

THE JOURNAL OF
Gift Planning®

Who reads The Journal?

The Journal of Gift Planning is a benefit of membership in the National Committee on Planned Giving, and so it is mailed each quarter to approximately 7,000 individual members of NCPG. NCPG members include fundraisers whose work includes charitable gift planning (83%) and advisors in the for-profit professions, including attorneys, financial planners, insurance counselors, accountants and others (17%).

NCPG Membership Trends

The total number of individual members and members of NCPG-affiliated planned giving councils is approximately 10,000. Total membership has remained stable at that level for the past five years, and membership turnover appears to be high, as it is throughout the gift planning profession. In 2004, 998 new individual members joined NCPG. We believe that most of these new members are in their first job that includes gift planning duties, and most have other duties as well. Only 17% of respondents report spending 100% of their time on gift planning. NCPG's individual membership also includes a large contingent of very experienced planners (41% have more than 10 years of gift planning experience). Slightly more--21%--of these very experienced practitioners spend 100% of their time on gift planning.

How was the data collected?

The data presented here are selected from results of the Survey on Gift Planning Certification, which was conducted in April 2005. The survey was fielded via e-mail to 7,771 NCPG members and council members (NCPG has e-mail addresses for 95% of its individual and council members), and 1959 responses were received. This response rate provides a very high certainty that the data collected are representative of the population surveyed. The four most common responses are provided in each category.

Primary employer .. higher education (23%)
 health care (16%)
 social services (12%)
 religious organization (9%)

Primary's employer's annual budget (2004)
 \$1-5 million (18%)
 \$100 million+ (18%)
 \$20-50 million (13%)
 less than \$1 million (13%)

Annual gift planning budget (2004)
 no separate budget (25%)
 \$5 million+ (10%)
 \$25,000 or less (10%)
 \$1-5 million (8%)

Job Title Dir. of Development (17%)
 Dir. of Planned Giving (17%)
 Vice President (8%)
 Executive Director (8%)

Percentage of work time currently spent on gift planning 1% to 24% (40%)
 100% (17%)
 25% to 49% (16%)
 75% to 99% (13%)

Years working in the planned giving field
 more than 10 (41%)
 4 to 6 (19%)
 7 to 10 (17%)
 1 to 3 (16%)

Region Midwest (33%)
 Far West, including AK, HI (19%)
 South (15%)
 Middle Atlantic (13%)
 New England (9%)

Age 50 to 59 years (39%)
 40 to 49 yeager (26%)
 30 to 39 years (15%)
 60 to 69 yeager (14%)