### Metric-Driven Bonuses
< 5%
Median size of performance bonuses as a percentage of salary

**Individual Performance Bonus**
Annual bonus awarded to individual staff who achieve personal metric goals (e.g., total dollars raised, number of visits, or alumni donor counts)

- **KEY STRENGTH**: Incentivizes priority outcomes for fundraising staff
- **#1**: Most common form of incentive compensation for fundraisers

**Division-Wide Performance Bonus**
Annual bonus awarded to all staff based on division-wide performance (e.g., annual production goal or annual engagement goal)

- **KEY STRENGTH**: Boosts collaboration and limits negative competition
- **74%** of institutions offering metric-driven bonuses provide bonuses to non-fundraisers

### Campaign Retention Bonus
One-time bonus awarded at the end of a campaign to incentivize staff to stay at the institution

- **KEY STRENGTH**: Limits turnover during a campaign and awards employees who see the campaign through
- **$3.7M**: Lost when a gift officer leaves during a campaign¹

### Project-Specific Retention Bonus
One-time bonus awarded to staff who complete a special project outside of their job description (e.g., lead CRM conversion working group)

- **KEY STRENGTH**: Fosters a sense of employee appreciation and mitigates burnout
- **16%**: of institutions report awarding project-specific retention bonuses to fundraisers

### Spot Bonuses
< 1%
Spot bonuses usually equal less than one percent of salary

**Manager-Driven Spot Bonus**
One-time bonus awarded by a manager to recognize a specific positive behavior from a staff member

- **KEY STRENGTH**: Allows managers to provide quick feedback and reduce recurring bonus costs
- **22%**: of institutions report awarding manager-driven spot bonuses to fundraisers

**Colleague-Driven Spot Bonus**
One-time bonus awarded to a staff member after receiving recognition from a peer or colleague

- **KEY STRENGTH**: Encourages collaboration among colleagues through small bonuses
- **4%**: of institutions report awarding colleague-driven spot bonuses to fundraisers

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