



EAB

Supporting an ROI-Driven Advancement Operation

Key Insights for Advancement Investments & Operational
Cost Considerations

Advancement Advisory Services

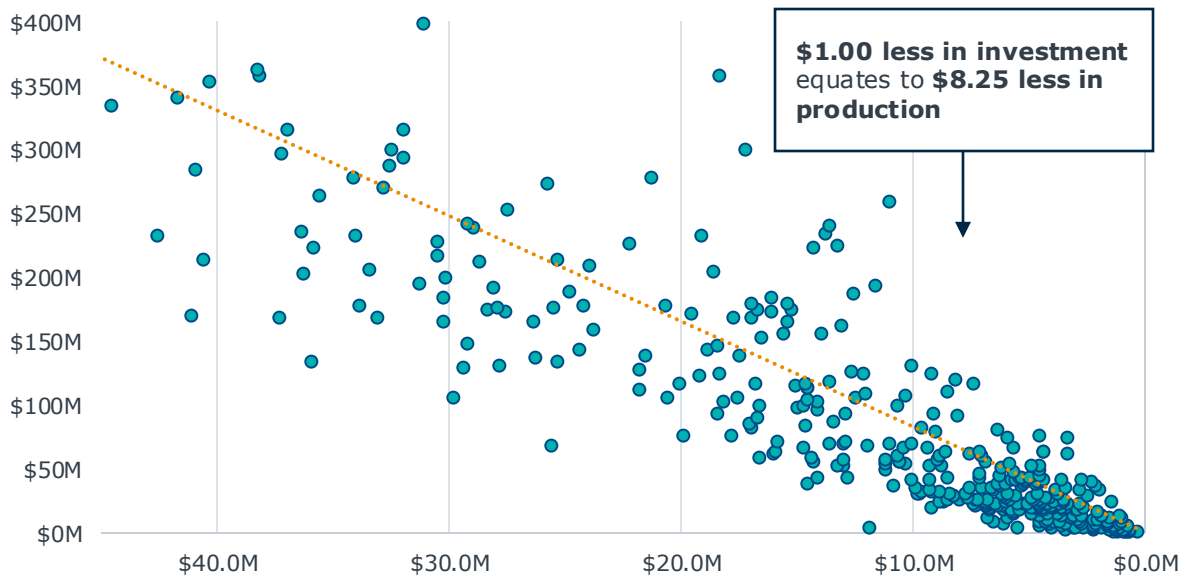
Data-Driven Insight to Anchor Your Strategy



Each Dollar Slashed From Advancement Budget Costs Over Eight Dollars

Advancement Investment v. Fundraising Production

EAB Benchmarking, FY2021-FY2023



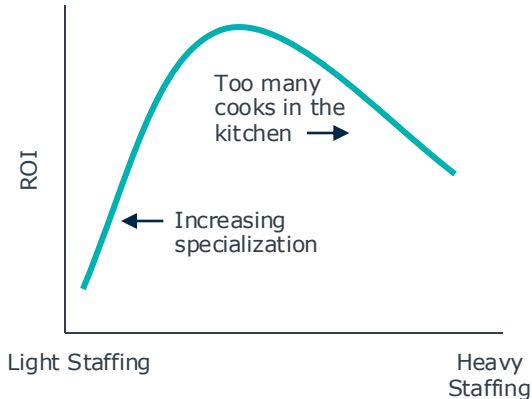
Source: EAB Benchmarking dataset, 2021-2023; EAB interviews and analysis.

Where Are the Diminishing Marginal Returns?

Unlike Most Industries, Dollars Accelerate as Expenditures Grow

The Rule:

A Productivity Spike, then a Long, Slow Decline in Most Industries



The Exception:

Advancement's Persistent Productivity Gains to 300 FTEs



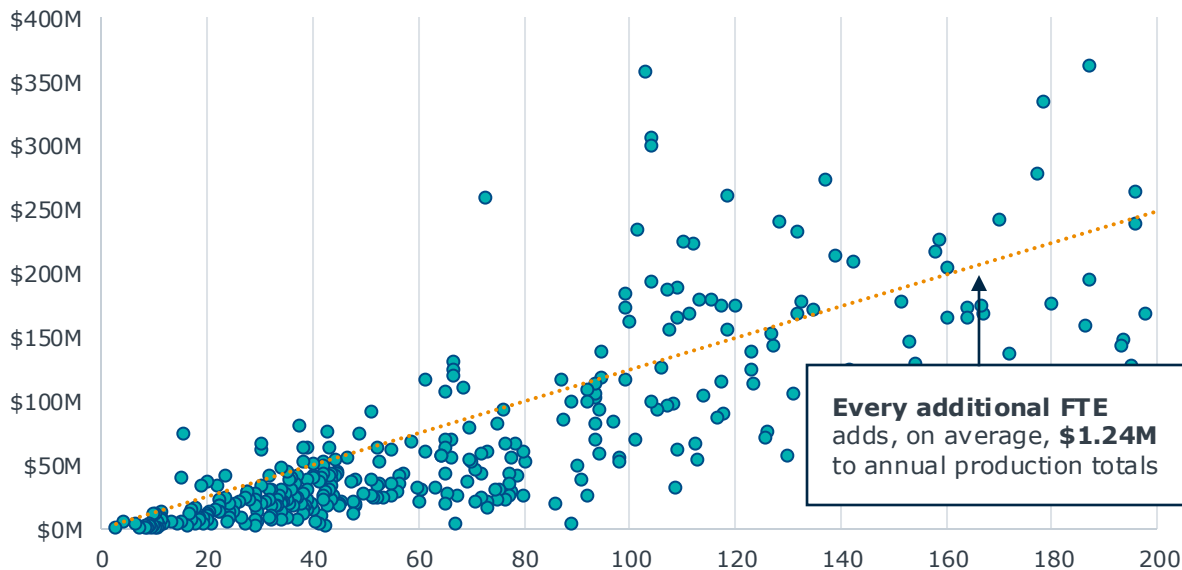
The 3 Key P's: 'People Predict Production'



Advancement Staffing Drives Fundraising Outcomes

Advancement FTEs v. Fundraising Production

EAB Benchmarking, FY2021-FY2023



Source: EAB Benchmarking dataset, 2021-2023; EAB interviews and analysis.

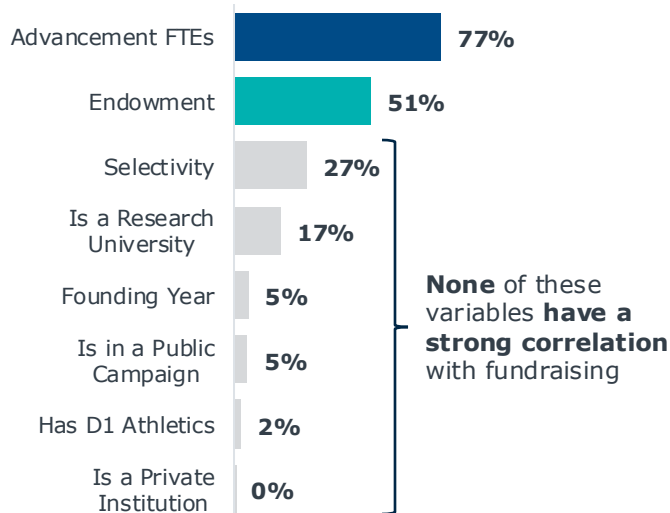
Anything's Possible With the Right Investment



Traditional Performance Predictors, Like Selectivity, Outweighed by Staffing

Investment's Impact Tops All Others

Correlation with Fundraising



“

“Our board is waking up to the idea that we might be able to build a strong fundraising operation here. We don’t look like the schools that report the biggest totals, but every MGO we’ve added has increased our outcomes substantially. It seems **everything we thought held us back didn’t. It was just a resource question.**”

*Vice President of Advancement
Private Master’s University*

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Source: EAB Advancement Investment and Performance Initiative dataset, 2016-2020; EAB interviews and analysis.



The ROI of 'Unproductive' Roles

Frontline Roles and Adv. Services Have Strong Revenue Impacts

+1 FTE In...

Correlates With...

Major/Principal Gifts

+\$1.0M

In additional fundraising revenue

Planned Giving

+\$9.4M

In additional fundraising revenue

Advancement Services

+\$2.0M

In additional fundraising revenue

Campaigns: Preparing to Meet the Moment



Rising Campaign Goals Amid Budget Cuts and Donor Fatigue

2x

Median campaign goal doubled between 2018 and 2030

#1

Reason high net worth donors stopped giving was 'too much solicitation'

81%

Of institutions saw budget declines in FY21 compared to FY20

\$8.25

Less production for every dollar less in investment in advancement



How are Peers Investing in Campaign Support

\$2.41M

Average increase in advancement investment in first year of campaign (15.2% increase)

\$1.17M

Average for shops of less than 70 FTEs

\$3.69M

Average for shops of more than 70 FTEs

Case Study: Uncovering the Investments that Drive ROI

How Missouri State University Leveraged Data to Grow Their Advancement Shop



Missouri State
UNIVERSITY

Missouri State University (MSU) is a public doctoral professional university in Springfield, Missouri

OPPORTUNITY



MSU's advancement shop **needed data to demonstrate their ROI** and make the case for growth to the Board

SOLUTION



EAB provided MSU with **data, advice, and peer comparisons** to demonstrate their shop's ROI and understand where they can improve

IMPACT



MSU used the data on most impactful investment areas to **increase ROI, grow fundraising production, and gain the support of the Board**

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“Reviewing EAB’s ROI and Fundraiser Productivity data with the Board is part of our annual planning process, and **the Board now proactively asks for it.** This initiative alone **makes the whole partnership worth it.**”

Brent Dunn, Vice President for University
Advancement
Missouri State University

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KEY RESULTS

36%

Increase in total fundraising production over five years

30%

Improvement in cents to raise a dollar over six years