



agn
ANNUAL GIVING NETWORK

2022 Salary Report

Table of Contents

- About AGN 2
- Member Benefits 3
- Survey Overview & Methodology 4
- Key Findings 7
- Comparison by Departmental Unit 20
 - Annual Giving 23
 - Alumni Relations 30
 - Communications 37
 - Major & Planned Giving 42
 - Stewardship & Donor Relations 49
 - Advancement Services 56

About AGN

AGN is the world's leading resource for annual giving programs. We provide training and tools that empower staff and volunteers to continuously learn, sharpen skills, and develop effective fundraising strategies. Our mission is to help educational institutions develop a sustainable source of philanthropic support.

We do this by providing expert led programs, including webinars, workshops, assessments, recruiting, and coaching. We also maintain a library of resources, including a job board, a blog, samples, templates, research studies, and more.

More information is available at AnnualGivingNetwork.com.

AGN Membership Benefits

AGN Member Benefits	Standard	Plus	Premier
Interactive live webinars	✓	✓	✓
On-demand training and courses	✓	✓	✓
Discounts on programs and services	✓	✓	✓
Planning tools, templates, and other resources	–	✓	✓
Bi-annual planning workshop registrations	–	✓	✓
Coaching and mentoring by experts	–	–	✓
Benchmarking with peers	–	–	✓
Free job advertising and recruiting services	–	–	✓
User allowance	15	16-49	50+

Survey Overview

- In the first quarter of 2022, AGN completed a survey of 2,000 advancement professionals at a wide range of educational institutions including colleges, universities, and independent schools
- The goal of the survey was to assess and compare levels of compensation based on the type of institution, departmental unit, and experience level
- The key findings of the study are outlined in the following report



Methodology

- All 2,000 survey participants reported their annual salary in U.S. dollars, *excluding benefits*
- Responses were segmented into 1 of 42 categories according to Departmental Unit and Grade
 - **Departmental Unit categories** include Annual Giving, Alumni Relations, Communications, Major & Planned Giving, Stewardship & Donor Relations, Advancement Services (Data & Analytics), and Other
 - **Grade categories** include Grades 1 through 6 – *please see the key on the following page for Grade descriptions*
 - Grade 6 respondents were not included in the departmental unit analysis, either in the averages or within the advancement units
- Salary distributions were calculated for individual categories, and include the minimum, median, and maximum salaries, as well as the median years of experience and median salary inflation compared to our 2020 survey.

Methodology: Grades

- **Grade 6** – Possible titles: Vice President, Chief Advancement Officer, Director of Advancement
Responsibilities could include overseeing all advancement units and activities for the institution
- **Grade 5** – Possible titles: Associate/Assistant Vice President, Executive Director, Senior Director
Responsibilities could include overseeing a major area and/or multiple units or programs
- **Grade 4** – Possible titles: Director, Senior Officer
Responsibilities could include supervising an individual department and/or unit, including oversight of staff/budget
- **Grade 3** – Possible titles: Associate Director, Officer
Responsibilities could include managing a program and/or relationships, and limited staff supervision
- **Grade 2** – Possible titles: Assistant Director, Specialist
Responsibilities could include junior-level functions and tasks, with no supervision of full-time employees
- **Grade 1** – Possible titles: Coordinator, Associate, Administrative Assistant
Responsibilities could include entry-level functions and/or providing administrative or office support



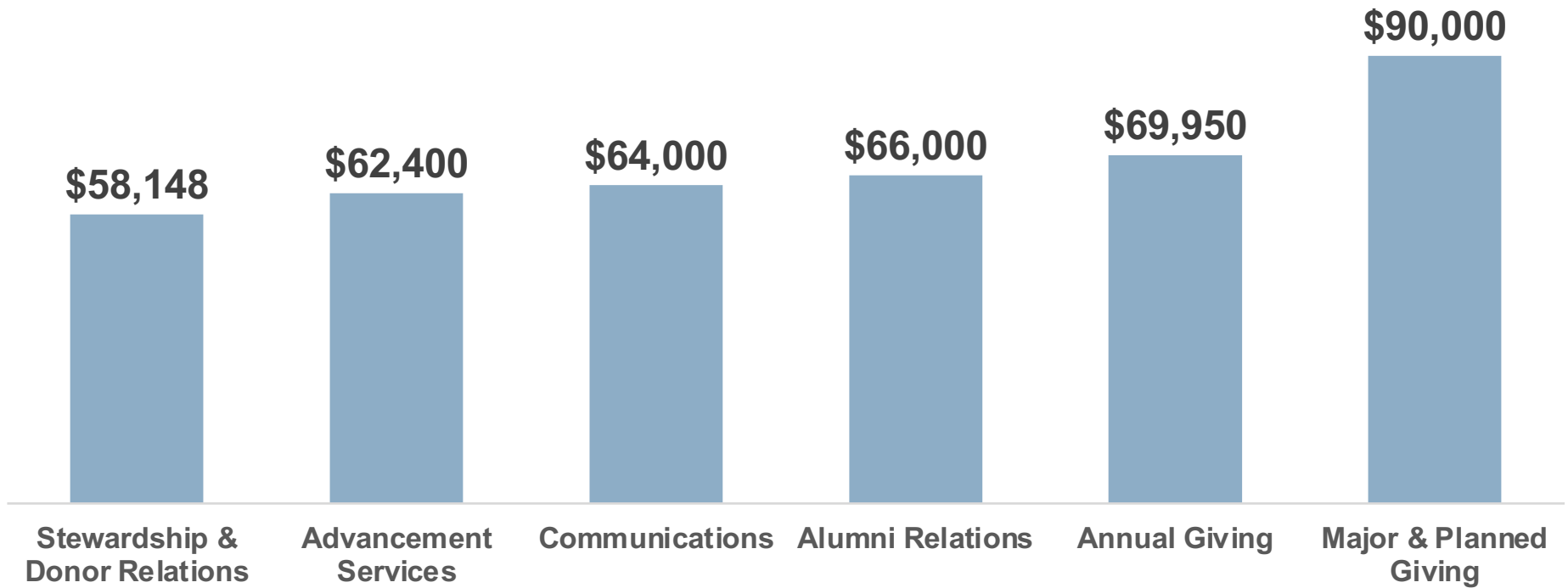
KEY FINDINGS

Observation #1: Median salary increased 5% over the past two years

- Period from Jan 2020 - Jan 2022
- Lagging far behind the rate of inflation over this same period
- The biggest increases came between grade 4 and grade 5
- Median salary for heads of advancement increased by over 30%

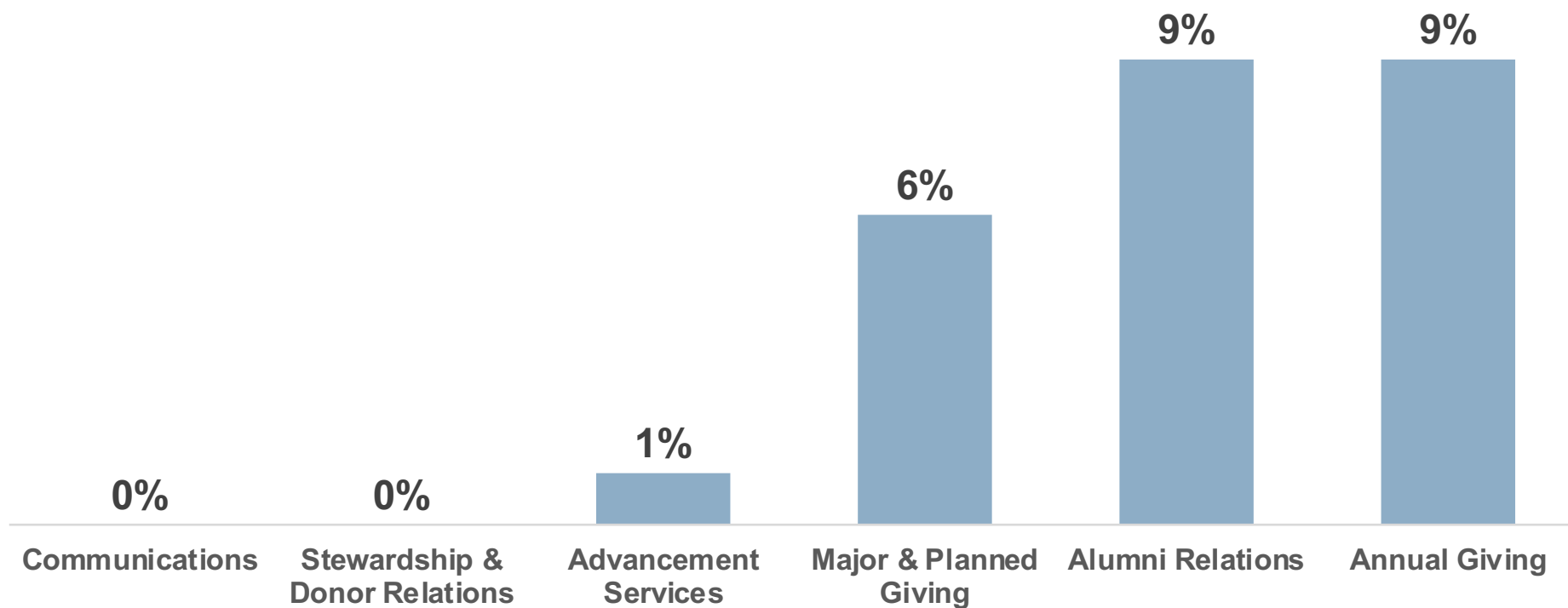


Observation #2: Median salary varied from one unit to the next



All-Unit Median Salary: **\$72,000**

Observation #3: Some units indicated higher increases than others



All-Unit Median Salary: **\$70,000**

Observation #4: Private institutions paid better than public ones



- Private institutions reported a median salary 6% higher than public institutions

–Private: \$84,996

–Public: \$80,252

Observation #5: Independent schools paid better than higher ed

- Independent schools reported a median salary that was 9% higher than colleges and universities
 - Independent Schools: \$88,904
 - Colleges & Universities: \$81,500



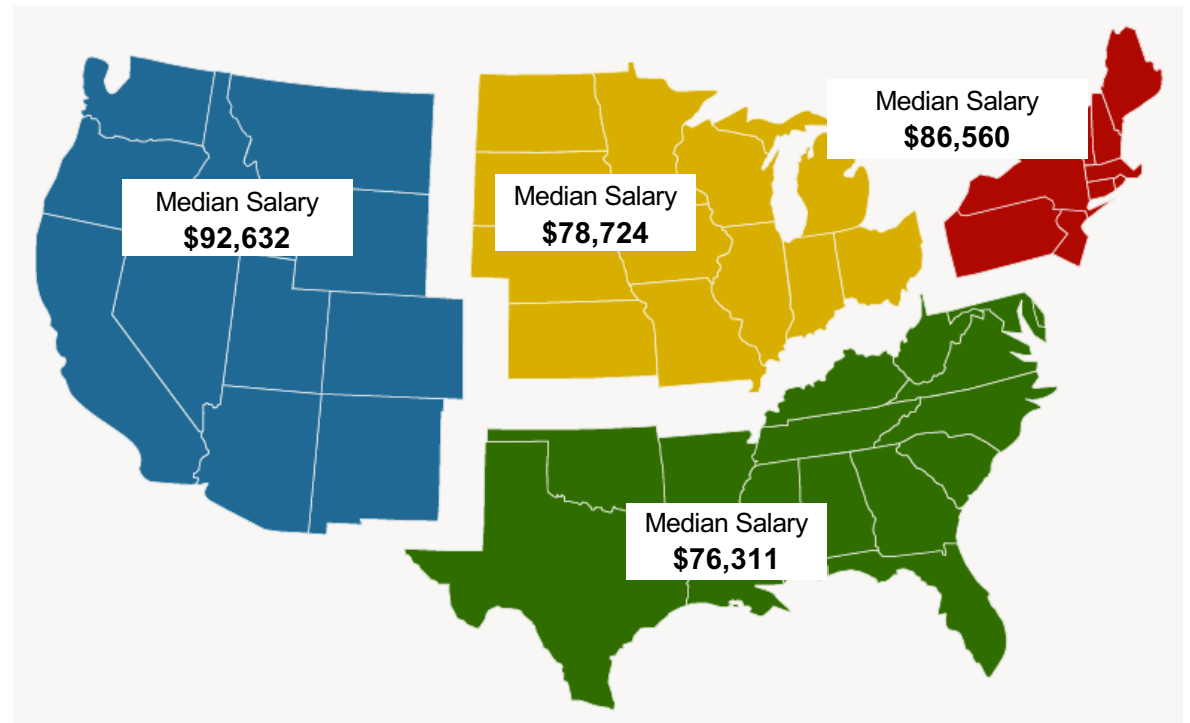
Observation #6: Bigger is not necessarily better



- Median salaries are highest among smaller institutions, and lowest among medium-sized institutions
 - Small (fewer than 20k alumni): \$88,840
 - Medium (20k–100k alumni): \$75,704
 - Large (100k+ alumni): \$86,534

Observation #7: Location, location, location

- Median salaries were highest among west coast institutions
 - West: \$92,632
 - Northeast: \$86,560
 - Midwest: \$78,724
 - South: \$76,311
- 21% difference in median salary from highest paid region (i.e., west coast) and the lowest paid region (i.e., south)



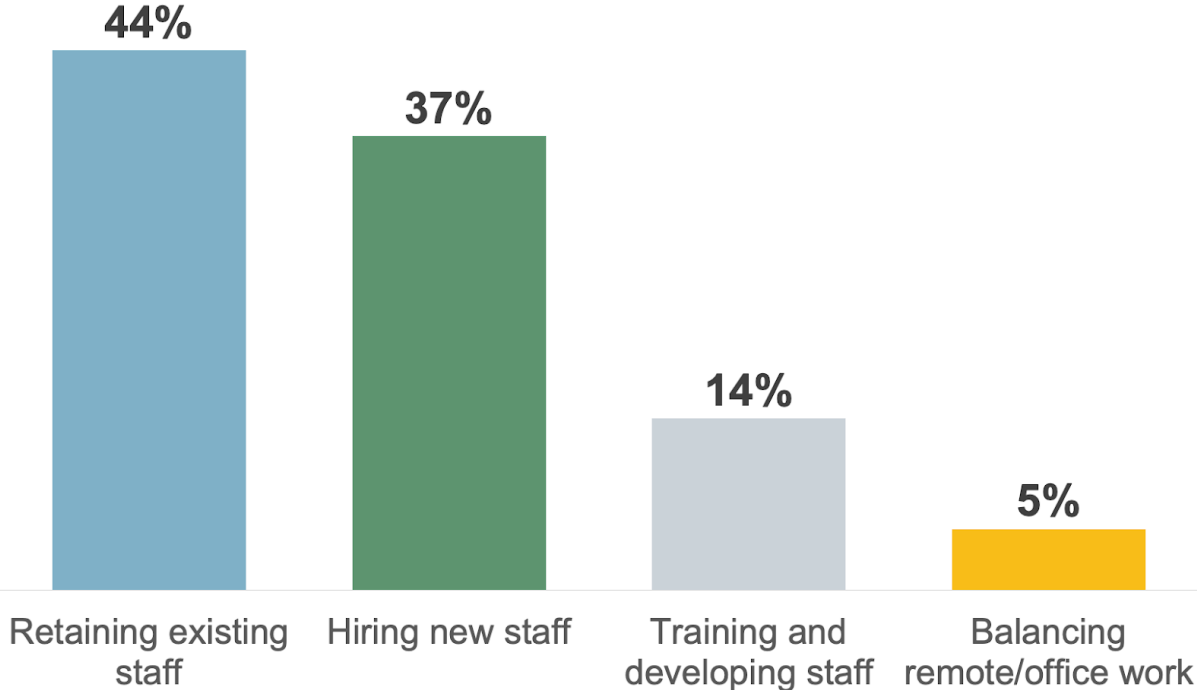
Observation #8: Transparency is not the norm



- The issue of transparency is currently a topic of interest and discussion in the industry
- Only one in four institutions indicate that they include a salary with job ads

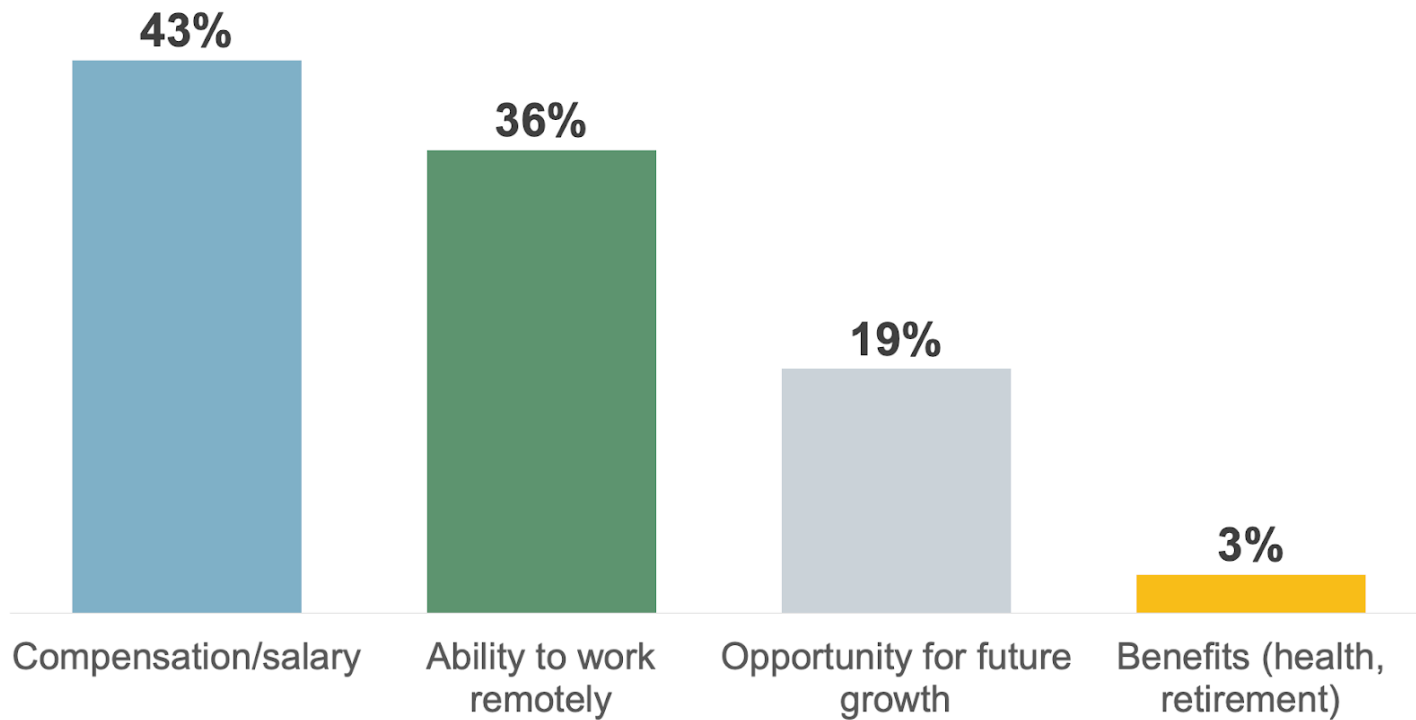
Observation #9: Staff retention has been a major challenge

What would you say was the biggest challenge for your institution’s annual giving program over the last 12 months?



Observation #10: Employees value remote work almost as much as salary

Which of the following would be the most significant factor in the decision to make your next career move?



Observation #11: Advanced degrees pay off

- 48% of respondents have an advanced degree
- The median salary for those with an advanced degree is 13% higher than those without
 - Advanced Degree: \$88,570
 - No Advanced Degree: \$78,508



Observation #12: The world needs more mentors

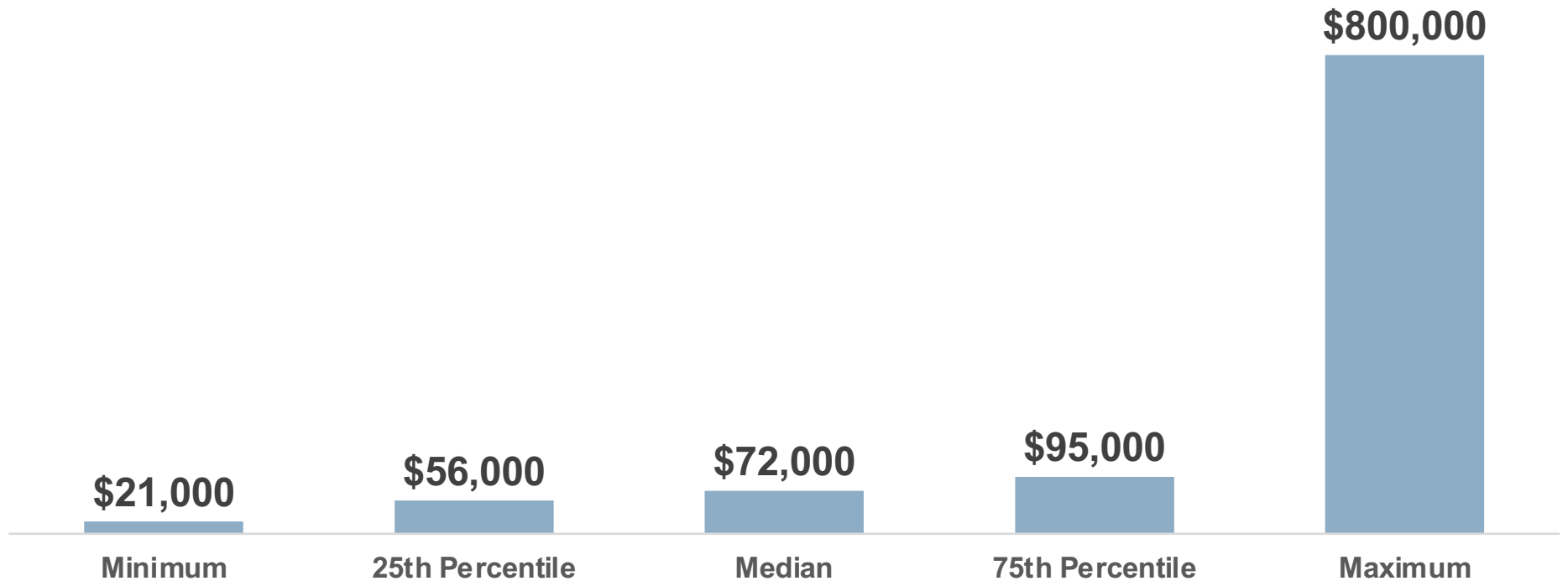


- 53% of respondents have a mentor
- 41% of respondents don't have a mentor, but wish that they did
- Only 6% of respondents neither have or want a mentor



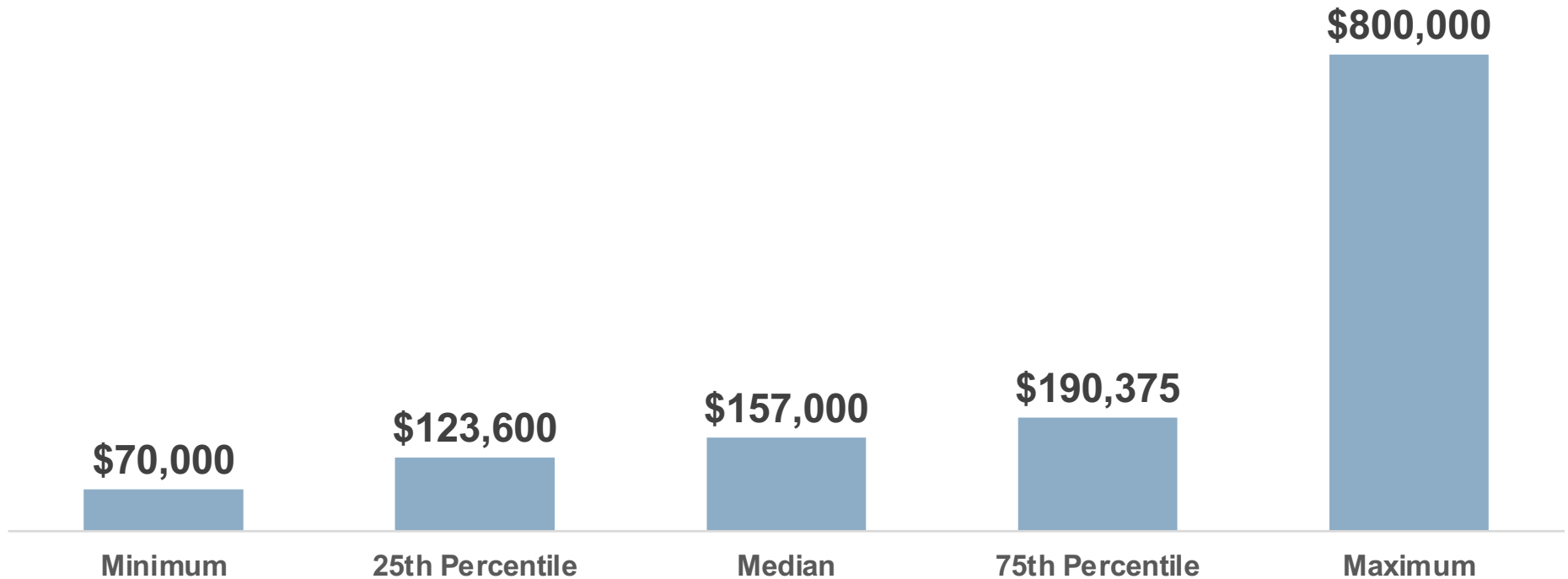
COMPARISON BY DEPARTMENTAL UNIT

Salary Range: All Respondents



Median Years of Experience: **11**
Inflation of Median Salary: **5.11%**

Salary Comparison for Heads of Advancement



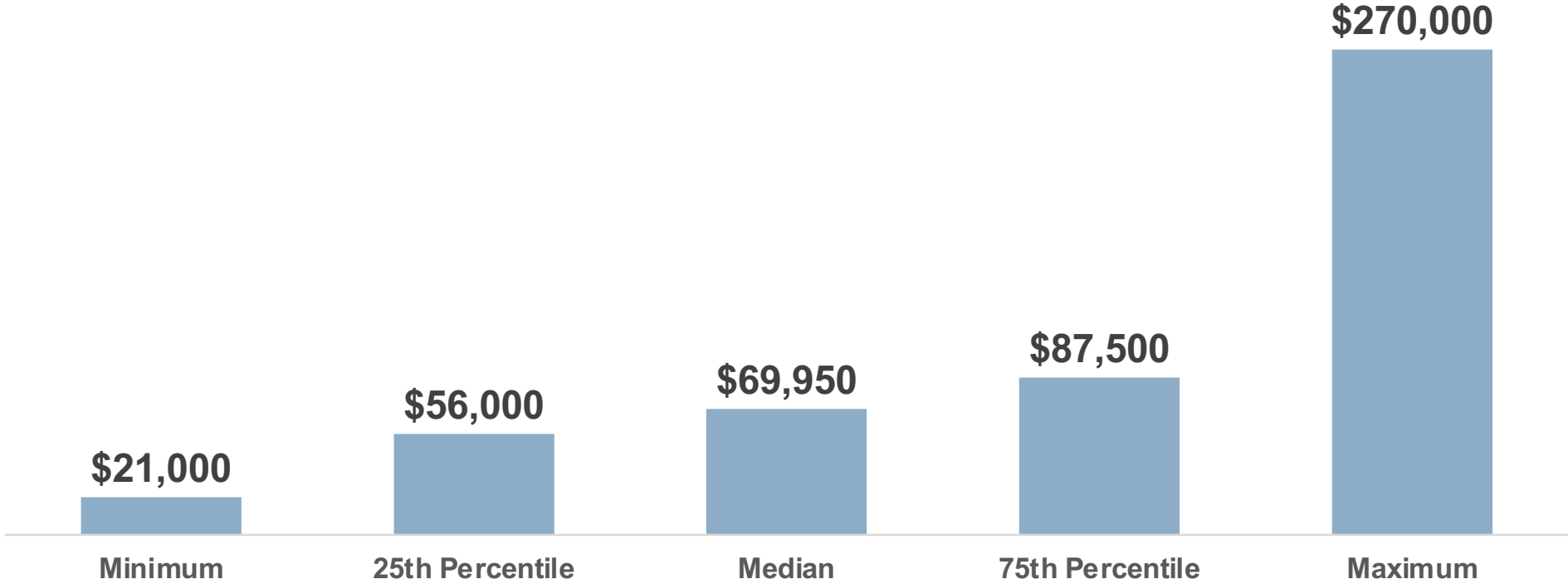
Median Years of Experience: **19**
Inflation of Median Salary: **31%**

Job titles include:
Vice President, Chief Advancement Officer, Director of Advancement



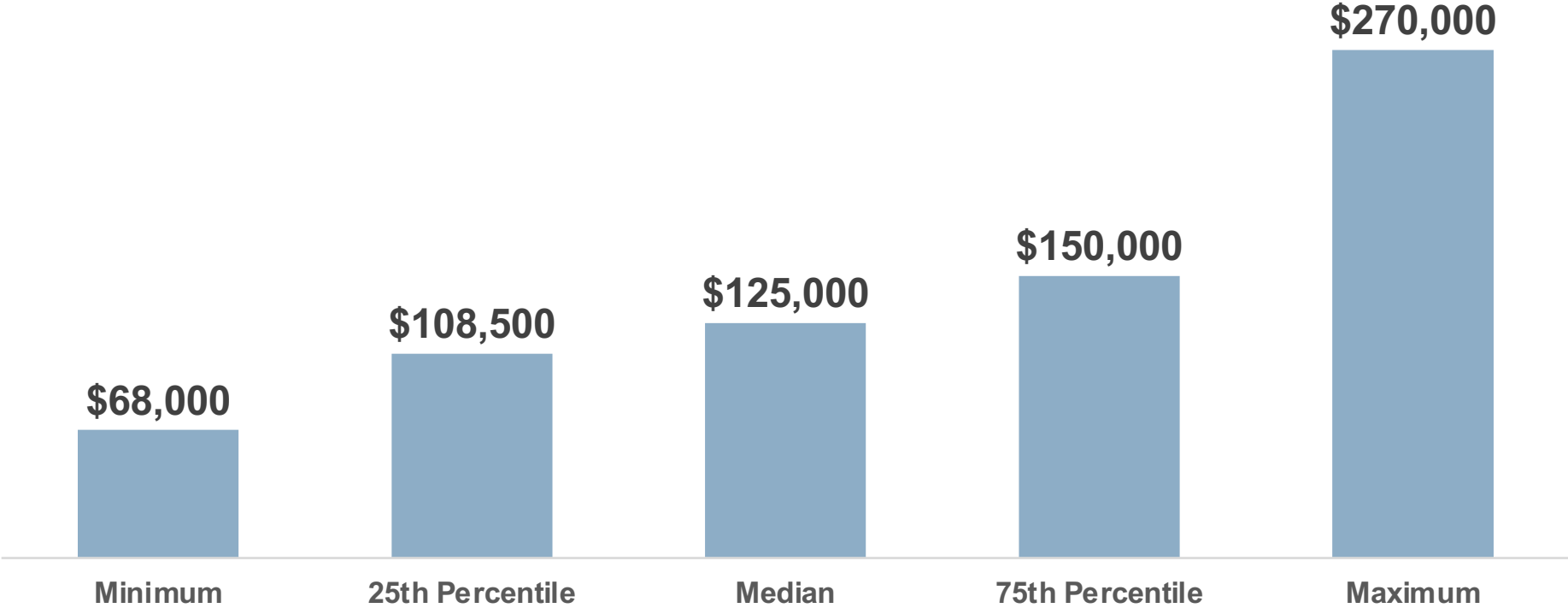
ANNUAL GIVING

Annual Giving: All Grades



Median Years of Experience: **10**
Inflation of Median Salary: **9%**

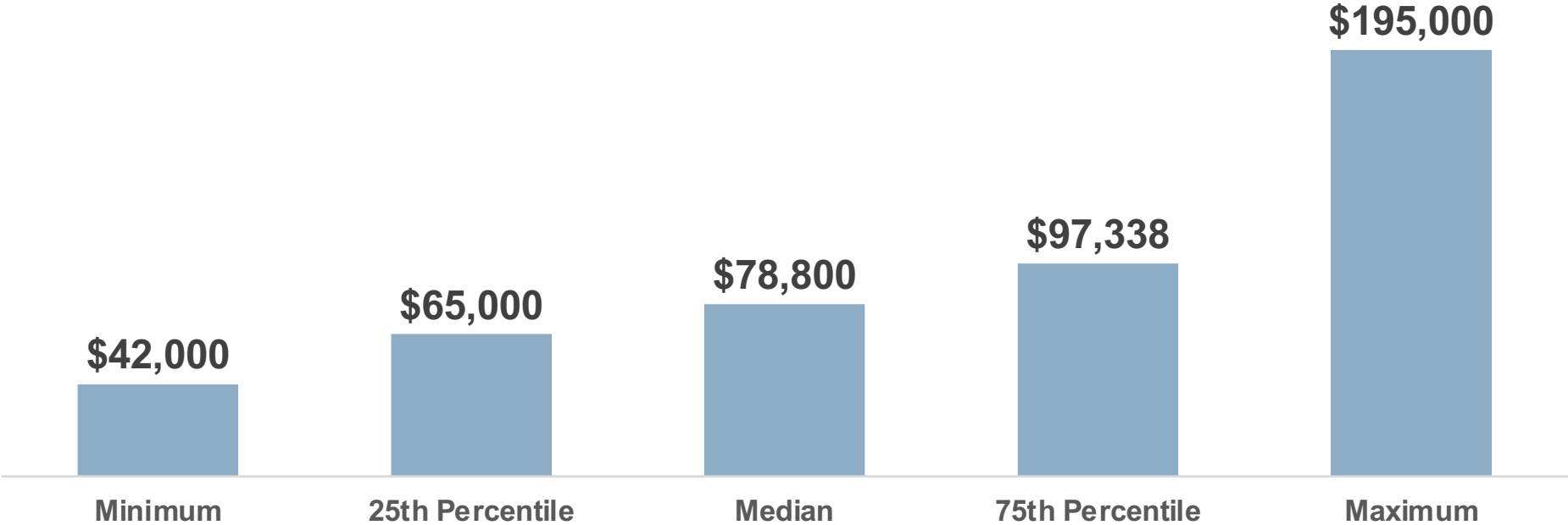
Annual Giving: Grade 5



Median Years of Experience: **16**
Inflation of Median Salary: **3%**

Job titles include:
Associate/Assistant Vice President, Executive Director, Senior Director

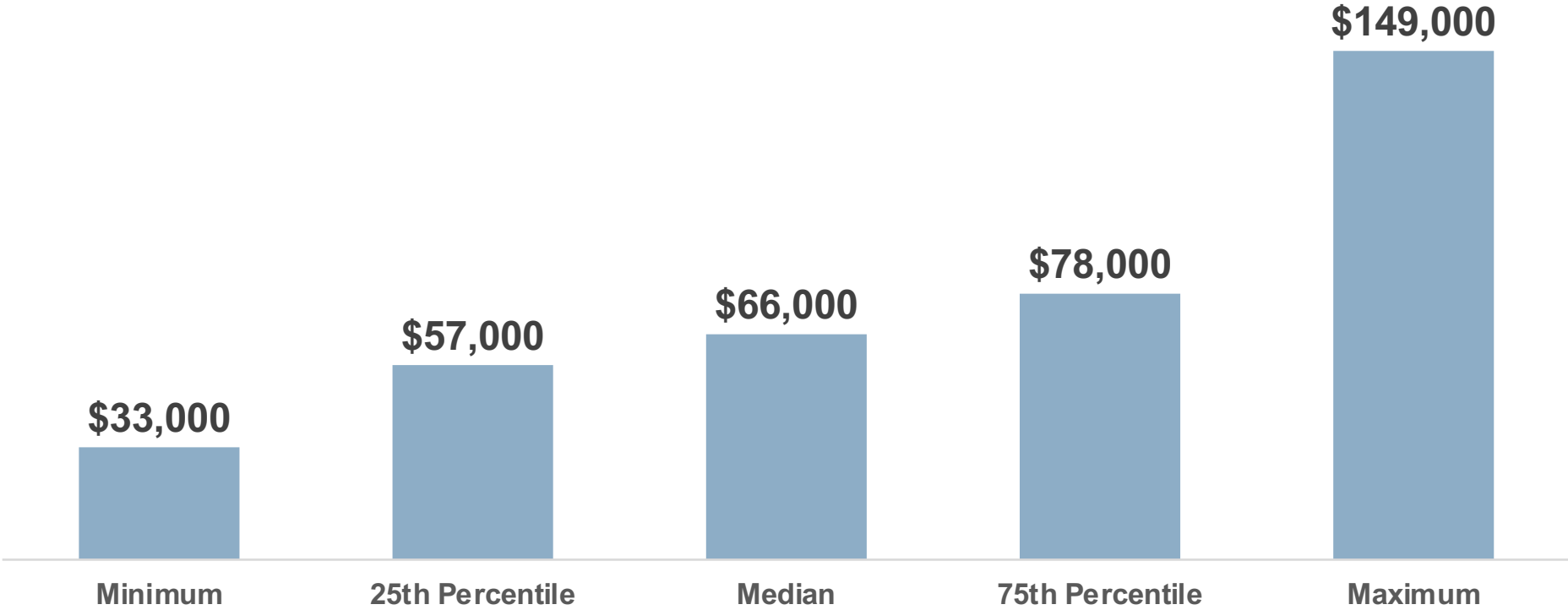
Annual Giving: Grade 4



Median Years of Experience: **11**
Inflation of Median Salary: **0%**

Job titles include:
Director, Senior Officer

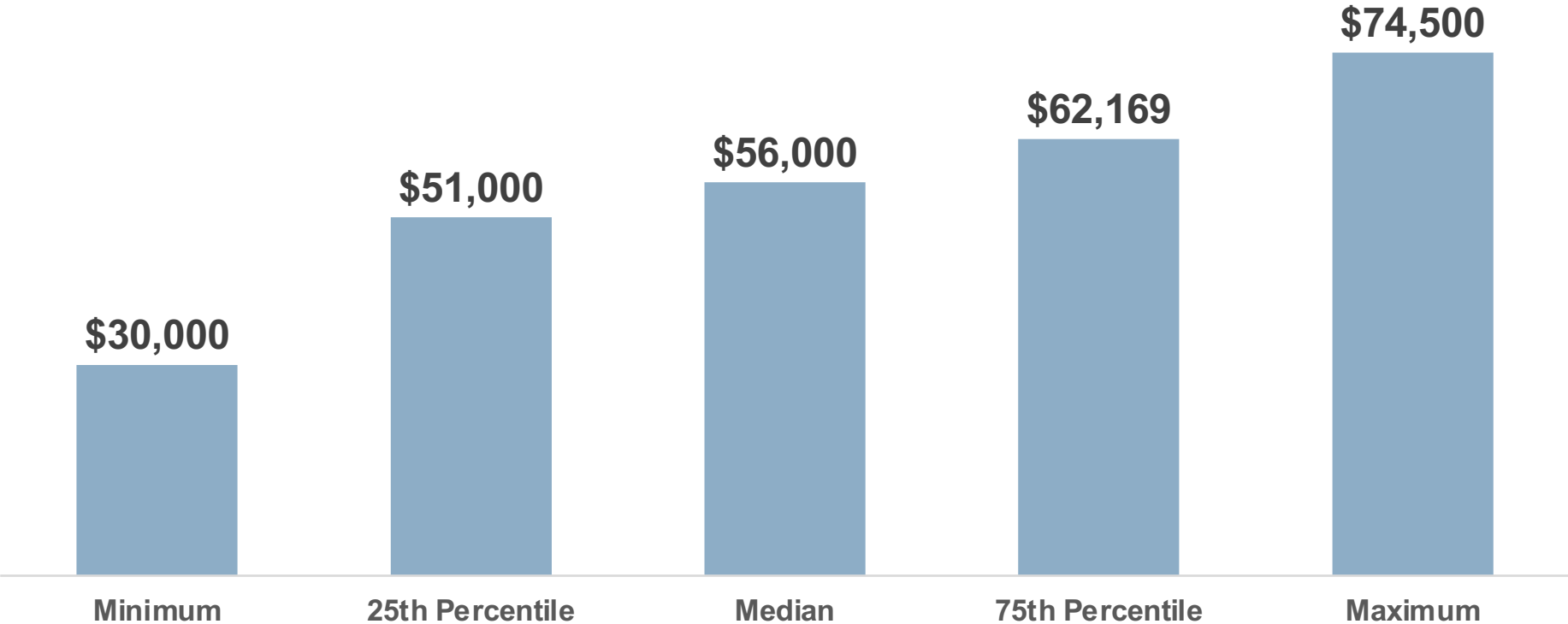
Annual Giving: Grade 3



Median Years of Experience: **9**
Inflation of Median Salary: **8%**

Job titles include:
Associate Director, Officer

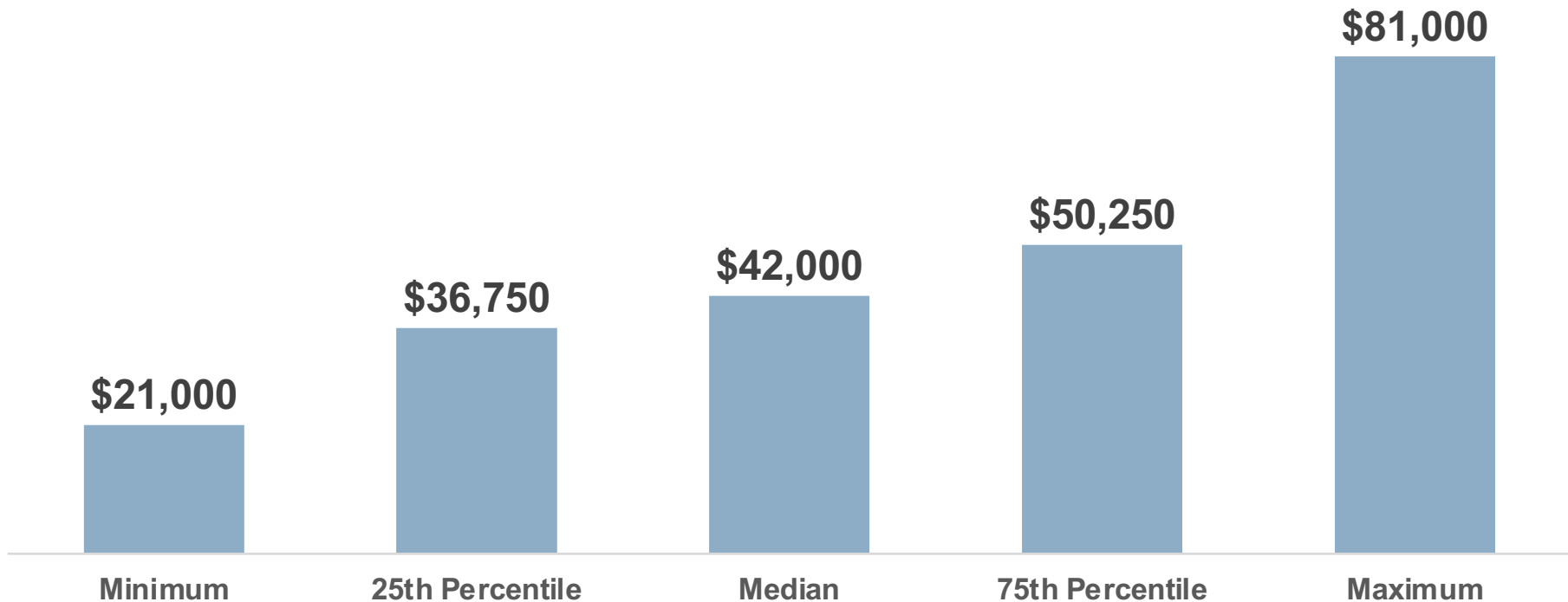
Annual Giving: Grade 2



Median Years of Experience: **6**
Inflation of Median Salary: **9%**

Job titles include:
Assistant Director, Specialist

Annual Giving: Grade 1



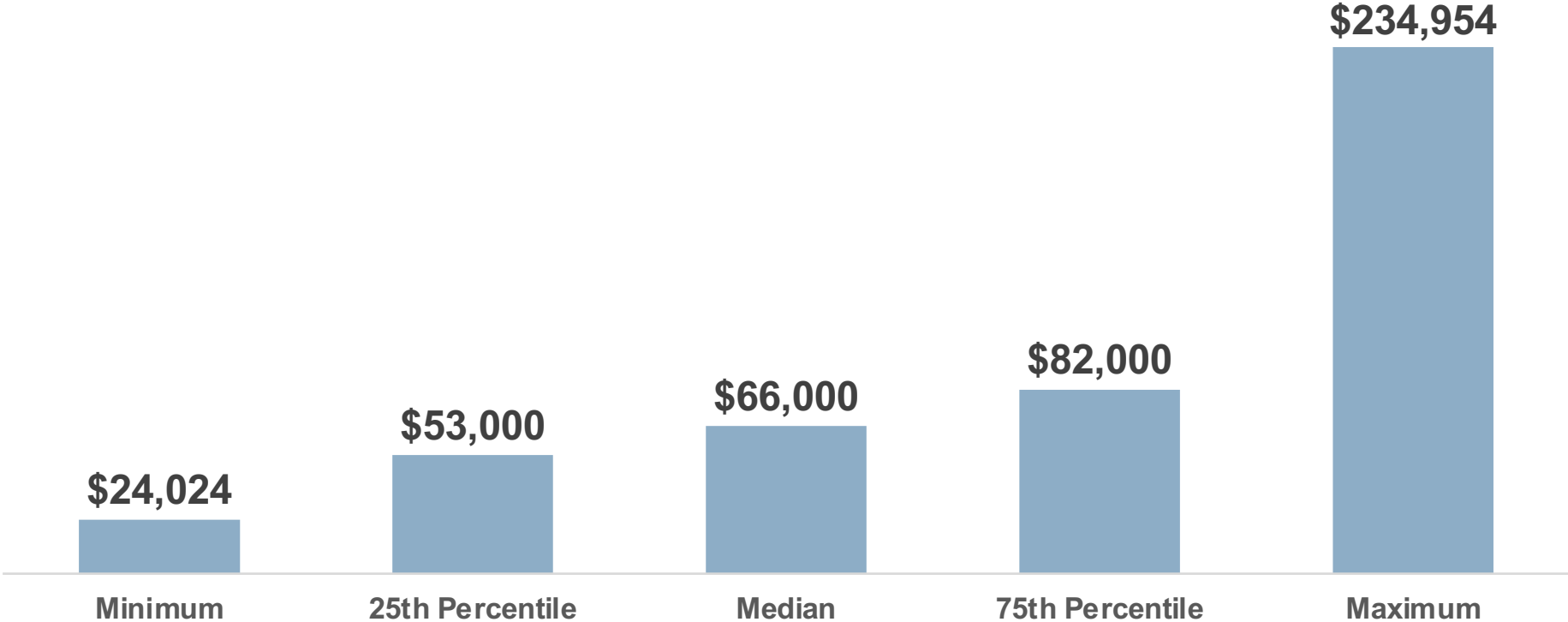
Median Years of Experience: **7**
Inflation of Median Salary: **0%**

Job titles include:
Coordinator, Associate, Administrative Assistant



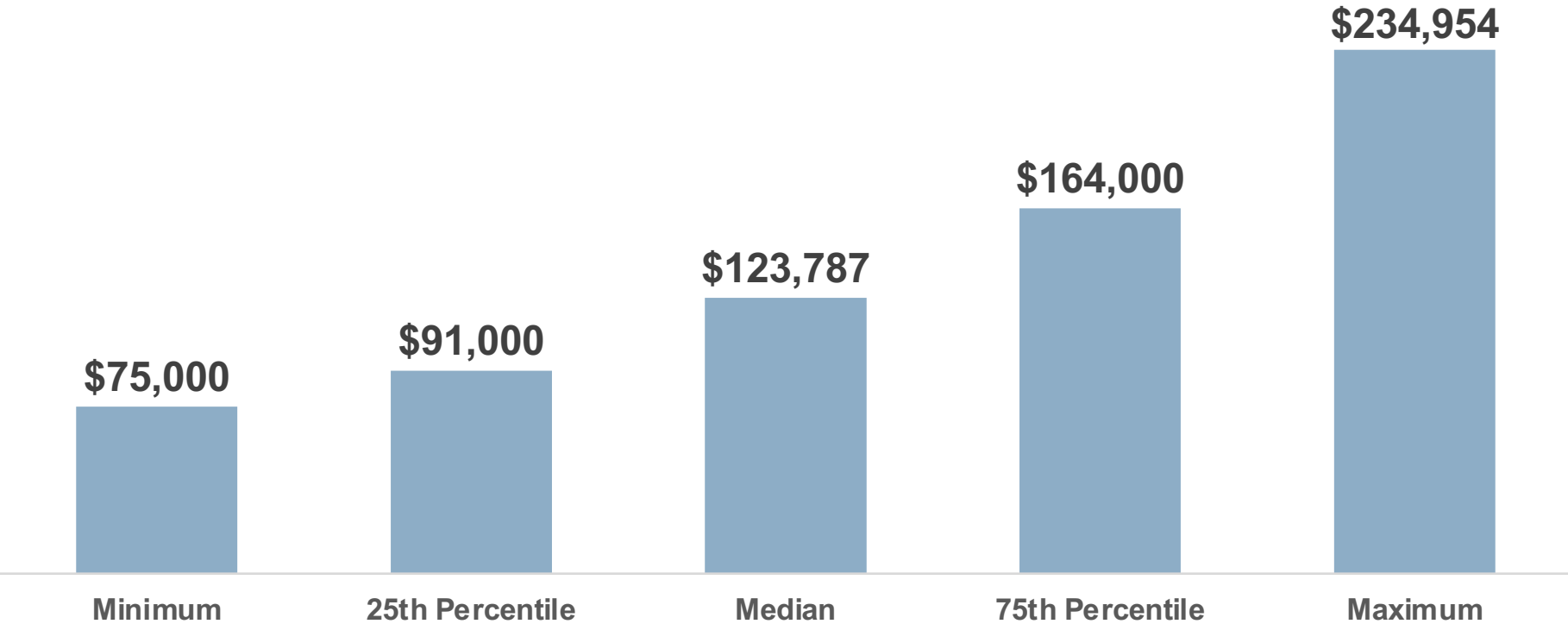
ALUMNI RELATIONS

Alumni Relations: All Grades



Median Years of Experience: **10**
Inflation of Median Salary: **9%**

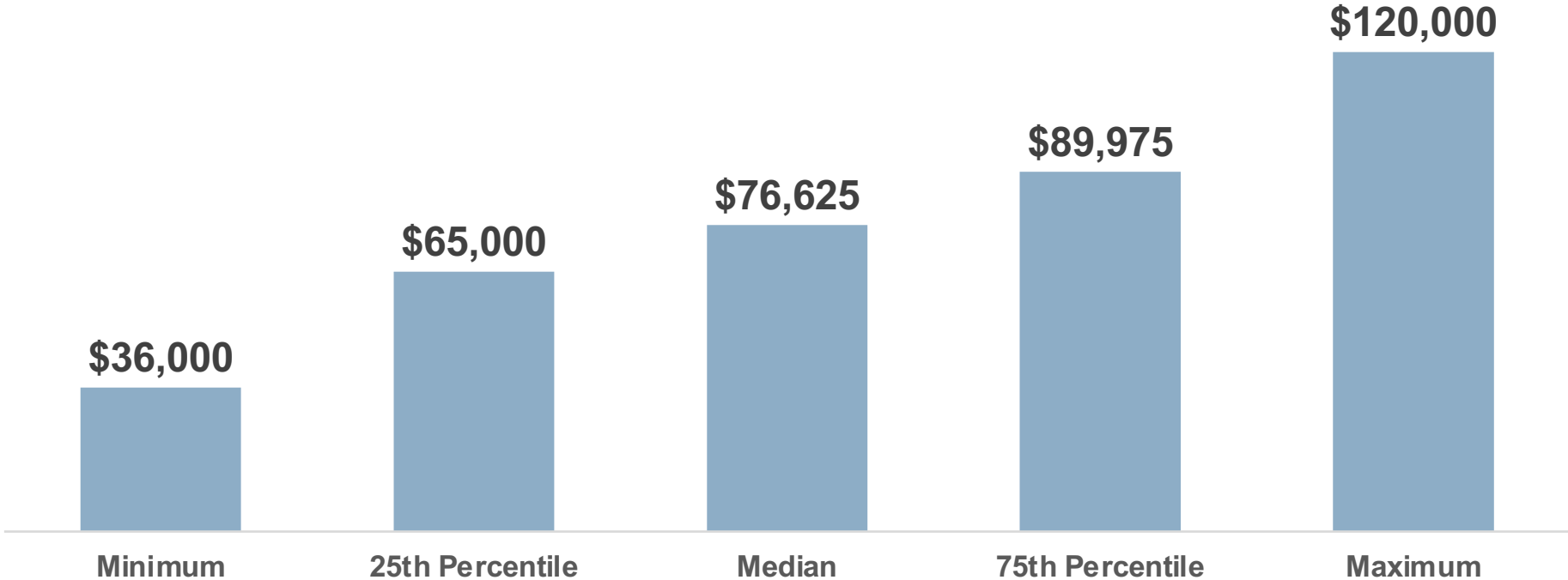
Alumni Relations: Grade 5



Median Years of Experience: **10**
Inflation of Median Salary: **15%**

Job titles include:
Associate/Assistant Vice President, Executive Director, Senior Director

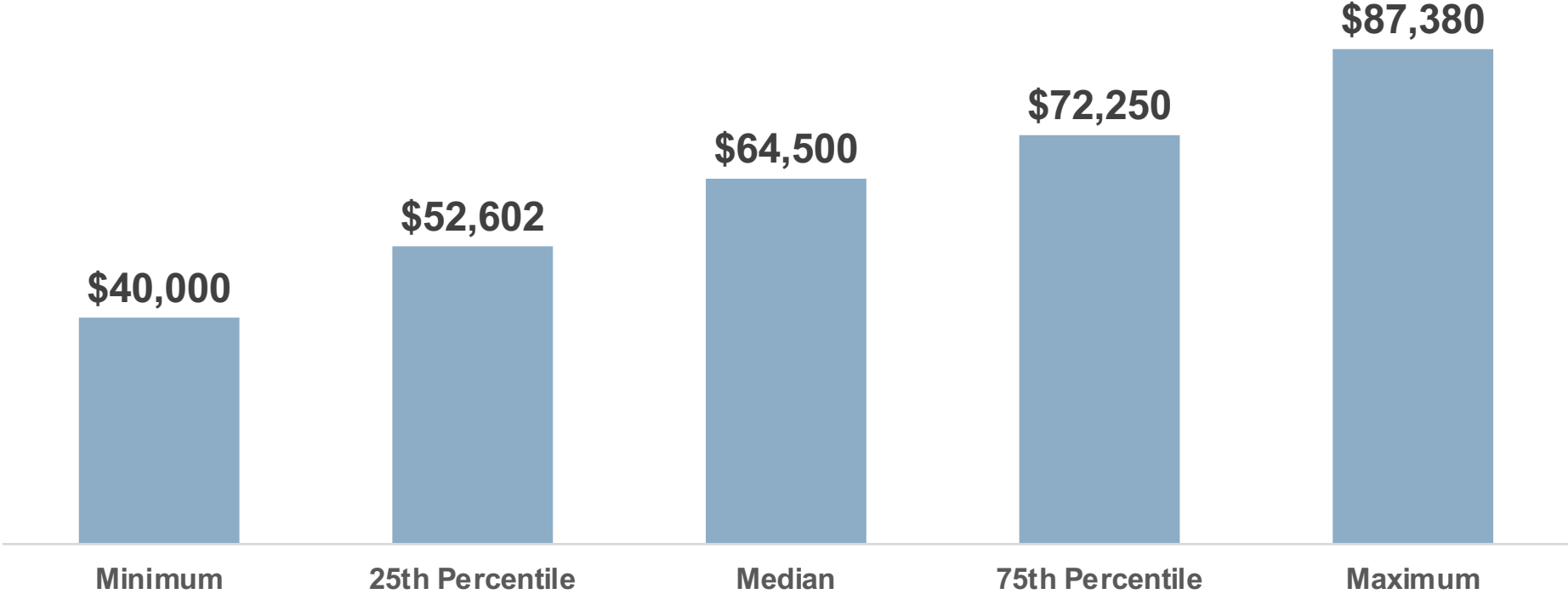
Alumni Relations: Grade 4



Median Years of Experience: **11**
Inflation of Median Salary: **0%**

Job titles include:
Director, Senior Officer

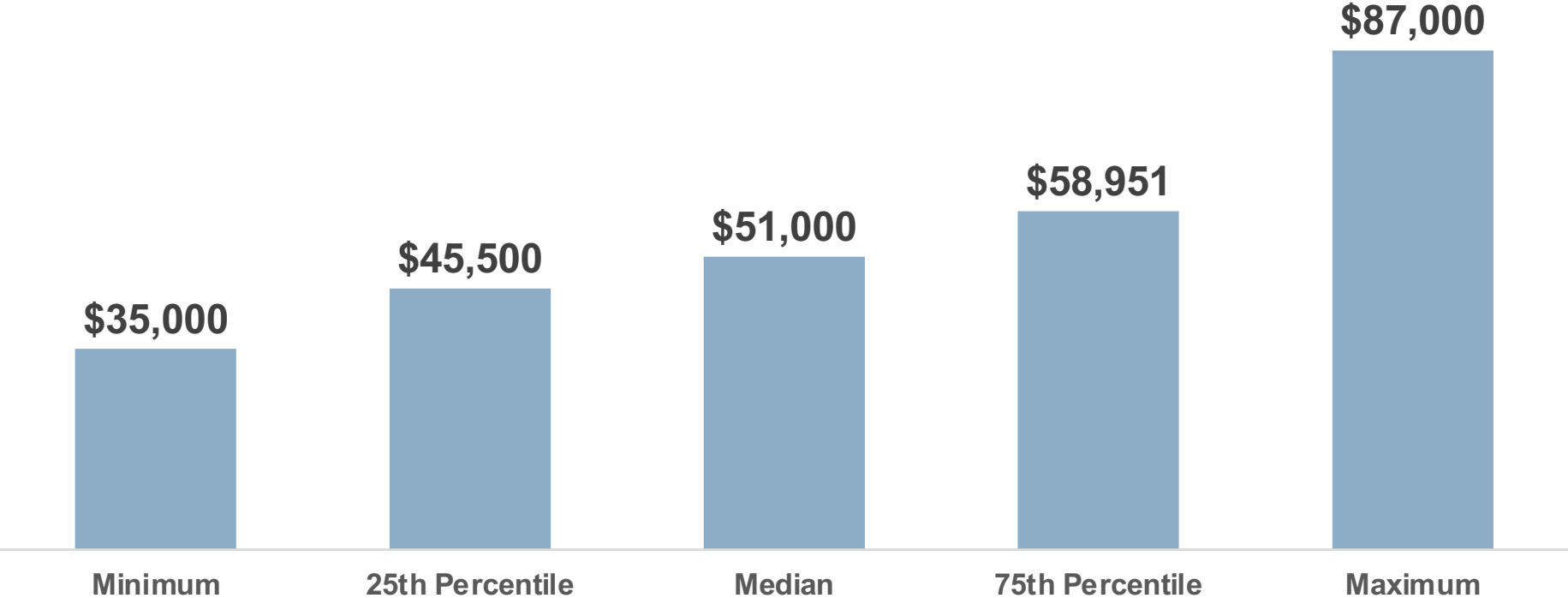
Alumni Relations: Grade 3



Median Years of Experience: **9**
Inflation of Median Salary: **9%**

Job titles include:
Associate Director, Officer

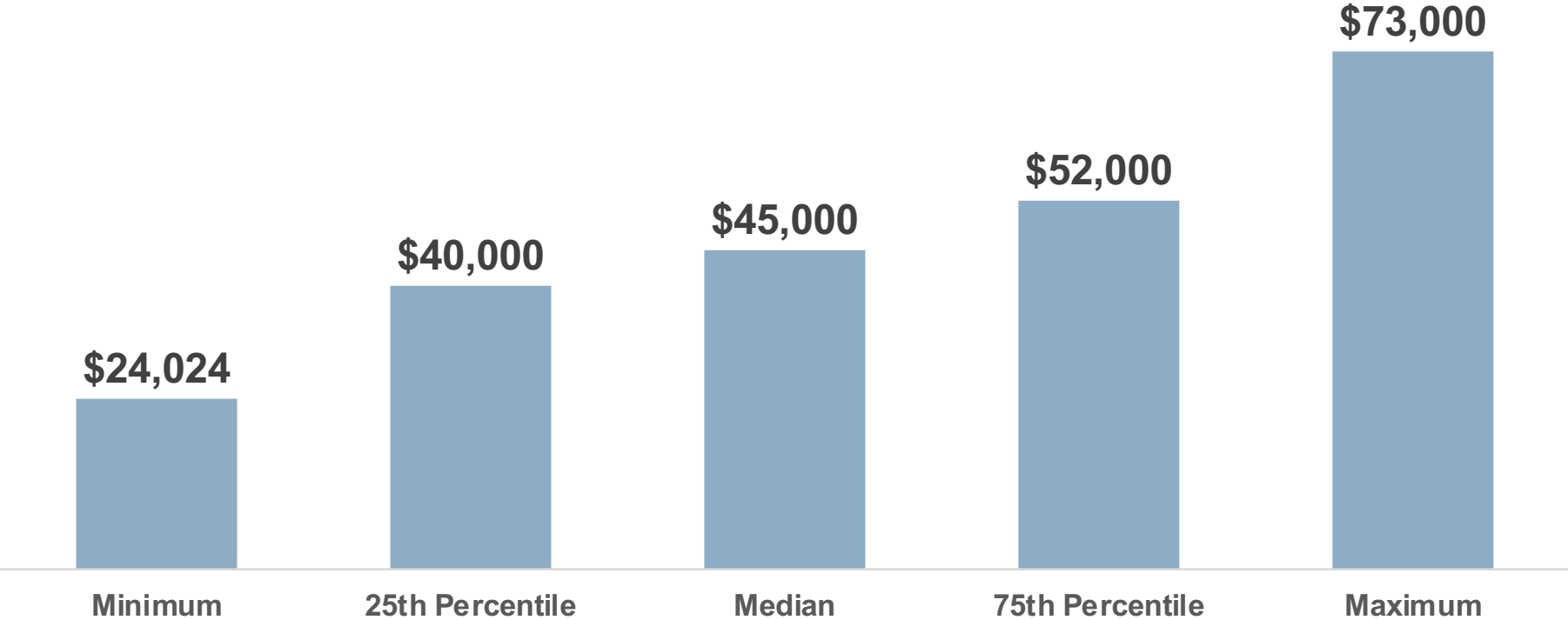
Alumni Relations: Grade 2



Median Years of Experience: **6**
Inflation of Median Salary: **0%**

Job titles include:
Assistant Director, Specialist

Alumni Relations: Grade 1



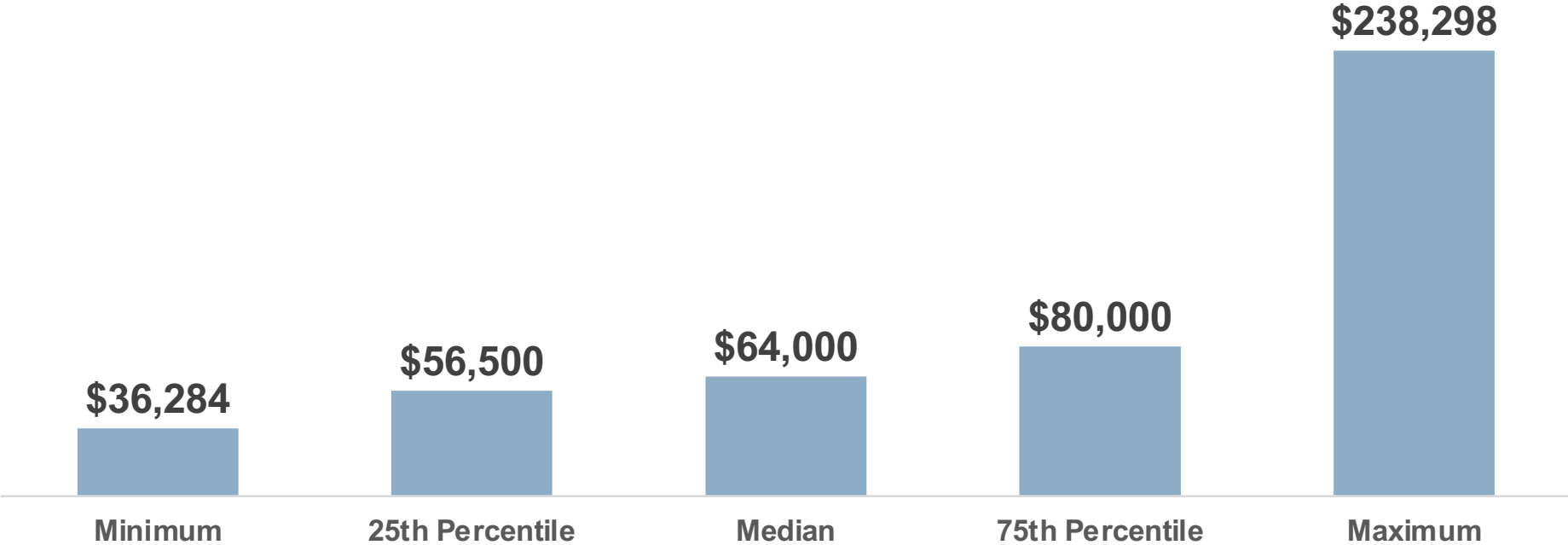
Median Years of Experience: **11**
Inflation of Median Salary: **9%**

Job titles include:
Coordinator, Associate, Administrative Assistant



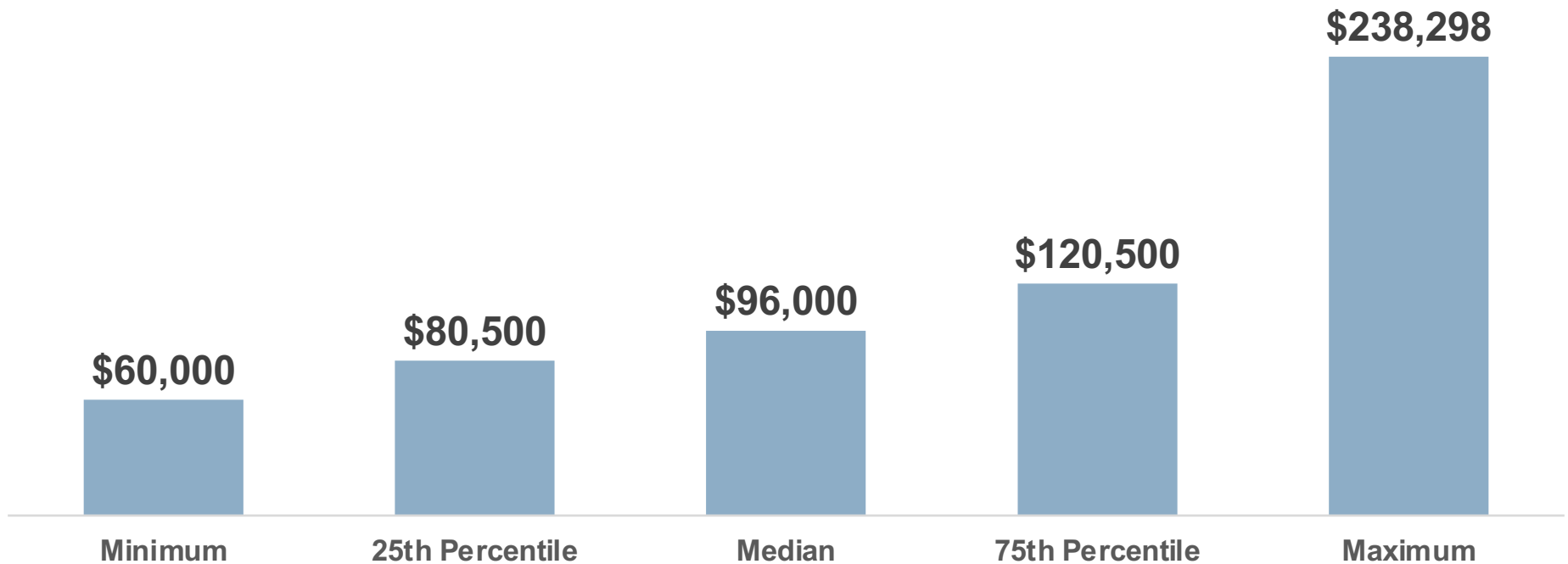
COMMUNICATIONS

Communications: All Grades



Median Years of Experience: **11**
Inflation of Median Salary: **0%**

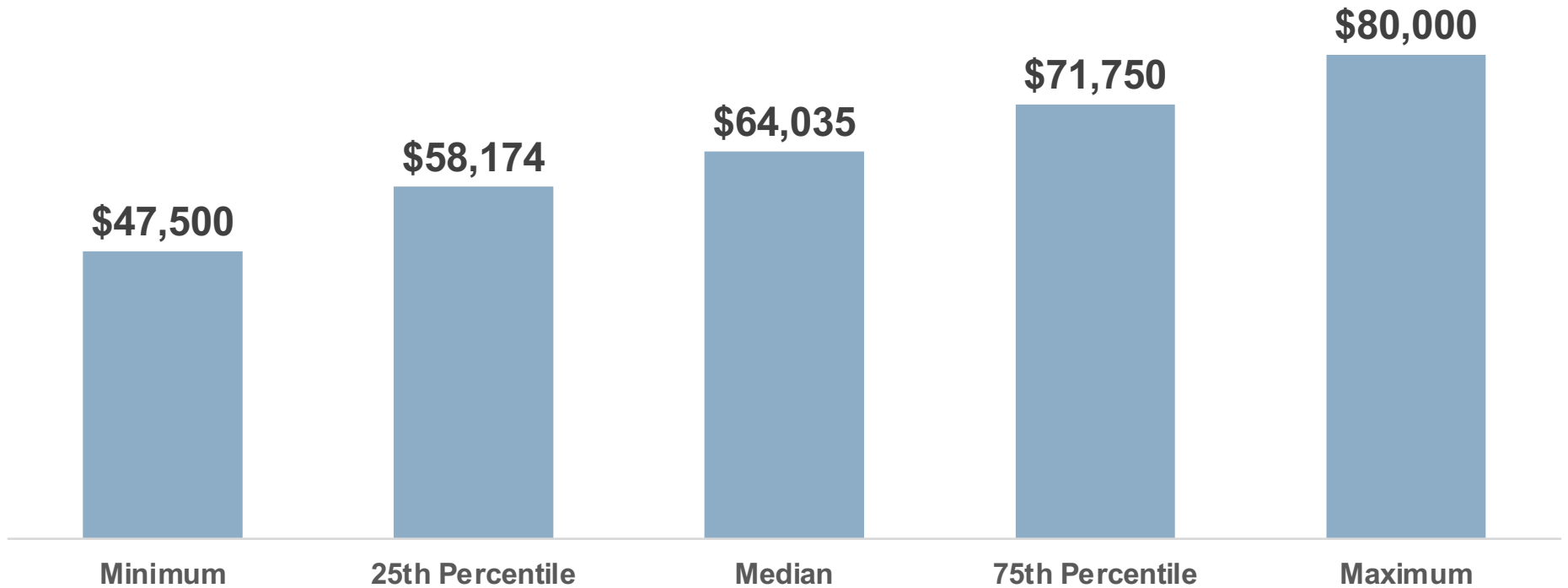
Communications: Grade 4 & 5



Median Years of Experience: **15**
Inflation of Median Salary: **0%**

Job titles include:
Associate/Assistant Vice President, Executive Director, Senior Director

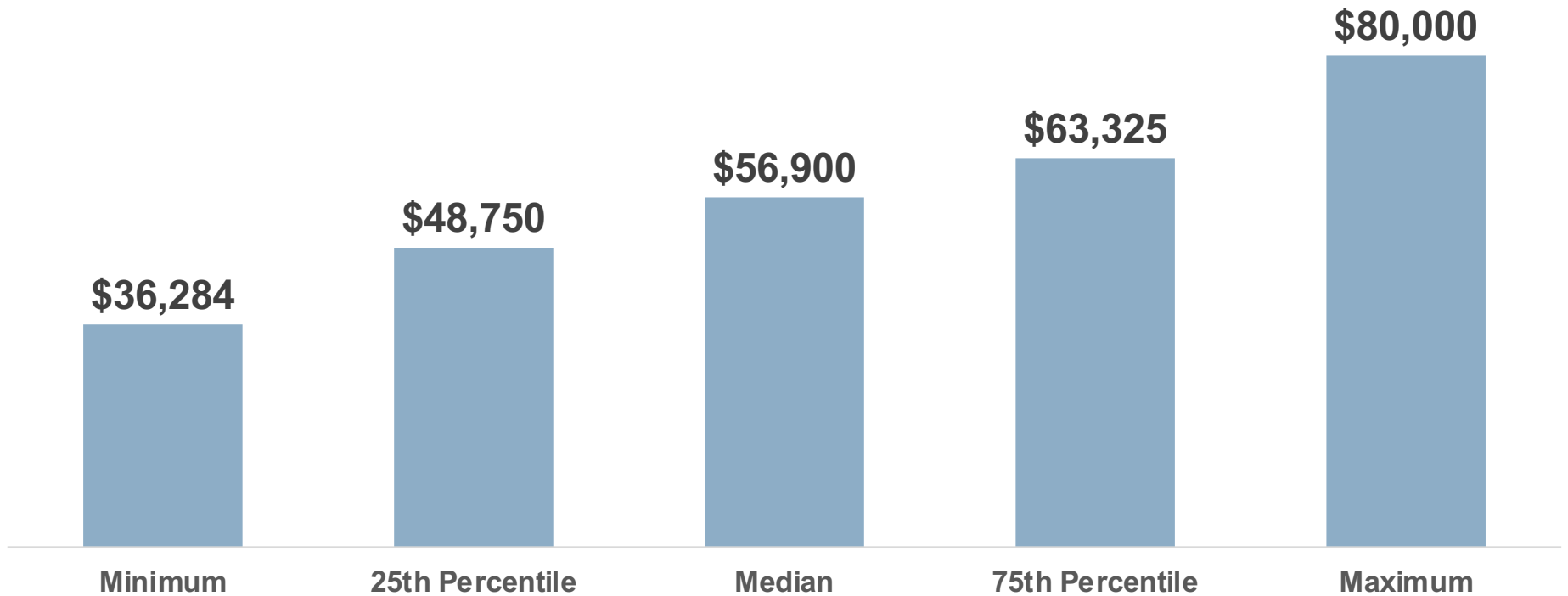
Communications: Grade 3



Median Years of Experience: **11**
Inflation of Median Salary: **0%**

Job titles include:
Associate Director, Officer

Communications: Grade 1 & 2



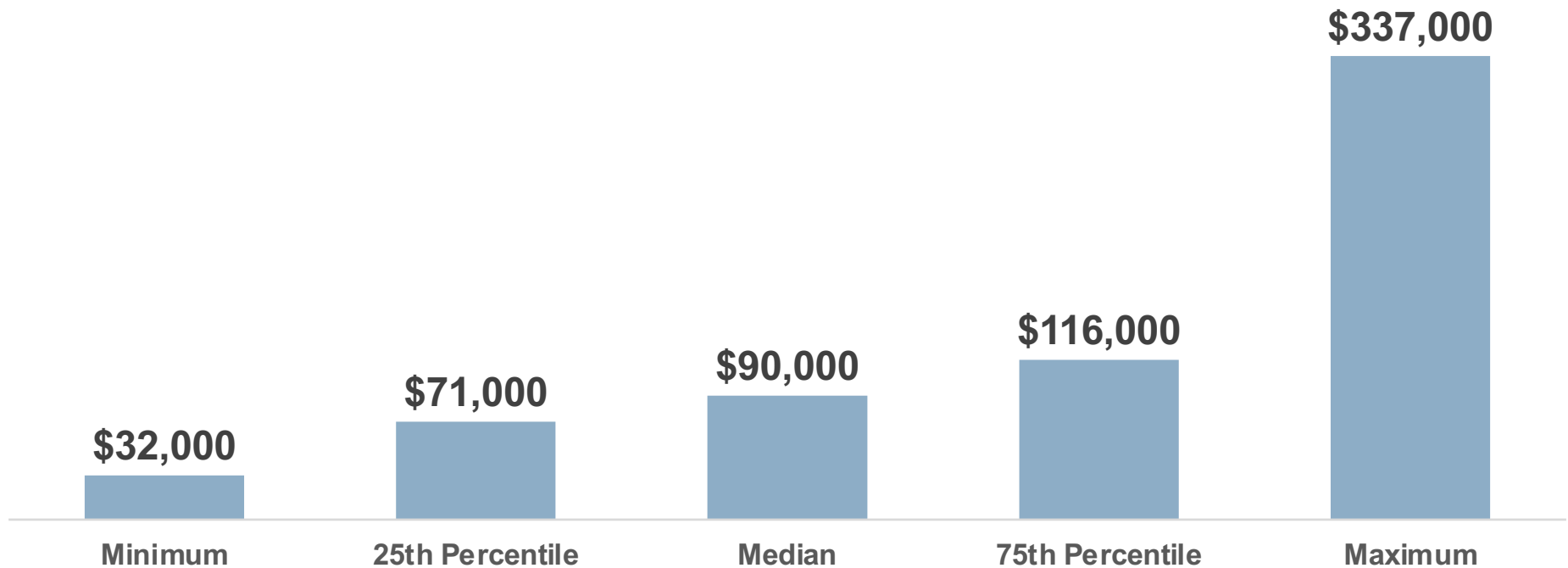
Median Years of Experience: **9**
Inflation of Median Salary: **0%**

Job titles include:
Coordinator, Associate, Administrator, Assistant Director, Specialist



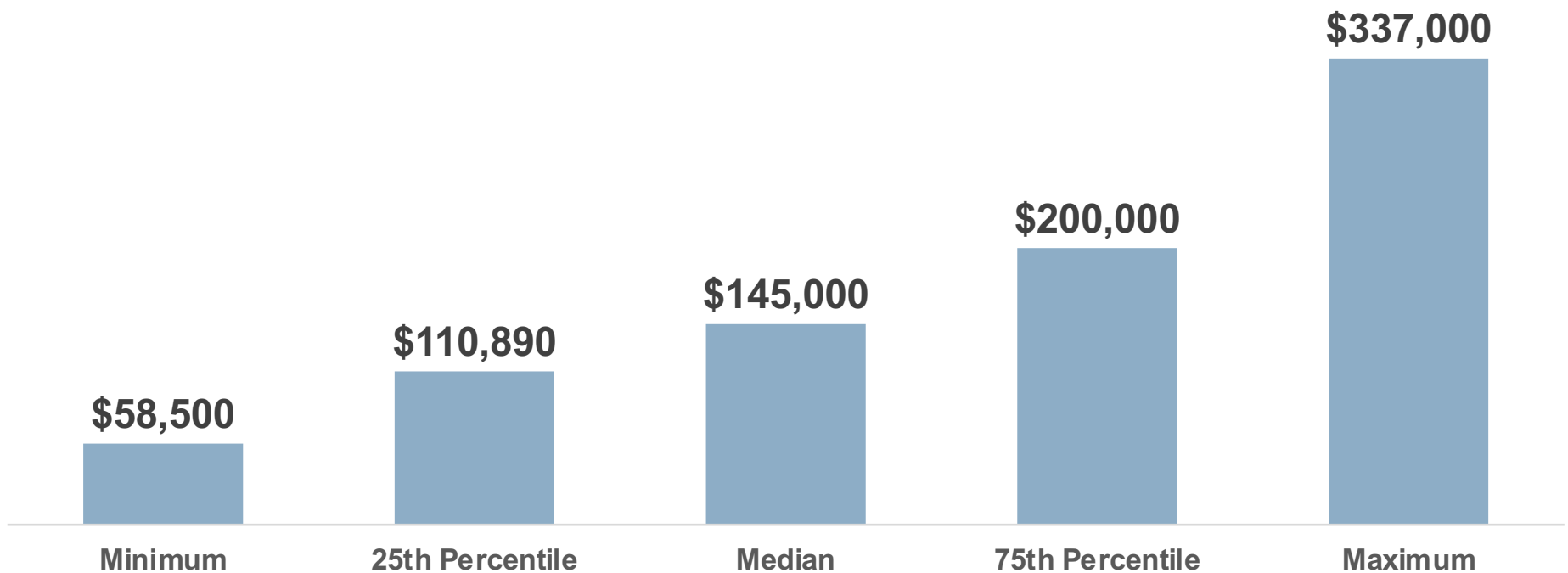
MAJOR & PLANNED GIVING

Major & Planned Giving: All Grades



Median Years of Experience: **13**
Inflation of Median Salary: **6%**

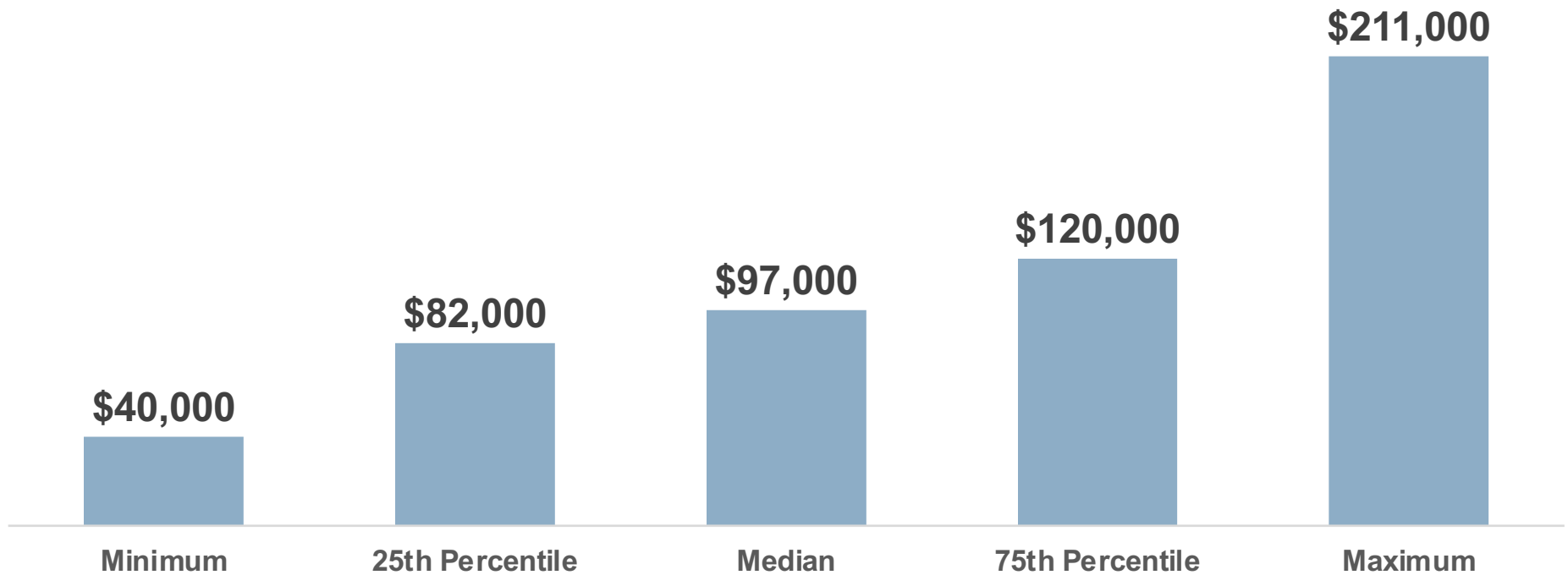
Major & Planned Giving: Grade 5



Median Years of Experience: **19**
Inflation of Median Salary: **14%**

Job titles include:
Associate/Assistant Vice President, Executive Director, Senior Director

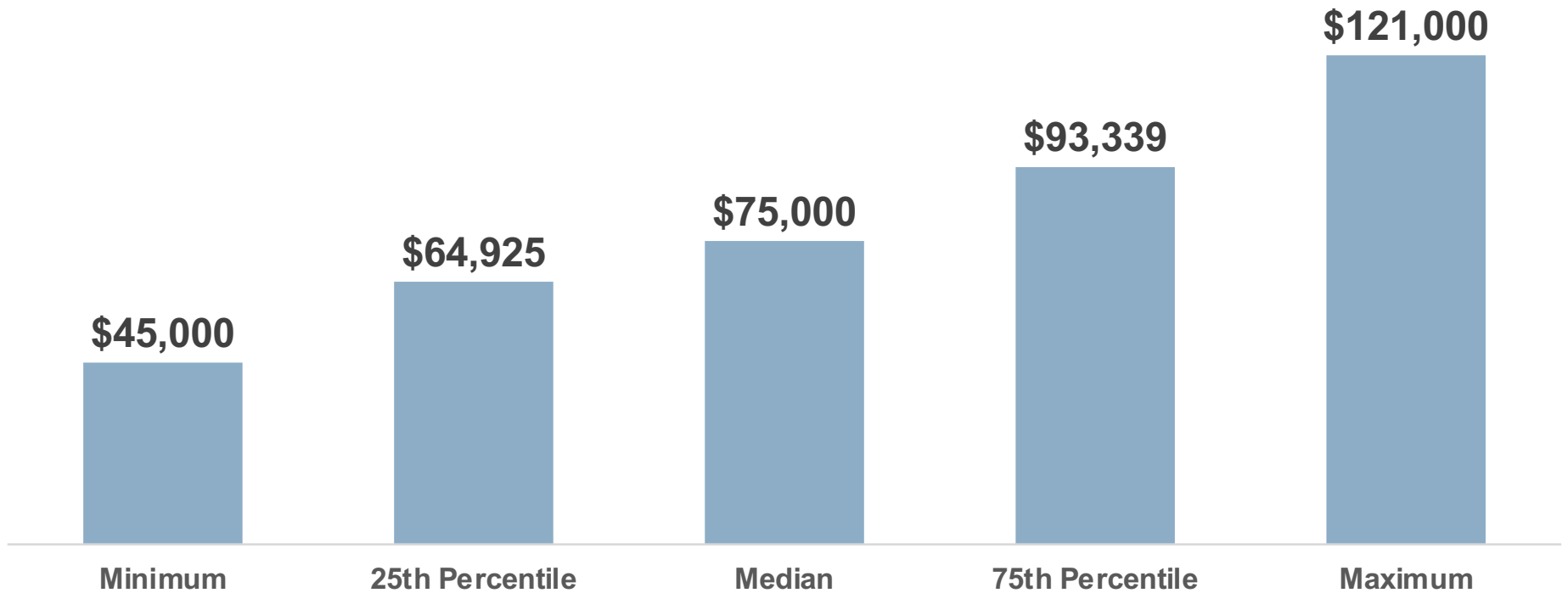
Major & Planned Giving: Grade 4



Median Years of Experience: **13**
Inflation of Median Salary: **4%**

Job titles include:
Director, Senior Officer

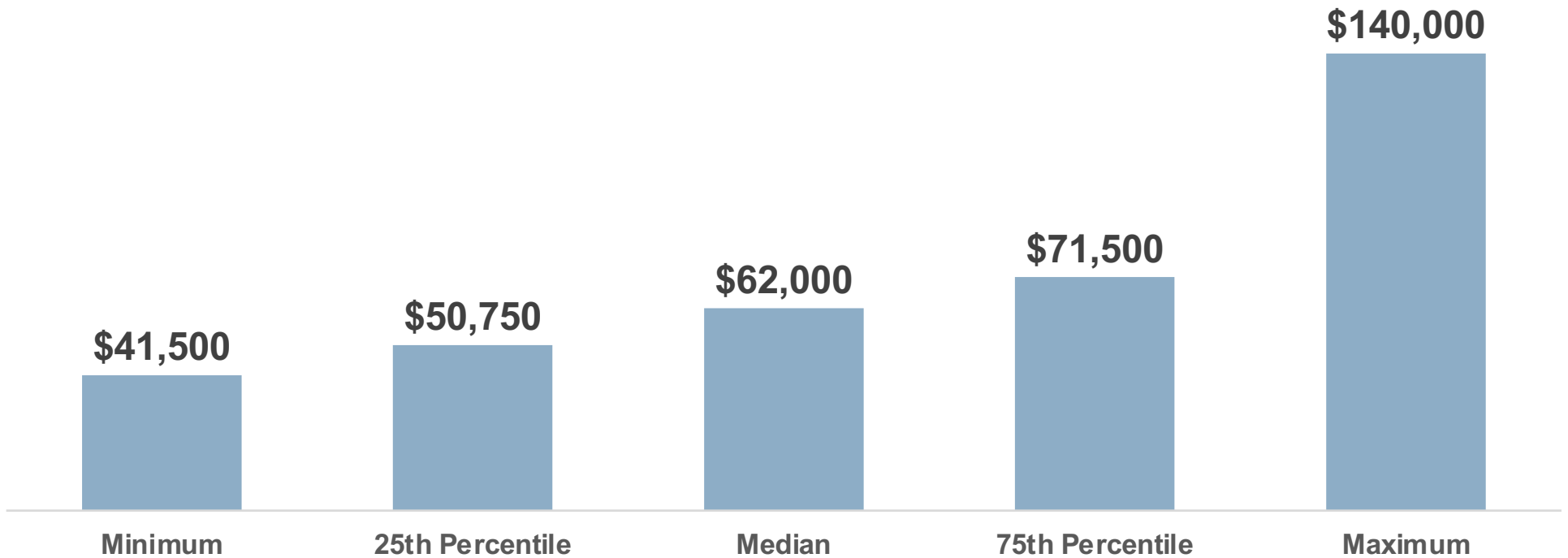
Major & Planned Giving: Grade 3



Median Years of Experience: **9**
Inflation of Median Salary: **0%**

Job titles include:
Associate Director, Officer

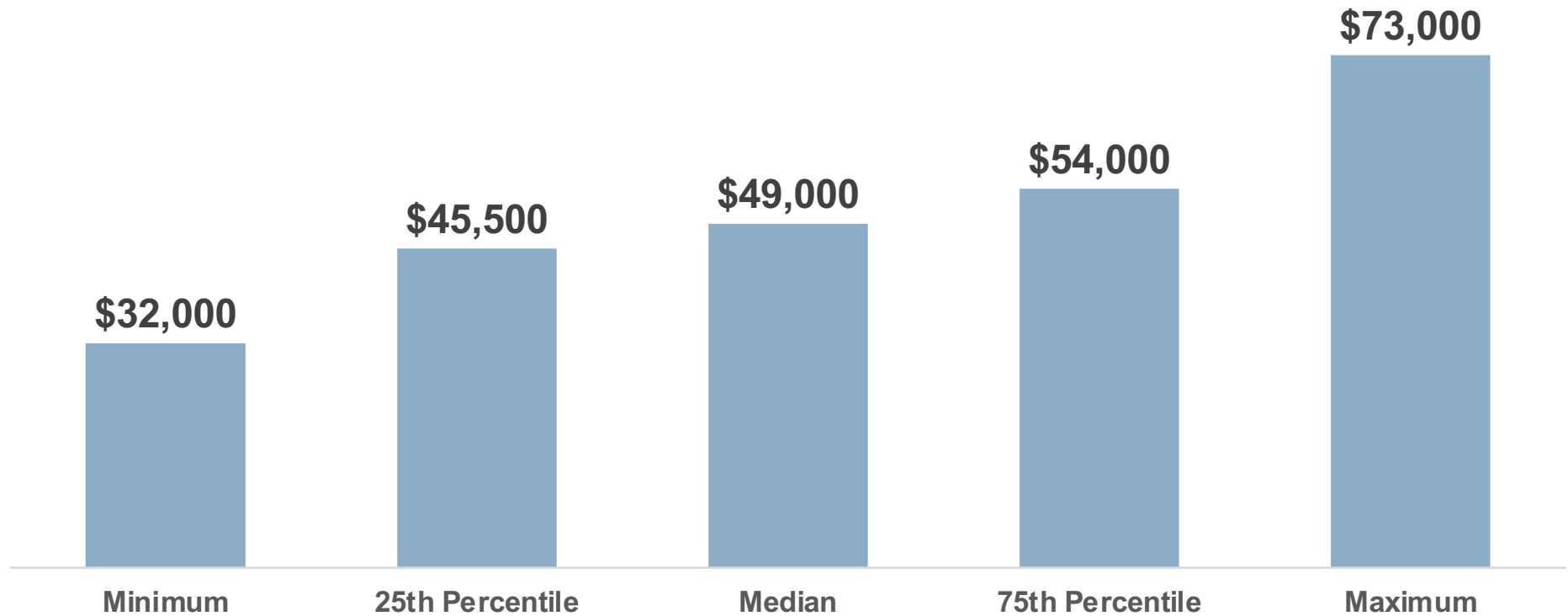
Major & Planned Giving: Grade 2



Median Years of Experience: **9**
Inflation of Median Salary: **0%**

Job titles include:
Assistant Director, Specialist

Major & Planned Giving: Grade 1



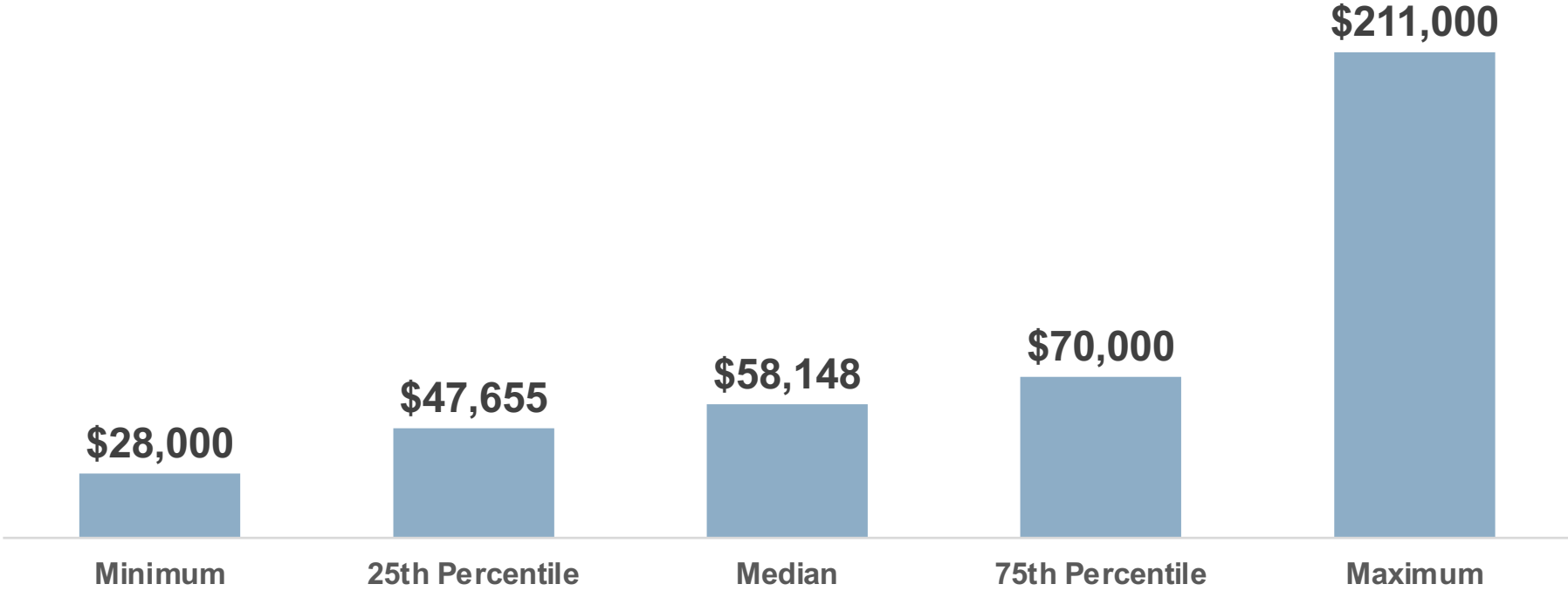
Median Years of Experience: **3**
Inflation of Median Salary: **29%**

Job titles include:
Coordinator, Associate, Administrative Assistant



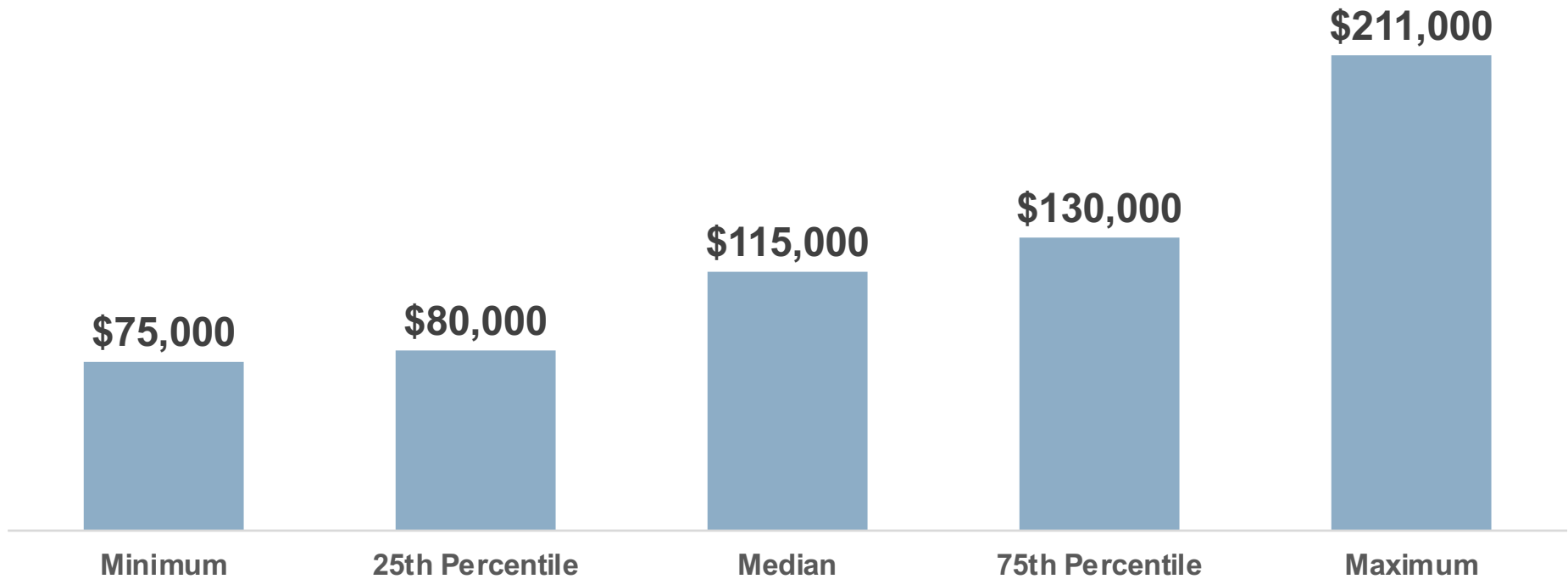
STEWARDSHIP & DONOR RELATIONS

Stewardship & Donor Relations: All Grades



Median Years of Experience: **10**
Inflation of Median Salary: **0%**

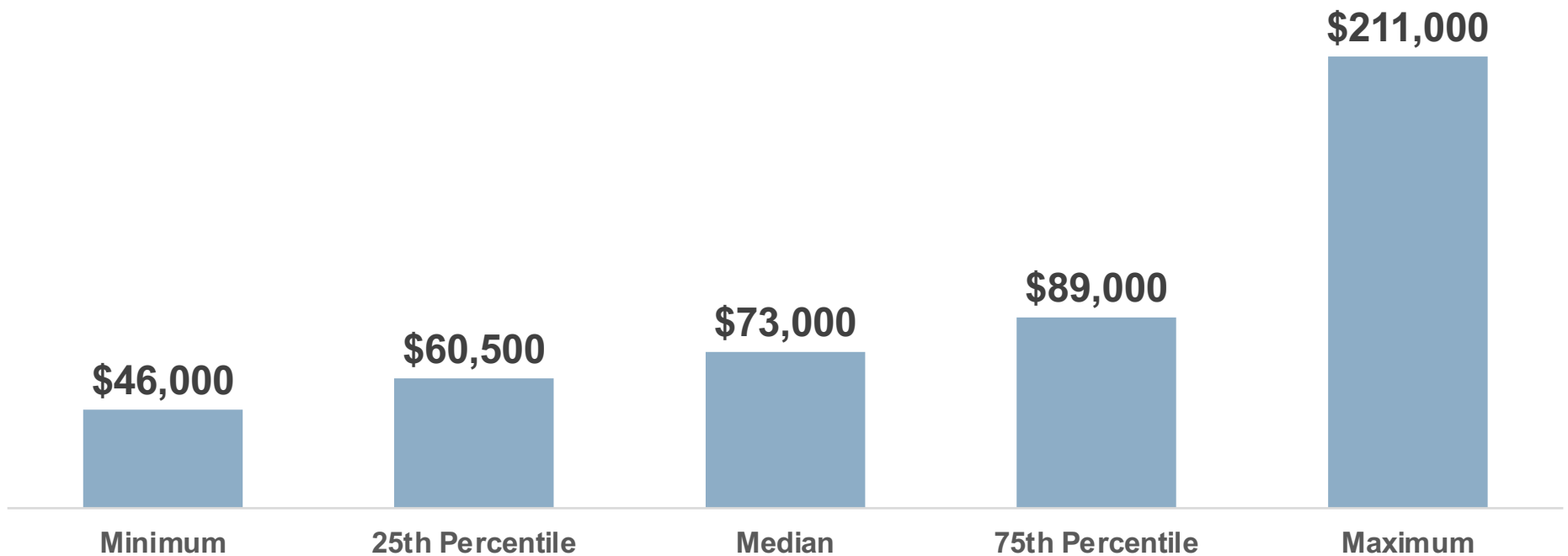
Stewardship & Donor Relations: Grade 5



Median Years of Experience: **19**
Inflation of Median Salary: **22%**

Job titles include:
Associate/Assistant Vice President, Executive Director, Senior Director

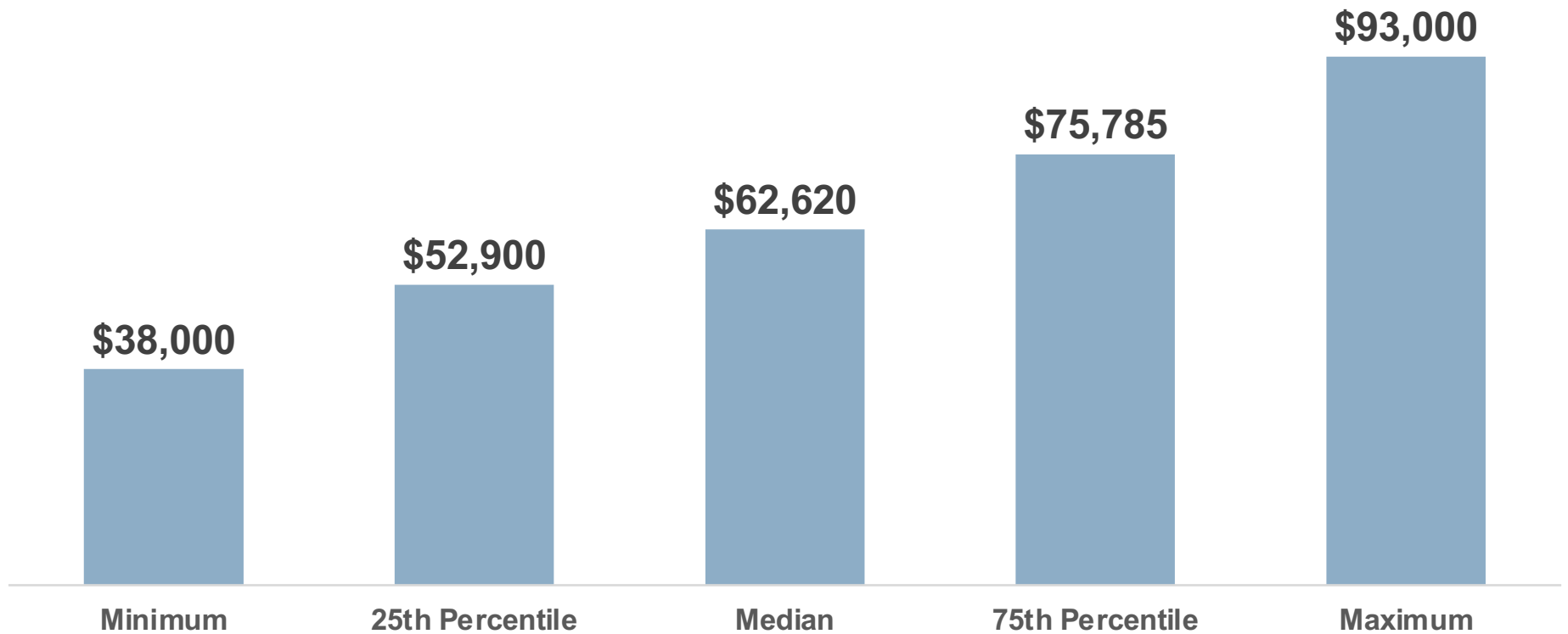
Stewardship & Donor Relations: Grade 4



Median Years of Experience: **12**
Inflation of Median Salary: **3%**

Job titles include:
Director, Senior Officer

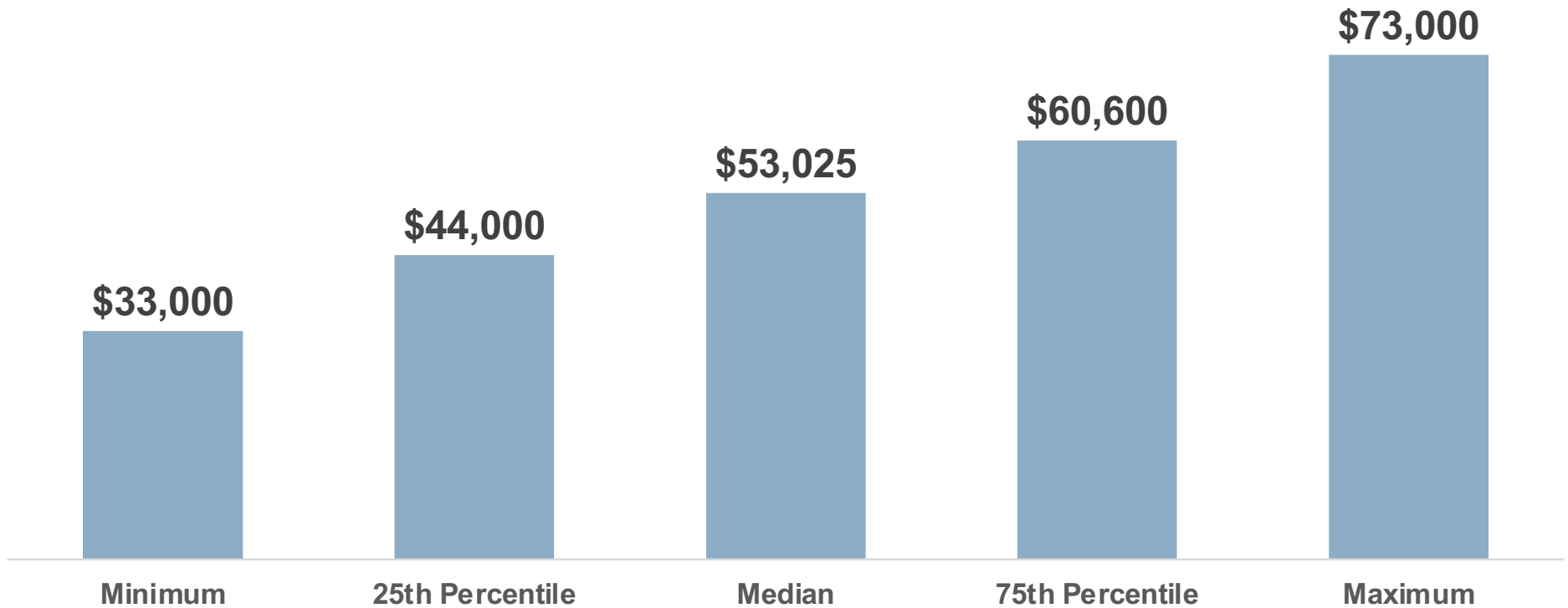
Stewardship & Donor Relations: Grade 3



Median Years of Experience: **9**
Inflation of Median Salary: **7%**

Job titles include:
Associate Director, Officer

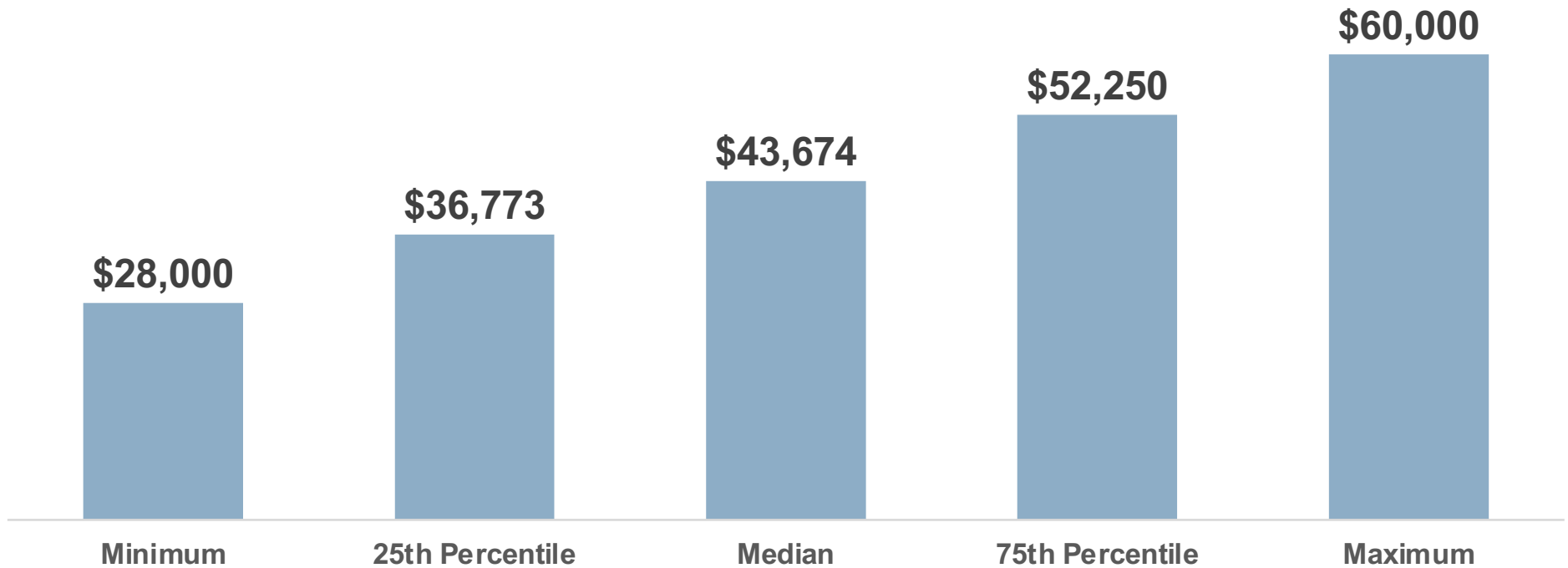
Stewardship & Donor Relations: Grade 2



Median Years of Experience: **8**
Inflation of Median Salary: **4%**

Job titles include:
Assistant Director, Specialist

Stewardship & Donor Relations: Grade 1



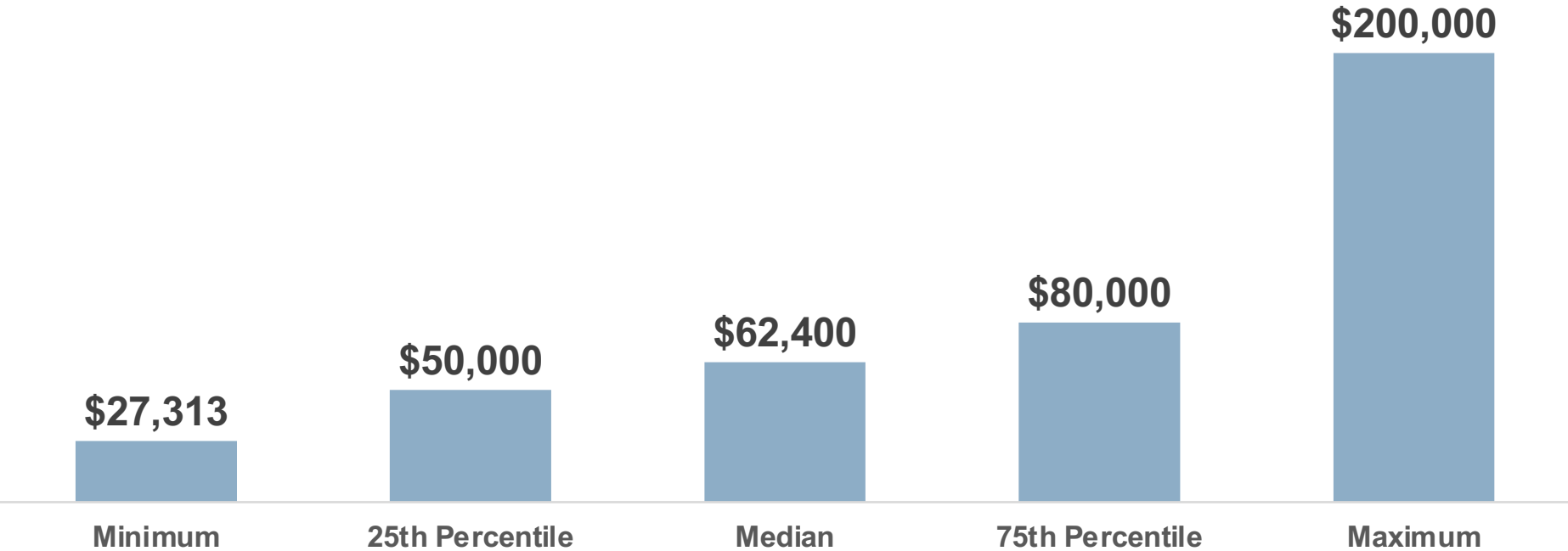
Median Years of Experience: **9**
Inflation of Median Salary: **0%**

Job titles include:
Coordinator, Associate, Administrative Assistant



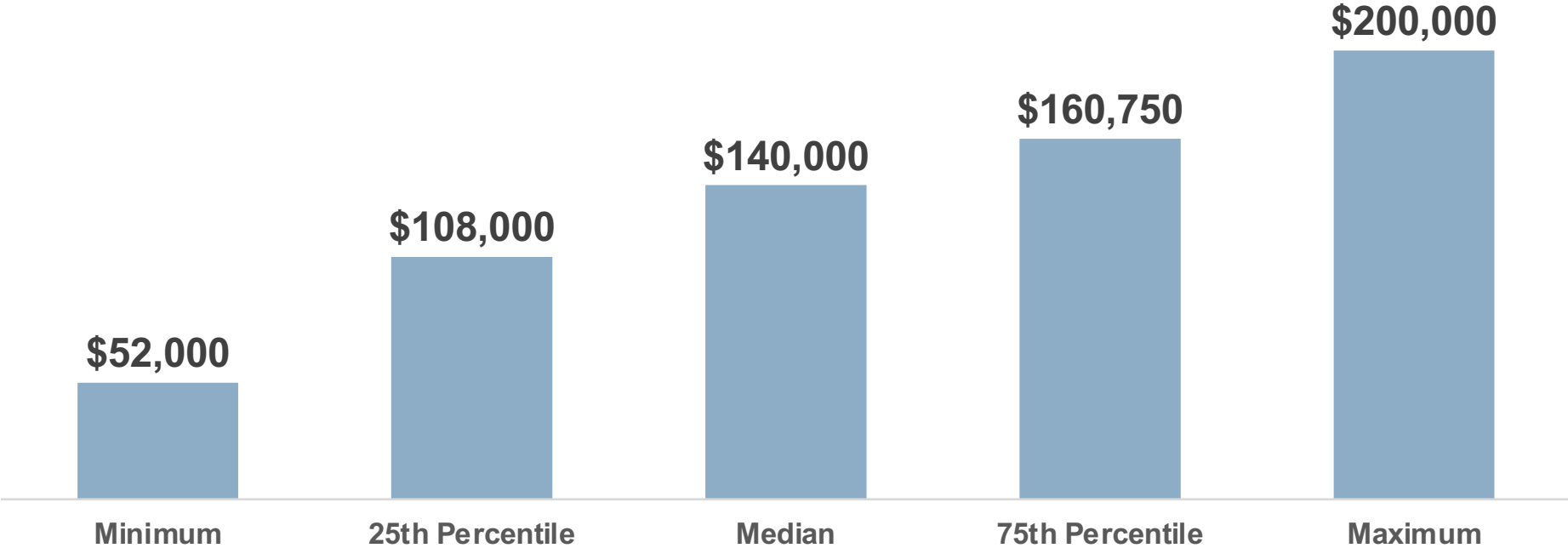
Advancement Services

Advancement Services: All Grades



Median Years of Experience: **12**
Inflation of Median Salary: **1%**

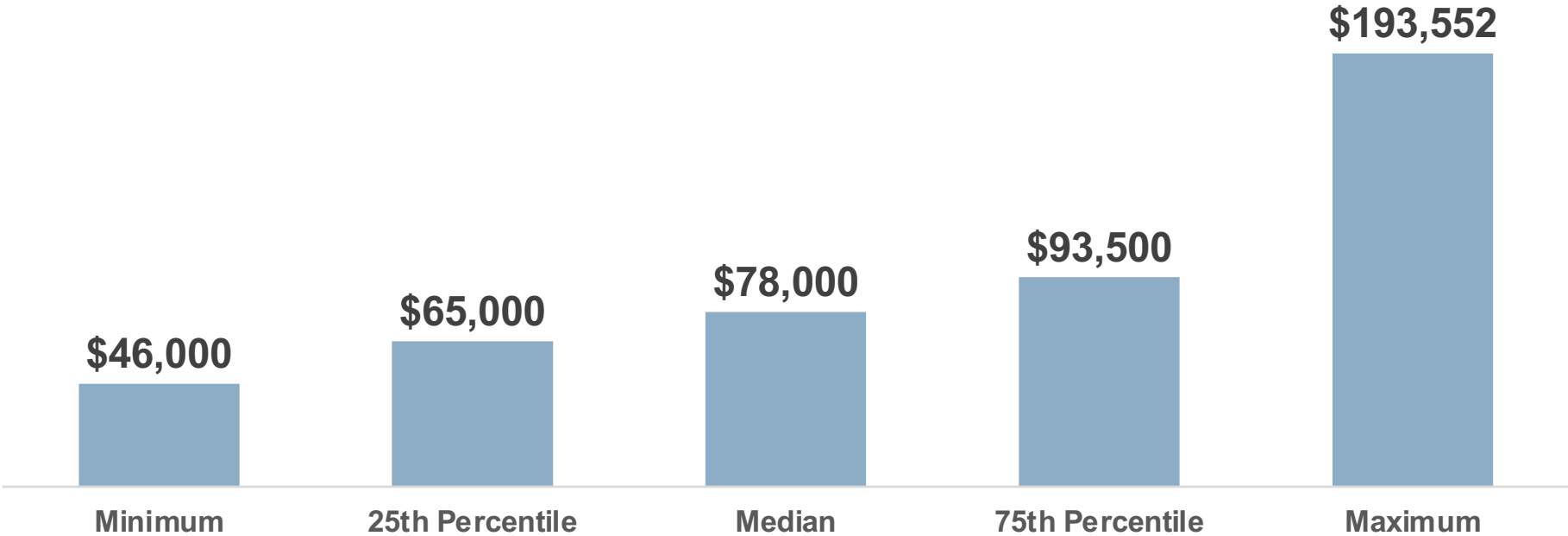
Advancement Services: Grade 5



Median Years of Experience: **20**
Inflation of Median Salary: **18%**

Job titles include:
Associate/Assistant Vice President, Executive Director, Senior Director

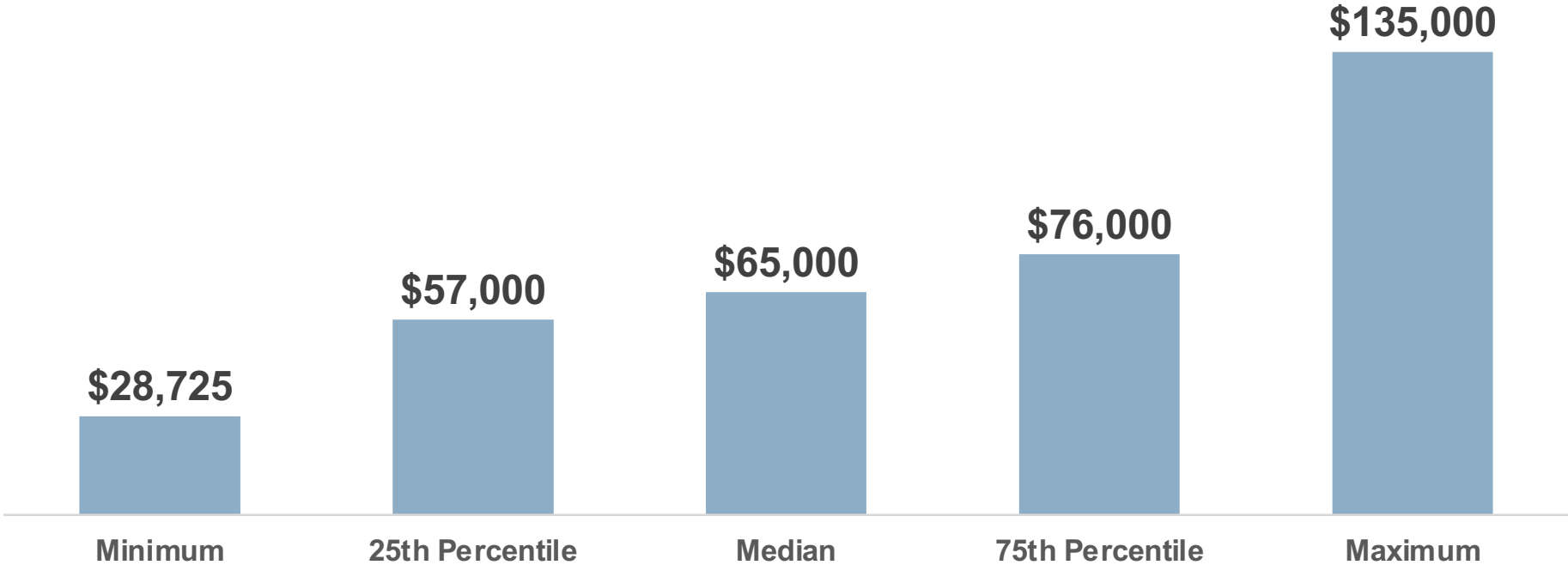
Advancement Services: Grade 4



Median Years of Experience: **16**
Inflation of Median Salary: **0%**

Job titles include:
Director, Senior Officer

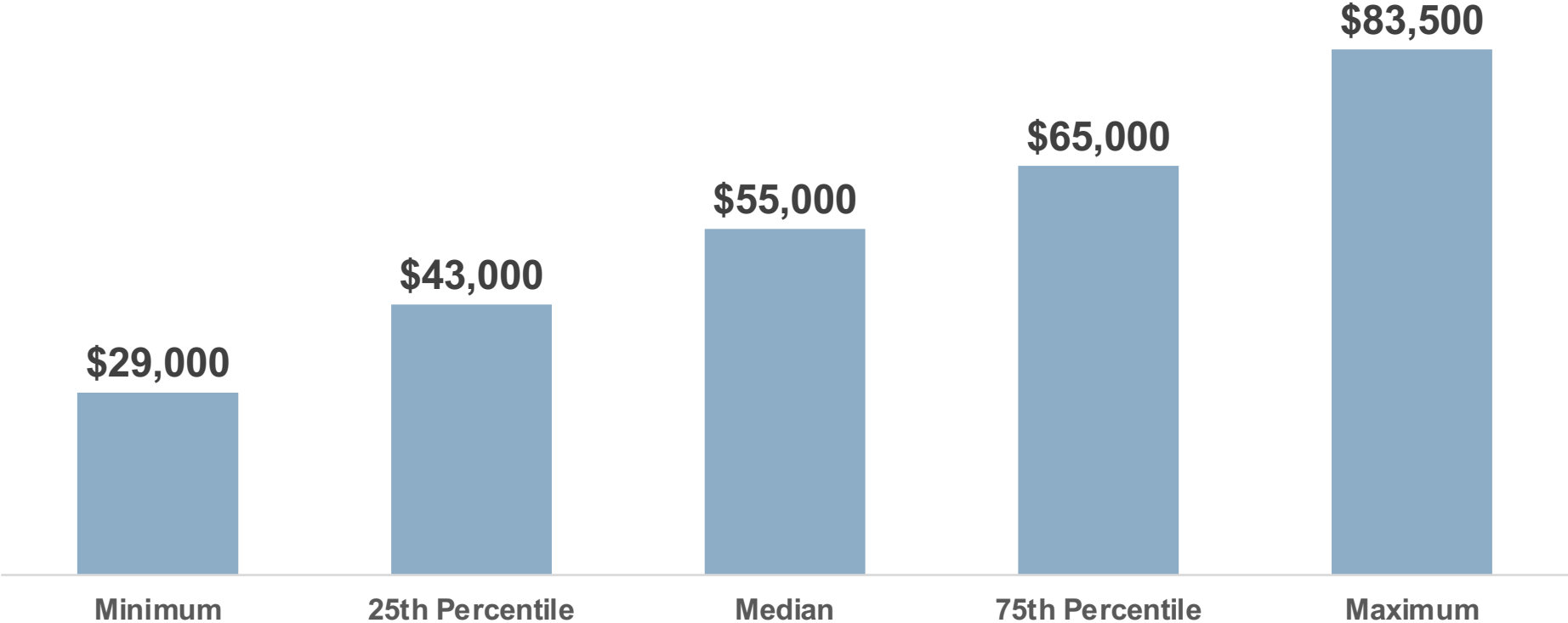
Advancement Services: Grade 3



Median Years of Experience: **13**
Inflation of Median Salary: **0%**

Job titles include:
Associate Director, Officer

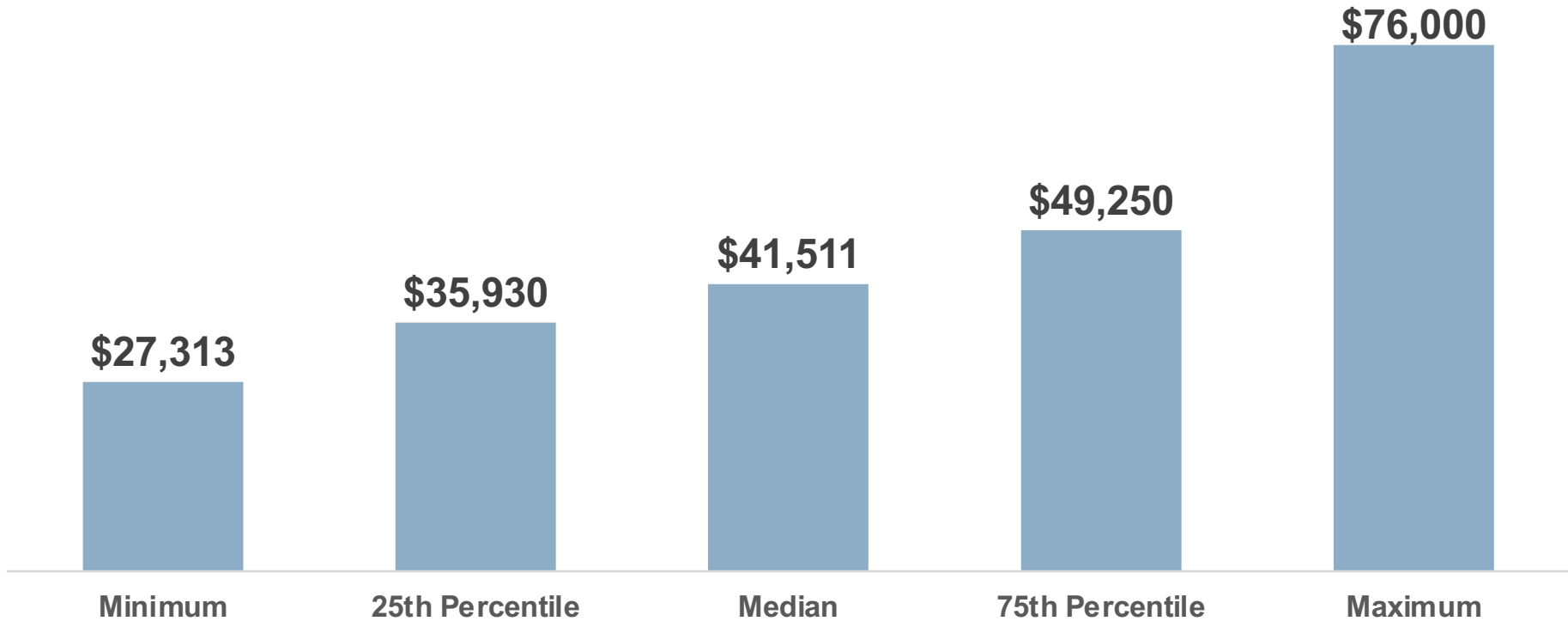
Advancement Services: Grade 2



Median Years of Experience: **9**
Inflation of Median Salary: **3%**

Job titles include:
Assistant Director, Specialist

Advancement Services: Grade 1



Median Years of Experience: **9**
Inflation of Median Salary: **9%**

Job titles include:
Coordinator, Associate, Administrative Assistant

Contact Information



To learn more, visit **AnnualGivingNetwork.com**,
email **info@annualgivingnetwork.com**, or call
888.407.5064.