



**Apra 2023 Member Needs Assessment**  
**June 2023**

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## About the Assessment

### Survey Background

Apra commissioned Smithbucklin Marketing & Communications to conduct the *2023 Apra Member Needs Assessment*. (Apra has commissioned a member needs assessment every three years since 2001.) An email containing the *2023 Apra Member Needs Assessment* was distributed to 1,776 Apra members; overall, 184 surveys were completed (10.4% response rate). At that response rate, the margin of error at a 95% confidence level is +/- 7.0%.

To ensure confidentiality, only Smithbucklin Marketing & Communications had access to individual responses. When compiling data for this report, information was analyzed in the aggregate.

### How to Read this Report

This report is divided into two main sections: Assessment Highlights and Assessment Results. The Assessment Highlights section identifies key findings. Results for each survey question are presented in the Survey Results section. In the Survey Results section, results are presented in tables. This section is further divided into sub-categories for easy review of the results. The seven sub-categories are:

- Demographics
- Membership Experience
- Membership Benefits and Services
- Education
- Other Professional Organizations
- Future Direction
- Communications

The following statistics are shown in this report:

- The mean is derived by totaling the values for a given response category then dividing by the total number of responses. There are eight rating scales used in this report:

4 = Will definitely	3 = Very likely	2 = Somewhat likely/Undecided	1 = Will definitely not
4 = Very satisfied	3 = Satisfied	2 = Unsatisfied	1 = Very unsatisfied
4 = Strongly agree	3 = Agree	2 = Disagree	1 = Strongly disagree
4 = Very good	3 = Good	2 = Poor	1 = Very poor
4 = Very important	3 = Moderately important	2 = Slightly important	1 = Not important
10 = Extremely likely	←—————→		1 = Not at all likely
3 = Ranked 3 <sup>rd</sup>	2 = Ranked 2 <sup>nd</sup>	1 = Ranked 1 <sup>st</sup>	
3 = More value	2 = Equal value	1 = Less value	

- Percentages are derived by dividing the number of responses per category by the total number of responses to the survey. It is important to note, multiple responses were allowed for some survey questions. Therefore, some percentages will not equal 100 percent.
- The base indicates the total number of responses analyzed for a given survey question.
- Where no responses were received, a dash (“-”) appears in the table, indicating that no respondents selected that particular option or value.
- An asterisk (“\*”) appears when fewer than three respondents answered a particular survey question. This symbol denotes that insufficient data was received and therefore cannot be presented in order to guarantee member anonymity.

## Assessment Highlights

### Demographics

- More than half (64%) of respondents have 11+ years of experience in the fundraising field.
- Fifty-two percent of respondents chose Higher Education as their non-profit sub-sector, and the most common roles:
  - Research (37%)
  - Prospect Development/Relationship Management (33%)
  - Data Analyst (6.5%)
- Forty percent said their organization raises \$100,000,001 - \$250,000,000 annually.

### Membership Experience

- Eighty-seven percent say their employer pays for their Apra membership dues.
- Twenty-four percent of respondents have been a member of Apra for 6-10 years.
- The top three reasons why respondents decided to pursue Apra membership are: “employer provided/encouraged membership,” “to keep current on trends,” and “the accessibility of the new Associate membership”; two of these three reasons (although not always in the same order) have remained the same over the past three assessments. As the Associate membership was established in 2022, this is the first time it has appeared in the Member Needs Survey.
- Ninety-one percent of the respondents said they “will definitely” / “very likely to renew” their Apra membership; this is up from 87% in 2019.
- Thirty-five percent of those who said they “will definitely not renew” / “somewhat likely to renew/undecided” stated they would be encouraged to renew their membership if Apra provided “additional training around data analytics and data science” (29%), “more programming around career development/coaching” (23%), or “increased number of networking opportunities” (21%).
- Ninety-one percent of the respondents said they were “very satisfied/”satisfied” with their Apra membership.
- On a scale of 1-10, with 10 being “extremely likely,” 88% of respondents answered “extremely/very likely” that they would recommend Apra to a friend or colleague. The Apra Net Promoter Score based on responses to this question is 59.9 on a scale of -100 to 100. This is an improvement from the 2020 survey which measured an NPS score of 51.
- More than two-thirds (69%) of the respondents strongly agreed with the statement “Apra is the leader in developing, disseminating and advancing best practices, resources, thinking and trends in the prospect development field.”

### Membership Benefits and Services

- The highest-rated Apra member benefit was “Prospect Development, Apra’s Conference” with a 3.63 mean score on a 4-point rating scale. This was followed closely by the “The Body of Knowledge with a 3.49 mean score and “Data Science Now” with a 3.44 mean score. The majority of the 2023 mean scores were lower than 2019 (see page 23 for more details).
- According to 80% percent of respondents, the *Connections* newsletter and content hub is of equal or more value than other prospect development and fundraising publications.
- The top three topics respondents said they would like to be addressed in *Connections* were “research and research trends,” “best practices,” and “resources/tools.”

## Assessment Highlights

### Education

- The top three education formats used are: “conferences/workshops/seminars,” “peer-to-peer outreach/benchmarking,” and “real-time or on-demand virtual seminars (web and audio).”
- The top two areas in which respondents need additional training are “project management” and “strategic planning.”

### Other Professional Organizations

- The top three reasons why respondents renew/continue membership with an association are: “membership cost,” “value for the cost,” and “career advancement.”
- More than 40% of respondents said they are also a member of CASE (Council for Advancement and Support of Education).

### Communications

- Ninety-one percent of respondents said they prefer to receive Apra communications via email.
- Ninety-four percent of respondents said they feel “somewhat informed” / “very informed” about Apra news, events and offerings.

## Assessment Results