

Members Survey 2010

advancing philanthropy by fostering
the quality and growth
of charitable gift planning



Members Survey 2010

Demographics

Member Category	CAGP-ACPDP™	Survey Sample
Gift Planner - Arts	2%	3%
Gift Planner - Charity	23%	18%
Gift Planner - Consultant	3%	4%
Gift Planner - Education	16%	15%
Gift Planner - Environment	1%	1%
Gift Planner - Health	22%	22%
Gift Planner - International	1%	1%
Gift Planner - Other	5%	5%
Gift Planner - Philanthropy	3%	3%
Gift Planner - Religion	6%	5%
Gift Planner - Social Services	6%	5%
Professional Adv. - Accounting	<1%	<1%
Professional Adv. - Financial	3%	5%
Professional Adv. - Insurance	1%	3%
Professional Adv. - Investments	1%	1%
Professional Adv. - Law	2%	4%
Professional Adv. - Other	2%	4%
Student	1%	1%

Members Survey 2010

Demographics

RoundTable	CAGP-ACPDTM	Survey Sample
Alberta	14%	12%
British Columbia	18%	21%
Manitoba	5%	5%
New Brunswick	1%	0%
Newfoundland and Labrador	1%	1%
Nova Scotia	4%	3%
Ontario	42%	41%
Prince Edward Island	0%	0%
Quebec	9%	10%
Saskatchewan	5%	5%

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Demographics

33% male, 67% female

Age Ranges	% of Responses
Less than 40	22%
41 to 50	39%
51 to 60	22%
More than 60	16%

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Demographics

Education Levels	% of Responses
High School	6%
College Diploma	20%
University Undergraduate Degree	51%
Master's degree	22%
Doctorate	<1%

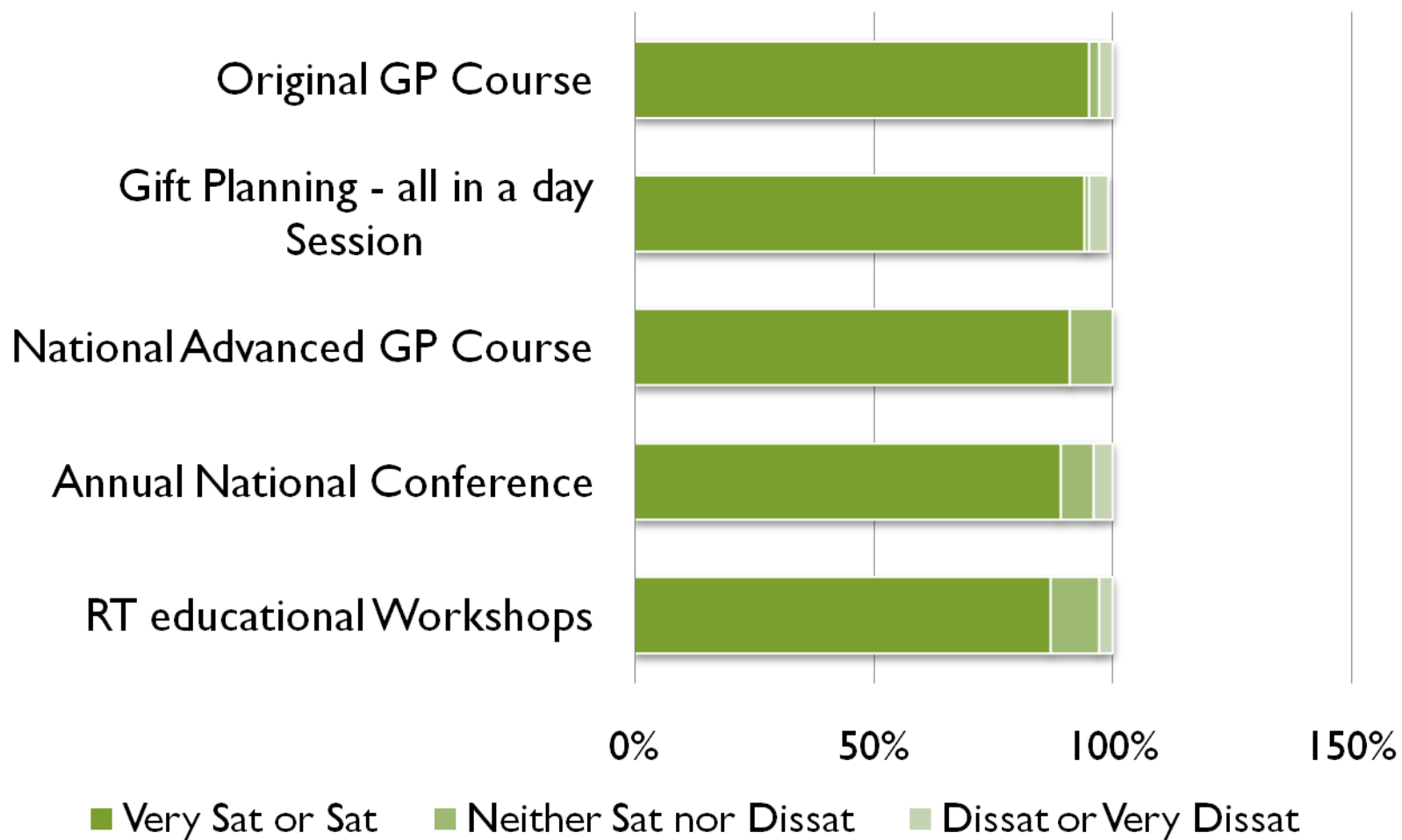
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Demographics

Ranges of Full-Time Employees	% of Responses
Less than three	14%
3 - 5	11%
5 - 15	17%
16 - 20	6%
More than 20	53%

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Educational Offerings



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Volunteers

One-third of respondents volunteer for CAGP-ACPDTM (34%).

Of this group, three-quarters volunteer for a local committee (77%), with 11% at the national level and 12% at both levels.

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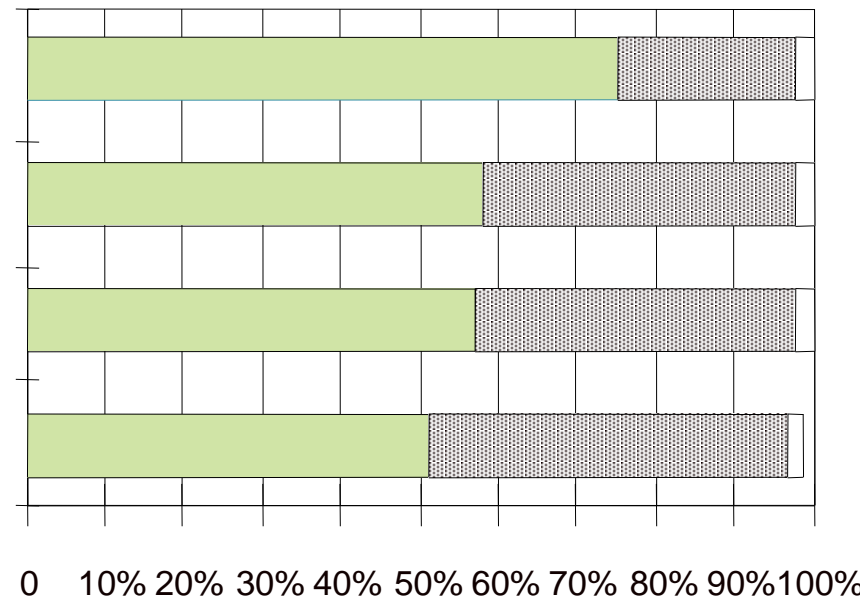
Programs to Support Members

Members-only section of website

CFRE credits – CFRE Program


CAGP Bursary Program

Other Continuing Education Credits



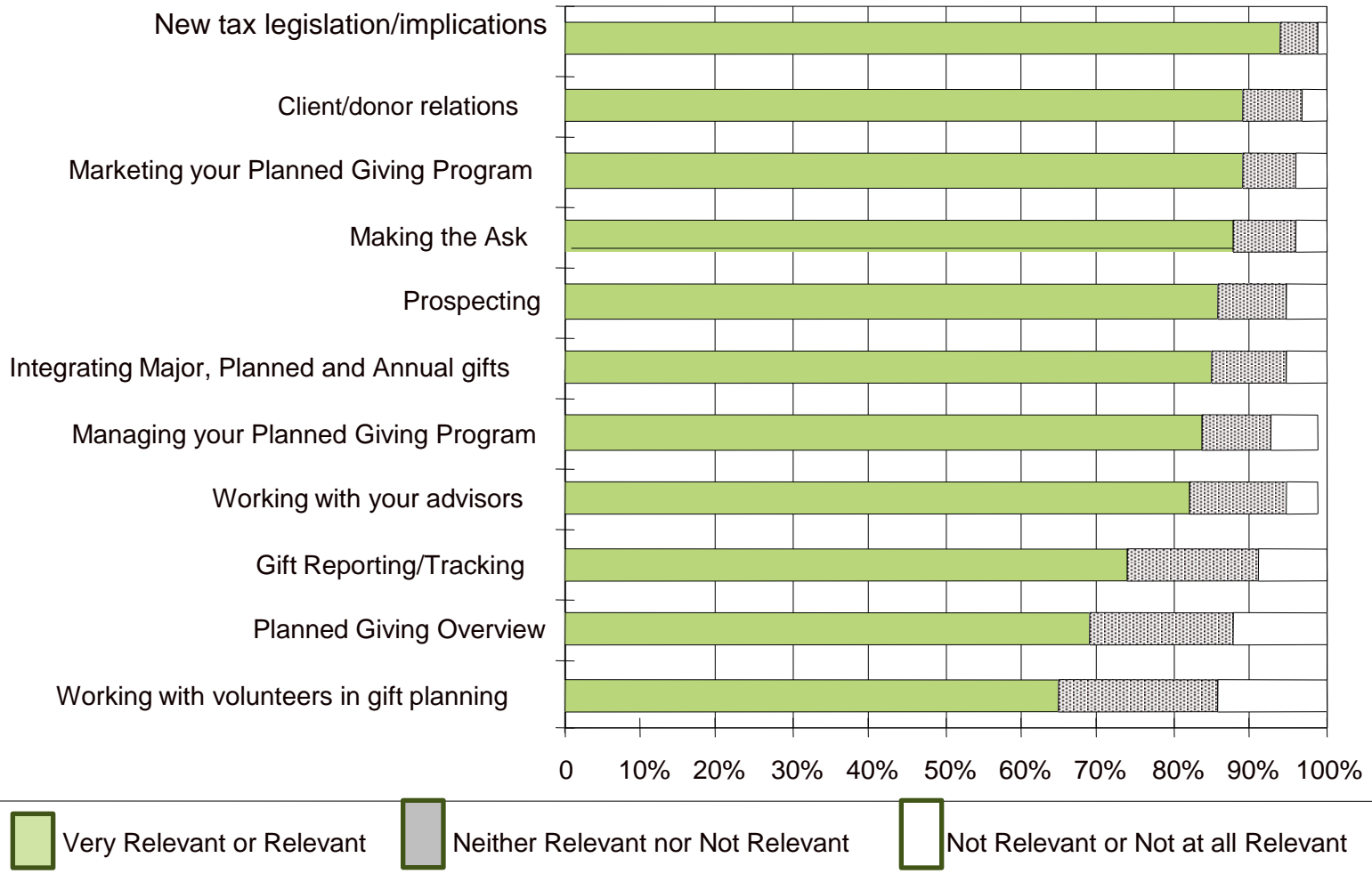
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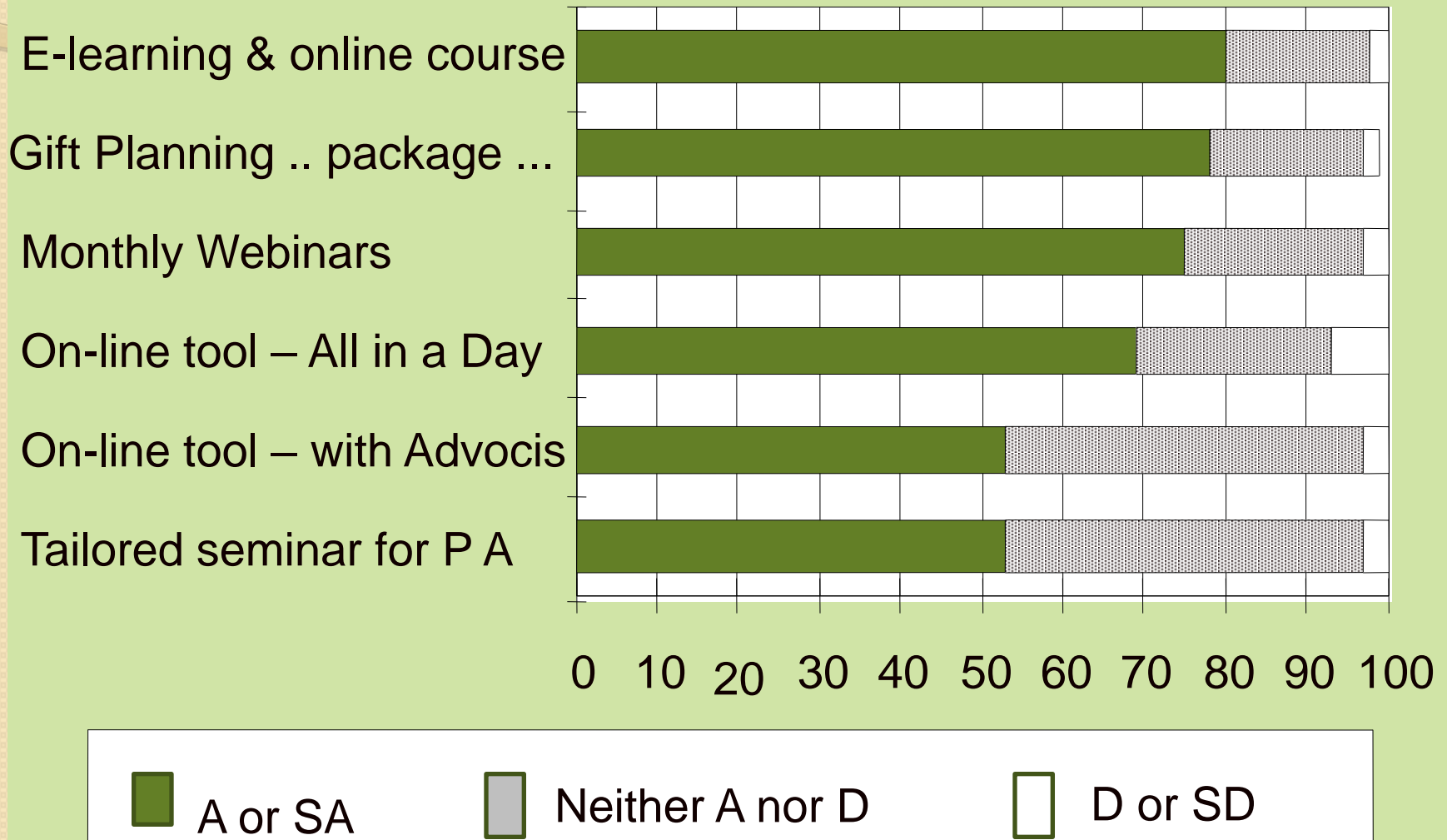
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Educational Topics - relevance



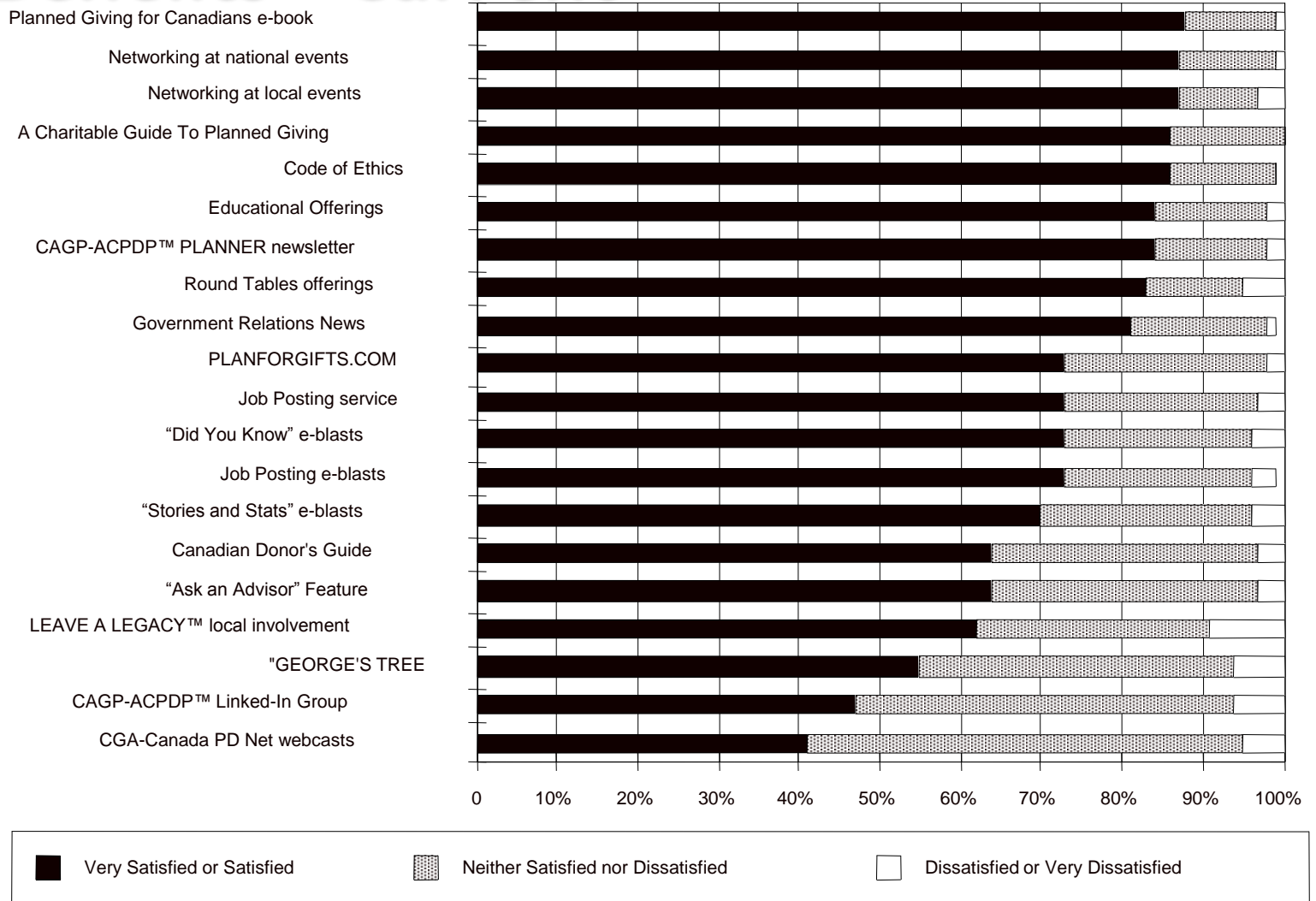
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Educational – new or alternative



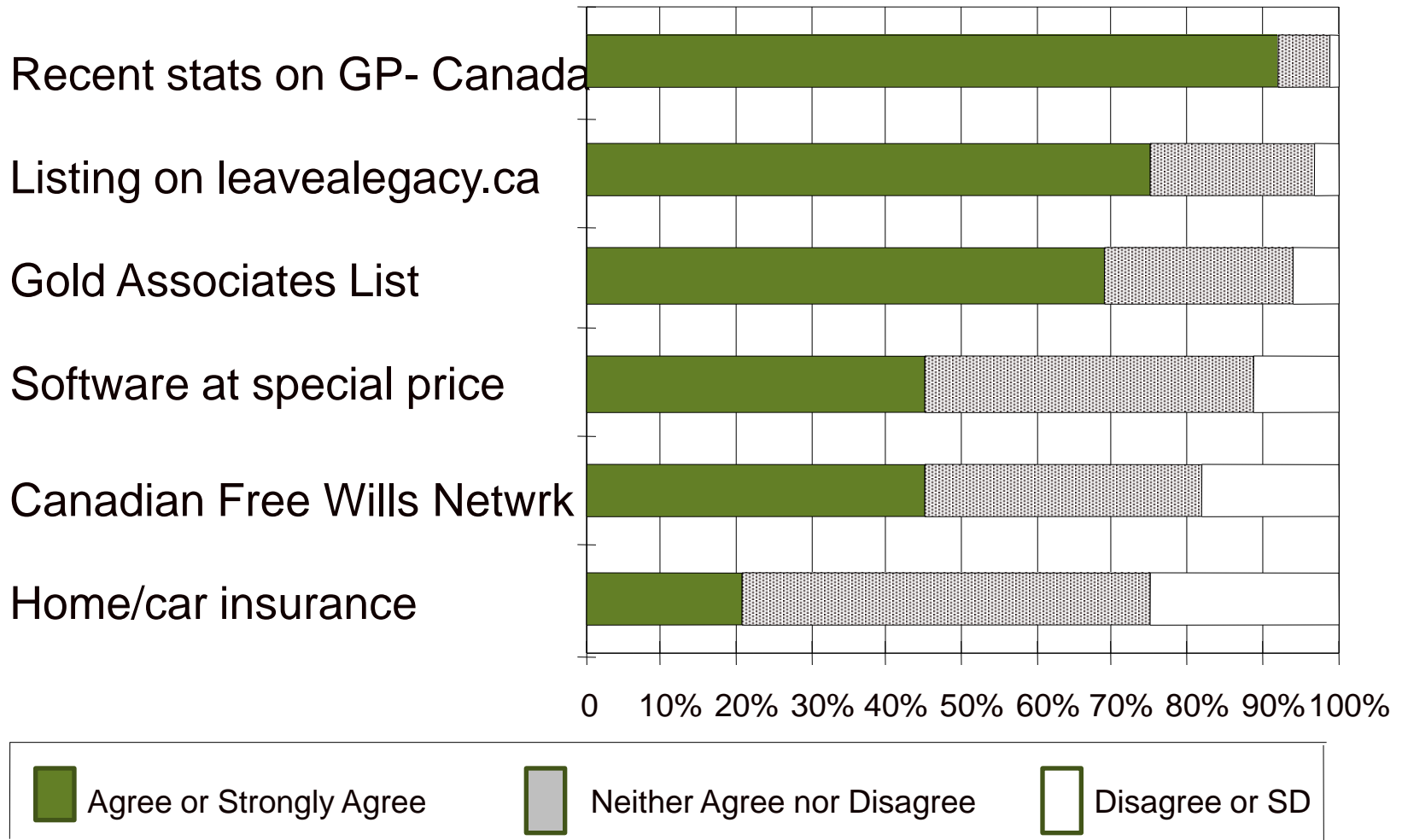
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Benefits - current



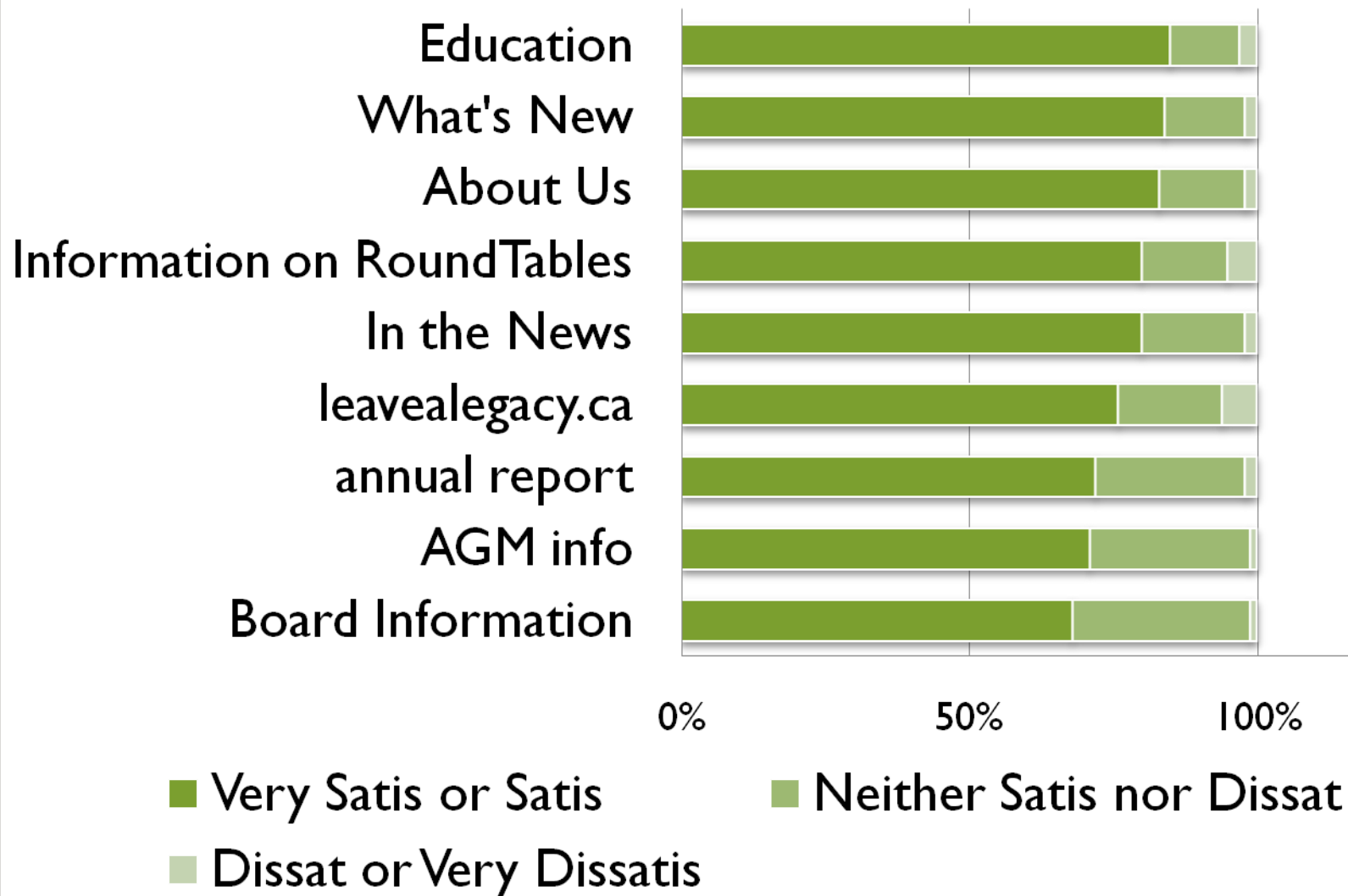
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Benefits – new or alternative



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Website – satisfaction ratings



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Reasons for joining

- “the access I have to the educational services (85%)
- “the access I have to information provided (84%).
- “the networking I am able to do as a result of membership” (78%);
- “CAGP-ACPDP™’s lobbying efforts (68%),“
- the access I have to benefits provided by CAGP-ACPDP™” (65%);
- “the sense of camaraderie as a result of my membership (58%),“
- the reduced fees I pay for educational services (54%)
- “the way in which CAGP-ACPDP™ has helped the development of my career” (52%).

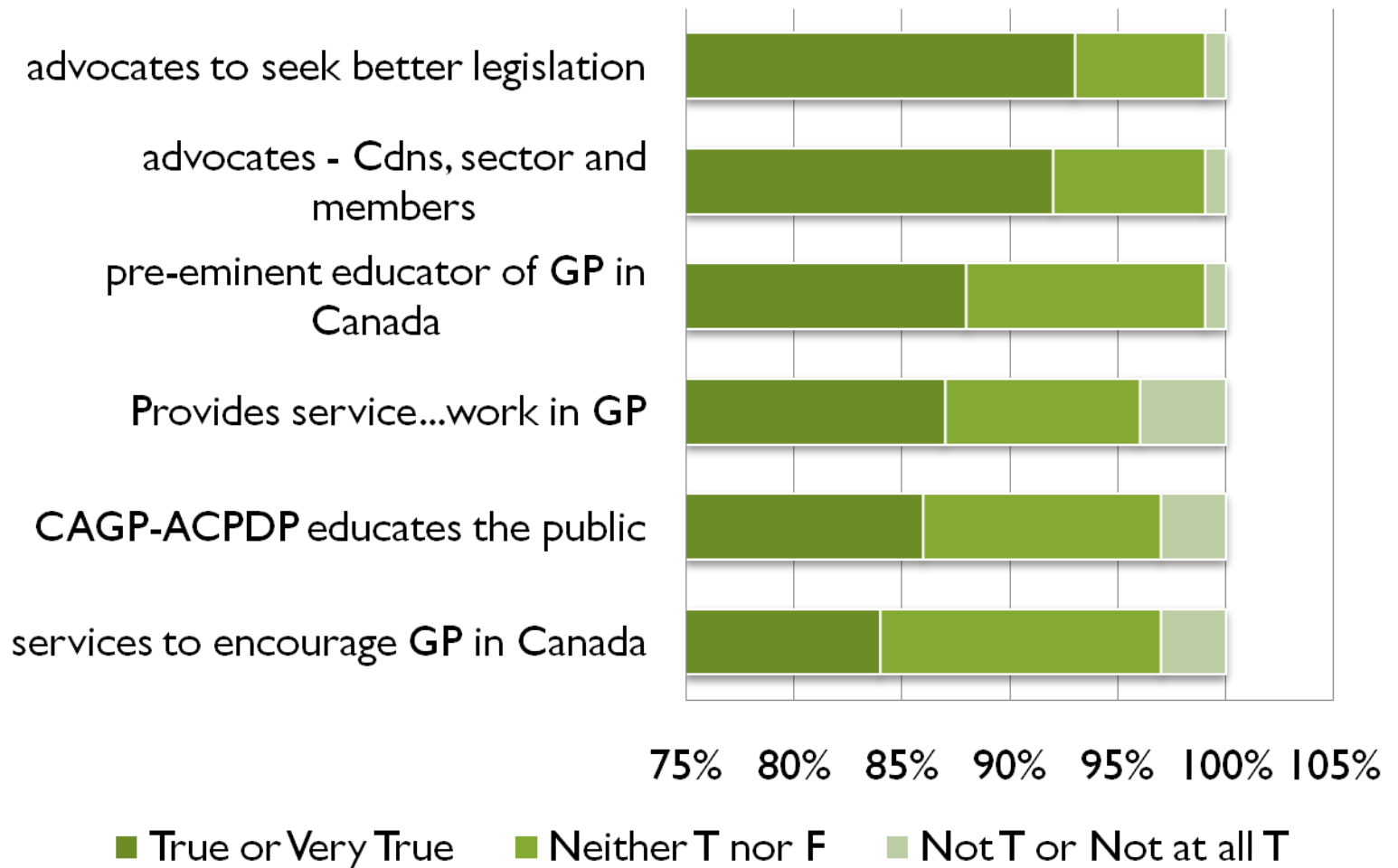
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Reasons for maintaining membership

	% of Responses
The access I have to the educational services offered by CAGP-ACPDP™.	29%
The access I have to information provided by CAGP-ACPDP™.	25%
The networking I am able to do as a result of my CAGP-ACPDP™ membership	16%
The way in which CAGP-ACPDP™ has helped the development of my career.	9%
The access I have to benefits provided by CAGP-ACPDP™.	6%
CAGP-ACPDP™'s lobbying efforts with the government on legislation and regulations	6%
The reduced fees I pay for educational services offered by CAGP-ACPDP™.	4%
The sense of camaraderie I feel as a result of my membership in CAGP-ACPDP™.	4%

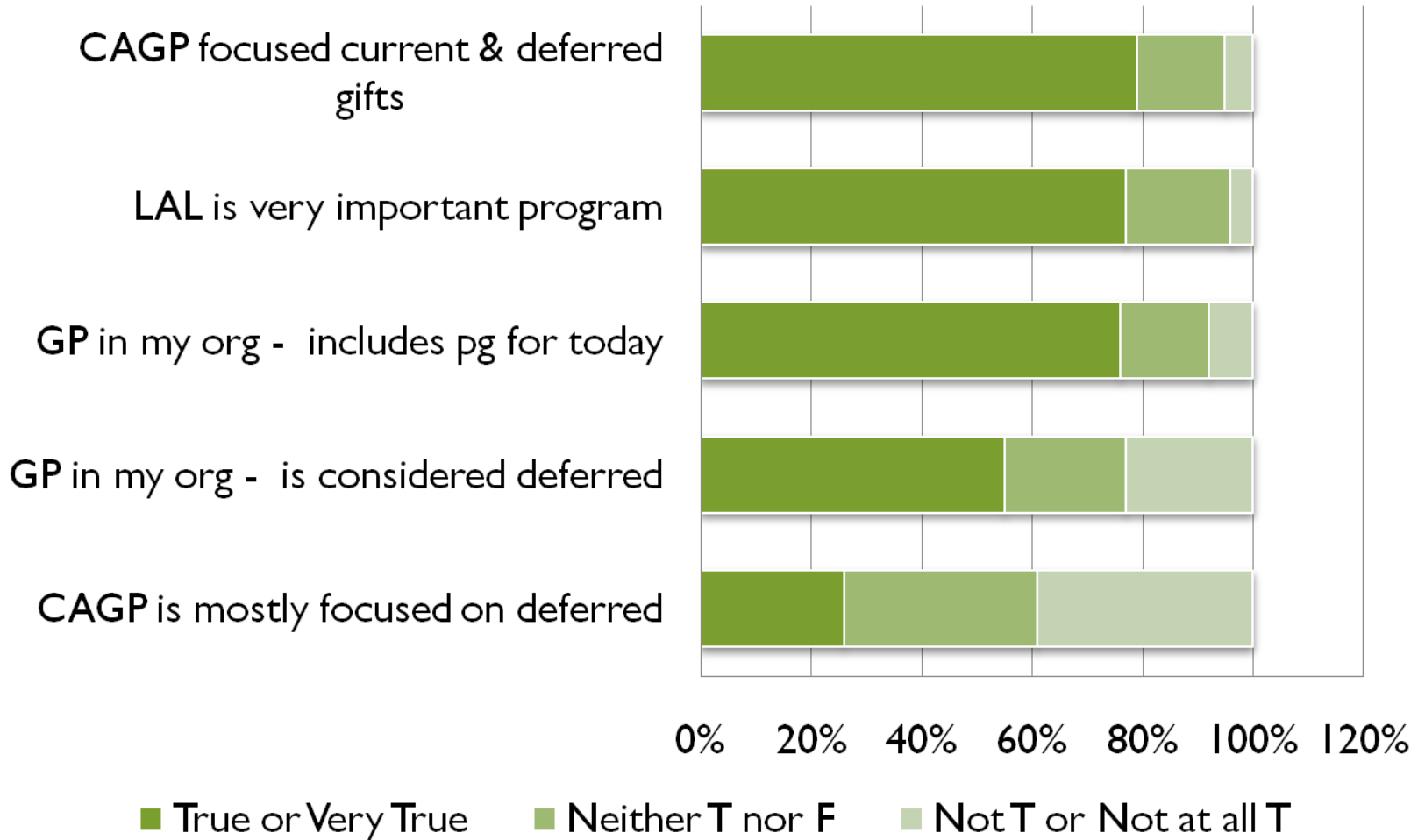
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Perceptions of CAGP-ACPD



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Perceptions of CAGP-ACPD (part 2)



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Perceptions of CAGP-ACPDTM

- Three-quarters of respondents (74%) feel that the work of CAGP-ACPDTM is understood amongst their peers.
- Eighty-seven percent agree that they are able to easily explain what CAGP-ACPDTM is about to their peers.

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Members

Just under half (45%) have been a member of CAGP-ACPDTM for three years or less,

- a third (31%) for four to nine years,
- the rest for 10 years or more (24%).

No case where statistically significant differences:

- organizations with five full-time employees or less & those from larger ones;
- who attended or did not attend the “All in a Day” ,original CGP Course, the Advanced Course or the Conference;
- who volunteer, or do not volunteer
- who were identified as gift planners or professional advisors.

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