WEBINAR

The CCS Philanthropy Pulse:

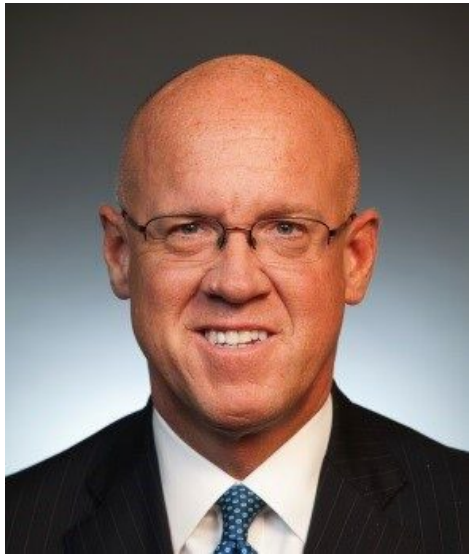
What Does the Data Say and What Does It Mean for Higher Education?

CCS FUNDRAISING 75 YEARS

Presenters

Allyson Reaves

Senior Vice President



Robert Rice

Principal and Managing Director

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About the Audience

Please drop your answers in the chat!

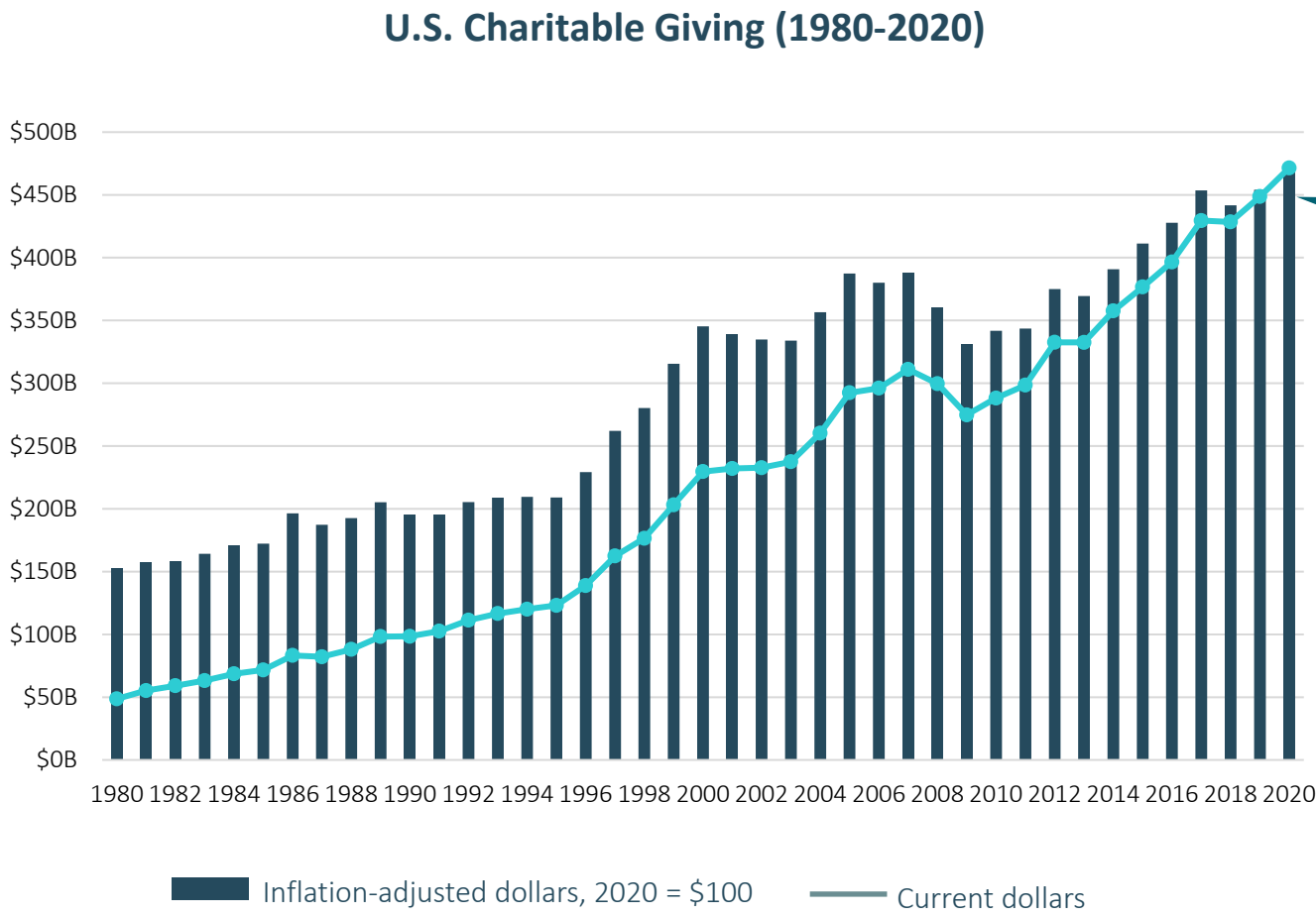
ALMA MATER

LOCATION

SNEAKERS OR FLIP FLOPS?

Today's Philanthropic Landscape

Giving Continues on an Upward Trend



U.S. charitable giving reached an all-time high in 2020

$471.44 billion

While 2021 Giving USA estimates are not yet available, Blackbaud Institute found that for the 8,635 organizations in its sample, overall giving in 2021 grew by **9%** on a year-over-year basis.

Sources: Giving USA Foundation, *Giving USA 2021: The Annual Report on Philanthropy for the Year 2020* (2021); Blackbaud Institute, *Charitable Giving Report* (2022)

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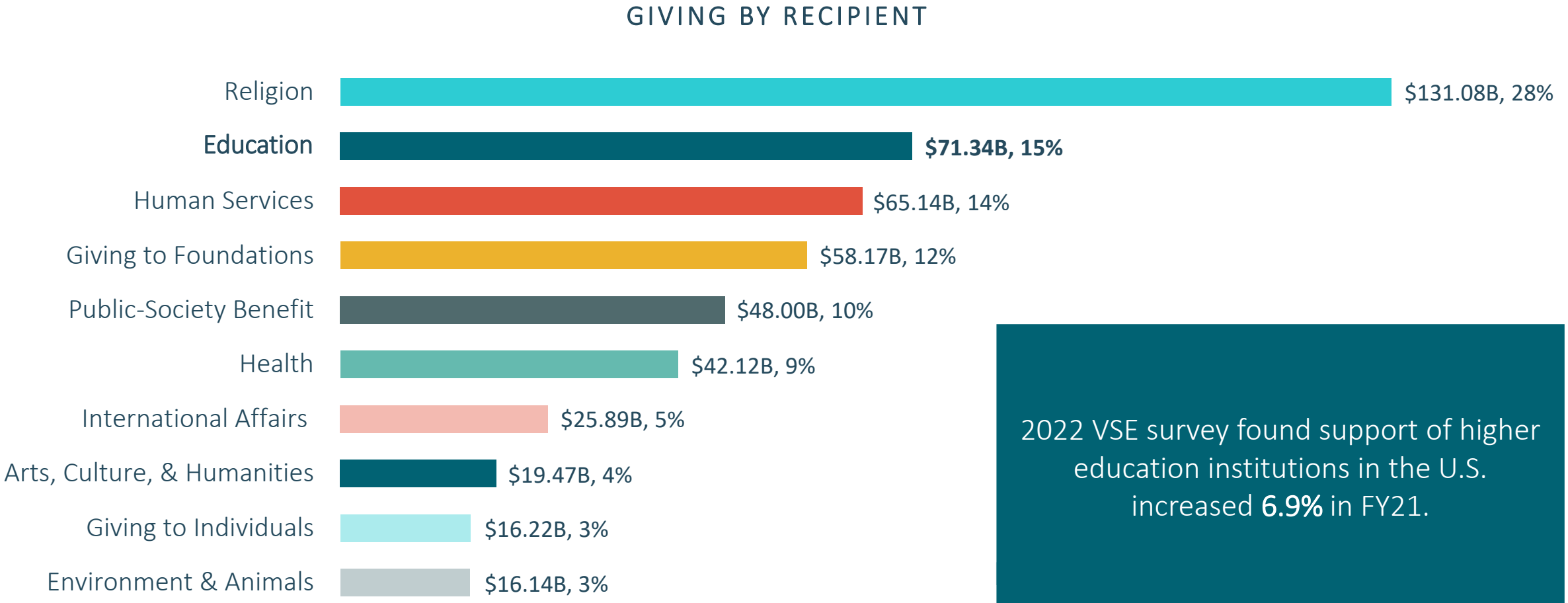
Giving to Education Reached $71.34B



2022 VSE survey found support of higher education institutions in the U.S. increased **6.9%** in FY21.

Sources: The Giving Institute, Giving USA: The Annual Report on Philanthropy (2021); VSE Research Brief Key Findings (2022).

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Higher Education Snapshot

More than **3,700** colleges and universities in the U.S.

Approximately **19.4 million** students enrolled as of fall 2020 – **59% female.**

Student debt in the U.S. totals **$1.7 trillion/** In Q4 2021, total student debt declined for the first time in history.

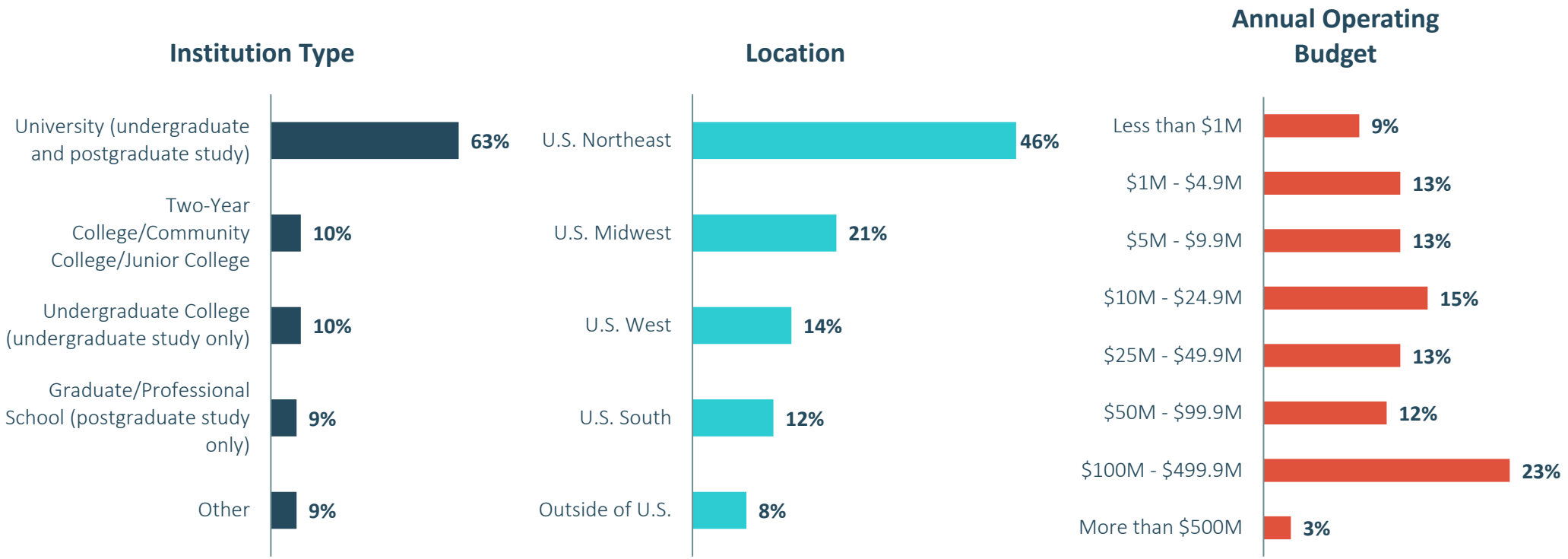
During the **2019-20** academic year, U.S. colleges and universities awarded…

- More than **3 million** associate's and bachelor's degrees
- **843,000** master's degrees
- **190,000** doctor's degrees

Sources: National Center for Education Statistics (2022); Education Data, *Student Loan Debt Statistics* (2022).

About CCS Philanthropy Pulse

CCS Philanthropy Pulse provides a window into the fundraising practices of **78 higher education institutions** based on data collected via an online survey in October and November 2021.



Source: CCS Philanthropy Pulse (2022)

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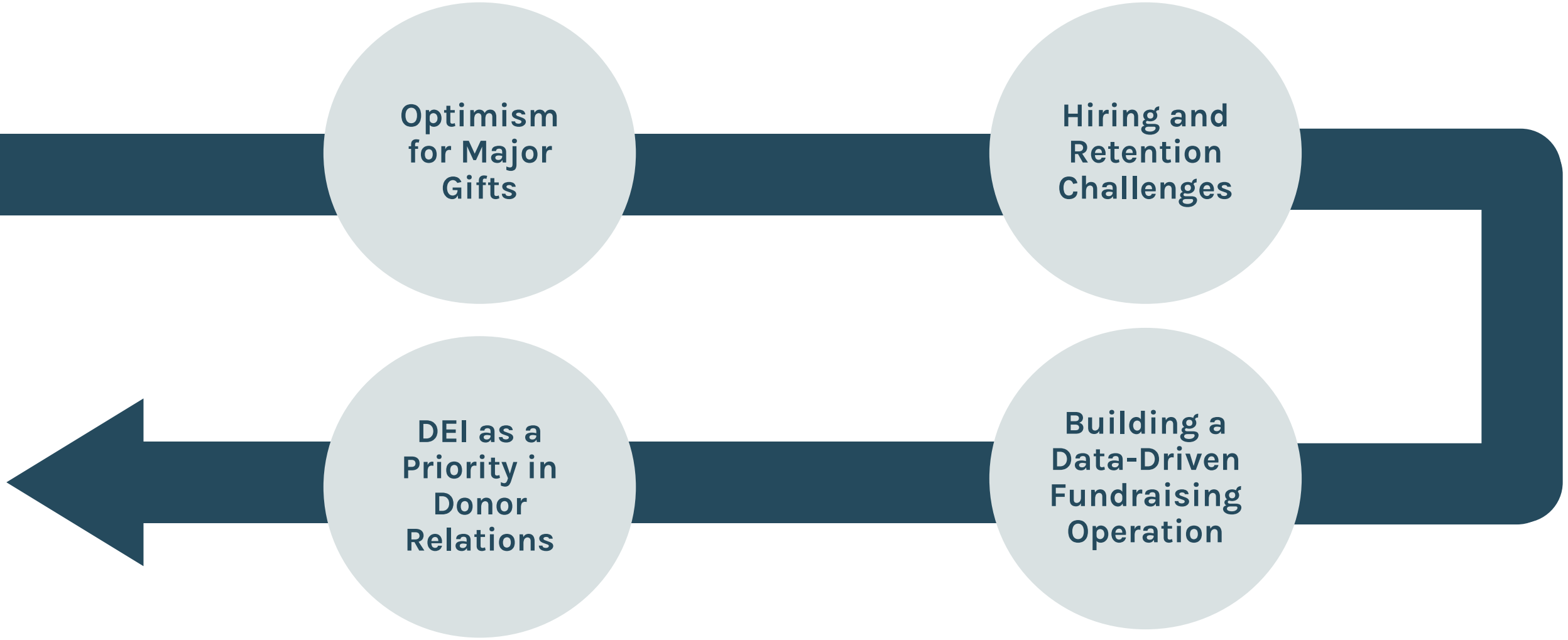
Our Themes



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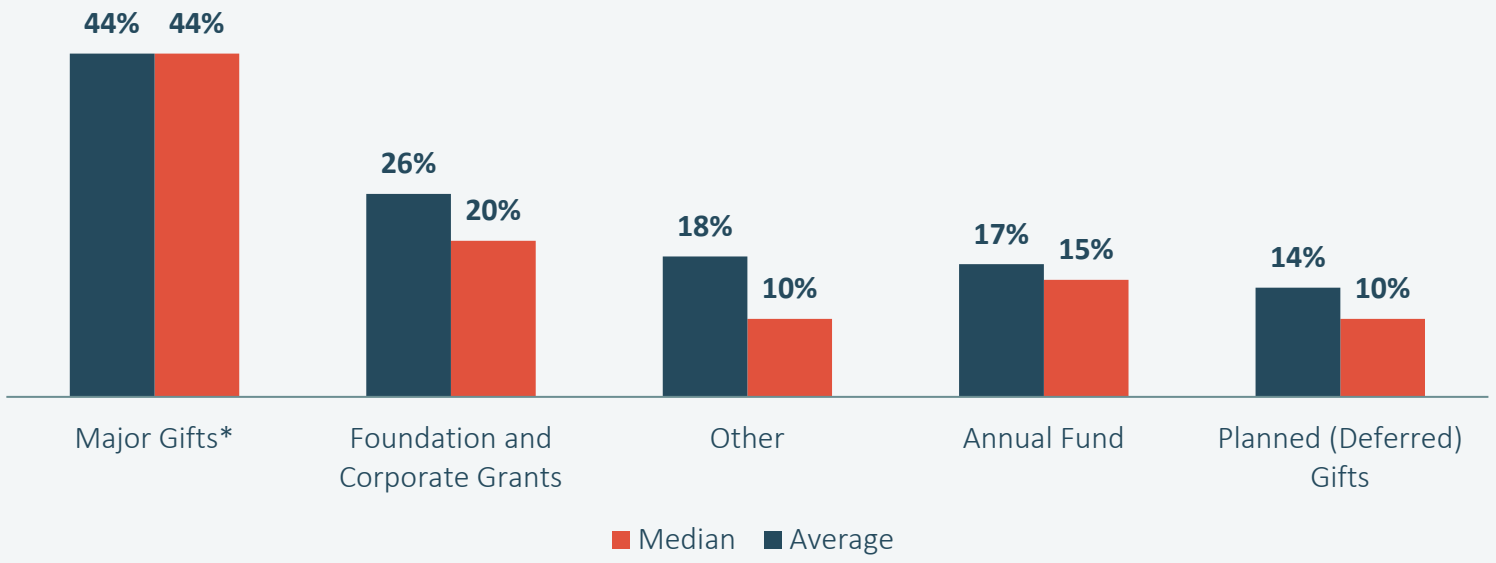
Optimism for Major Gifts

Major Gifts Comprise the Largest Slice of Respondents' Fundraising

What percentage of your institution's fundraising comes from these sources?



What size gift does your institution consider a "major" gift?

Minimum Threshold	Percentage of Respondents
Less than $5,000	5%
$5,000 to $10,000	32%
$10,000 to $25,000	0%
$25,000 to $50,000	43%
$50,000 to $100,000	0%
$100,000 to $250,000	21%

Source: CCS Philanthropy Pulse (2022)

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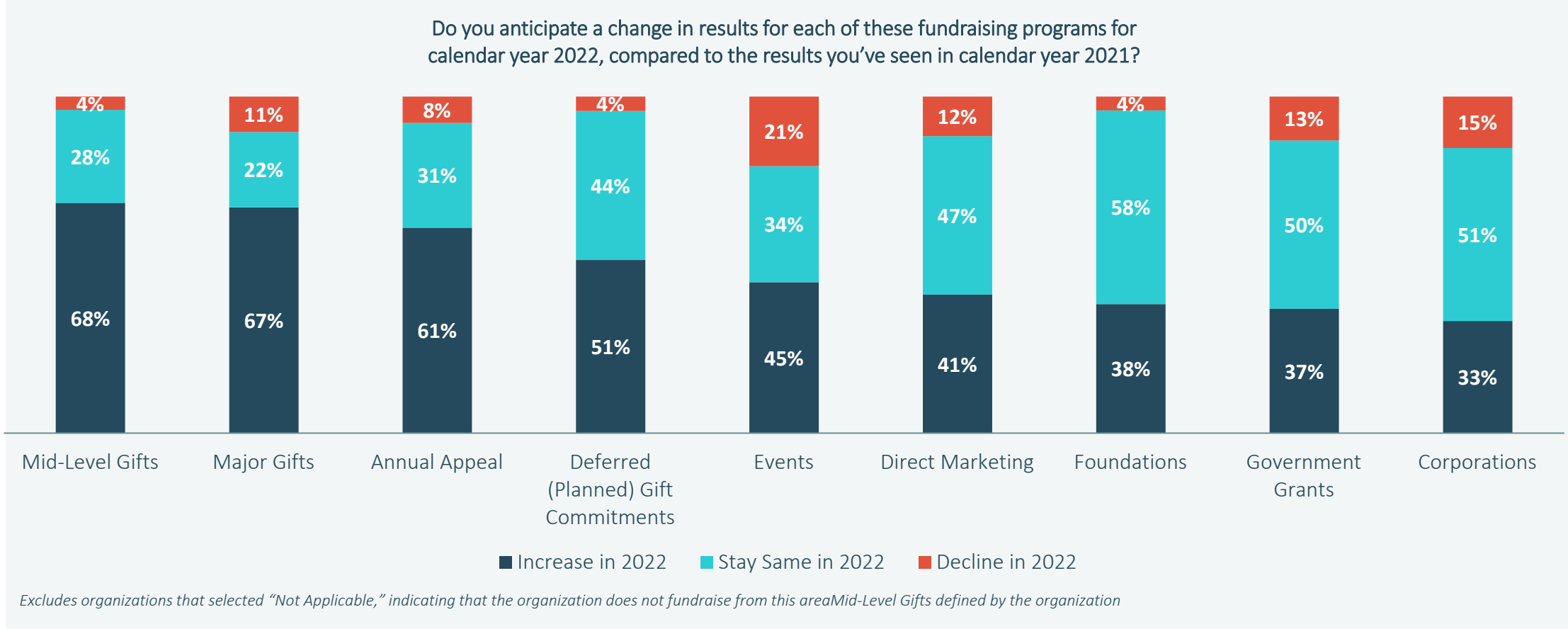
Respondents Had a Largely Positive Outlook for 2022



Excludes organizations that selected "Not Applicable," indicating that the organization does not fundraise from this areaMid-Level Gifts defined by the organization

Source: CCS Philanthropy Pulse (2022)

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Big Money Campaigns

Publicly Announced Campaigns in Higher Education

Goal: $6,000,000,000
Raised: $3,400,000,000
Priorities: Scholarships, faculty, health research

Goal: $4,250,000,000
Raised: $2,050,000,000
Priorities: Student aid, arts

Goal: $4,100,000,000
Raised: $2,700,000,000
Priorities: Student aid, faculty

Goal: $1,500,000,000
Raised: $750,000,000
Priorities: Research, technology, endowment

Goal: $1,300,000,000
Raised: $820,000,000
Priorities: Scholarships, capital project

Goal: $1,100,000,000
Raised: $1,1400,000
Priorities: Endowment for student aid and faculty positions

Goal: $625,000,000
Raised: $330,000,000
Priorities: Student aid, a new science center, faculty

Goal: $400,000,000
Raised: $541,420,260
Priorities: New construction, programs, professorships, and renovations

Goal: $400,000,000
Raised: $259,000,000
Priorities: Academic and student success programs

Goal: $250,000,000
Raised: $293,377,925
Priorities: Scholarships, internships, programs, new construction, renovations

Goal: $250,000,000
Raised: $312,000,000
Priorities: Scholarships, faculty, Annual Fund, new building

Goal: $150,000,000
Raised: $125,00,000
Priorities: Scholarships and facilities

Sources: Inside Higher Ed (2022); Texas Tribune (2022); Weill Cornell (2021).

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Hiring and Retaining Staff Members

Staffing-Related Issues Are Greater Challenges Than Donor-Related Issues for Many Organizations

Source: CCS Philanthropy Pulse (2022)

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Poll Question: Do you feel like your advancement operation is adequately staffed?

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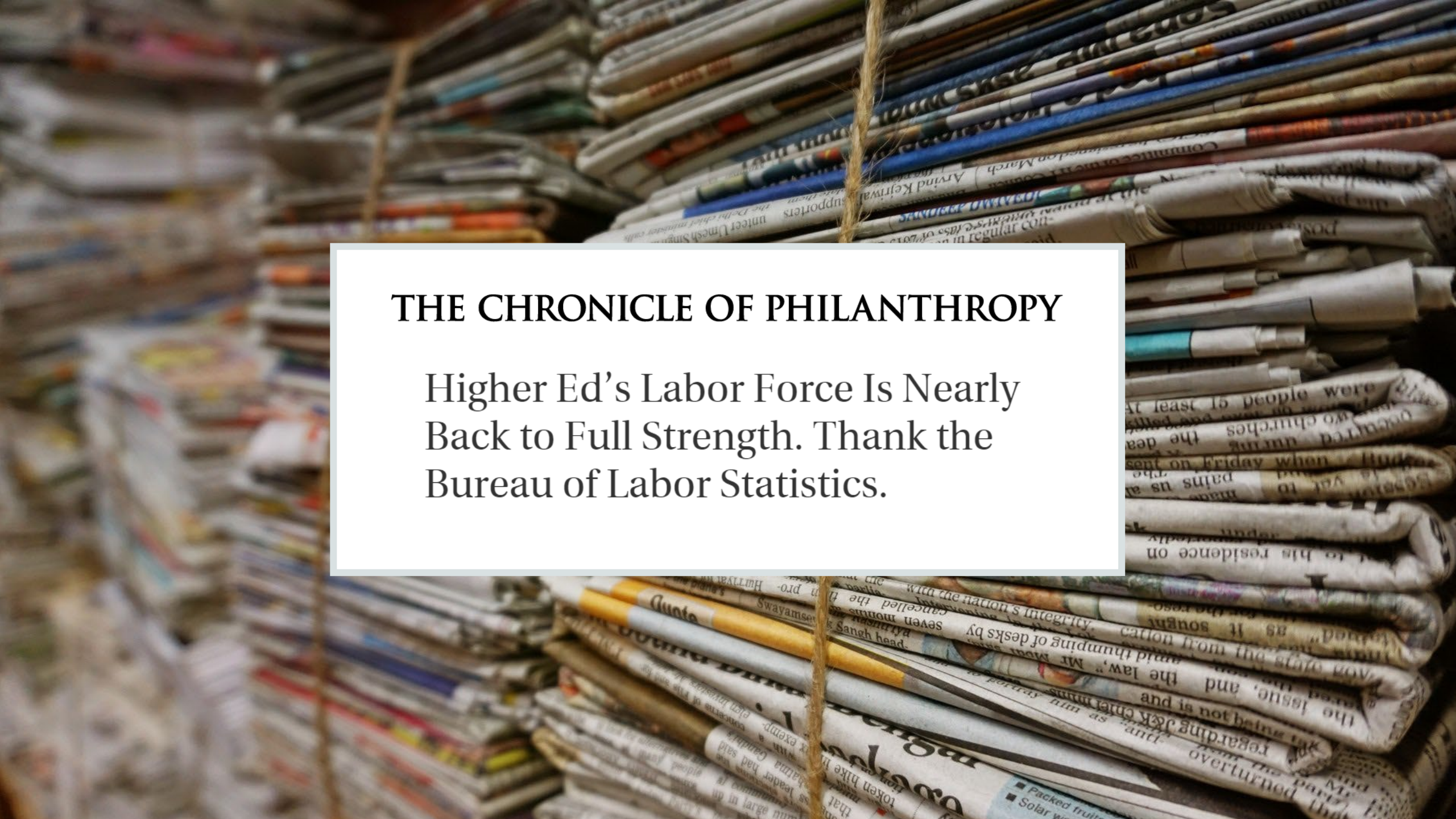

THE CHRONICLE OF PHILANTHROPY

Higher Ed's Labor Force Is Nearly Back to Full Strength. Thank the Bureau of Labor Statistics.

Building Data-Driven Fundraising Operations

Leveraging Data to Make Better Decisions Was Another Often Cited Challenge

Source: CCS Philanthropy Pulse (2022)

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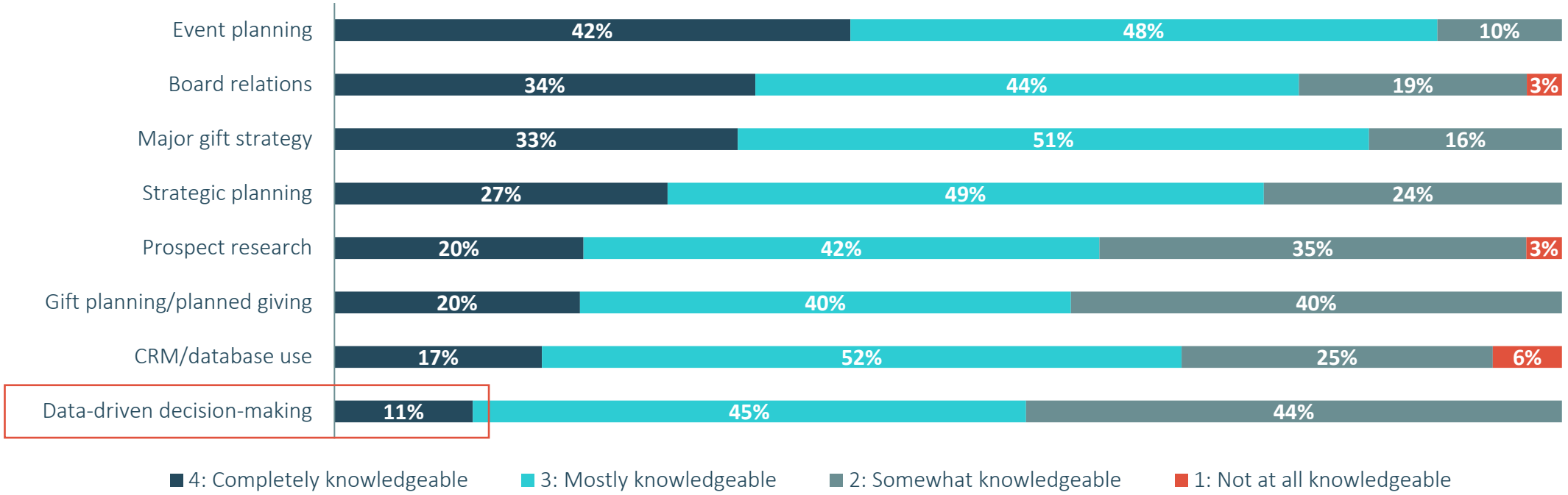
Data-Driven Decision-Making is an Opportunity for Staff Development

On a scale of 1-4, how would you rate your organization's fundraising staff capabilities in these eight (8) areas?



Source: CCS Philanthropy Pulse (2022)

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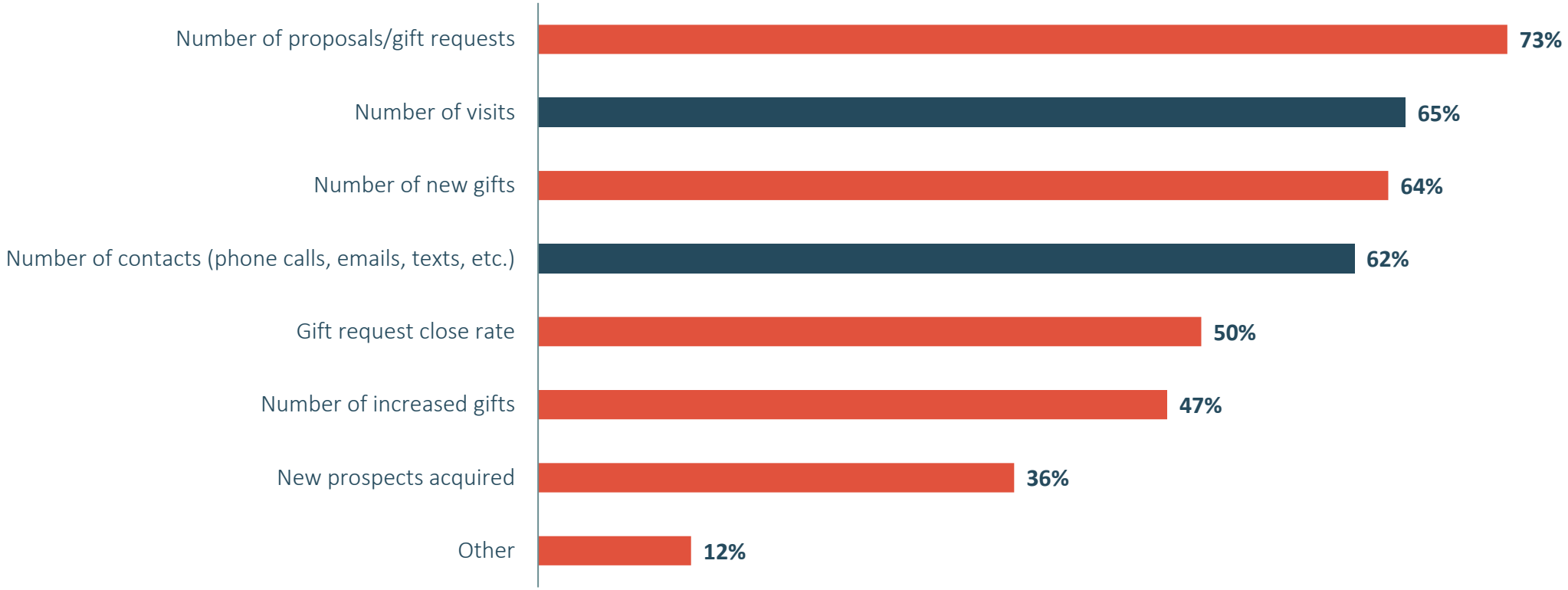
Metrics Tracked

What metrics are used to track efficacy and performance in your institution's fundraising efforts?



Source: CCS Philanthropy Pulse (2022)

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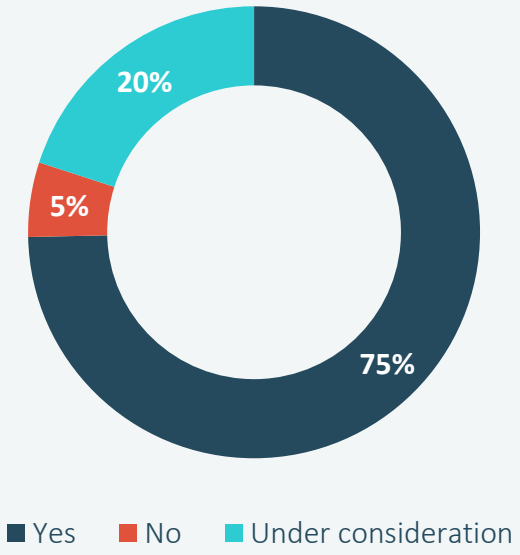
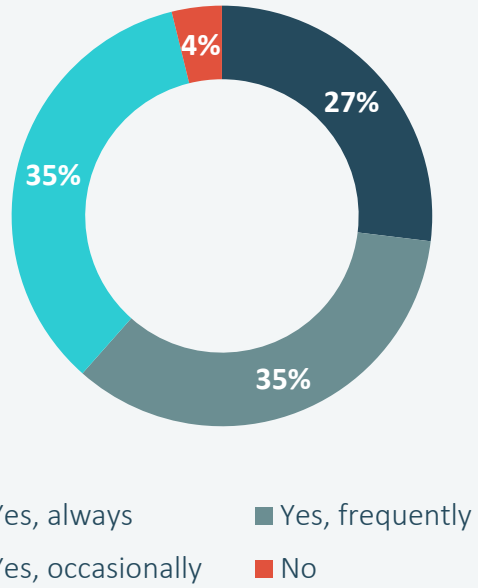
DEI Prioritized

DEI is a Priority in Strategic Planning and a Common Topic with Donors

Are diversity, equity, and/or inclusion part of your strategic fundraising priority plans?



Does your organization discuss the concepts of diversity, equity, and/or inclusion in your conversations with donors?



Source: CCS Philanthropy Pulse (2022)

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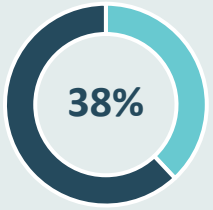
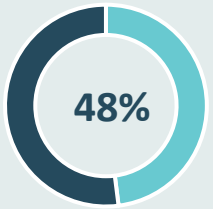
DEI is a Priority for Donors and Schools

OVERALL CHANGES

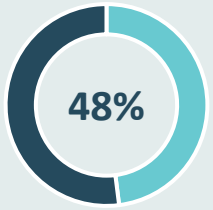


Made changes **to board recruitment** practices

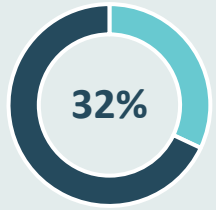


Offer **DEI training** to staff and board

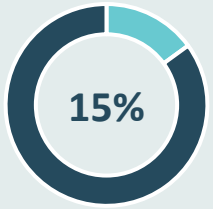
CHANGES SPECIFIC TO DONOR AND VOLUNTEER RELATIONS



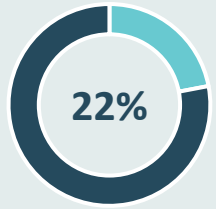
Modified **messaging** used with donors



Changed **giving purposes** (case for support)



Modified **volunteer** recruitment/management practices



Revised donor **pipeline** strategies

Source: CCS Fundraising, CCS Philanthropic Climate Survey, Edition IV (2021)

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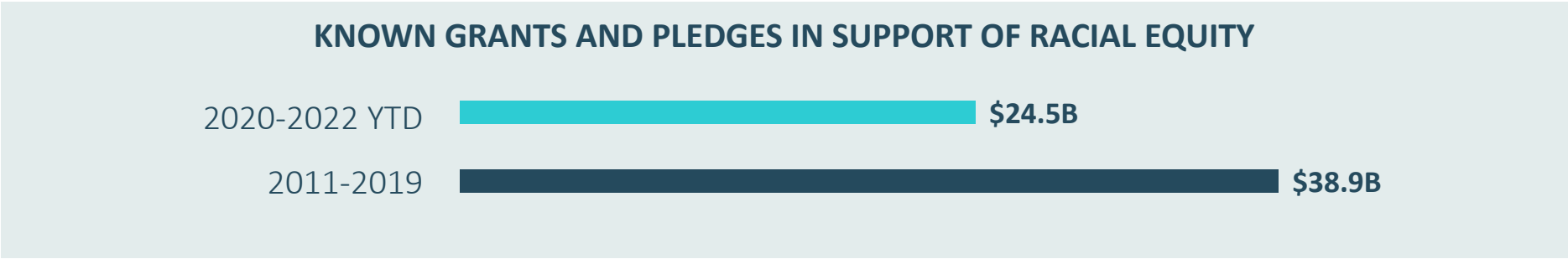
Giving to DEI and Racial Equity



$24 billion+ committed to advance racial equity in the U.S. since 2020

Source: *Candid, "Funding for Racial Equity" (Accessed April 13, 2022). Includes only publicly-announced gifts and is a low estimate of racial equity-focused giving.*

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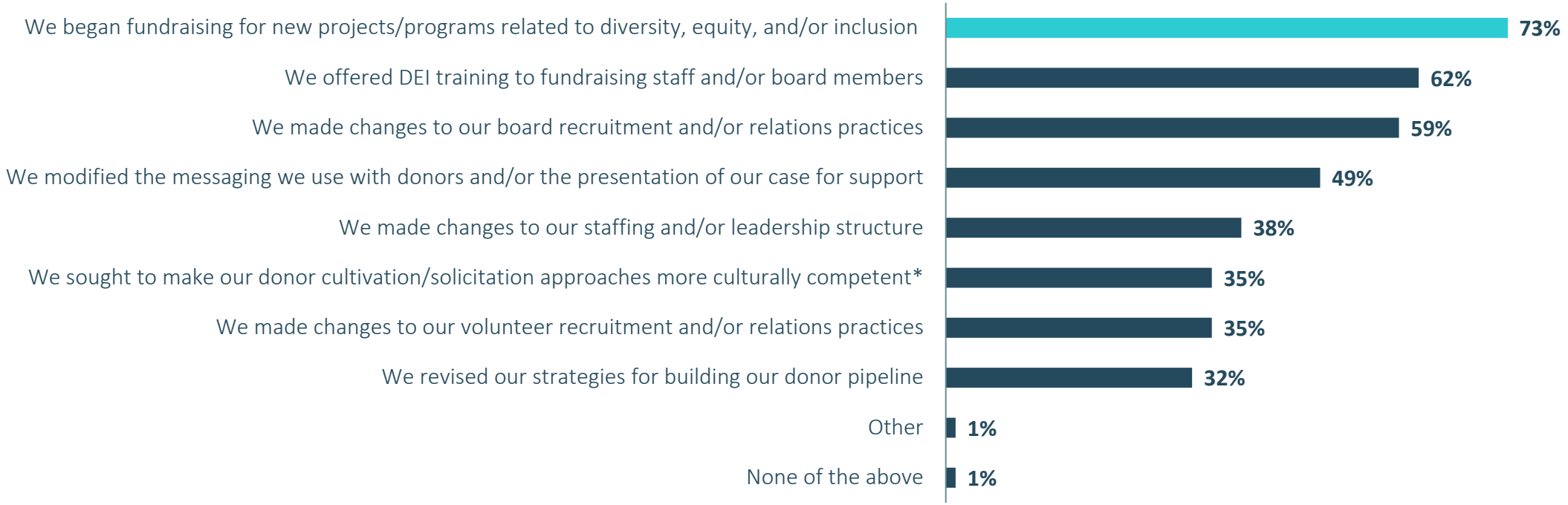
About 3 of every 4 Respondents Launched New DEI-Related Programs

In the past two years, what tactics has your organization employed to make your fundraising practices/operations more diverse, equitable, and inclusive?



Source: CCS Philanthropy Pulse (2022)

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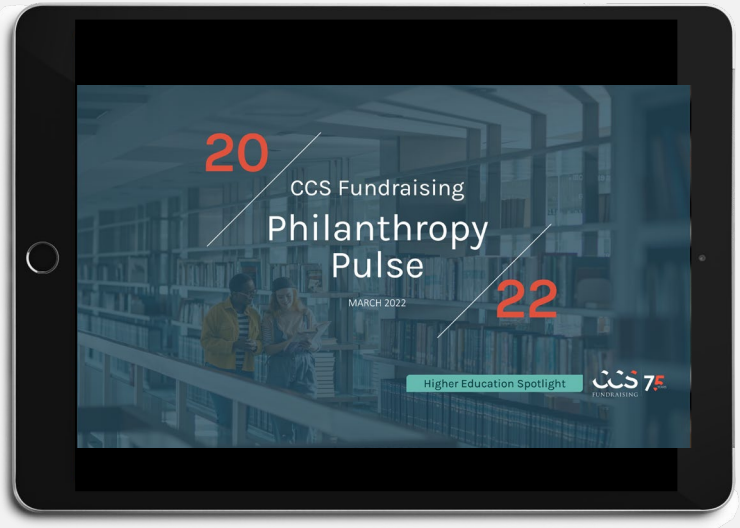
COMMENTS, QUESTIONS, EXPERIENCES

CCS FUNDRAISING 75 YEARS

Closing Remarks And Takeaways

Watch your email inbox for the full Higher Education survey results and the deck and recording from today's session!

Download the report here:



THANK YOU

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