

# 2008 CAGP-ACPD<sup>TM</sup> MEMBERS SURVEY

A SUMMARY



**CAGP • ACPD<sup>TM</sup>**  
CANADIAN ASSOCIATION OF GIFT PLANNERS  
ASSOCIATION CANADIENNE DES PROFESSIONNELS EN DONS PLANIFIÉS

## Module One – Members’ Characteristics

This particular Module of the October 2008 Member survey asked 12 introductory questions of CAGP-ACPD<sup>TM</sup>'s valued Members in order to further understand the demographics and backgrounds of CAGP-ACPD members. Overall, **315 respondents** participated in the survey.

### Respondents by Region and Province

The majority of respondents were concentrated in the “other” category which includes small cities and regions (30.5%). Following this, Toronto had the most respondents at 15.2%, followed by Vancouver at 10.5%, Ottawa at 5.7%, Calgary at 5.1%, and Victoria at 4.8%. The least amount of respondents came from Summerside at 0, followed by Hamilton, Quinte Area, St. John's, Prince Albert, and Niagara Falls all with a 0.3% response rate. These response rates were similar to the information in the CAGP-ACPD<sup>TM</sup> database. Comparing the survey results and the actual CAGP-ACPD database, the percentages differed by one or two percent (see below chart). This indicates consistency of representation between the number of CAGP-ACPD<sup>TM</sup> members per region and those who responded to the survey.

PROVINCE	Survey Results %	Database %
Alberta	11.1%	12.96%
British Columbia	19.7%	20.12%
Manitoba	5.7%	6.17%
New Brunswick	1.3%	1.6%
Newfoundland	0.3%	0.53%
Northwest Territories	0.3%	n/a
Nova Scotia	6.0%	4.88%
Ontario	42.2%	39.64%
Prince Edward Island	0.6%	0.38%
Quebec	7.0%	8.39%
Saskatchewan	5.1%	4.57%
Yukon	0.0%	n/a
Outside of Canada	0.6%	0.76%

### Respondents by Age

The age of respondents was only collected for the confidential use of this survey - this is not information CAGP collects as part of its general membership database. The majority of respondents fell in the 40-49 years and 50-59 age ranges. From these results, it is evident that gift planning is an occupation most concentrated by those over 40, this trend continues as a strong tendency when compared to last year's survey. It is interesting to note a slight decrease of respondents that were 20-29; however, it is still soon to say if this trend will continue.

Age	% Respondents 2007	% Respondents 2008
under 20	0.0%	0.0%
20-29	4.74%	2.9%
30-39	19.91%	19.4%
40-49	35.55%	33.7%
50-59	29.86%	33.3%
60-69	9.95%	10.5%
70 years or over	0%	0.3%

### Respondents by Gender

This year 26.7% of the survey respondents were male, and 73.3% were female. Female representation in 2008 had increased more than 10% more than the 2007 results.

Gender	% Respondents 2007	% Respondents 2008
Female	60.00%	73.30%
Male	40.00%	26.70%

### Education

Education of respondents was highly concentrated amongst those who had attained a University Undergraduate Degree (49.8%) and those with a Masters Degree (19%). Following this, 15.9% hold a college diploma, and 1% a Doctorate. This accounts for 85.7% of respondents. This is an excellent indication that the majority of respondents are highly educated, however this number has fallen from the combined results of 95% indicated last survey (2007). This could be the result of the increase of respondents who indicated that they had chosen "other" for their education levels.

Answer Options	2007 % Respondents	2008 % Respondents
High school	6.16	7.0%
College diploma	12.33	15.9%
University undergraduate degree	58.22	49.8%
Masters degree	17.12	19.0%
Doctorate	1.37	1.0%
Other (please specify)	4.79	7.3%

## Language

The percentage of respondents who indicated French as their preferred form of communication (7%) was consistent with the CAGP-ACPD<sup>TM</sup> database; the database indicates that 8% of CAGP members prefer French as the primary language of correspondence. Thank you to all French-speaking members for responding to the survey and ensuring that you were well represented!

## Work time Spent on Gift Planning

The 2008 results indicated no major shifts in concentration of time CAGP members spend on gift planning. The majority (47%) of respondents indicated they spend under one fourth of their time on gift planning. Following this, 16% of respondents indicated they spend all of their time in gift planning. It is evident from these results, that the majorities of CAGP members are responsible for other activities within their organizations as well, and may allocate time to other philanthropic activities other than planned giving.

## Time within the Field of Gift Planning

Overall, there was little change compared to last year survey results. The only category that showed an increase was the "7-10 years" category which increased almost 5% since last year! This could be a result of those members who did not qualify for the 4-6 year category this year. Like last year, the highest percentage of respondents indicated that they have spent over 10 years in gift planning (24.4%). Following this, 23.8% indicated they have been in gift planning for 1-3 years, and 20.00% said they had been in gift planning for 4-6 years. These results indicate that there is a slow increase to those who take gift planning as a job title or activity over the past ten years. This increase is evident in the table below:

Number of Years in Gift Planning	2007 Response %	2008 Response %
None	3%	1.9%
less than 1	10%	10.5%
1 to 3	23%	23.8%
4 to 6	23%	20.0%
7 to 10	15%	19.4%
over 10 years	26%	24.4%

## Planned Giving Professionals and Professional Advisors

The survey asked respondents to define themselves as either Planned Giving professionals who work with a charity or as a professional advisor in a variety of fields. Out of those who worked with a charity, the higher concentration fields were Health (34.5%), Education (17.3%), and Social Services (13.3%).

The results were mostly consistent with the database, for concentration; however, when comparing actual percent numbers there was variation to the database results. Those respondents who indicated "social services" as a response (13.3%), was inconsistent with the 1.45% of CAGP-ACPD<sup>TM</sup> members

recorded within the database. This was also the case for those respondents who indicated "health" as a response (34.5%), this was inconsistent with the 19.82% of CAGP-ACPDPTM members within this field that is recorded in the database. Perhaps such inconsistency is an example of how fluid the definition of "charity" is to each individual respondent. This could indicate that what the views of the respondent might have changed since inputting data to CAGP-ACPDPTM database. For example; a respondent whom considered their field as "social services" when on their membership application initially may have felt that the category was different when responding to the survey (i.e. "Health").

Answer Options	2008 Response %	2008 Database Results
Health	34.5%	19.82%
Education and research	17.3%	15.32%
Social Services	13.3%	1.45%
Other	10.8%	2.36%
Religion	9.4%	5.87
International	4.3%	0.91
Arts and culture	4.0%	3.13
Consultant	3.2%	3.20
Philanthropy - voluntarism	1.8%	2.13
Environment	1.4%	1.75

For those indicating that they are professional advisors, the "other" category received the highest results at 50%, which was followed by the "financial" category at 26%. This is an indicator that there are a variety of professional advisors that cater to many custom needs of clients.

Answer Options	Response Percent	Data Base?		
Accounting	4.0%	n/a		
Law	16.0%	24.9%		
Insurance / Assurances	4.0%	13.8%		
Financial / Finances	26.0%	32.7%		
Other	50.0%	19.8%		
<b>Professional Advisors in CAGP Data Base (217):</b>				
Investments	Financial Planning	Insurance	Law	Other
19	71	30	54	43
<b>8.76%</b>	<b>32.72%</b>	<b>13.82%</b>	<b>24.88%</b>	<b>19.82%</b>

\*Please note - "Accounting Advisors" are not a category CAGP currently tracks in the database, instead "Investment Advisors" are tracked, but not included in this survey breakdown. Currently advisors make up 16.62% of our membership (total members as of December 31/08 = 1306).

### Length of Membership

The last item in this module helped to characterize how many years that respondent has been a member of the CAGP-ACPDPTM. For both 2007 and 2008 the majority of respondents are concentrated in the “less than one year” and “more than 8 years” categories of membership. It is also important to note that over 43.7% combined members have been members for two years or less, and 54.4% combined members have been with CAGP-ACPDPTM for three years or less. This may be an important indicator of what types of benefits to offer members within a three year span.

Answer Options	2007 Response Percent	2008 Response Percent
Less than one	19%	17.5%
1	5%	13.3%
2	15%	12.9%
3	10%	10.7%
4	8%	7.1%
5	10%	7.8%
6	7%	3.9%
7	3%	4.2%
8	4%	3.9%
more than 8	19%	18.8%

### Module Two – Membership Services

This particular Module of the October 2008 Member survey provides insights into which existing services are important to members of the CAGP-ACPDPTM and how relevant respondents consider potential upcoming benefits to their CAGP-ACPDPTM membership in the following years. Overall, **315 respondents** participated in the survey. We asked respondents six (6) questions surrounding membership benefits at the CAGPACPDPTM to be able to better understand what current services are most used by our members and what other services our members would like the opportunity to use. Though we had a total of 315 respondents to the entire survey, the following section was not mandatory to answer, thus the number of responses varies.

#### Relevance of Membership Benefits

The first question put to members was the relevance of twelve current benefits to their CAGP-ACPDPTM membership. Respondents rated each benefit’s relevance as **High, Moderate or Low**. The item of most relevance, according to our 293 respondents was Government tax information with sixty percent high relevance rating. This is followed by Networking locally with fifty-eight percent high relevance rating. The third highest ranked benefit was Local RoundTable Educational events at fifty-seven percent high relevance. At the other end of the spectrum, the lowest rated benefit was Job Posting services with thirty-six

percent, followed by the Ask an Advisor button with thirty-two percent low relevance rating. The third lowest ranked benefit was sharing best practices through the CAGP-ACPDP™ website forum coming in at thirty-one percent.

### HIGHEST RELEVANCE

- Government tax information **(60%)**
- Networking locally **(58%)**
- Local RoundTable Educational events **(57%)**
- New Partner – Planned Giving for Canadians e-book **(54%)**
- National educational events –conference, course etc. **(53%)**

### LOWEST RELEVANCE

- Job Posting services **(36%)**
- Ask an Advisor button on new CAGP™ website **(32%)**
- Sharing best practices through the CAGP™ website forum **(31%)**
- Continuing education credits **(30%)**
- LEAVE A LEGACY™ **(23%)**

### Use of Membership Benefits

These same respondents were then asked how often they made use of the listed membership benefits. Respondents answered whether they used the benefit **Very Often, Sometimes** or **Not at all**. Membership benefits respondents made the most use of included Local RoundTable educational events, Networking and Government tax information. According to the 293 respondents, most have never made use of the Ask the Advisor button on the new CAGP-ACPDP™ website, Opportunities to volunteer or Continuing education credits.

### Future Benefits

CAGP-ACPDP™ is considering providing various new benefits in the upcoming years through our membership. We asked respondents how relevant these potential upcoming benefits would be to their CAGP-ACPDP™ membership. Again respondents were asked to rank each potential benefit by rating of **High, Moderate** or **Low** relevance. The top three highest rated benefits were Marketing ideas, techniques and sample materials (67% High rating); Recent statistics on Gift Planning in Canada (59% High rating) and Valuing gift intentions, gift planning strategy (52% High rating). Coming in at a close fourth was Package PowerPoint for presentations for Boards and stakeholders (49% High rating). These percentages were in alignment with the 2007 Member Survey.

'Advocis credits' was ranked as having low relevance by 59% of respondents. The last three questions of the Membership Benefits module shifts toward the increases in membership benefits for the past two years; Membership Renewal

plans and reasons why members may not be renewing their membership. As the CAGP-ACPDPTM grows, it is always important to receive feedback to help guide the Association in the right direction, to plan for the future and set goals for the Association. Sixty-six percent of 293 respondents said that they have noticed the increase in benefits in the last two years. This has increased by 10% since the 2007 Member Survey. Twelve percent said that they have not noticed an increase and the remaining twenty percent could not comment as the majority of those who chose that option have been a member of CAGP-ACPDPTM for less than a year.

Of the 293 members who responded to the last question of the Membership Module, ninety-six percent of respondents plan on renewing their CAGP-ACPDPTM membership. Of those who answered no to renewing, this open-ended question allowed for a variety of answers ranging from the most frequent responses such as; retiring soon; maternity leave and budget constraints, etc. to less frequent replies such as; "going back to school" and "I have decided not to pursue this field." The next module, *Education*, profiled in next month's Planner, will provide valuable information for the National Office regarding the importance of learning opportunities –those that exist and those that are yet to exist.

## Module Three- Education

The Education component (6 questions) of the 2008 Members Survey was answered by 315 respondents.

The first question was in regards to the learning opportunities offered by the CAGP-ACPDPTM. When asked "What learning opportunities **are important** to you?" Similar to 2007, no one opportunity outpaced the others in regards to the level of importance. Top answers included: ***Local RoundTable educational seminars and workshops (62%); Annual National Conference (53%); Networking (51%); National Course on Gift Planning (44%); and the monthly PLANNER newsletter (43%).*** 292 members answered this question. It is also important to note however that French-speaking members gave high importance to learning opportunities given in both official languages.

When asked which educational sessions are **most relevant** to them. 292 respondents rated the following as the most relevant. ***New tax legislation/implications (71%); Marketing your Planned Giving Program (61%); Integrating Major, Planned and Annual gifts (59%); Client/donor relations (56%); Managing your Planned Giving Program (51%.***

*Other topics for educational sessions that were of interest included: Overall campaign strategies, Using special events to build awareness, Ethics, Developing relationships and trust; certification and education towards being a certified gift planner; faith based issues in planned giving, tax implications on gifts with practical samples, more accessible accreditation courses, endowment management etc.* Also mentioned was

the need for CAGP-ACPDP™ to develop all existing and new materials in the two official languages.

When asked whether or not members had attended the CAGP-ACPDP™'s Canadian Gift Planning (CGP) Course - **49% of the respondents have attended the CGP Course.** (In 2007, 54% of those surveyed had attended the CGP Course.) Of the 143 respondents who have not yet attended the CGP Course, 49.7% plan to attend the CGP Course. (58% intended to attend the Course in the 2007 Survey). Note that this question was skipped by 168 respondents.

Although there is no direct correlation between the participants in the two surveys, it is a good sign to see an increase in the number of those who have attended and who have stayed on as members of CAGP-ACPDP™ since many members join CAGP-ACPDP™ upon signing up for a CGP Course session and other national offerings.

When asked about attending the Advanced Gift Planning course in September 2009, **21% of respondents said they would be interested in attending.** 293 respondents chose to answer this question. This represents a potential of 62 delegates for the Advanced Course for the fall of 2009.

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