



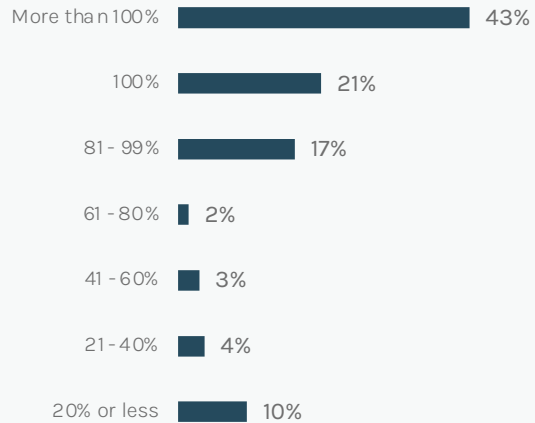
# PRIMARY & SECONDARY SCHOOLS

Among 189 primary and secondary school survey respondents, **55% use an advancement model of fundraising over a development model**, indicating a move toward fundraising operations integrated with admissions, marketing, and events. **Eighty-three percent (83%) of primary and secondary schools saw an increase or sustained revenue** throughout the year compared to the prior fiscal year. **Most schools (65%) achieved or surpassed their 2021 annual fund goal**, making it a healthy year of giving to pre-pandemic levels.

**55% of respondents noted retention of 50% or less of the donors they gained in 2020-2021.** Schools committed to donor retention indicate that they plan on inviting donors to regular events (79%), arranging individual or small group meetings (76%), and sending targeted mailings or emails (75%) to build donor relationships.

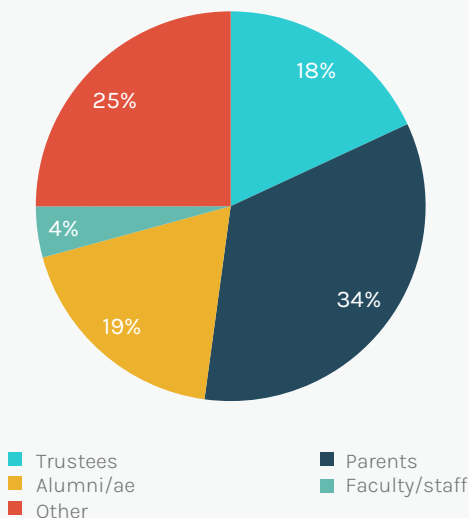
Over 90% of primary and secondary schools indicated that diversity, equity, and/or inclusion (DEI) is **important in the development of their strategic plans for future fundraising priorities**, which distinguishes the sector as a leader in DEI strategy.

**SIXTY-FOUR PERCENT (64%) OF ALL SCHOOLS MET OR EXCEEDED THEIR ANNUAL FUND GOAL FOR FISCAL YEAR 2022.**



Finally, **three quarters of schools receive 40% or less of their overall giving from non-cash assets, which is expected to grow by 26%.** However, only 5% of respondents indicated that their fundraising staff is completely knowledgeable about gift planning. We recommend investing in staff to develop gift planning expertise to support these exciting goals.

**THE MAJORITY (34%) OF SCHOOL ANNUAL FUND SUPPORT COMES FROM PARENTS.**



**THIRTY-THREE (33%) OF SCHOOLS ARE IN THE PLANNING STAGES OF THEIR CAMPAIGN.**

