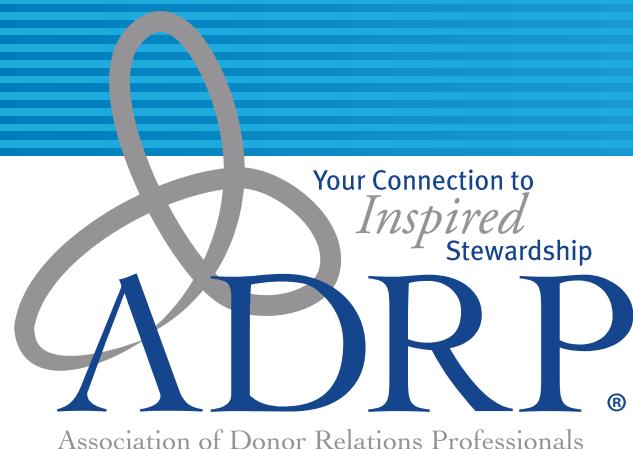


# Annual Report to the Membership 2011 & 2012



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The Association of Donor Relations Professionals (ADRP) is committed to providing its members with information, access, and the educational resources necessary to build a strong professional foundation in the donor relations and stewardship fields. Under the leadership of the volunteer board, ADRP has embarked on a strategic planning and program implementation process that began in 2011 with a wide-spread request for proposals from top-tier association management firms. By September 2011, the interview and selection process had resulted in ADRP's current partnership with SBI Management Services (based in Seattle, WA), affectionately known as the ADRP Staff. As a combined force, ADRP volunteers and staff have built upon the precepts of teamwork, communication and flexibility to result in several foundational shifts in ADRP's business operations, program development, sustainability, and ADRP's leadership position among peer associations. To follow, you—our members—will be pleased to read about the activities that ADRP has undertaken to ensure that it remains your connection to inspired stewardship.

## Board of Directors

The ADRP Board of Directors is comprised of highly motivated volunteers from across the United States and Canada, who are dedicated to providing structure, resources, and direction for ADRP's volunteer committees. The focus of the work of the Board of Directors in 2011 and 2012 centered on the need to create premier educational and networking opportunities for the ADRP membership at large. ADRP has more than tripled in size since its early years. This tremendous growth creates demand for long-term visionary plans that offer enough flexibility to accommodate change when needed.

### Strategic Planning

Following the 2011 selection of and contracting with the ADRP Staff, in early 2012 the Board of Directors met for a two-day strategic planning session to determine the direction of ADRP relative to the association's programmatic and membership growth, volunteer and member experience, conference planning, general operations, as well as ADRP's overall positioning in a growing field of professional associations.

At this planning session, the Board of Directors tackled questions such as:

- What do ADRP members expect for their membership dollars?
- How does ADRP plan to welcome new members, attract more institutional diversity, and continue to plan for a wide spectrum of experience levels?
- How will ADRP ensure that volunteers and vendors are well stewarded?
- What will it take to keep ADRP sustainable long into the future?
- What does ADRP want to look like a decade from now?

The result was the development of ADRP's core purpose: "To advance philanthropy through elevating donor relations and stewardship."

And identification of ADRP's five core organizational values:

- Visionary leadership
- Absolute integrity
- Member empowerment and connection
- Service and program excellence
- Responsible philanthropy



In support of the larger, long-term effort to be universally recognized as the authority on donor engagement for the philanthropy profession, ADRP has focused its short-term goals and planning discussions on the positive development of five critical areas: Educational Programming, Member Retention, ADRP's Web Presence, Member Communications, and Revenue. Committee structures and governing documents continue to shift to meet ADRP's changing needs. While most of the early work has been accomplished through internal decision-making and strategic transitions, ADRP members will recognize many of the volunteer committee developments to follow.

## Committee Developments 2012

### Executive Committee

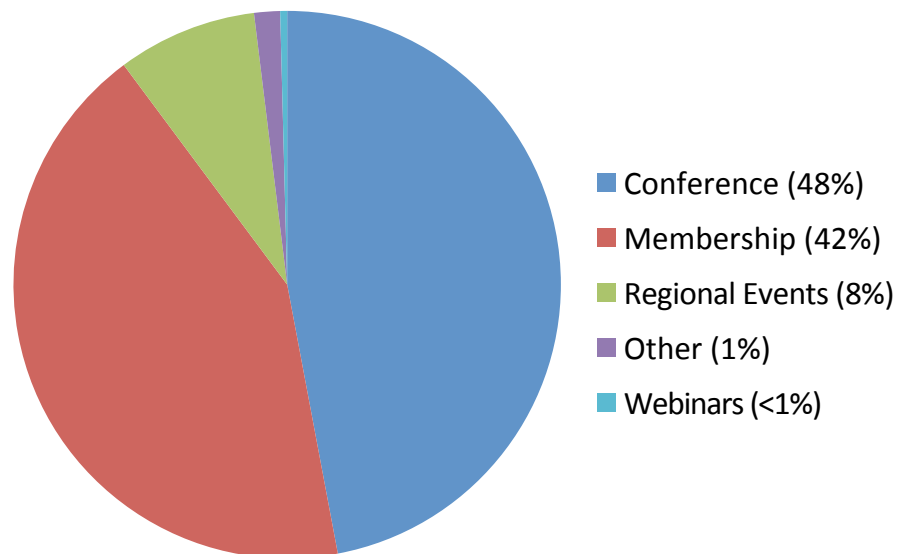
Comprised of the President, Vice President, Secretary and Treasurer of ADRP, the Executive Committee meets monthly to discuss overarching association needs and questions raised by the standing and ad hoc committees. Positioned as a leadership or oversight committee and charged with maintaining focus on ADRP's strategic vision, the Executive Committee has focused on prioritizing work among the organization's board and volunteer activities.

### Finance Committee

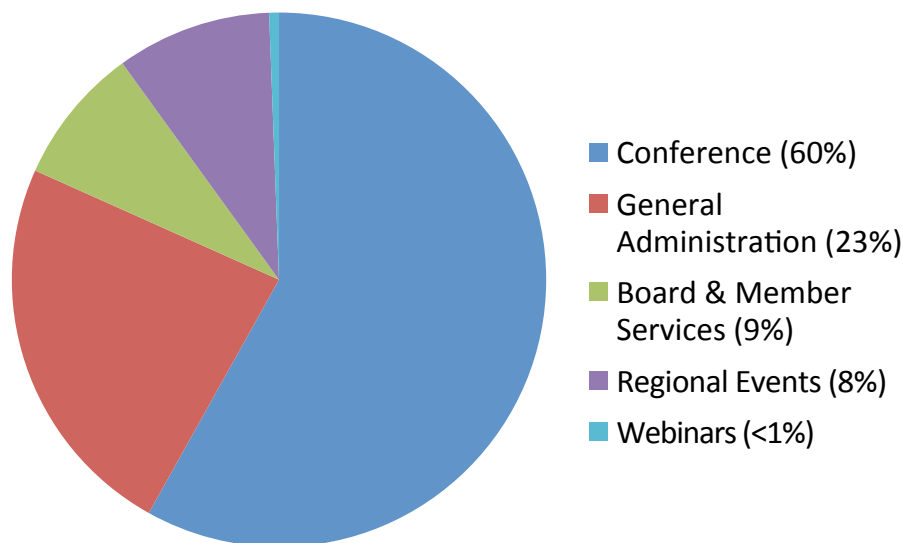
Primarily charged with the development and oversight of the annual budget, the Finance Committee has successfully navigated a two-year transition period which ushered in a significant contract with SBI Management Services; the resourcing of numerous regional events and webinar offerings; the restructuring of financial tracking and reporting operations; as well as all documentation and annual audit requirements.

ADRP's financial health is strong. Future efforts will include continued budgeting needs, discussions for revenue generation, vendor sponsorships and other partnership opportunities. As a matter of reference, 2012 marked the close of the Finance Committee Chair position. Moving into the future, the Finance Committee will be led by the ADRP Treasurer with participation from board members.

## 2012 ADRP Revenue



## 2012 ADRP Expenses



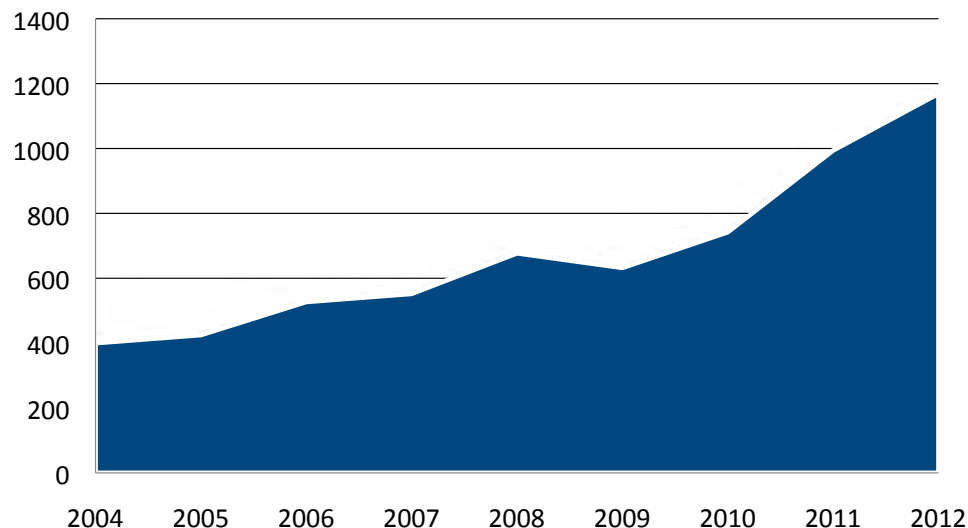
### Governance Committee

Comprised of several Directors of the ADRP Board, the Governance Committee worked tirelessly in 2011 and 2012 to capture the structural changes proposed by the ADRP Board and accepted by the membership at the Annual Meeting. Essential to the organization, the Governance Committee maintains the ADRP Bylaws and Policy Manual. 2012, in particular, saw a number of transitional improvements in the governing documents. The focus of the committee following the strategic planning meeting in early 2012 has been to eliminate specific directives written into the governing documents to allow for flexibility, appropriate decision-making by the ADRP Staff or to update policy based on recent transitional changes authorized by the Board. Copies of the governing documents may be found online at [www.adrp.net/governance](http://www.adrp.net/governance).

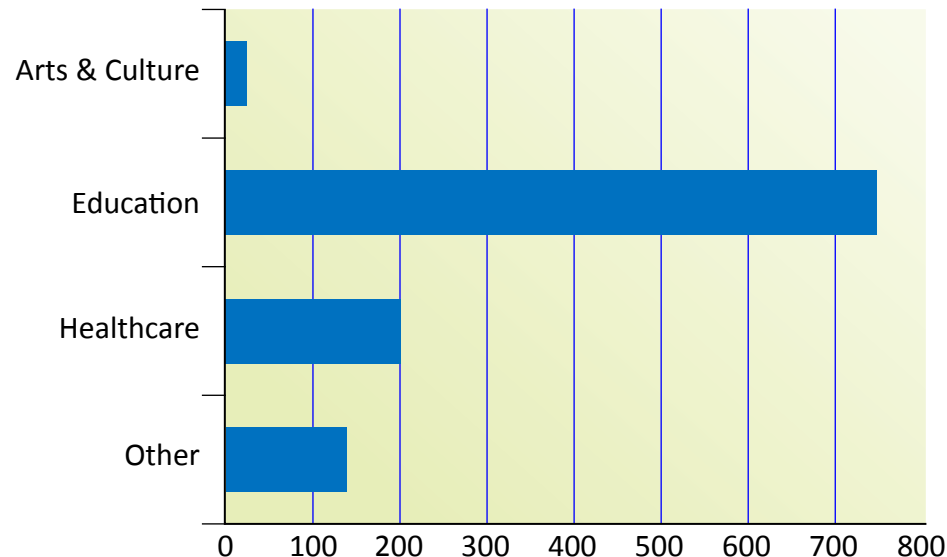
### Member Relations Committee

The Member Relations Committee has been a long-standing board and volunteer committee, originally designed to ensure continued membership growth and to bolster member retention efforts. ADRP has had the good fortune to experience phenomenal membership growth in 2011 and 2012. At the beginning of 2011 and 2012, the ADRP membership numbered 742 and 994 respectively. At the close of 2012, ADRP membership numbered 1169—67% educational organizations, 18% healthcare, 2% arts and cultural and 13% other types of organizations. Efforts to encourage institutional diversity and member satisfaction will continue in 2013 under the new Member Experience Committee. Additional activities will be organized on a project-by-project basis, opening up opportunities for short-term volunteer involvement. The first such effort—a comprehensive membership survey—began at the close of 2012 and will help target future member benefits.

### ADRP Membership



### ADRP Membership by Sector



## Professional Development Committee

A steady source of educational content and networking activities, the Professional Development Committee produced and hosted the ADRP Webinar Series and, in addition, offered guidance to regional event volunteers across the nation in 2011 and 2012. The role of the committee changed drastically with the onboarding of the ADRP Staff. Coupled with the help of a professional webinar moderator, this positive transition helps ensure the consistency and financial solvency of ADRP's existing educational opportunities.

In the future, ADRP has committed to enhancing the educational content and the regional availability and access to networking and learning events. The creation of a standing Education Committee will replace the need for the Professional Development Committee. However, as always, volunteers interested in presenting or hosting a regional event should contact the ADRP Staff for additional information.

## Public Relations Committee

One of the most visible transitions over the past year has been the development and launch of the new ADRP website ([www.adrp.net](http://www.adrp.net)). As an international organization, ADRP's most public face is its tie to a robust, virtual community of ADRP members. Hoping to ensure that all ADRP information was just "three-clicks" away, the Public Relations Committee postponed regular committee operations to better staff a Website Task Force. Culminating in 2012 with a colorful and streamlined design, the new website launch was a soft launch complete with plans for enhancements to the ADRP virtual community pages, archived samples and conference material, event and calendar updates, as well as more member-centric stories and best practice information.

In 2013, the Public Relations Committee will be replaced by the standing Communications Committee. Activity will continue on several important initiatives including ADRP's social media outlets, the innovation of the ADRP Experts Bureau, and through regular member communication outlets such as the HUB.

## Conferences, Scholarships and Nominations

Finally, an annual account for 2011 and 2012 would not be complete without acknowledging the extraordinary work of the Conference, Scholarship and Nominations Committees. Each of these ad-hoc volunteer committees gathers anew at the top of each calendar year to plan, direct, secure talent and produce a sensational Annual International Conference; to allocate financial resources for new, mid-level and experienced professionals who would like to attend; and to determine the best new leaders in the industry to make it all happen.

## 2012 Educational Activity

### Conference/Workshops

**1** – International Conference  
**4** – Regional Events

Locations: Chicago, IL  
San Diego, CA  
New York, NY  
Statesboro, GA  
Wellesley, MA

**711** total attendees

### 2012 Webinars

- **11** webinars
- **1518** total attendees
- **138** average attendees per webinar

**Listserv@ADRPLIST**

- **622** subscribers

ADRP thanks all of its Board and volunteer participants for the exceptional work that goes into each and every year. As always, ADRP welcomes feedback and future volunteers. Please contact ADRP at [office@adrp.net](mailto:office@adrp.net) or by phone at (800) 572-3015.





ADRP President Nancy Lubich McKinney (center) with 2012 Founders Award winner Lisa Honan (left) and 2012 Volunteer Service Award winner Mary Solomons (right)



## 9th Annual International Conference | Chicago



*Pictured below are Conference Content Co-chairs, Eliza McNulty (left) and Mary Weingartner (right), with 2012 ADRP Conference Chair, Gina Galluppi (center)*

