

GPP8

Gift Planner Profile 8

Findings from a National Survey
of the Gift Planning Community



NATIONAL ASSOCIATION of
Charitable Gift Planners

GIFT PLANNER PROFILE 8

In February of 2017, the National Association of Charitable Gift Planners launched the eighth Gift Planner Profile survey. 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, as well as others in CGP's contact list. 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.

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

* 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

Who's Doing Well? Only 5% of the 637 nonprofit respondents report that new planned gift commitments decreased at their organization over the past three years. Nearly two-thirds (65%) say commitments have increased and 30% say commitments are about the same. Respondents who say planned gift commitments have increased are more likely to report the following:

- The number of blended gift commitments (incorporating both current and deferred components) is also increasing.
- They have more contact with donors. For example, respondents who say new commitments are increasing are significantly more likely to report 20 or more e-mail contacts with donors per month. Those who say new commitments are flat are more likely to report 5 or fewer e-mail contacts per month.
- They spend more than 75% of their professional time on planned gift fundraising.
- They have specific goals for number of in-person donor visits, planned gift dollars raised with documented commitments, and number of donors added to the legacy.
- They work for an organization that publicly states a goal for planned gifts, either in a campaign or as an annual goal.

Those who say that planned gift commitments are increasing are much more likely to report that their salaries also increased in the past year, compared to those who report new commitments are flat. Respondents who said new planned gift commitments are flat over the past three years are much more likely to report that their salaries are about the same as last year.

Salaries and Gender: The median salary for women in the nonprofit sector is \$90,000 to \$99,999 and the median for men is \$100,000 to \$109,999. (In the for-profit sector, men are much

more likely than women to report the highest salaries, \$250,000 and above.) In past rounds of the survey, men tended to be more experienced and more likely to hold managerial positions. In 2017, the median experience level for nonprofit women was 7 to 10 years, and for men 11 to 15 years. Twice as many men report more than 20 years of experience (34% vs. 17%), and the median salary range for people at this experience level is \$120,000-\$129,999. The only job title that is significantly more likely to be held by men is Vice President. All other job titles, including President/CEO, are as likely to be held by women as men. Significantly more men than women are over age 60 (37% vs. 22%). As the most experienced men retire, and women move up in their careers, it will be interesting to track salaries and gender in the future editions of the Gift Planner Profile survey.

Turnover continues to be high, especially in the nonprofit sector: Half of nonprofit survey respondents report that they have been in their current position for three years or less. Most of those who took a new job in the past three years report that they moved to a new organization. The most common reason cited for a career move was the desire for “different responsibilities-- more challenges, better fit with my skills, etc.” 60% of nonprofit job changers say they have more duties related to gift planning in their new positions. In both sectors, 62% of those who have been in their current position 3 years or less also report that their salaries increased in the past year— about the same as the overall nonprofit response of 65%.

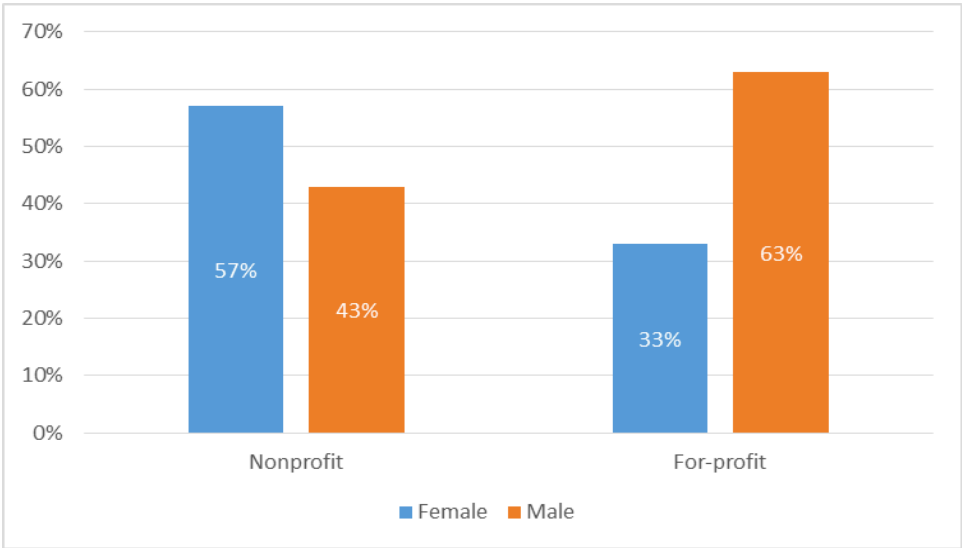
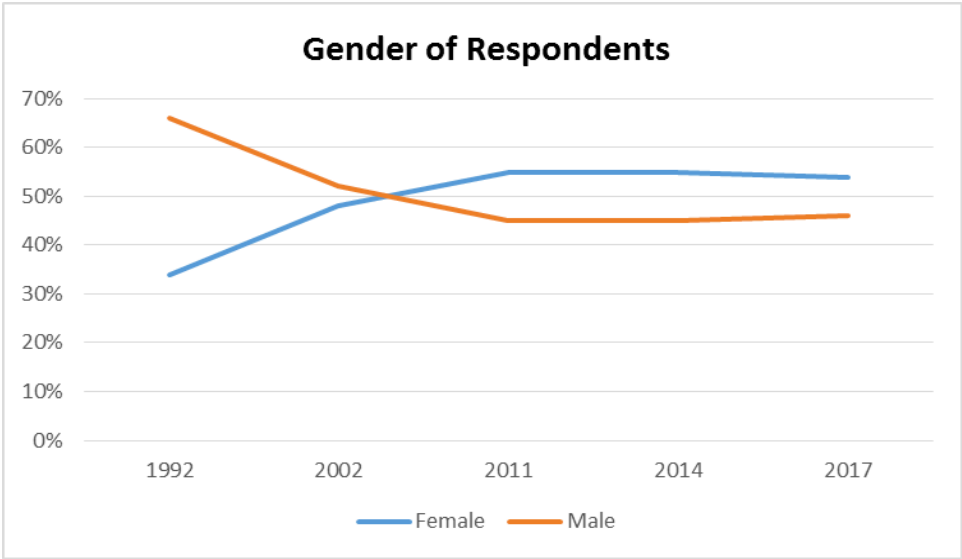
In the for-profit professions, nearly half (46%) of survey respondents have been in their jobs for more than 10 years. We asked planners from both sectors who had been in the same job for more than a decade what factors explain their long tenure. The top three responses for both sectors were:

- Personal passion for the work of gift planning or for employer's mission.
- Relationships with donors or clients.
- Relationships with colleagues.

As a group, less than half of for-profit planners reported that their salaries or income increased in the past year. However, those with 10 years or more in the same position fared better—63% reported salary/income increases.

General Characteristics of Survey Respondents

The percentage of women responding to the survey remains at 55%, after steadily increasing from an initial 35% when the first Gift Planner Profile survey was conducted in 1992. Men continue to outnumber women in the for-profit sector.



The median age of nonprofit survey respondents is in the 50 to 59-year range; the for-profit median age range is 60 to 60-years. One-fourth of nonprofit respondents are age 60 or older, and in the for-profit sector, slightly more than half are age 60 or older. In previous years, the median age range was the same for respondents in both sectors. An older median age in the for-profit sector may be an effect of the convenience sample, or it may reflect a tendency of nonprofit planners to “retire” into consulting practice. In each sector, about 12% of respondents expect to retire in the next five years.

Respondents have the following academic and professional credentials.

	Nonprofit	For-profit
BA/BS	74%	63%
MA/MS	25%	20%
MBA	11%	16%
Masters degree in nonprofit administration or related specialty	8%	2%
JD	23%	30%
PhD	3%	3%
Certified Specialist in Planned Giving (CSPG)	4%	5%
Certified Gift Planning Associate	1%	1%
CFRE/ACFRE	15%	8%
Chartered Advisor in Philanthropy (CAP)	5%	8%
CPA	2%	6%
CHFC	1%	4%
CLU	<1%	6%
AEP	0%	3%
ACTEC Fellow	0%	4%
CFP	2%	9%
Other	14%	20%

There is no nationally recognized independent certification program for gift planners, and the Gift Planner Profile has shown relatively constant numbers in most of the related academic degrees and credentials over the years. The percentage of nonprofit JDs has increased from 18% in 2011, though the percentage of for-profit JDs decreased in this round of the survey from 46% in 2014.

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 Gift Planner Profile survey in 1992.

Public University	17%
Hospital/Health Care Organization or Foundation	13%
Private University	12%
Religious Organization	11%
Social Services Organization	9%
Community Foundation or Community Trust	6%
Other	6%
Small College	6%
Museum, Symphony, Arts/Cultural Organization	5%
Environmental or Animal Welfare Group	5%
Academy/Private School	5%
International Aid/Education Organization	1%
Continuing Care Community/Facility	1%
Community/Junior College	1%
Public Broadcasting	<1%

These five job titles account for slightly more than three-quarters of nonprofit survey respondents:

Director of Gift Planning or Planned Giving (34%)

Gift Planning or Planned Giving Officer (14%)

Director of Development (13%)

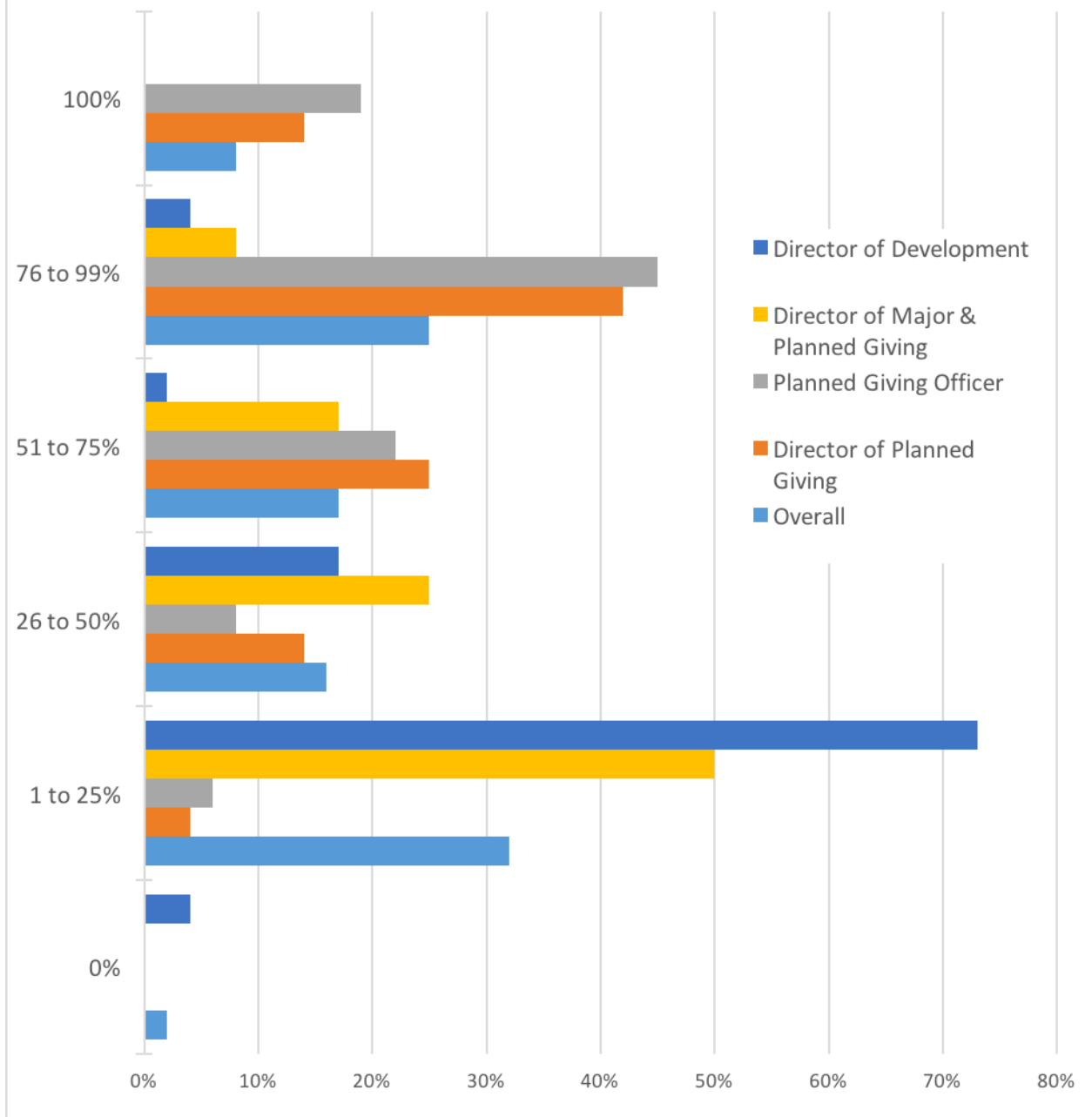
Vice President (8%)

Executive Director (8%)

In 2017, 11% of survey respondents had titles that included both major and planned giving (virtually unchanged since 2011). Those with titles combining major and planned giving are *not* more likely to report that blended gift commitments have increased in the past three years (38%, vs. 40% of all nonprofit respondents). However, those with titles combining major and planned giving *are* significantly more likely to say they have specific goals for raising current gifts (70% vs. 40% of all nonprofit respondents), and that they spend more than half of their time raising current gifts (50% vs. 16% of all nonprofit respondents). Directors of Development are also significantly more likely to say they have specific goals for raising current gifts.

Just 8% of survey respondents spend 100% of their working hours on planned gifts; virtually all members spend at least some time cultivating outright gifts. As the nonprofit titles suggest, many are in charge of the general development effort for their organizations. Since the first survey in 1992, and in both nonprofit and for-profit sectors, most survey respondents report spending 25% or less of their work time on charitable gift planning.

Time Spent Raising Planned Gifts

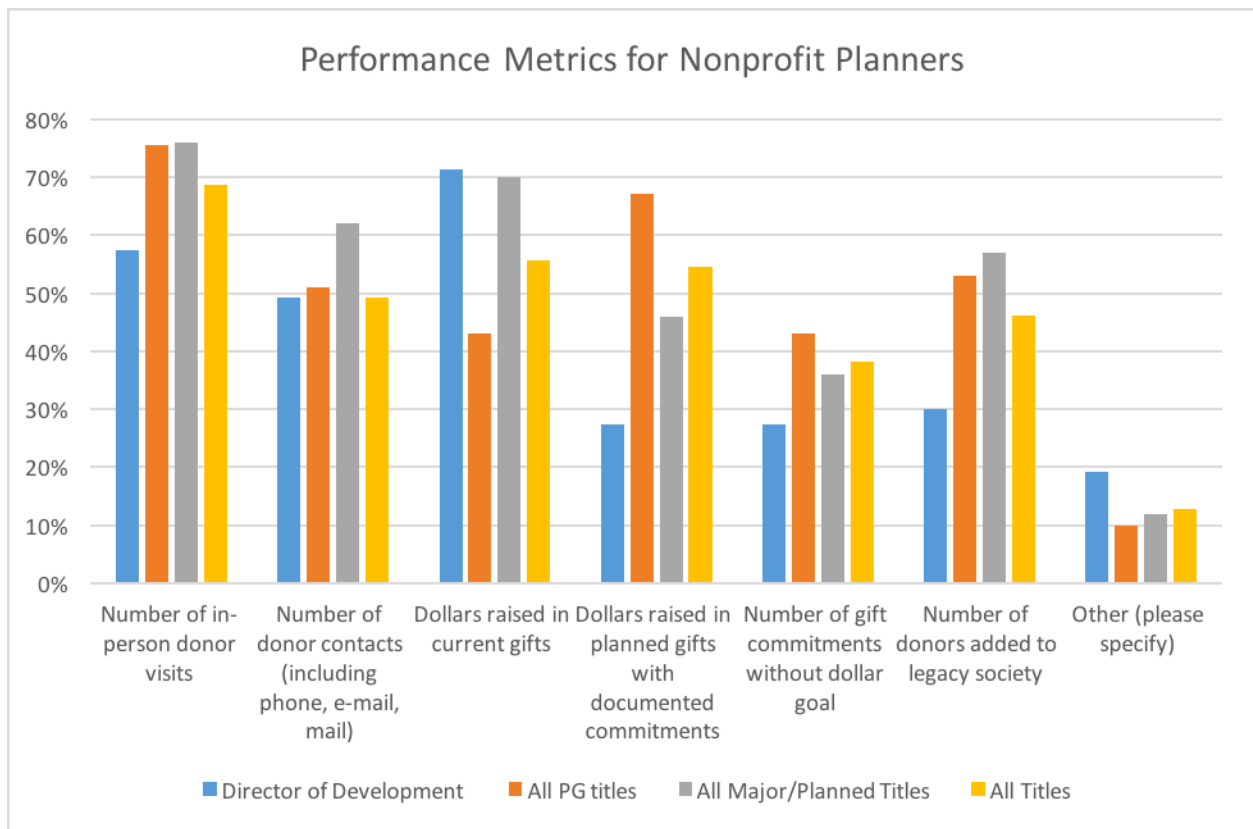


How are charitable gift planners evaluated?

Among all nonprofit respondents, 26% report that their organizations state a public goal for planned gifts raised (either in a campaign, or as an annual goal). A significantly higher percentage (34%) of those with Planned Giving/Gift Planning titles report their organizations state a separate goal for planned gifts.

Since many “planned” gifts are deferred, it is difficult to set dollar goals for this type of fundraising. In its Guidelines for Reporting and Counting Charitable Gifts, CGP recommends setting goals and counting deferred gifts based on face value at the time the gift is committed, if this value is known. When the face value of a gift is not known, CGP recommends counting the number of commitments.

In practice, nonprofit planners report various approaches to setting goals for their work.



Among nonprofit planners, when asked how many personal visits they have with donors each month, the most common response is one to five. However, a significantly higher percentage of nonprofit planners with the title Director of Gift Planning or Gift Planning Officer report that they have six or more personal visits with donors each month (54% for planned giving titles vs. 44% for all respondents).

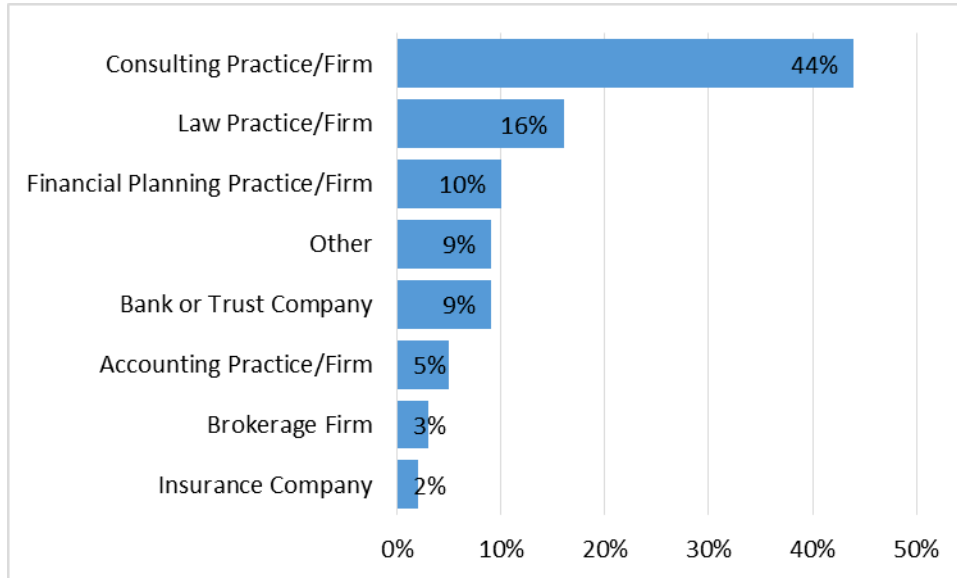
Other performance metrics mentioned by nonprofit respondents include:

- Increases in number of gifts over previous year.
- Number of planned gift proposals/asks.
- Planned gifts at a specific percentage of overall giving.
- Number of public seminars.
- The most common “other” response was that the planner had no specific performance goals.

Nonprofit planners were also asked what percentage of donors who have made bequests or other planned gifts (including trusts, charitable gift annuities, insurance gifts, etc.) also make regular annual gifts. 40% of respondents said that more than three-quarters of planned gift donors are regular annual donors.

Gift Planners in the For-Profit Sector

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



As in the nonprofit sector, for-profit advisors also commonly spend about a quarter of their time on charitable planning, although 16% 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	53% (up from 22% in 2011)
76 to 99% of clients	19%
51 to 75% of clients	11%
26 to 50% of clients	9%
1 to 25% of clients	3%
0% of clients	5%

For-profit planners were also asked what percentage of their clients who are engaged in charitable planning were referred to them by charitable organizations. Nearly 30% reported no referrals from charitable organizations, and 43% 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, 70% 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	1%
76 to 99% have notified the charitable recipient	9%
51 to 75% have notified the charitable recipient	18%
26 to 50% have notified the charitable recipient	30%
1 to 25% have notified the charitable recipient	39%
0% have notified the charitable recipient	1%

As in previous Gift Planner Profile surveys, for-profit planners report that bequests are the type of gift they discuss most frequently with clients. Other leading topics of discussion, in order of frequency, are:

- Charitable distributions from qualified retirement plans.
- Charitable gift annuities.
- Charitable remainder unitrusts.
- Starting a gift planning program.
- Evaluating an existing gift planning program.

What do charitable gift planners earn?

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

Median nonprofit salary range

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

(Because of inflation, \$90,000 in 2017 has about the same buying power as \$52,000 in 1992.)

In early 2017, the median salary range for respondents working in the nonprofit sector was \$90,000 to \$99,999, unchanged from the 2014 median. Survey respondents in the for-profit professions reported a median salary range of \$160,000 to \$169,999. This is substantially higher than the median for-profit range of \$120,000 to \$129,999 in 2014. It is also higher than national salary benchmarks for the various advising professions, and we suspect it may be an effect of the convenience sample. In this Gift Planner Profile survey, 28% of for-profit respondents reported salaries of \$250,000 or more. Although we typically do not analyze for-profit salaries by profession because there are relatively few respondents from each advisor profession, we note that 48% of this highest-paid group were employed by consulting firms, and another 24% were employed by law firms.

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

- Be male (by a decreasing margin—53% of those above median were male and 47% were female).
- Have more than 10 years of gift planning experience.
- Have JD.
- Work in the Midwest.
- Work in higher education.
- Work for an organization with an annual budget of \$100M or more and a development staff of 50 or more.

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

Appendix: Detailed survey responses

How many years has your work included charitable gift/estate planning duties?..... 17

Have you personally made a planned gift to one or more charitable organizations? 17
 (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.) 17

Please select the region in which you live. 18

Is your primary employer..... 18

What is your gender?..... 19

How old are you? 19

How do you describe your racial or ethnic identity? 20

What was your total compensation for 2016, 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.) 24

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

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. 27

Nonprofits Only: What was the annual revenue of your primary employment organization in the latest completed fiscal year? 28

Nonprofits Only: What was your primary employment organization's annual budget in the latest completed fiscal year for charitable gift planning, excluding salaries and fringe benefits of staff?..... 29

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..... 30

Nonprofits only: Approximately how many people work in fundraising/development positions at your organization? 30

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..... 30

<i>Nonprofits Only: Approximately what percentage of your time is spent on the following?</i>	31
Outright/major gifts.....	31
Planned gifts (bequests, beneficiary designations, gift annuities, charitable trusts, etc.)	31
<i>Nonprofits Only: Approximately how many contacts do you have with planned or major gift donors/prospects each month?</i>	32
<i>Nonprofits Only: Do your performance criteria include specific goals in the following areas? (Respondents were allowed to choose multiple responses)</i>	32
<i>Nonprofits Only: Approximately what percentage of donors who have made bequests or other planned gifts (including trusts, charitable gift annuities, insurance gifts, etc.) to your organization also make regular annual gifts?</i>	33
<i>Nonprofits Only: Does your organization state a public goal for planned gifts raised (either in a campaign, or as an annual goal)?</i>	33
<i>Nonprofits Only: Do you report the following data on known gift expectancies to your manager and/or trustees?</i>	33
<i>For-Profits Only: Which of the following types of organizations is your primary employer?</i>	34
<i>For-Profits Only: Approximately what percentage of your individual or organizational clients are engaged in charitable planning?</i>	34
<i>For-Profits Only: If you advise individuals, how frequently do YOU raise the issue of charitable giving with your clients?</i>	35
<i>For-Profits Only: Approximately what percentage of your time do you spend on work related to charitable gift or charitable estate planning?</i>	35
<i>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?</i>	35
<i>For-Profits Only: To the best of your knowledge, approximately what percentage of individual donors have notified the charity of their gift?</i>	36
<i>For-Profits Only: How often do you advise clients on the following types of gifts or administrative activities?</i>	36
<i>All respondents: In the past year, has your annual salary or income...</i>	37
<i>All respondents: How many years have you been in your current position?</i>	38
<i>All Respondents: If you HAVE changed positions in the past three years, is your new position...?</i>	38
<i>All Respondents: If you have been in your current position for more than 10 years, what factors explain your long tenure? (check all that apply)</i>	39

All Respondents: If you HAVE changed positions in the past three years, does your current position involve..... 40

All respondents: What was the reason for your most recent job change? (Choose all that apply.)..... 41

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

	Nonprofit organization	For-profit business, practice or firm primarily advising individuals	For-profit business, practice or firm primarily advising charitable organizations	Row Total
0	67%	17%	17%	6
< 1	95%	5%	0%	19
1 to 3	95%	3%	3%	78
4 to 6	93%	3%	4%	113
7 to 10	95%	1%	4%	122
11 to 15	93%	3%	5%	120
16 to 20	90%	4%	7%	105
> 20	77%	11%	12%	215
Column Total	687	39	52	778

Have you personally made a planned gift to one or more charitable organizations?

(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.)

Response	2017	2014	2011	2002	1994 (first occurrence of this question)
Yes	69%	69%	68%	62%	46%
No	31%	31%	32%	38%	54%

Please select the region in which you live.

Northeast (CT, MA, ME, NH, NY, RI, VT)	13%	94
Mid-Atlantic (DC, DE, MD, NJ, PA, WV)	12%	90
South (AL, AR, FL, GA, KY, LA, MS, NC, SC, TN, VA)	17%	124
Midwest (IA, IL, IN, KS, MI, MN, MO, ND, NE, OH, SD, WI)	27%	197
Mountain West (CO, ID, MT, NV, UT, WY)	5%	38
Southwest (AZ, NM, OK, TX)	9%	68
Pacific West (AK, CA, HI, OR, WA)	16%	119
Total		730

Is your primary employer...

Response	2017	2014	2011	2002	1992
Nonprofit organization	88%	92%	91.1%	85.3%	71%
For-profit business, practice or firm primarily advising individuals	5%	4%	4.3%	9.7%	29%
For-profit business, practice or firm primarily advising charitable organizations	7%	3%	4.6%	5.0%	

What is your gender?

	Nonprofit organization	For-profit business, practice or firm primarily advising individuals	For-profit business, practice or firm primarily advising charitable organizations	Total
Male	43%	74%	61%	46% (329)
Female	57%	26%	39%	54% (392)
Total	634	38	49	721

How old are you?

	Nonprofit organization	For-profit business, practice or firm primarily advising individuals	For-profit business, practice or firm primarily advising charitable organizations	Row Total
< 20	0%	0%	0%	0% (0)
20 to 29	1%	0%	0%	1% (10)
30 to 39	11%	8%	10%	11% (79)
40 to 49	21%	13%	16%	21% (151)
50 to 59	36%	21%	21%	35% (251)
60 to 69	26%	42%	31%	27% (195)
70 to 79	3%	13%	21%	5% (36)
80+	0%	3%	0%	0% (2)
Column Total	638	38	48	724

How do you describe your racial or ethnic identity?

	Nonprofit organization	For-profit business, practice or firm primarily advising individuals	For-profit business, practice or firm primarily advising charitable organizations	Row Total
White/non-Hispanic	94%	95%	94%	94% (675)
Hispanic	1%	3%	0%	1% (8)
African American	2%	0%	2%	2% (11)
American Indian or Alaskan Native	0%	0%	0%	0% (0)
Asian or Pacific Islander	2%	3%	0%	2% (11)
Mixed origin	2%	0%	4%	2% (14)
Column Total	633	37	49	719

What was your total compensation for 2016, including all cash compensation but excluding fringe benefits?

Nonprofit: Median = \$90,000 to \$99,999)

Nonprofit Females: Median = \$90,000 to \$99,999

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

For-profit: Median = \$160,000 to \$169,999

	Nonprofit organization	For-profit business, practice or firm primarily advising individuals	For-profit business, practice or firm primarily advising charitable organizations	Row Total
Under \$30,000	1%	3%	9%	2% (14)
\$30,000 to \$39,999	1%	3%	2%	1% (9)
\$40,000 to \$49,999	3%	3%	2%	3% (21)
\$50,000 to \$59,999	6%	0%	7%	5% (38)
\$60,000 to \$69,999	8%	0%	0%	7% (51)
\$70,000 to \$79,999	9%	0%	2%	8% (59)
\$80,000 to \$89,999	11%	3%	7%	10% (75)
\$90,000 to \$99,999	13%	3%	5%	11% (83)
\$100,000 to \$109,999	13%	5%	7%	11% (84)
\$110,000 to \$119,999	7%	5%	0%	7% (48)

	Nonprofit organization	For-profit business, practice or firm primarily advising individuals	For-profit business, practice or firm primarily advising charitable organizations	Row Total
\$120,000 to \$129,999	7%	5%	7%	7% (49)
\$130,000 to \$139,999	4%	0%	7%	4% (31)
\$140,000 to \$149,999	4%	0%	2%	3% (23)
\$150,000 to \$159,999	3%	5%	5%	3% (20)
\$160,000 to \$169,999	3%	3%	7%	3% (23)
\$170,000 to \$179,999	1%	8%	0%	1% (10)
\$180,000 to \$189,999	1%	8%	0%	1% (11)
\$190,000 to \$199,999	2%	5%	2%	2% (15)
\$200,000 to \$209,999	1%	0%	0%	1% (5)
\$210,000 to \$219,999	1%	3%	0%	1% (6)
\$220,000 to \$229,999	1%	3%	0%	1% (5)
\$230,000 to \$239,999	0%	3%	0%	0% (1)

	Nonprofit organization	For-profit business, practice or firm primarily advising individuals	For-profit business, practice or firm primarily advising charitable organizations	Row Total
\$240,000 to \$249,999	0%	0%	2%	0% (1)
\$250,000 or greater	1%	34%	27%	4% (31)
Column Total	631	38	44	713

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

	Nonprofit organization	For-profit business, practice or firm primarily advising individuals	For-profit business, practice or firm primarily advising charitable organizations	Row Total
BA/BS	74%	65%	66%	73% (558)
MA/MS	25%	13%	26%	24% (183)
MBA	11%	20%	12%	12% (89)
Masters degree in nonprofit administration or related specialty	9%	3%	4%	8% (61)
JD	23%	43%	20%	24% (181)
PhD	3%	3%	4%	3% (22)
Certified Specialist in Planned Giving (CSPG)	4%	3%	6%	4% (30)
Certified Gift Planning Associate	1%	3%	0%	1% (6)
CFRE/ACFRE	15%	3%	14%	14% (110)
Chartered Advisor in Philanthropy (CAP)	6%	13%	6%	6% (45)
CPA	2%	10%	2%	3% (20)
CHFC	1%	3%	6%	1% (10)
CLU	1%	8%	6%	2% (12)
FAHP	0%	0%	0%	0% (1)
AEP	0%	5%	2%	1% (4)
CIC	0%	0%	0%	0% (0)
ACTEC Fellow	0%	10%	0%	1% (4)
CFP	2%	18%	2%	3% (23)
Other (please specify)	14%	33%	10%	15% (114)
Column Total	671	40	50	761

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

	Nonprofit organization	For-profit business, practice or firm primarily advising individuals	For-profit business, practice or firm primarily advising charitable organizations	Row Total
AAA-CPA--American Association of Attorney-CPAs	0%	0%	0%	3
ABA--American Bar Association and local associations	9%	27%	10%	69
ACGA--American Council on Gift Annuities	30%	8%	31%	201
ACTEC--American College of Trust and Estate Counsel	0%	14%	2%	9
AFP--Association of Fundraising Professionals	50%	14%	48%	328
AHP--Association for Healthcare Philanthropy	7%	8%	6%	46
AiP--International Association of Advisors in Philanthropy	1%	8%	4%	14
APRA--Association of Professional Researchers for Advancement	5%	0%	2%	34
CASE--Council for Advancement and Support of Education	37%	3%	6%	224
FPA--Financial Planning Association	2%	19%	2%	18
Giving Institute	1%	0%	4%	8
Local estate planning council	30%	57%	21%	209
NEAPC-- National Association of Estate Planners and Councils	4%	11%	4%	31
Local planned giving council	68%	81%	73%	472
NAELA--National Academy of Elder Law Attorneys	0%	3%	0%	2
NAIFA--National Association of Insurance and Financial Advisors (formerly NALU)	0%	5%	0%	2
SFSP--Society of Financial Service Professionals	1%	5%	2%	9
Other (please specify)	15%	22%	19%	107

Column Total	601	37	48	686
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What do you think you will most likely be doing in five years? (Choose one only.)

	Nonprofit organization	For-profit business, practice or firm primarily advising individuals	For-profit business, practice or firm primarily advising charitable organizations	Row Total
Charitable gift planning in the nonprofit sector (including major gift planning or leadership/principal gifts)	57%	3%	10%	51% (365)
Financial or estate planning as part of a for-profit business or firm (law, financial planning, accounting, etc.)	1%	55%	13%	4% (31)
Gift administration and/or trust management for a bank or other business	1%	3%	6%	1% (8)
Charitable fundraising that does not include gift planning	1%	0%	0%	1% (5)
Nonprofit executive management (director level or above)	18%	0%	4%	16% (118)
Other nonprofit work (program/service work)	1%	3%	0%	1% (5)
Other for-profit work (professional practices or entrepreneurial ventures not related to charitable planning)	1%	3%	6%	1% (10)
Independent consulting related to charitable gift planning	3%	11%	38%	5% (39)
Retirement	13%	16%	10%	13% (91)
Not sure	6%	8%	13%	7% (47)
Column Total	633	38	48	719

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%	110
Private University	12%	77
Small College	6%	39
Community/Junior College	1%	7
Technical School	0%	1
Academy/Private School	5%	31
Hospital/Health Care Organization or Foundation	13%	80
Religious Organization	11%	71
Social Services Organization	9%	57
Environmental or Animal Welfare Group	5%	34
Community Foundation or Community Trust	6%	37
Museum, Symphony, Arts/Cultural Organization	5%	30
Continuing Care Community/Facility	1%	10
International Aid/Education Organization	1%	8
Public Broadcasting	0%	3
Other (please specify)	6%	36
	Total	631

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

\$100,000 or under	1%	5
\$100,001 to \$500,000	2%	12
\$500,001 to \$1,000,000	3%	18
\$1,000,001 to \$5,000,000	12 %	77
\$5,000,001 to \$10,000,000	7%	44
\$10,000,001 to \$20,000,000	13%	80
\$20,000,001 to \$50,000,000	13%	82
\$50,000,001 to \$100,000,000	10%	63
Over \$100,000,000	26%	163
Do not know	14%	87
	Total	631

Response	2017	2014	2011	2002	1992
\$1M or less	6%	4.4%	4.2%	12%	33.3%
Over \$100M	26%	28.2%	26.9%	23%	13.9%

Nonprofits Only: What was your primary employment organization's annual budget in the latest completed fiscal year for charitable gift planning, excluding salaries and fringe benefits of staff?

No separate gift planning budget	20%	128
\$25,000 or under	11%	69
\$25,001 to \$50,000	7%	48
\$50,001 to \$100,000	8%	54
\$100,001 to \$200,000	7%	43
\$200,001 to \$300,000	4%	23
\$300,001 to \$400,000	1%	10
\$400,001 to \$500,000	1%	8
\$500,001 to \$600,000	0.5%	4
\$600,001 to \$700,000	0.5%	3
\$700,001 to \$800,000	0%	2
\$800,001 to \$900,000	0.5%	3
\$900,001 to \$1,000,000	1%	8
more than \$1,000,000	14%	86
Do not know	22%	141
	Total	630

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	13%	83
Director of Gift Planning or Planned Giving	34%	211
Director of Principal Gifts	0.5%	3
Director of Major and Planned Giving	6%	37
Gift Planning or Planned Giving Officer	14%	90
Major and Planned Giving Officer	5%	31
Philanthropy Advisor	1%	10
Development Officer	3%	18
Annual Gifts Officer	0.5%	3
Executive Director	8%	50
President/CEO	3%	20
Finance Manager/CFO	0.6%	4
Vice President	8%	49
Donor Relations/Alumni Relations/Stewardship Director or Manager	1%	9
Estate or Trust Manager/Administrator	1%	7
	Total	625

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	7%	47
2 to 5	25%	158
6 to 10	15%	99
11 to 20	14%	91
21 to 50	15%	93
More than 50	23%	146
	Total	634

Nonprofits Only: Approximately what percentage of your time is spent on the following?

Outright/major gifts

0%	10%	63
1 to 25%	53%	336
26 to 50%	20%	130
51 to 75%	12%	74
76 to 99%	4%	25
100%	0.6%	4
	Total	632

Planned gifts (bequests, beneficiary designations, gift annuities, charitable trusts, etc.)

0%	2%	12
1 to 25%	31%	200
26 to 50%	16%	99
51 to 75%	17%	108
76 to 99%	25%	161
100%	8%	52
	Total	632

Nonprofits Only: Approximately how many contacts do you have with planned or major gift donors/prospects each month?

	0	1 to 5	6 to 10	11 to 15	16 to 20	More than 20
Personal Visits	7%	48%	27%	12%	4%	2%
Events	15%	67%	10%	4%	1%	2%
Telephone Conversations	2%	26%	24%	18%	11%	18%
Personal Letters	4%	37%	23%	15%	7%	134%
Electronic Mail	4%	18%	18%	15%	12%	32%

Nonprofits Only: Do your performance criteria include specific goals in the following areas?

(Respondents were allowed to choose multiple responses)

Number of in-person donor visits	68%	389
Number of donor contacts (including phone, e-mail, mail)	49%	280
Dollars raised in current gifts	55%	314
Dollars raised in planned gifts with documented commitments	53%	306
Number of gift commitments without dollar goal	37%	214
Number of donors added to legacy society	45%	261
Other (please specify)	13%	76

Nonprofits Only: Approximately what percentage of donors who have made bequests or other planned gifts (including trusts, charitable gift annuities, insurance gifts, etc.) to your organization also make regular annual gifts?

% of donors	% of respondents		Number of respondents
0%	2%		16
1 to 25%	17%		107
26 to 50%	15%		93
51 to 75%	24%		152
76 to 99%	36%		221
100%	5%		30
	Total		619

Nonprofits Only: Does your organization state a public goal for planned gifts raised (either in a campaign, or as an annual goal)?

	2017	2014
Yes	26%	25.3%
No	74%	74.7%

Nonprofits Only: Do you report the following data on known gift expectancies to your manager and/or trustees?

number of gifts	91%	528
face value of gifts	82%	473
discounted present value of gifts	31%	180
types of gifts	77%	446

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

Law Practice/Firm	16%	14
Financial Planning Practice/Firm	10%	9
Consulting Practice/Firm	44%	38
Insurance Company	2%	2
Accounting Practice/Firm	5%	4
Bank or Trust Company	9%	8
Brokerage Firm	3%	3
Other (please specify)	9%	8
	Total	86

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%	28%	24
26 to 50%	9%	8
51 to 75%	19%	16
76 to 99%	9%	8
100%	34%	29
	Total	85

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

100% of clients	53%	34
76 to 99% of clients	19%	12
51 to 75% of clients	11%	7
26 to 50% of clients	9%	6
1 to 25% of clients	3%	2
0% of clients	5%	3
	Total	64

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.)

1 to 25%	41%	35
26 to 50%	17%	15
51 to 75%	8%	7
76 to 99%	16%	14
100%	16%	14
	Total	85

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?

0%	29%	18
1 to 25%	43 %	27
26 to 50%	3%	2
51 to 75%	3%	2
76 to 99%	11%	7
100%	10%	6
	Total	62

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

100%	1%	1
76 to 99%	9%	7
51 to 75%	18%	14
26 to 50%	30%	23
1 to 25%	39%	30
0%	1%	1
	Total	76

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

(table shows row %s)

	Very Frequently	Somewhat Frequently	Occasionally	Never	Number of Responses
Charitable Bequests	62% (50)	26% (21)	10% (8)	1% (1)	80
Charitable Distributions from Qualified Retirement Plans	46% (37)	26% (21)	20% (16)	7% (6)	80
Charitable Gift Annuities	29% (23)	26% (21)	40% (32)	5% (4)	80
Starting a Gift Planning Program	29% (23)	30% (24)	25% (20)	15% (12)	79
Charitable Remainder Unitrusts	24% (19)	32% (26)	35% (28)	9% (7)	80
Evaluating an Existing Gift Planning Program	25% (19)	31% (24)	30% (23)	13% (10)	76
Developing Gift Planning Policies/Procedures	21% (16)	48% (37)	21% (16)	10% (8)	77
Charitable Gifts Involving Life Insurance	19% (14)	21% (16)	51% (38)	8% (6)	74
Charitable Lead Trusts	15% (12)	19% (15)	58% (45)	7% (6)	78

	Very Frequently	Somewhat Frequently	Occasionally	Never	Number of Responses
Charitable Remainder Annuity Trusts	15% (12)	21% (16)	53% (41)	10% (8)	77
Any Type of Charitable Gift Involving Real Estate	14% (11)	22% (17)	52% (40)	10% (8)	76
Planning Capital Campaigns	15% (11)	16% (12)	36% (27)	33% (25)	75
Hiring Gift Planners or Other Fundraising Staff	13% (10)	12% (9)	37% (28)	37% (28)	75
Any Type of Gift Involving Personal Property (Art, Collections, etc.)	9% (7)	12% (9)	67% (51)	12% (9)	76
Establishment or Operation of a Private Foundation	8% (6)	26% (20)	41% (32)	25% (19)	77
Special Needs Trusts with Charitable Component	6% (5)	18% (14)	53% (41)	22% (17)	77

All respondents: In the past year, has your annual salary or income...

	Nonprofit organization	For-profit business, practice or firm primarily advising individuals	For-profit business, practice or firm primarily advising charitable organizations	Overall
Increased	65%	45%	49%	63% (453)
Decreased	2%	8%	20%	3% (24)
Stayed about the same	33%	47%	30%	33% (242)
Column Total	632	38	49	719

All respondents: How many years have you been in your current position?

	Nonprofit organization	For-profit business, practice or firm primarily advising individuals	For-profit business, practice or firm primarily advising charitable organizations	Overall
< 1	12%	5%	6%	11% (82)
1 to 3	38%	16%	25%	36% (258)
4 to 6	21%	29%	10%	21% (152)
7 to 10	13%	5%	8%	13% (92)
11 to 15	8%	2%	17%	8% (61)
16 to 20	3%	2%	6%	3% (23)
> 20	4%	39%	27%	7% (52)
Column Total	634	38	48	720

All Respondents: If you HAVE changed positions in the past three years, is your new position...?

	Nonprofit organization	For-profit business, practice or firm primarily advising individuals	For-profit business, practice or firm primarily advising charitable organizations	Row Total
In the same organization or business as your previous position.	27%	28%	0.00%	26% (81)
In a new organization or business.	73%	71%	100%	74% (231)
Column Total	292	7	13	312

All Respondents: If you have been in your current position for more than 10 years, what factors explain your long tenure? (check all that apply)

	Nonprofit organization	For-profit business, practice or firm primarily advising individuals	For-profit business, practice or firm primarily advising charitable organizations	Overall
Personal passion for the work of gift planning	74%	78%	68%	73% (166)
Personal passion for employer's mission	83%	11%	21%	70% (158)
Realistic performance expectations	44%	11%	21%	39% (88)
Professional development opportunities	36%	28%	28%	34% (78)
Good supervision	30%	0%	11%	25% (57)
Relationships with colleagues	66%	39%	53%	62% (141)
Relationships with donors or clients	84%	72%	71%	82% (185)
Other	10%	5%	18%	10% (24)
Column Total	180	18	28	226

All Respondents: If you HAVE changed positions in the past three years, does your current position involve...

	Nonprofit organization	For-profit business, practice or firm primarily advising individuals	For-profit business, practice or firm primarily advising charitable organizations	Overall
More charitable gift/estate planning work than your previous position.	60%	43%	46%	59% (187)
Less charitable gift/estate planning work than your previous position.	15%	14%	31%	16% (51)
The same amount of charitable gift/estate planning work as your previous position.	24%	43%	23%	24% (78)
Column Total	296	7	13	316

All respondents: What was the reason for your most recent job change? (Choose all that apply.)

	Nonprofit organization	For-profit business, practice or firm primarily advising individuals	For-profit business, practice or firm primarily advising charitable organizations	Overall
I was seeking higher compensation.	30%	18%	24%	29% (198)
I was seeking better benefits.	9%	0%	7%	9% (61)
I was seeking different responsibilities--more challenges, better fit with my skills, etc.	50%	27%	41%	49% (332)
I needed/wanted to relocate geographically.	14%	9%	0%	13% (90)
I was laid off when my organization cut resources for gift planning.	5%	0%	0%	5% (34)
I wanted to move from a nonprofit position to a for-profit position.	0%	9%	17%	2% (12)
I wanted to move from a for-profit position to a nonprofit position.	6%	3%	2%	5% (38)
I was seeking a less stressful position.	11%	9%	10%	11% (74)
Performance expectations were not realistic	8%	15%	5%	8% (57)
I was seeking a position that required less travel.	6%	3%	7%	6% (43)
I was promoted.	15%	9%	7%	14% (99)
Retirement or semi-retirement.	2%	6%	19%	3% (24)
Other	18%	39%	36%	20% (135)
Column Total	606	33	41	680



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