

2007 CAGP-ACPDTM MEMBERS SURVEY

A SUMMARY



CAGP · ACPDTM
CANADIAN ASSOCIATION OF GIFT PLANNERS
ASSOCIATION CANADIENNE DES PROFESSIONNELS EN DONS PLANIFIÉS

Module One - Members' Characteristics

We asked 10 simple introductory questions of our valued Member's during our October 2007 Members survey in order to gather more *character* information on the 227 people respondents.

The largest numbers of respondents were from Toronto representing 23 percent.

Interestingly this year, the next largest group was made up of people in small cities with 17 percent. These were followed by Vancouver, Winnipeg, Montreal, and Calgary with twelve percent, eight percent, seven percent, and 6 percent respectively. Our provincial breakdown was consistent with the information in the CAGP-ACPDPTM database.

PROVINCE	SURVEY RESULTS %	DATABASE %
Ontario	41	42
BC	21	19
Alberta	12	13
Quebec	10	9
Manitoba	8	7
Saskatchewan	4	4
Nova Scotia	3	5
New Brunswick	1	1.5
Prince Edward Island	0	1
Newfoundland	0	1
Outside of Canada	0	0

The largest provincial representation was from Ontario with 41 percent. Our current database has 42 percent of its members working in gift planning in Ontario. British Columbia had the second largest representation with 21 percent responding to the survey. Our database registers 19 percent of our members as working in British Columbia. The following breakdown shows you the full survey responses in comparison to the information in our database:

Clearly our membership survey results for provincial breakdown were in alignment with our member database.

This survey gave us the chance to ask our members their age in an anonymous setting. This is only of interest to us because it makes us understand more about who our members are and the life experiences they may have had prior to entering gift planning. This is not information we carry in our database, nor do we intend to carry it. The results breakdown is as follows

AGE SPECTRUM	PERCENTAGE OF MEMBER RESPONDENTS WHO FALL INTO THIS SPECTRUM
20 – 29 years of age	4.74%
30 – 39	19.91%
40 – 49	35.55%
50 – 59	29.86%
60 – 69	9.95%
70 +	0%

We can clearly see an increase in gift planning tasks for those respondents over 40. It is interesting to note there are some people involved in their 20s, but more people

become involved later in their lives. Many people retire in their 60s, however are spending time in gift planning as a second career.

Sixty-three percent of our survey respondents were women. Again, this information is fairly consistent with our member database where 60 percent are women.

The education levels of our members are very interesting. Fifty-four percent of the respondents have university degrees; 14 percent hold college diplomas; 20 percent have a masters degree; seven percent have a doctorate, a PhD, some university or an LL. B. This accounts for 95 percent of our respondents! We can honestly say that our members are enormously educated.

We had an enormous turn out of respondents who indicated French as their preferred form of communicating – an amazing 11 percent! Our database only accounts for eight percent of our members as having French as their primary language. We must congratulate our French-speaking members for taking the initiative and responding to this survey.

Our question regarding work time spent on gift planning produced some fascinating results. Forty-six percent of our members spend under one fourth of their time in gift planning. This category has the largest number of respondents. The next largest representation was 18 percent of our members who spend all of their time in gift planning. These are two extremes. As the voice of the Canadian gift planners it is good for us to be reminded that the majority of our members do not spend all their time in planned giving and that many are responsible for other activities within their organizations - philanthropic and otherwise.

Twenty-six percent of our members have been working in gift planning for over 10 years – the largest representation from our surveyed members. The next largest categories were the 1 to 3 years and 4 to 6 years each with 23 percent of our respondents. Clearly there has been a surge in gift planning as a job title or activity over the past 10 years.

NUMBER OF YEARS IN GIFT PLANNING	PERCENTAGE OF MEMBER RESPONDENTS WHO FALL INTO THIS SPECTRUM
None	3
Less than 1	10
1 – 3	23
4 – 6	23
7 – 10	15
Over 10	26

We cannot account for three percent of our members who spend none of their time in gift planning.

We asked our survey respondents to define themselves as either planned giving professionals who work with a charity or as a professional advisor in a variety of fields. Eighty-nine percent defined themselves as planned giving professionals who work with a charity and sixteen percent replied as professional advisors. Some of our members responded that they were both of these – which some people may be. Again, this information is fairly consistent with our member database where 18 percent are professional advisors and 82 percent are gift planners. The largest category

representation for those working as planned giving professionals was Health (34%) which was followed by Education/Research (20%). For those indicating that they are professional advisors - the "Other" field received the highest results at forty-eight percent and was followed by the "Financial" field. This has encouraged us to take a deeper look into better identifying those fields that our professional advisor members' would identify with.

Our last question in this module was *How many years have you been a member of the CAGP-ACPDPTM?* The responses from our members were not wholly consistent with the information in our database:

NUMBER OF YEARS AS CAGP-ACPDPTM MEMBERS	PERCENTAGE OF MEMBER RESPONDENTS WHO FALL INTO THIS SPECTRUM	PERCENTAGE ACCORDING TO OUR DATABASE
Less than one	19	19
One	5	14
Two	15	11
Three	10	8
Four	8	6
Five	10	6
Six	7	5
Seven	3	5
Eight	4	5
More than eight	19	21

Clearly from the collected information, more members in their first year of membership and those who have been CAGP-ACPDPTM members for more than eight years responded to the survey. Our member database shows us, correctly, that we have a very large number of new members – within the one year and less spectrum and a large number who have been members for more than eight years. Individuals who have been a member of CAGP-ACPDPTM from 1 through 8 years had very similar response rates to this survey.

Module Two - Membership Benefits

We asked respondents seven (7) questions surrounding membership benefits at the CAGP-ACPDPT™ 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 227 respondents to the entire survey, the following section was not mandatory to answer, thus the number of responses varies.

When asked what members valued the most about their CAGP-ACPDPT™ membership, out of the 215 respondents who answered this question the top 3 answers for the second year in a row were Networking, RoundTables and Information/Resources (Education/Professional Development). New to the list this year is the CAGP-ACPDPT™ national website. With its redesign in '07, it seems to have garnered more attention from our members than in past years.

The second question put to members was the relevance of the twenty-two current benefits to their CAGP-ACPDPT™ membership. Respondents rated each benefit's relevance as high, moderate or low. The item of most relevance, according to our 197 respondents was Networking locally with seventy-seven percent high relevance rating. This is followed by Local RoundTable Educational Events with seventy-three percent high relevance rating. The third highest ranked benefit was Connection with colleagues in charitable organizations / Professional Advisors at sixty-three percent high relevance.

At the other end of the spectrum, the lowest rated benefit was Opportunities to volunteer with forty-nine percent, followed by Partners**, Job Postings and Continuing Education Credits all coming in at thirty-two percent.

HIGHEST RELEVANCE

- Networking locally
- Local RoundTable Educational Events
- Connection with colleagues in charitable organizations / Professional Advisors
- National educational events – conference, course etc.
- Government tax information
- Timely news on events in gift planning

LOWEST RELEVANCE

- Opportunities to volunteer
- Partners – GPIC, Canadian Donors Guide etc.**
- Job Posting services
- Continuing Education Credits

** The data does not reflect the relevance of our new partners, Planforgifts.com, A CHARITABLE GUIDE TO GIFT PLANNING, and Gift Planning for Canadians as not all members had access to these new partner benefits at the time of the survey.

These same respondents were then asked how often they made use of the listed membership benefits. Respondents answered whether they used the benefit **A lot**, **Some** or **None**. Membership benefits respondents made the most use of included Local RoundTable events, Networking locally and National Educational events i.e. National Conference and Canadian Gift Planning courses. According to the 197 respondents, most have never made use of the "Ask the Advisor" button on the new CAGP-ACPDPTM website, "Opportunities to volunteer" or "Sharing best practices through the CAGP-ACPDPTM website forum".

CAGP-ACPDPTM 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-ACPDPTM 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 (63% High rating); Recent statistics on Gift Planning in Canada (60% High rating) and Valuing gift intentions, gift planning strategy (59% High rating). Coming in at a close fourth was Checklists and templates for a Gift Planning office (56% High rating). Although the 2005 Member Survey indicated that mentorship was a career-specific benefit that many respondents were interested in, the 2007 Member Survey indicates that a mentorship program for both mentor and mentee roles are low on our members' radar. Each were ranked as having a low relevance (38%) to a CAGP-ACPDPTM membership. Online group discussion forum was ranked as having low relevance by 30% of respondents.

The last three questions of the Membership Benefits module shifts toward the overall reason for a member's membership with CAGP-ACPDPTM, the increase in membership benefits since the 2005 Members Survey and Membership Renewal.

When asked why respondents joined CAGP-ACPDPTM, this open-ended question allowed for a variety of answer ranging from the most frequent responses such as *network and educational opportunities, to develop one's knowledge of gift planning and the ability to attend local RoundTable events* to responses such as *a condition of employment*.

As the CAGP-ACPDPTM grows, it is always important to receive feedback to help guide the Association in the right direction, to planned for the future and set goals for the Association. Fifty-six percent of 208 respondents said that they have noticed the increase in benefits in the last two years. Nineteen percent said that they have not noticed an increase and the remaining twenty-five 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 210 members who responded to the last question of the Membership Module, ninety-nine percent of respondents plan on renewing their CAGP-ACPDPTM membership. Of those who answered no to renewing - reasons ranged from whether their management says to renew; undecided; the member needs to take the Canadian Gift Planning course to get more out of the regular sessions, etc.

Module Three - Education

The Education component (7 questions) of the 2007 Members Survey varies slightly from the 2005 Members survey with new questions on the importance of various learning opportunities offered at the national and local levels and the most relevant educational session topics for members. The 2007 Members Survey does not ask members questions regarding the CAGP-ACPDPTM Advanced Symposium as this educational offering is being reviewed and not being offered at this time.

When asked "What learning opportunities are important to you?" no one opportunity outpaced the others in regards to the level of importance. Top answers included: *Monthly RoundTable Meetings and local RoundTable educational seminars and workshops; Advanced information on gift planning; Networking and the Annual National Conference*. It is important to note however that French-speaking members gave high importance to learning opportunities given in both official languages. There was also no large difference between the answers given by Professional Advisors and those working in gift planning.

New tax legislation; Tax implications; Integrating major, planned and annual gifts; Marketing your Planned Giving Program; and Gift planning vehicles topped the list for topics for educational sessions are most relevant to the 198 respondents who answered this question.

The most-often mentioned topics suggested for educational sessions in Q24 "Are there any other topics for educational sessions that you would be interested in?" include an "intermediate" version of the Canadian Gift Planning Course"; *Relationship building (i.e. client/donor); and analyzing a planned giving program*. Also mentioned was the need for CAGP-ACPDPTM to develop all existing and new materials in the two official languages. Only fifty-six (56) respondents out of a possible two hundred and twelve (212) respondents answered Q24. Although this question did not require a response, it is interesting to see that so many respondents passed over making a suggestion.

The fourth question in the Education Module asked whether or not members had attended the CAGP-ACPDPTM's Canadian Gift Planning (CGP) Course. Of the 198 survey respondents who answered Q25, fifty-eight percent (58%) have attended the CGP Course. Of the eighty-three (83) respondents who have not yet attended the CGP Course, fifty-three percent (53%) plan to attend the CGP Course. In 2005, 54% of those surveyed had attended the CGP Course. Of those who hadn't attended, 45% intended to attend the Course in the future. 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-ACPDPTM since many members join CAGP-ACPDPTM upon signing up for a CGP Course session and other national offerings.

When asked about attending the Annual National Conference, almost two thirds of the respondents had attended the Annual National Conference. Of the sixty-nine respondents who said that they hadn't attended the Annual National Conference,

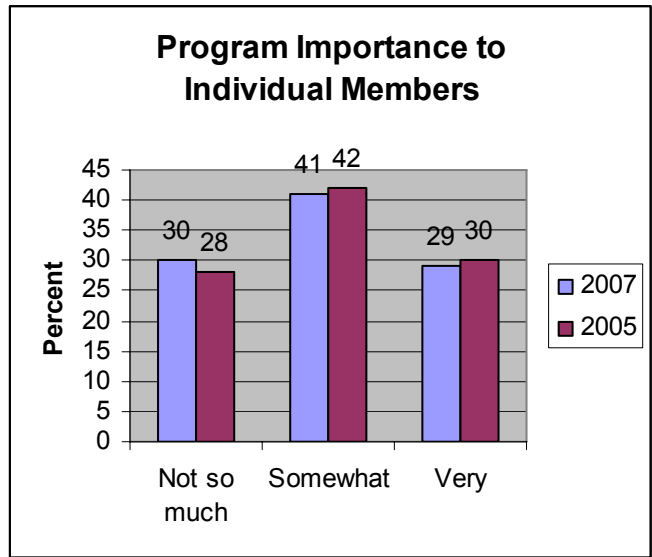
budget/cost; time/scheduling conflicts and attended other national offerings were some of the reasons why they have yet to attend. The most encouraging of the answers was new members stating they plan to attend the 2008 National Conference taking place in Vancouver, British Columbia.

Module Four - LEAVE A LEGACY™

LEAVE A LEGACY™ is a public awareness program that encourages people from all walks of life to make gifts through a will or other gift planning instrument to the charity or non-profit organization of their choice. LEAVE A LEGACY™ does not solicit gifts for any particular organization. The program is a donor-oriented education campaign to encourage charitable gifts and to raise awareness of the importance of including a charitable gift in the estate planning process.

In this survey we asked members how they felt about the importance of the current LEAVE A LEGACY™ program as well as their opinion on possible future activities.

We first asked “How important is your local LEAVE A LEGACY™ Program to you?” Of the 197 respondents who answered this question: forty-one percent deemed the program “somewhat” important; thirty percent answered “not so much” and twenty-nine percent said the program was “very” important. The accompanying chart shows very little change between the 2005 and 2007 results.



Taking into consideration that current LEAVE A LEGACY™ activities are occurring at a grassroots level. We asked members about possible future **national** LEAVE A LEGACY™ campaigns in Canada. Members were given 16 factors to consider, the following was deemed the most important factors to take into consideration when exploring the possibility of a national LEAVE A LEGACY™ campaign:

- That interested individuals are encouraged to contact their favourite charity(ies) to discuss how they might leave gift
- That the messaging be consistent
- That the message remain simple
- That Canadians know what LEAVE A LEGACY™ implies – to consider a gift in your will
- That the message reach as many Canadians as possible

As a secondary question to the question above, we asked members what type of financial support would work best for CAGP-ACPDPT™ and each individual's organization.

A national LEAVE A LEGACY™ ad with logos/representation from one or several corporate sponsors (non-charity)	36 %*
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A national LEAVE A LEGACY™ ad with logos/representation from corporate and charitable sponsors	58 %*
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* 10 respondents choose both options as a worthy type of financial support. This accounts for the remaining 6% of question respondents.

The next set of questions, asked respondents to rate their organizations' willingness to place an ad in the national ad campaign, their ability to handle the influx of enquiries from the ad campaign and the preparedness of their organizations with regards to the relevant gift planning materials available to support the LEAVE A LEGACY™ messaging.

	Percentage of Respondents		
	Very	Somewhat	Not so much
How strongly would your organization feel in placing an ad in a national advertising campaign if there was the opportunity to do so?	23.4	42.2	35.9
How prepared to do you feel you/your organization is for the influx of enquiries that may arise?	59.3	28.4	12.4
How prepared is your organization with the relevant gift planning materials (ie brochures) available to support the LEAVE A LEGACY™ messaging?	49.22	34.7	16.1

Overall, it appears that members are interested in working with LEAVE A LEGACY™ to maximize the benefit from a national campaign.

The last question we asked respondents regarding LEAVE A LEGACY™ was the perceived value of a national LEAVE A LEGACY™ campaign. Here is a summary of the most popular responses to the questions: *"What would it mean to your charity and/or your business, if CAGP-ACPDPTM were to launch a national LEAVE A LEGACY™ campaign - reaching out to a potential 1.3 million Canadians through the use of media i.e. TV, newspaper, web - for the month of May 2008?"*

- It could be very useful as long as organizations have the advance planning notice to prepare a parallel campaign
- It would create awareness across the country which will reinforce/assist/support/compliment the awareness for local campaigns
- Not sure as it depends on the scope of the campaign. If national, then it would not reach as many people in our communities
- Beneficial to organization due to increased awareness
- Adds to the credibility of the charitable sector

The next module, Board Planning is our finale module. The module will be made available in the April edition of the PLANNER. All five modules can be found on our website at www.cagp-acpdp.org

Module Five - Board Planning

For the first time, the CAGP-ACPDPTM National Board of Directors asked four questions of its members regarding strategic planning.

When asked how relevant the current CAGP-ACPDPTM Mission – Vision statement is, sixty-nine percent felt that our Mission statement was of high relevance to the Association while fifty-one percent felt that our Vision statement was of high relevance to the Association. Ninety-two percent of our members believe that the CAGP-ACPDPTM definition of gift planning is appropriate - very high and very encouraging approval rating. Recommendations for the definition of gift planning included the addition of the needs of donor; professional advisors and to simply the message.

With regards to CAGP-ACPDPTM's values and beliefs statement members were asked to give us what they considered to be the top three values of the CAGP-ACPDPTM? The top five answers were:

- *Ethics and Integrity;*
- *Professionalism;*
- *Commitment to donor-centered philanthropy – the place for charities and advisors meet;*
- *Excellence in education, both technical and applied knowledge*
- *Advancing Philanthropy*

The final question Board Planning question “What do you see as the top three issues emerging on the horizon for CAGP-ACPDPTM members?” received a gamete of varied responses. Here are the top three responses in order:

- Demographics, statistics, baby-boomers and wealth transfer
- Education and training in gift planning
- Public awareness and public knowledge

It is also interesting to note that the following responses all came in at a close fourth place:

- Transparency, ethics and integrity
- Standards and certification
- Competition, competing charities and competing commercial services.