

Data Specifications for Part 2 of AGN Benchmark Survey

Thank you for completing Part 1 of AGN's Annual Giving Benchmark Survey. You now have 1-week to complete Part 2, which contains questions about your annual giving program's performance/metrics over the past 3 fiscal years. Below are the data specifications that you will be asked to provide in Part 2. **Please have this data on hand when you begin**, so that it only takes you a few minutes to complete. Feel free to contact us at info@annualgivingnetwork.com with questions.

Performance Metrics

1. How much total fundraising (i.e., combined major gifts + annual gifts + any other gift type, including cash and/or pledge payments) did your institution generate last fiscal year? Please use numeric format (e.g., \$100,000,000).
2. How much annual giving revenue (i.e., cash and/or pledge payments from annual gifts as you define them) did your institution generate in each of the last 3 fiscal years (i.e., FY23, FY22, FY21)? Please use numeric format (e.g., \$100,000).
3. How many total donors did your annual giving program generate in each of the last 3 fiscal years (i.e., FY23, FY22, FY21)? Please use numeric format (e.g., 5,000).
4. How many total alumni donors (i.e., graduate and undergraduate combined) did your institution have in FY23? Please use numeric format (e.g., 5,000)
5. How many total living alumni (i.e., graduate and undergraduate combined) did your institution have at the end of FY23? Please use numeric format (e.g., 35,000)
6. Please estimate your alumni donor retention rate for FY23 (i.e., # of alumni who donated two years ago who also made a gift last year.) *NOTE: the national average for donor retention rate is around 60%.*
7. Please estimate the participation rate (i.e., # of donors / # of living constituents) for the following constituencies in FY23. Please provide your answer as a percentage (e.g., 9%)
 - Alumni (all combined graduate and undergraduate)
 - Young Alumni (10 years out)
 - Parents (current)
 - Students
 - Reunion Alumni
 - Faculty & Staff

Budget Allocation

1. What was the total operating budget (excluding staff salaries) for your annual giving program in FY23? Please use a numeric format (e.g., \$100,000).
2. Approximately, how much \$ was spent on professional development and training for annual giving staff in FY23 (e.g., webinars, conferences, training, certifications, etc.)? Please use a numeric format (e.g., \$100,000).
3. How would you describe the change in annual giving budget in FY23 compared to FY22?
 - Significant increase
 - Moderate increase
 - No change
 - Decrease