

PRIMARY AND SECONDARY EDUCATION

This Primary and Secondary Schools Sector Spotlight is adapted from CCS's 2024 *Philanthropy Pulse* report to provide an in-depth look at the data provided by 89 survey respondents from that sector.



55%

Saw a revenue increase



48%

Acquired new donors

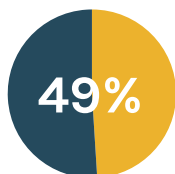


56%

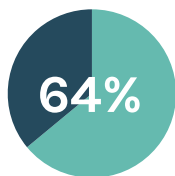
Retained over half of new donors

30% of primary and secondary schools increased their fundraising staff, while 78% increased staff pay by 1-10% over the past three years.

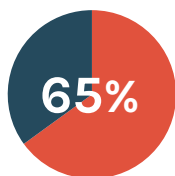
RESPONDING SCHOOLS REPORT



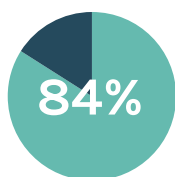
49% get 20% or less of their giving in the form of noncash assets.



64% expect major and mid-level gifts and annual appeals to increase in 2024.

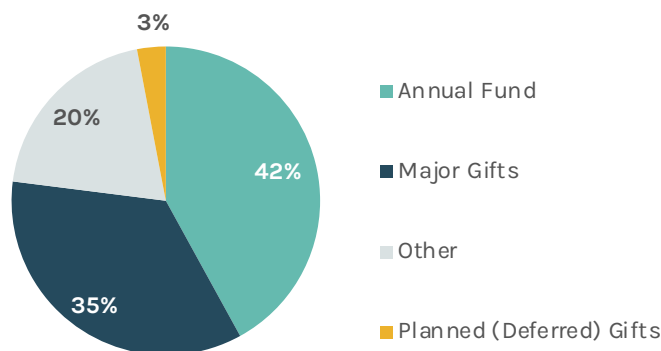


65% describe their organization's reporting and analytics capabilities at a leading level or higher of sophistication.



84% of respondents believe DEI is important to define their school's values.

CHARITABLE REVENUE SOURCES



ANNUAL FUND GIVING SOURCES

