



SECTOR | ARTS & CULTURE

Of 121 responding arts and culture organizations, 47% represented performing arts and 23% museums.

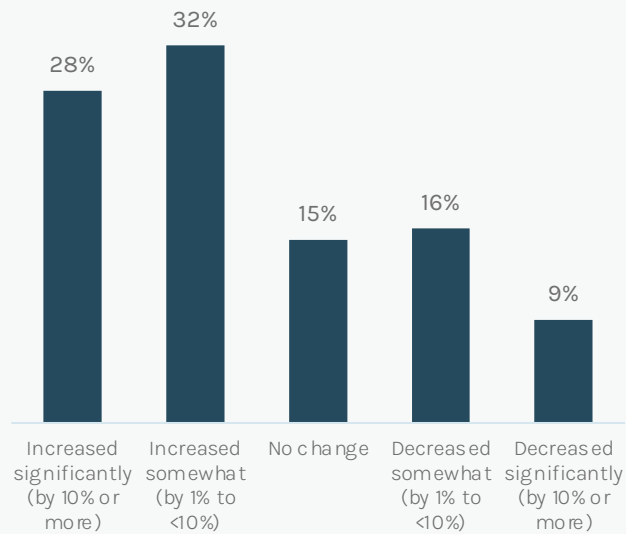
Three out of every four (75%) respondents reported that their revenue increased or remained the same since the prior fiscal year. Just over half (52%) of respondents raised between \$1 million and \$10 million during the fiscal year, citing strong fundraising capabilities across event planning (53%), board relations (53%), and donor communications (33%).

29% of respondents anticipate increased revenue in deferred (planned) gift commitments, but 19% cited increasing these types of gifts as one of their organization's top challenges in fundraising. To learn more about how one of CCS's arts and culture partners created an effective planned giving program, [read here](#).

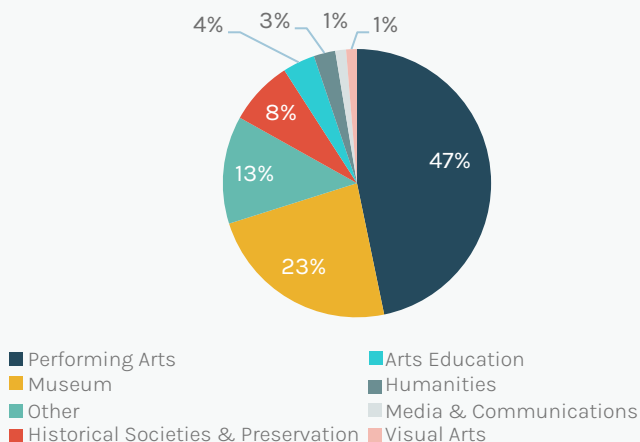
Survey participants revealed areas of opportunity related to reporting and analytics capabilities, with 44% describing their organization's sophistication in these areas at a novice or non-user level. Fundraising leaders could thus consider making data-driven arguments for budget allocation to

support staff training. Similarly, 23% stated a lack of confidence in research or data on gift planning prospects as the greatest obstacle to receiving more non-cash contributions, pointing to further professional development opportunities. Other fundraising challenges faced by respondents in this sector include donor acquisition (60%), donor retention/stewardship (47%), and hiring and retaining fundraising staff members (43%).

60% OF RESPONDENTS REPORTED INCREASED REVENUE OVER THE PRIOR FISCAL YEAR.



PERFORMING ARTS ORGANIZATIONS MADE UP THE MAJORITY OF SURVEY RESPONDENTS.



75% Reported Revenue Increase or No Change