



Profiling successful senior fundraisers

FAQs

What is the aim of the study?

The aim of the study is to provide the fundraising profession, and in particular members of the Institute with valuable insight into what makes for a successful fundraiser. This information can then be used in the future to develop more consistent and sophisticated approaches to appointing fundraisers and supporting their professional development. When used with psychometric profiling during the recruitment process, the information will also enable us to confidently predict those job applicants whose personality profile suggests they have the potential to succeed in a senior fundraising role. The study will also seek to ensure that all participants gain individual benefit for their efforts.

Who should participate?

The study is aimed at profiling senior fundraisers with management responsibility. Typically this will include those who have responsibility for strategic planning and managing resources, i.e. people and budgets.

How robust is the study really going to be?

The study methodology is robust and conforms to standard practice. The partners involved in the study bring expertise in the sector, experience in assessing senior fundraisers and specialist psychometric expertise. Information about the partner organisations and the team of people running the study is provided.

How will the study work?

The more fundraisers who participate, the greater the sample data there will be and the more relevant the final outcomes. In brief, each participant completes a personality profile questionnaire called 'The Quest Profiler'. The manager of each participant rates the individual against a carefully developed set of competencies. The data is then analysed to identify the key attributes or behaviours that characterise successful senior fundraisers.

Will the study differentiate between the major fundraising disciplines?

Provided sufficient numbers of senior fundraisers participate, then it should be possible to research and report on what makes for a successful fundraiser for those whose primary responsibility is: Major Donor fundraising; Trust and Statutory fundraising; Legacy fundraising; Direct Marketing fundraising; Companies/Corporate fundraising and Community and Events fundraising. We will need a maximum of around eighty participants representing the different fundraising disciplines to draw robust conclusions. The results may confirm or dispel long-held beliefs!

What is a personality questionnaire?

A personality questionnaire invites the participant to indicate their own behavioural preferences in the workplace. There are no catches or tricks involved. It is about how you see your self at work. The Quest Profiler questionnaire invites you to select statements that are most like you in certain situations as well as the ones that are least like you.

How should I complete The Quest Profiler questionnaire?

The more honest you are when giving your responses to the multiple choice questions, the more accurate and valuable the report will be to both you and the study. Try not to dwell overlong on each statement – your initial response is usually the most accurate. Remember, how you are feeling at the time you complete the questionnaire could have a bearing on the results, so try not to do it when perhaps you are tired, under pressure or even ecstatically happy!

How do I complete The Quest Profiler?

You complete The Quest Profiler online and you will be supplied with the login details upon request. All you need to do is to set aside around 25 minutes of uninterrupted time.

Will I receive a copy of my profile report?

Yes. The Quest Profiler report has been developed to be user-friendly and accessible. There is no 'psychobabble'! You will be able to gain valuable insight to your working style and preferences.

Who also sees my report?

Nobody else will see your report. If you want to share it with anyone else that is entirely your decision.

How much will it cost?

There is no charge. Members of the Institute will receive a free copy of their profile report, which normally costs £67.00 making your annual membership even better value for money! Why not use the study as an opportunity to encourage your colleagues to become members and gain immediate professional benefit?

Is there anything else I will need to do to participate?

Yes. Before you complete The Quest Profiler you will need to complete what is called a 'Biographical Form', which only takes a few moments to complete. The purpose of the Biographical Form is to capture some data about your current circumstances like, for example, your job title and how long you have been in post etc. This data will help to identify external factors that appear to contribute to success.

How are my details stored and what happens to them once the study is over?

All the personal information that you supply will be stored safely and securely in line with Data Protection duties. Once the study is over it will be deleted. You will not be contacted by the organisations conducting the study for any other purpose.

What are the timescales?

It is proposed to conduct the study during November and December 2008. The findings will be reported in late January 2009 and then disseminated through the Institute's regular channels and events over the coming months.

Will I see my Manager's Rating Form?

No. The Manager Rating Form will be entirely confidential and only the data analysts will have access to the information.