



May 22, 2009

Mr. Charles King
President
FundTrack Software
PMB 489
1500 W. El Camino Ave.
Sacramento, CA 95833

Dear Charles,

The Fundraising Effectiveness Project (FEP) has evolved into a vital resource for the philanthropic community, thanks to the countless hours invested by FundTrack Software and the other sponsoring donor software companies. On behalf of AFP, the Urban Institute and the other FEP sponsors, we extend our sincere appreciation for the time, effort, financial and staff resources that your company has devoted to this effort to develop useful fundraising performance data for the nonprofit sector.

We especially want to thank FundTrack Software for your strong support over the last few years for the FEP and for AFP's Donor Software Workgroup. Bill Levis tells us that, thanks to you, FundTrack Software was among the initial firms to enable your clients to generate digitized FEP survey responses. Your continued support for the FEP assures that it will develop into a permanent, ongoing initiative in pursuit of these common goals shared by AFP, the Urban Institute and FundTrack Software.

- to increase fundraising effectiveness
- to increase growth in giving at a faster pace
- to improve charitable fundraising performance
- to grow philanthropy's share of the GDP pie from 2% to 3% or more

The Fundraising Effectiveness Project has made great progress since you and your firm became charter members of the AFP Donor Software Workgroup back in 2006. Today, we find there is increasing interest in using data generated from the FEP project. Nonprofits are using the data to help make decisions about allocation of resources for fundraising and ways to improve donor retention. As more data are generated, we feel the research community will be interested in using the numbers to analyze trends in the nonprofit sector. And the recent initiative to develop standard fundraising performance reports by cooperating donor software firms and AFP's Research Council will aid in telling the story about fundraising gains and losses to nonprofit leaders, policy makers and the media in a way that is understandable and helpful.

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We look forward to continuing to work with you and FundTrack Software on this exciting project. Thank you for your participation.

Sincerely,

Paulette V. Maehara, CFRE, CAE
President and CEO
Association of Fundraising Professionals

Elizabeth T. Boris, Ph.D.
Director
Center on Nonprofits and Philanthropy
The Urban Institute