



SENTIMENT & DEMOGRAPHIC SURVEY ANALYSIS

2024

PRESENTED TO:

Board of Directors,

Association of Professional

Fundraisers

Nova Scotia Chapter

PRESENTED BY:

April Howe,

CEO

Crayon Strategies Inc.

Executive Summary

AFP Nova Scotia (AFP NS) conducted a survey to understand member needs and priorities related to accessibility, communication, engagement, respect, authenticity, and education. The findings will guide future initiatives to enhance inclusivity and accessibility within the philanthropic sector.

Accessibility was identified as a key priority, with members seeking clearer communication about accessibility efforts, the integration of accessibility into programming, and greater promotion of these initiatives. While AFP NS has made progress, gaps in accessibility education and implementation remain.

Communication and engagement require improvement. Although 77% of respondents felt their opinions are valued, many prefer concise, real-time updates via digital platforms over traditional newsletters. Members also expressed a desire for more networking opportunities, collaboration, and feedback mechanisms.

Respect and authenticity emerged as organizational strengths, with 98% of respondents feeling respected in their interactions. However, some members noted barriers such as ego-driven decision-making and resistance to change, recommending collective decision-making to balance diverse perspectives with innovation.

Education initiatives were highlighted as a top priority, with 86% of respondents supporting further IDEA (Inclusion, Diversity, Equity, and Accessibility) education. Members recommended workshops on reconciliation, unconscious bias, and psychological safety to align with organizational priorities and individual development.

Demographic insights reflect a diverse membership but also highlight opportunities to engage underrepresented groups, particularly racial minorities and individuals with disabilities.

In summary, AFP NS has made commendable strides in fostering a diverse and inclusive community. However, the survey identifies clear opportunities to address gaps in accessibility, communication, and education. By taking targeted action, AFP NS can strengthen member engagement and further establish itself as a leader in promoting meaningful change within the philanthropic sector.

Key Findings

1. Perceptions of IDEA Values

Understanding how members perceive AFP NS's commitment to Equity, Diversity, Inclusion, and Accessibility is essential for assessing progress and identifying gaps. The survey results reveal strong overall support for these values but also highlight opportunities for deeper alignment with member expectations:

Strong Support:

- 80% of respondents agreed that AFP NS values IDEA, with 41% expressing strong agreement.
- Members noted visible diversity and progress in AFP NS events, particularly in efforts to include underrepresented voices.

Opportunities for Growth:

- 1% were neutral, and 2% disagreed, signalling the need for clearer communication about specific IDEA initiatives and their impacts.



Key Findings



2. Actions to Enhance IDEA

Members were asked to provide insights into how AFP NS could strengthen its IDEA efforts. Their responses underscore the importance of acknowledging progress while taking intentional, sustained action to drive meaningful change across the organization.

Respondents identified key focus areas to strengthen AFP NS's IDEA impact:

Acknowledgement of Efforts: Members appreciate current leadership's visible efforts but encourage broader recognition of progress.

Balanced Implementation: Gradual, member-driven actions should align with organizational priorities.

Inclusivity: Open dialogue and diverse representation are critical to ensure that IDEA is a shared effort.

Accountability: Sustained focus, regular reporting on progress, and follow-through on commitments are essential for trust-building.

Resource Development: Members value practical tools, guidance, and tailored support for transformational change.

Key Findings

3. Accessibility Needs

Accessibility is a fundamental pillar of inclusion, and members were candid about the importance of integrating accessibility into all facets of AFP NS's operations. Their feedback highlights both progress and areas where more targeted efforts are needed to ensure inclusivity for all members.

Top Priorities:

- Accessibility considerations should be integrated into all aspects of programming and communications.
- Accessible and straightforward messaging should highlight current initiatives and available resources.
- Actively promote accessibility efforts to ensure all members are aware of and can benefit from them.

Challenges:

Some respondents expressed uncertainty about accessibility needs or solutions, indicating a need for increased education and awareness.



Key Findings

4. Communication and Member Engagement

Effective communication and active member engagement are critical to building trust and fostering collaboration. Survey results suggest that while many members feel heard and valued, there is room to enhance communication strategies and create more opportunities for meaningful engagement.

Strengths:

- 77% feel their opinions are valued, with 25% strongly agreeing.
- 64% believe there is open and honest two-way communication between AFP NS and its members.

Improvement Areas:

- A preference for more concise, real-time communication (e.g., digital updates) over lengthy newsletters was noted.
- Members desire increased opportunities for networking and collaboration.
- Respondents expressed interest in consistent feedback mechanisms to ensure their input is heard and acted upon.



Key Findings



5. Respect and Authenticity

A respectful and authentic environment allows members to feel safe and empowered. While most respondents indicated high levels of respect in their interactions with AFP NS, some highlighted cultural and leadership challenges that could be addressed to foster even greater inclusivity.

Strengths:

High Levels of Respect:

- 98% feel respected during their interactions with AFP NS.
- Many noted that the organization's culture encourages openness and dialogue.

Areas for Development:

- Some members identified ego-driven decision-making dynamics and resistance to change as barriers to authenticity. They recommend fostering collective decision-making and balancing diverse perspectives.

Improvement Areas:

- A preference for more concise, real-time communication (e.g., digital updates) over lengthy newsletters was noted.
- Members desire increased opportunities for networking and collaboration.
- Respondents expressed interest in consistent feedback mechanisms to ensure their input is heard and acted upon.

Key Findings



6. Educational Initiatives

Education is a key driver of personal and organizational growth, particularly in the context of IDEA. Members expressed strong interest in learning opportunities that address key topics, indicating the potential for impactful workshops and programming to deepen knowledge and cultural competency.

Value of IDEA Education:

- 86% of respondents see value in further education on IDEA topics, with 33% strongly agreeing.
- Members highlighted the importance of workshops addressing unconscious bias, reconciliation, inclusive leadership, and Canada’s African Nova Scotian heritage.

Preferred Topics:

- 1 Unconscious Bias
- 2 Inclusive Leadership
- 3 Brave & Inclusive Communication

Demographic Insights

The survey responses provide a comprehensive understanding of the composition of AFP Nova Scotia's (AFP NS) membership. This demographic information highlights the diversity within the organization and identifies opportunities to better engage and support equity-deserving groups.



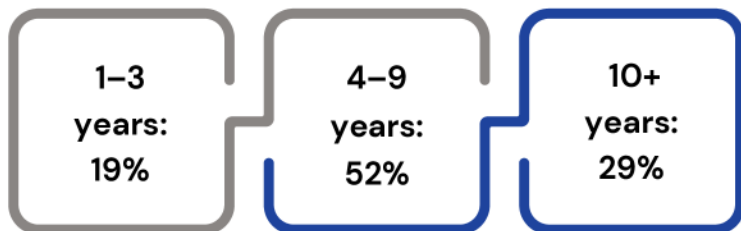
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1. Membership Tenure:

Wide Range of Engagement: Respondents reported tenure from 1 year to over 15 years, reflecting the mix of both newer and long-standing members within AFP NS.

Breakdown by Tenure:



Insights:

- The significant proportion of mid-term members suggests successful onboarding and engagement strategies for new members.
- Retaining long-term members remains critical, as they represent institutional knowledge and mentorship potential for newer members.

Demographic Insights

2. Age Distribution

The membership includes a balanced representation across various age groups, reflecting the organization's ability to engage professionals at different career stages.

Breakdown by Age Range:

18–24 years	2%
25–34 years	26%
35–44 years	23%
45–54 years	23%
55–64 years	19%
65–74 years	7%

Insights:

- The high representation in the 25–54 age range (72%) reflects engagement with early- and mid-career professionals.
- Lower participation from those aged 65+ suggests a potential gap in outreach or programming for senior professionals.

Demographic Insights

3. Gender Identity

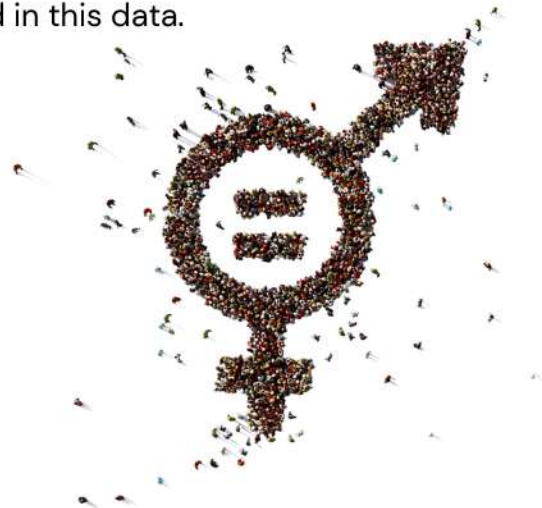
The survey reflects a majority of respondents identifying as women, consistent with trends in the nonprofit and philanthropic sectors.

Breakdown by Gender Identity:

- Women (including transgender women): **57%**
- Men (including transgender men): **20%**
- Non-binary or gender non-conforming: **2%**
- Agender, Bigender, Demigender, Pangender, and Two-Spirit: Combined: **2%**
- Prefer not to answer: **2%**
- Self-described identities: **2%**

Insights:

- The majority representation of women underscores the sector's strong female leadership.
- Additional efforts may be needed to ensure inclusivity for non-binary and gender-diverse individuals, who remain underrepresented in this data.



Demographic Insights

4. Sexual Identity

The survey shows a majority of respondents identifying as heterosexual, with representation from diverse sexual orientations.

Breakdown by Sexual Orientation:

- Heterosexual/Straight: **70%**
- Bisexual: **11%**
- Gay: **7%**
- Pansexual: **2%**
- Demisexual, Queer, Lesbian, and Asexual: Combined **7%**
- Prefer not to answer: **2%**
- Self-described identities: **2%**

Insights:

- While heterosexual members dominate, the representation of LGBTQ+ individuals highlights AFP NS's progress in creating an inclusive environment.
- Continued outreach and support for LGBTQ+ members will help foster a greater sense of belonging and inclusivity.



Demographic Insights



5. Racial and Ethnic Identity

The racial and ethnic composition of respondents provides insight into diversity within AFP NS's membership.

Breakdown by Racial/Ethnic Identity:

- White (e.g., European ancestry): **77%**
- Black (e.g., African Nova Scotian, African-Descent): **9%**
- South Asian (e.g., Indian, Pakistani, Sri Lankan): **5%**
- Southeast Asian, Indigenous, East Asian, Hispanic/Latinx, Middle Eastern, Pacific Islander: Combined **9%**
- Prefer not to answer: **5%**
- Self-described identities: **2%**

Insights:

- While White members form the majority, the presence of Black and South Asian members reflects a growing racial diversity.
- Efforts to expand engagement with Indigenous, East Asian, Hispanic/Latinx, and other racialized communities could help strengthen representation.

Demographic Insights

6. Disability and Accessibility Needs

A significant percentage of respondents identified as living with a disability or having accessibility needs, indicating the importance of prioritizing accessibility in all organizational activities.

Breakdown:

- Yes: 27%
- No: 73%
- Prefer not to answer: 0%

Insights:

- The high percentage of members disclosing accessibility needs reflects trust in AFP NS's culture.
- Incorporating accessibility into programming, communications, and events will ensure this trust is maintained and strengthened.

Final Thought

The findings of the AFP NS Sentiment & Demographic Survey reflect an organization that is strongly committed to equity, diversity, inclusion, and accessibility but also highlight areas where intentional improvements are necessary to meet member expectations. Members appreciate the efforts made thus far, particularly in fostering a sense of respect and authenticity in interactions. However, there is an opportunity to deepen this commitment through targeted actions that build on the foundation already established.

These insights outlined in this report underscore that while AFP NS is on the right path, it has the opportunity to lead by example in the philanthropic community by demonstrating a steadfast commitment to IDEA principles. Members are ready to support these efforts and are eager to see measurable, impactful change.

By taking a collaborative approach and actively involving members in shaping these initiatives, AFP NS can continue to build a strong, inclusive community that not only values diversity but also leverages it as a strength. This commitment will further enhance the organization's reputation as a leader in fostering equity, diversity, inclusion, and accessibility in the fundraising profession.



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