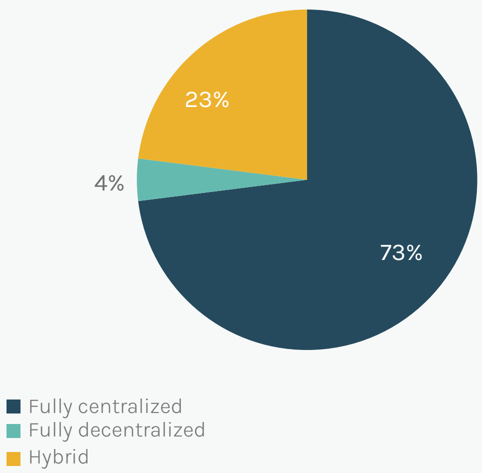
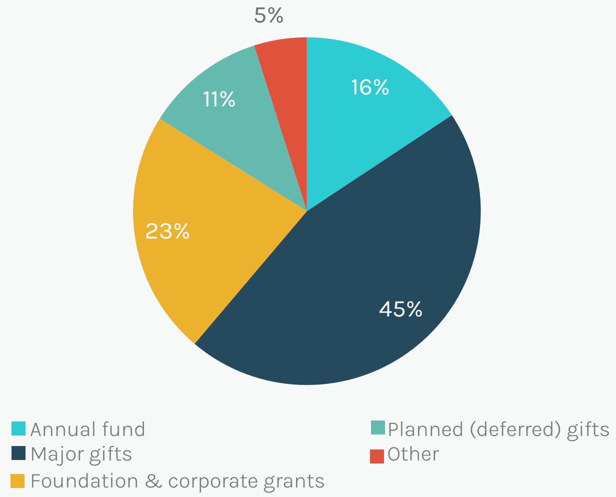
SECTOR | HIGHER EDUCATION

Among 138 higher education respondents, 60% of data represented below are sourced from universities, followed by two-year, community or junior colleges (14%), then undergraduate, graduate, or other institutions. **This was a strong fiscal year for the higher education sector, with three out of four respondents reporting that their revenue increased or held steady** from the prior year. **Ninety percent (90%) of all higher education respondents said that they received gifts from DAFs and family foundations**, but only 23% received gifts from giving circles. With $15 billion in potential funding from collective giving groups, this could be an area of opportunity in the higher education sector. [1] The top two challenges experienced by higher education fundraising professionals include **donor acquisition and hiring and retaining fundraising staff members**. While there is not a one-size-fits all solution for all higher education institutions, we recommend supporting a culture of philanthropy and creating a donor retention plan for 2023.

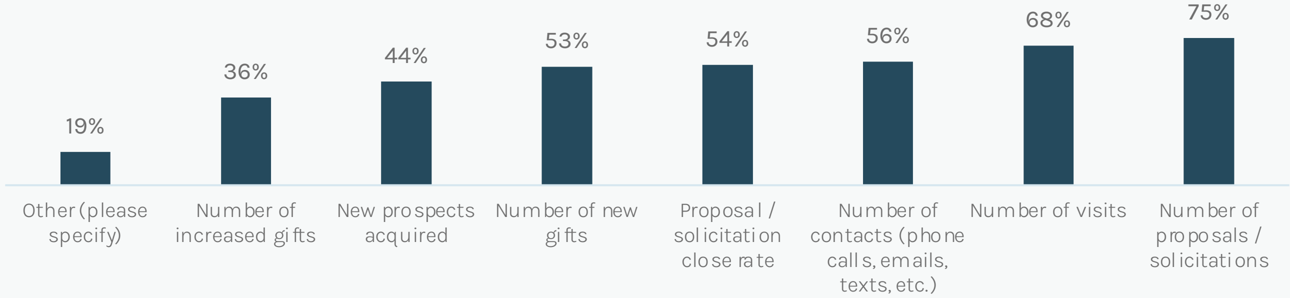
MOST (73%) HAD A FULLY CENTRALIZED FUNDRAISING MODEL, WITH A CENTRAL OFFICE OR FOUNDATION THAT COORDINATES FUNDRAISING OPERATIONS.



MAJOR GIFTS ARE THE DOMINANT FUNDING SOURCE (46%) FOR HIGHER ED, FOLLOWED BY FOUNDATION AND CORPORATE GRANTS (23%) AND ANNUAL FUND DONATIONS (16%).



MOST HIGHER EDUCATION FUNDRAISING OFFICES TRACK THE NUMBER OF PROPOSALS AND SOLICITATIONS (75%), FOLLOWED BY THE NUMBER OF VISITS (68%). THOUGH DONOR ACQUISITION IS CONSIDERED A TOP-THREE CHALLENGE BY 50% OF RESPONDENTS, ONLY 44% OF FUNDRAISING OPERATIONS ARE TRACKING PROSPECT ACQUISITION.



1. The Bridgespan Group, *Releasing the Potential of Philanthropic Collaborations* (2021).