

COVID-19 Benchmarking Survey

This survey is meant to gather data on fundraising during the COVID-19 pandemic to view trends on how the healthcare philanthropy industry has performed during 2020.

Please note that the timeline below is subject to change. Any changes will be communicated via email.

For any questions about the survey definitions, please refer to our [list of definitions](#) or contact us at research@ahp.org.

*****The following questions will be gathered [in May 2020](#) *****

1. Organization name
2. Organization country
3. Organization state/province
4. Organization zip code
5. Survey contact for questions (first name, last name, email, phone number)
6. Net Patient Service Revenue selected from a range (US only)
7. Gross Operating Revenue selected from a range (Canada only)
8. Fundraising Expense Budget selected from a range
9. The below chart for each month from October 2019 to April 2020

	Goal	Actual
Total Production Revenue		
Production Revenue from Major Gifts only		
Production Revenue from Annual Gifts only		

*****The following questions will be gathered from [in June 2020](#) ****

1. Survey contact for questions (first name, last name, email, phone number)
2. Net Patient Service Revenue selected from a range (US only)
3. Gross Operating Revenue selected from a range (Canada only)
4. Fundraising Expense Budget selected from a range
5. The below chart for May 2020 only

	Goal	Actual
Total Production Revenue		
Production Revenue from Major Gifts only		
Production Revenue from Annual Gifts only		

*****The following questions will be gathered from in July 2020 ****

1. Survey contact for questions (first name, last name, email, phone number)
2. Net Patient Service Revenue selected from a range (US only)
3. Gross Operating Revenue selected from a range (Canada only)
4. Fundraising Expense Budget selected from a range
5. The below chart for June 2020 only

	Goal	Actual
Total Production Revenue		
Production Revenue from Major Gifts only		
Production Revenue from Annual Gifts only		

*****The following questions will be gathered from in August 2020 ****

1. Survey contact for questions (first name, last name, email, phone number)
2. Net Patient Service Revenue selected from a range (US only)
3. Gross Operating Revenue selected from a range (Canada only)
4. Fundraising Expense Budget selected from a range
5. The below chart for July 2020 only

	Goal	Actual
Total Production Revenue		
Production Revenue from Major Gifts only		
Production Revenue from Annual Gifts only		

*****The following questions will be gathered from in September 2020 *****

1. Survey contact for questions (first name, last name, email, phone number)
2. Net Patient Service Revenue selected from a range (US only)
3. Gross Operating Revenue selected from a range (Canada only)
4. Fundraising Expense Budget selected from a range
5. The below chart for August 2020 only

	Goal	Actual
Total Production Revenue		
Production Revenue from Major Gifts only		
Production Revenue from Annual Gifts only		

*****The following questions will be gathered from in October 2020 ****

1. Survey contact for questions (first name, last name, email, phone number)
2. Net Patient Service Revenue selected from a range (US only)
3. Gross Operating Revenue selected from a range (Canada only)
4. Fundraising Expense Budget selected from a range
5. The below chart for September 2020 only

	Goal	Actual
Total Production Revenue		
Production Revenue from Major Gifts only		
Production Revenue from Annual Gifts only		

*****The following questions will be gathered from in November 2020 ****

1. Survey contact for questions (first name, last name, email, phone number)
2. Net Patient Service Revenue selected from a range (US only)
3. Gross Operating Revenue selected from a range (Canada only)
4. Fundraising Expense Budget selected from a range
5. The below chart for October 2020 only

	Goal	Actual
Total Production Revenue		
Production Revenue from Major Gifts only		
Production Revenue from Annual Gifts only		

*****The following questions will be gathered from in December 2020 ****

1. Survey contact for questions (first name, last name, email, phone number)
2. Net Patient Service Revenue selected from a range (US only)
3. Gross Operating Revenue selected from a range (Canada only)
4. Fundraising Expense Budget selected from a range
5. The below chart for November 2020 only

	Goal	Actual
Total Production Revenue		
Production Revenue from Major Gifts only		
Production Revenue from Annual Gifts only		