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**ThirdSector**

## Fundraiser headlines

Charity Pulse 2013

Survey report

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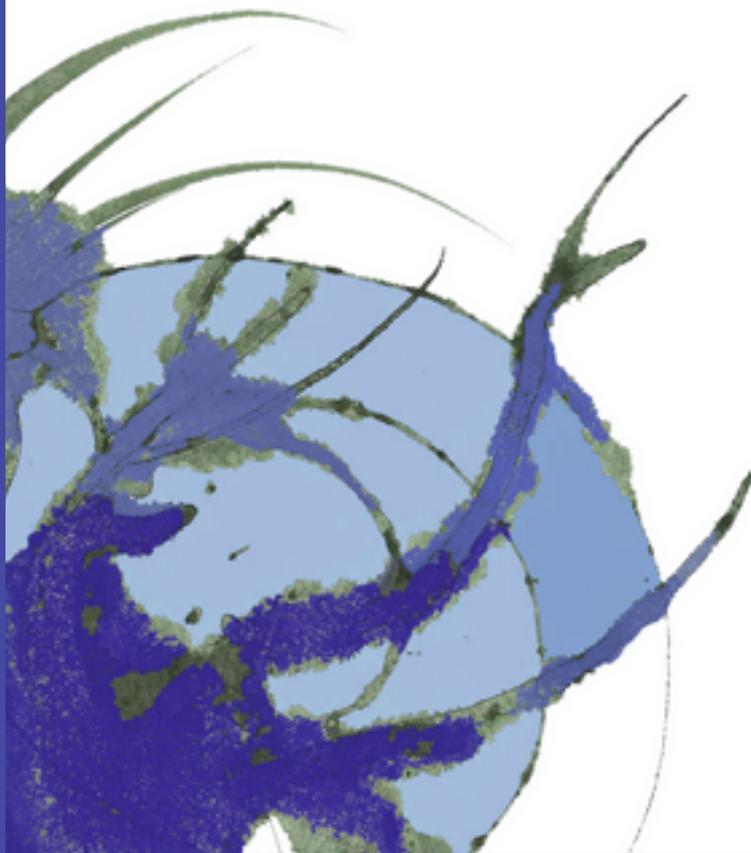
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## Summary

After a tough 2012, it is great to be able to report that UK fundraiser morale is on the up again. This year's *Charity Pulse* survey reveals that fundraisers have resumed their previous position among the happiest of charity employees.

Although fundraiser opinions have not yet returned to pre-downturn levels, 39% of fundraisers now report that morale in their charity is high - up from a paltry 24% last year.

No areas of the survey performed worse for fundraisers than in 2012 – all were either the same or better.

There has been a 10% increase in fundraiser job satisfaction overall - with 65% of respondents saying they are satisfied with their job.

The major drivers behind the improvements are:

- Greater feelings of job security
- Stronger support from line managers
- A healthier work/life balance
- Better training and development opportunities
- Improved internal communications and procedures
- Greater satisfaction with pay

## What fundraisers are telling us

From the analysis of the fundraiser responses to the *Charity Pulse 2013* survey, there are six main factors driving the uplifts in their morale and job satisfaction.

### Job security

Fundraiser confidence in this area has shown the biggest upward movement of any question in this year's survey. 50% of fundraisers say that they feel secure in their roles, up from just 33% last year. Fundraisers are now feeling more secure than other charity staff. In previous years, there was no significant difference.

### Line management

When it comes to management, fundraisers are feeling more appreciated and valued than last year with 63% agreeing with this question.

They also feel more able to take action and make decisions, with 70% agreeing that they feel empowered by their manager. This is up from 57% in 2012.

55% get useful feedback on how they are performing. This is up from 49% in 2012 and ahead of the charity staff average figure.

There appear to have been some other encouraging developments in the way that fundraising teams are being managed, with 55% of fundraisers now agreeing that it feels safe to challenge the way things are done at their charity. Only 43% felt that way last year.

### Work Life balance

There has been a easing off of work pressure – at least for some – with 56% of fundraisers saying that the workload in their job is reasonable. This is up from 48% in 2012. To keep this in perspective, however, a glance back to the heady days of 2007 reveals that 69% of fundraisers felt on top of their workload then.

### Training & development

Satisfaction with training and development opportunities understandably dropped as the downturn took hold and budgets were cut. Prior to the recession two-thirds of fundraisers were happy with the opportunities available to them, but that dropped to just 47% in 2012. This year we are seeing the beginning of what is hopefully an upturn, with 52% now happy with the provision.

### Internal communications & procedures

Last year fundraiser frustrations with internal communications and charity procedures were at an all time high, so it is great to see that there have been some improvements over the past 12 months.

68% of fundraisers say that they feel well informed about what is happening in their charity – up from an all time low of 57% last year. Even communications between different departments is creeping up from a paltry 23% satisfaction level last year to 34% in 2013.

39% feel that their charity's processes and procedures help them to do their job effectively, up from just 27% in 2012.

There have also been some improvements in fundraiser perceptions of their leadership, with 44% feeling that senior management are well informed about what other staff think and do – up from 34% in 2012. 52% now think that their senior management team is effective, up from 45% last year.

## Reward

There appear to have been some welcome additions to fundraisers' pay packets this year, as satisfaction with reward is getting close to pre-downturn levels. 54% of respondents think that their pay is competitive, compared to 46% last year.

## In Summary

The most significant changes in fundraiser responses to the *Charity Pulse* survey this year are set out in the table below:

	2012	2013	Uplift
I am not concerned about my job security	33%	<b>50%</b>	+ 17%
I feel empowered to take decisions that are relevant to my role	57%	<b>70%</b>	+ 13%
It is safe to challenge the way things are done here	43%	<b>55%</b>	+ 12%
The workload in my job is reasonable	48%	<b>56%</b>	+ 8%
I receive sufficient training/development to enable me to do my job well	47%	<b>52%</b>	+ 5%
I feel well informed about what is happening within the charity	57%	<b>68%</b>	+ 11%
Communication between different teams/departments is effective	23%	<b>34%</b>	+ 11%
This charity's processes and procedures help them to do their job effectively	27%	<b>39%</b>	+ 12%
Senior management are well informed about what other staff think and do	34%	<b>44%</b>	+ 10%
My pay is competitive in comparison to people doing similar work in the charity sector	46%	<b>54%</b>	+ 8%

## About Charity Pulse

*Charity Pulse* is an annual voluntary sector-wide staff satisfaction survey conducted by Birdsong Charity Consulting and *Third Sector* magazine. This year's survey ran during March and April 2013. This is the seventh year that we have run the survey.

*Charity Pulse* is a unique approach to measuring staff satisfaction in the sector, because it enables individuals working for any UK charity to take part. The aim of the research is to build up a picture of working life in charities and help to raise the standard of people management in the sector.

The survey asks charity workers 46 questions about working life at their charity exploring:

- the effectiveness of their management
- the quality of internal communications in their organisation
- their views on development, reward and loyalty
- their morale and work/life balance

It also provides the opportunity for charities to receive cost-effective benchmarked staff satisfaction data, by promoting the survey to their staff.

We had an excellent response to *Charity Pulse 2013*, with 675 people taking part, representing over 190 different UK charities. These respondents included 342 fundraisers. This fundraiser feedback report is drawn from the fundraiser responses to the survey.

For a free download of the full *Charity Pulse 2013* survey report go to: [www.bird-song.co.uk](http://www.bird-song.co.uk) and click on Resources

## Look out for Charity Pulse 2014!

The next survey will open in March 2014 with *Third Sector* magazine. The more charity people who take part, the more impact and relevance the results will have - so please join in!

If you would like to find out more about running a benchmarked *Charity Pulse* staff satisfaction survey for your charity at any time of year, visit [www.bird-song.co.uk](http://www.bird-song.co.uk) or contact Frances Hurst or Sam Attenborough at [info@bird-song.co.uk](mailto:info@bird-song.co.uk).

## Birdsong Charity Consulting

People work best when they feel good about themselves, when they are enjoying their work, feeling motivated and appreciated. They don't work best when they feel over-stressed, over-worked and over-looked.

Birdsong exists to help charities work more effectively with their people. We help charities to become thriving, vibrant organisations where people love to work.

To find out more about Birdsong's work or to download *Charity Pulse* survey reports from previous years visit: [www.bird-song.co.uk](http://www.bird-song.co.uk)

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