

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 150 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.

STAFFING UP Drives Fundraising

Institutional Fundraising Production by Number of Advancement FTEs

STAFF RANGE	MGOs RANGE	FUNDRAISING PRODUCTION AVERAGE
150+	35-75	\$228.4M

STAFF RANGE	MGOs RANGE	FUNDRAISING PRODUCTION AVERAGE
80-149	20-35	\$110.2M

STAFF RANGE	MGOs RANGE	FUNDRAISING PRODUCTION AVERAGE
50-79	10-20	\$34.0M

STAFF RANGE	MGOs RANGE	FUNDRAISING PRODUCTION AVERAGE
35-49	5-10	\$25.1M

STAFF RANGE	MGOs RANGE	FUNDRAISING PRODUCTION AVERAGE
20-34	3-5	\$13.2M

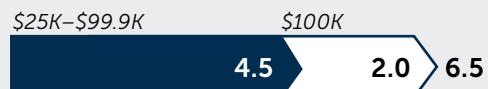
STAFF RANGE	MGOs RANGE	FUNDRAISING PRODUCTION AVERAGE
0-19	1-3	\$6.6M

They Focus on Major Gift Throughput...

Major Gift Volume, Not Just Mega-Gifts, Correlates with Success

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



■ HIGH ROI ■ LOW ROI

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.

...While Building 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



■ HIGH ROI ■ LOW ROI

For some institutions, the \$1K-\$24.9K tier of the gift pyramid is characterized by uncertain, ineffective fundraising strategies. Not so at high-ROI institutions. 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:** EAB's *Optimizing the Campaign Pipeline* toolkit provides templates and resources for boosting mid-level giving.

They invest heavily in development...

Staffing Investments Directed First and Foremost to Fundraising

In many ways, the old rules of fundraising haven't changed. The institutions that put the most boots on the ground see the highest returns.

Percentage of Advancement FTEs Dedicated to Development



■ HIGH ROI ■ LOW ROI

High-performers prioritize development while staffing up. Although investments elsewhere in the shop, such as in advancement communications and alumni relations, are critical, top advancement leaders look for scale in those functions so that they can hire more FTEs into development roles, including **major gifts, planned giving, and corporate/foundation relations.**

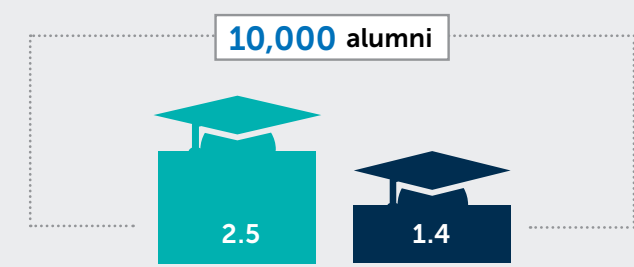
▶ **DIVE DEEPER:** EAB's *Competing for Talent* opportunity assessment helps advancement leaders recruit the best fundraising talent.

...But 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 ROI ■ LOW ROI

High-performing advancement shops employ almost double the number of advancement services staff members when compared to low-performers. These **strategic support staff members 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.

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

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

- KPI Benchmarks Report
- Board-Ready Presentation Slides
- Cohort Trends Executive Briefing
- Seat at Chief Advancement Officer ROI Roundtable
- Researcher-Led Opportunity Analysis