	2
76 to 99%	2%	1
100%	9%	4
	Answered	45

For-Profits Only: To the best of your knowledge, approximately what percentage of individual donors have notified the charity of their gift?

% who have notified gift recipient		
100%	2%	1
76 to 99%	11%	6
51 to 75%	19%	11
26 to 50%	33%	19
1 to 25%	30%	17
0%	5%	3
	Answered	57

For-Profits Only: How often do you advise clients on the following types of gifts or administrative activities?

	Very Frequently	Occasionally	Never	Total
Charitable Distributions from Qualified Retirement Plans	64%	29.85%	5.97%	67
Charitable Bequests	61%	33.87%	4.84%	62

Developing Gift Planning Policies/Procedures	38%	41.18%	20.59%	68
Starting a Gift Planning Program	38%	39.13%	23.19%	69
Charitable Gift Annuities	33%	44.78%	22.39%	67
Evaluating an Existing Gift Planning Program	28%	52.94%	19.12%	68
Charitable Remainder Unitrusts	25%	50.75%	23.88%	67
Establishment or Operation of a Donor Advised Fund	22%	57.35%	20.59%	68
Any Type of Charitable Gift Involving Real Estate	19%	61.19%	19.40%	67
Planning Capital Campaigns	18%	34.85%	46.97%	66
Charitable Gifts Involving Life Insurance	14%	60.61%	25.76%	66
Establishment or Operation of a Private Foundation	13%	34.33%	52.24%	67
Hiring Gift Planners or Other Fundraising Staff	12%	35.82%	52.24%	67
Any Type of Gift Involving Personal Property (Art, Collections, etc.)	10%	58.82%	30.88%	68
Special Needs Trusts with Charitable Component	7%	35.29%	57.35%	68
Charitable Lead Trusts	6%	56.06%	37.88%	66
Charitable Remainder Annuity Trusts	6%	62.69%	31.34%	67

For-profits only: In the coming three to five years, how do you expect your work to change in the following areas?

	I'll be advising more about this	I'll be advising less about this	I expect no change	Not applicable/ I don't advise	Total
--	---	---	---------------------------	---------------------------------------	--------------

				about this	
Charitable Distributions from Qualified Retirement Plans	75%	1%	22%	1%	68
Establishment or Operation of a Donor Advised Fund	50%	6%	37%	7%	68
Evaluating an Existing Gift Planning Program	43%	4%	46%	6%	69
Developing Gift Planning Policies/Procedures	43%	0%	50%	7%	68
Any Type of Charitable Gift Involving Real Estate	41%	4%	54%	0%	68
Starting a Gift Planning Program	41%	6%	46%	7%	69
Charitable Bequests	38%	4%	55%	3%	69
Charitable Gift Annuities	28%	4%	61%	6%	67
Planning Capital Campaigns	26%	3%	50%	21%	68
Charitable Remainder Unitrusts	26%	1%	65%	7%	69
Establishment or Operation of a Private Foundation	25%	6%	36%	33%	67
Any Type of Gift Involving Personal Property (Art, Collections, etc.)	22%	1%	72%	4%	68
Charitable Gifts Involving Life Insurance	22%	4%	72%	1%	69
Hiring Gift Planners or Other Fundraising Staff	21%	4%	47%	28%	68
Special Needs Trusts with Charitable Component	16%	6%	58%	20%	69
Charitable Lead Trusts	15%	4%	74%	7%	68
Charitable Remainder Annuity Trusts	15%	7%	71%	7%	68



For-profits only: Have you observed any change in your individual clients' giving behavior motivated by the Tax Cuts and Jobs Act of 2017?

In general, philanthropy has increased	13%	8
In general, philanthropy has decreased	13%	8
In general, philanthropy has stayed the same	74%	45
	Answered	61

