

# What Distinguishes HIGH-ROI Advancement Shops?

In today's tight budget times, advancement leaders must find efficient ways to grow fundraising revenues and ROI.

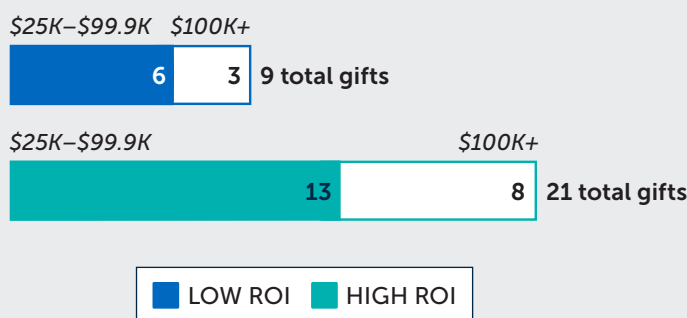
EAB's proprietary ROI benchmarking data, drawn from over 120 institutions, illuminates the path to growth by analyzing the investments, staffing levels, and fundraising strategies most closely tied to top performance. The data below shows how institutions across segments with high fundraising ROI compare to those with low ROI.

## They Focus on Major Gift Throughput

### High-ROI Major Gift Officers Close More Gifts

Mega-gifts have dominated headlines in recent years. Yet EAB's analysis shows that high-performers excel across all \$25K+ giving tiers, not just at the very top.

Number of Major Gifts Closed Annually per Major Gift Officer



Productivity, efficiency, and portfolio churn are top priorities for high-ROI institutions. Rather than waiting for mega-gifts to drive returns, they incentivize MGOs to cultivate and close major gifts of all sizes at a quick clip. The larger number of major gifts not only elevates outcomes in the short term; it also ensures long-term sustainability by diversifying the fundraising revenue mix.

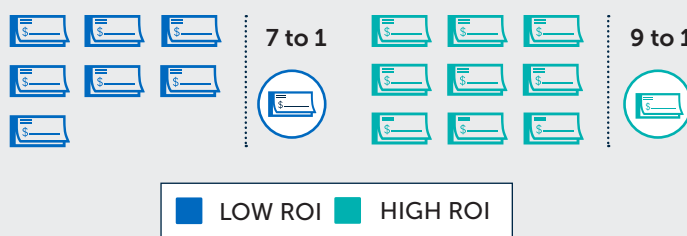
▶ **DIVE DEEPER:** EAB's "Making Meaning of Metrics" white paper explores how advancement leaders are incentivizing top performance among MGOs.

## They Build the Pipeline for Tomorrow

### The "Overlooked Middle" Draws the Attention of High-Performers

High-performers build an impressively broad base of leadership annual donors (\$1K-\$24.9K gifts), creating a pipeline of future major gift supporters.

Number of Annual \$1K-\$24.9K Gifts per \$25K+ Gift



For some institutions, the \$1K-\$24.9K tier of the gift pyramid is characterized by uncertain, ineffective fundraising strategies. Top performers cultivate, solicit, and steward leadership annual donors at scale. These efforts advance donors through the pipeline toward major giving while guarding against revenue volatility.

▶ **DIVE DEEPER:** Dive Deeper: EAB's Fundraising Products Template assists leaders in creating compelling mid-level giving opportunities.

## STAFFING UP Drives Fundraising

Institutional Fundraising Production by Number of Advancement FTEs

STAFF RANGE	MGOs RANGE	FUNDRAISING PRODUCTION AVERAGE
165+	45-125	\$295.1M

STAFF RANGE	MGOs RANGE	FUNDRAISING PRODUCTION AVERAGE
110-164	25-45	\$170.2M

STAFF RANGE	MGOs RANGE	FUNDRAISING PRODUCTION AVERAGE
70-109	15-25	\$103.4M

STAFF RANGE	MGOs RANGE	FUNDRAISING PRODUCTION AVERAGE
45-69	10-15	\$45.5M

STAFF RANGE	MGOs RANGE	FUNDRAISING PRODUCTION AVERAGE
30-44	5-10	\$39.6M

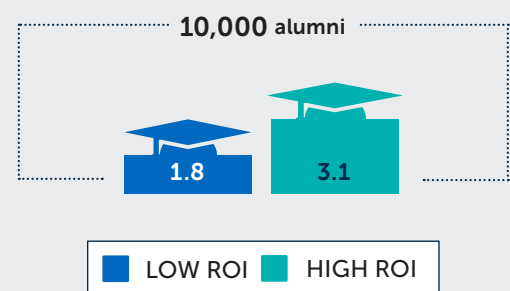
STAFF RANGE	MGOs RANGE	FUNDRAISING PRODUCTION AVERAGE
0-29	1-5	\$11.2M

## They Don't Neglect Strategic Support

### Advancement Services Brings Smarter Strategies, Better Execution

With more prospects and larger teams today than ever before, advancement leaders who invest in strategic support—especially prospect research and data/analytics—see outsized returns.

Advancement Services FTEs per 10,000 Alumni



High-performing advancement shops employ almost double the number of advancement services staff members when compared to low-performers. Strategic support staff partner with frontline fundraisers to identify prospects' passions, develop high-impact cultivation strategies, and ensure that movement through the portfolio is quick and effective.

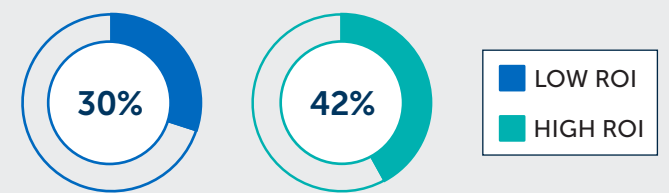
▶ **DIVE DEEPER:** EAB's "New Frontiers in Pipeline Development" on-campus workshop creates collaborations between advancement services and development to drive pipeline growth.

## They Engage High-Net-Worth Prospects

### Critical Prospects Needed to Reach Fundraising Goals

High-ROI shops are particularly adept at engaging high-net-worth prospects. They understand that cultivating these potential top-tier donors is critical to long-term fundraising success.

Percentage of High-Net-Worth Households Giving at Any Level in the Last Five Years



Advancement leaders can assess how effectively they cultivate potential top-tier donors by comparing the number of such donors who contribute at any level to that of their peers. If too few high-net-worth households—those capable of giving \$100,000 or more to nonprofits—are participating, leaders should consider reevaluating their engagement and cultivation strategies for this group.

▶ **DIVE DEEPER:** Dive Deeper: EAB's Donor Investor Imperative Toolkit helps advancement leaders connect prospective donors with the high-impact projects happening across campus.

## Submit data to EAB to benchmark your staffing, structure, and ROI against peer institutions

Participating partner institutions receive a wealth of benchmarking resources to help them advocate for growth, set strategy, and pinpoint opportunities for improved performance.

- ROI Benchmarking Report
- Fundraising Productivity Report
- Board-Ready Presentation Slides



To participate and learn more about our benchmarking resources

[email ROIbenchmarking@eab.com](mailto:ROIbenchmarking@eab.com)

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