

2025 Salary Report

Table of Contents

About AGN 3

Member Benefits 4

Survey Overview & Methodology 5

Key Findings..... 8

Comparison by Departmental Unit 19

- Annual Giving 20
- Alumni Relations 27
- Communications 34
- Major & Planned Giving 41
- Stewardship & Donor Relations 48
- Advancement Services 54

About AGN

As the world's leading resource for annual giving programs, AGN helps educational institutions develop sustainable sources of philanthropic support. We're proud to have served thousands of colleges, universities and independent schools through our research, training, and consulting services, and through our membership program, which provides ongoing access to professional development.

AGN continues to conduct research and develop resources including a job board, samples, webinars, workshops, and a podcast that features some of the industry's most interesting voices. Our goal is to help each and every educational institution prepare its pipeline and achieve great annual fundraising results.

More information is available at AnnualGivingNetwork.com

AGN Membership Benefits

- Connection with thousands of other annual giving and educational fundraising professionals.
- Regular forums where leaders (and rising leaders) can discuss and develop winning annual giving strategies.
- Live interactive webinars featuring subject matter experts.
- Structured training and certification to help onboard new staff and volunteers.
- Online resource libraries filled with lessons, samples, tools and templates.
- Special reports and benchmarks to help stay on top of industry trends and best practices.
- Priority registration and discounts for workshops, job board ads, and other services.

Survey Overview

- In the fall of 2024, AGN completed a survey of over 1,300 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

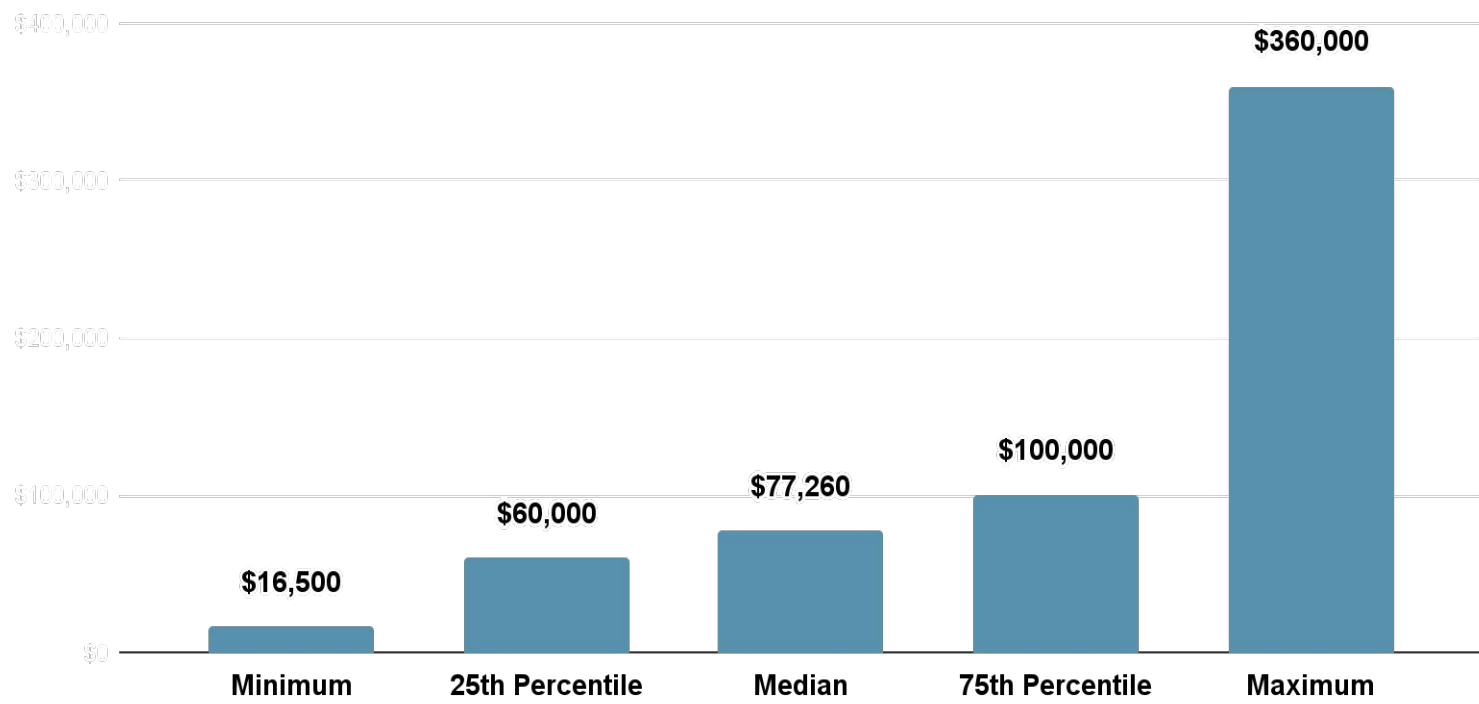
- All survey participants reported their annual salary in U.S. dollars, *excluding benefits*
- Responses were segmented into 42 categories according to Departmental Unit and Grade:
 - **Departmental Unit Categories** include Annual Giving, Alumni Relations, Communications, Major & Planned Giving, Stewardship & 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 (*Note: 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 the change in median salary over the past two years.

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

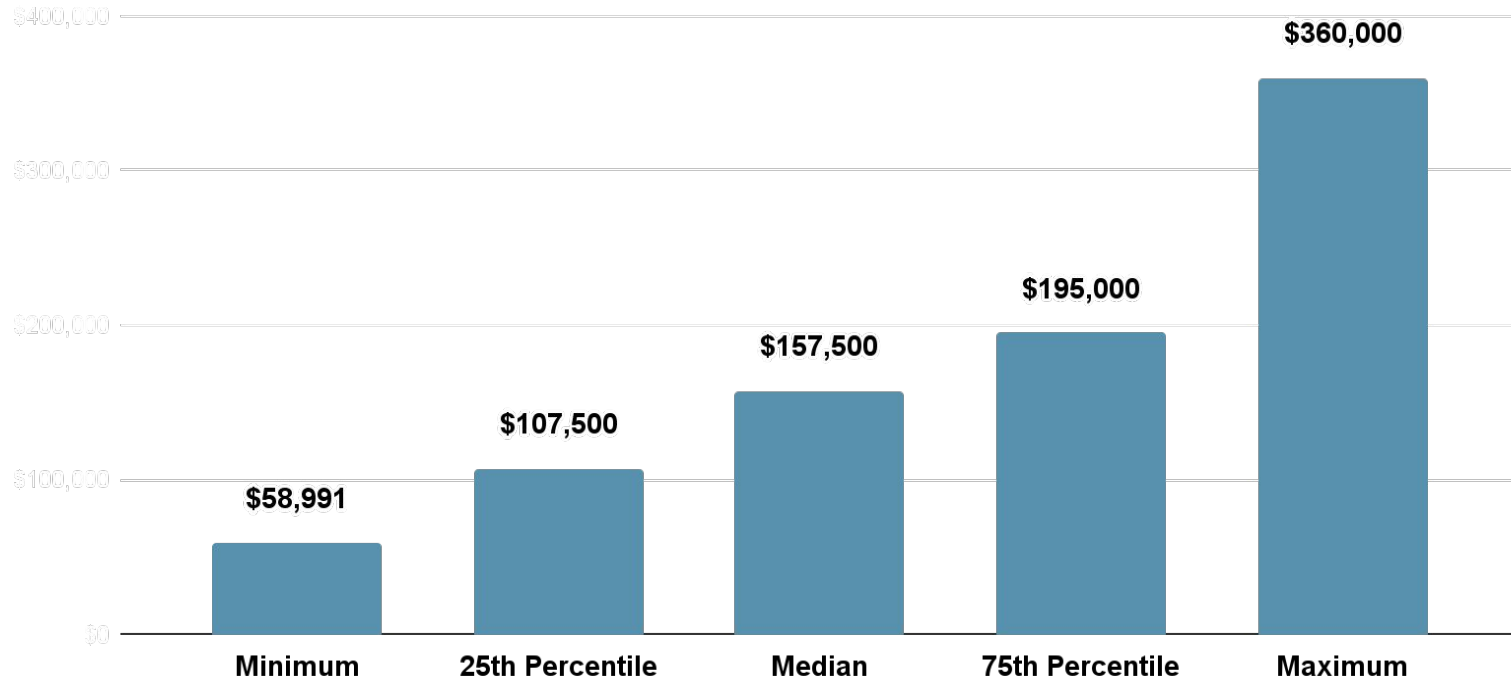
KEY FINDINGS

Salary Range: All Respondents



Median Years of Experience: **10**
2-Year Change (Median): **+7%**

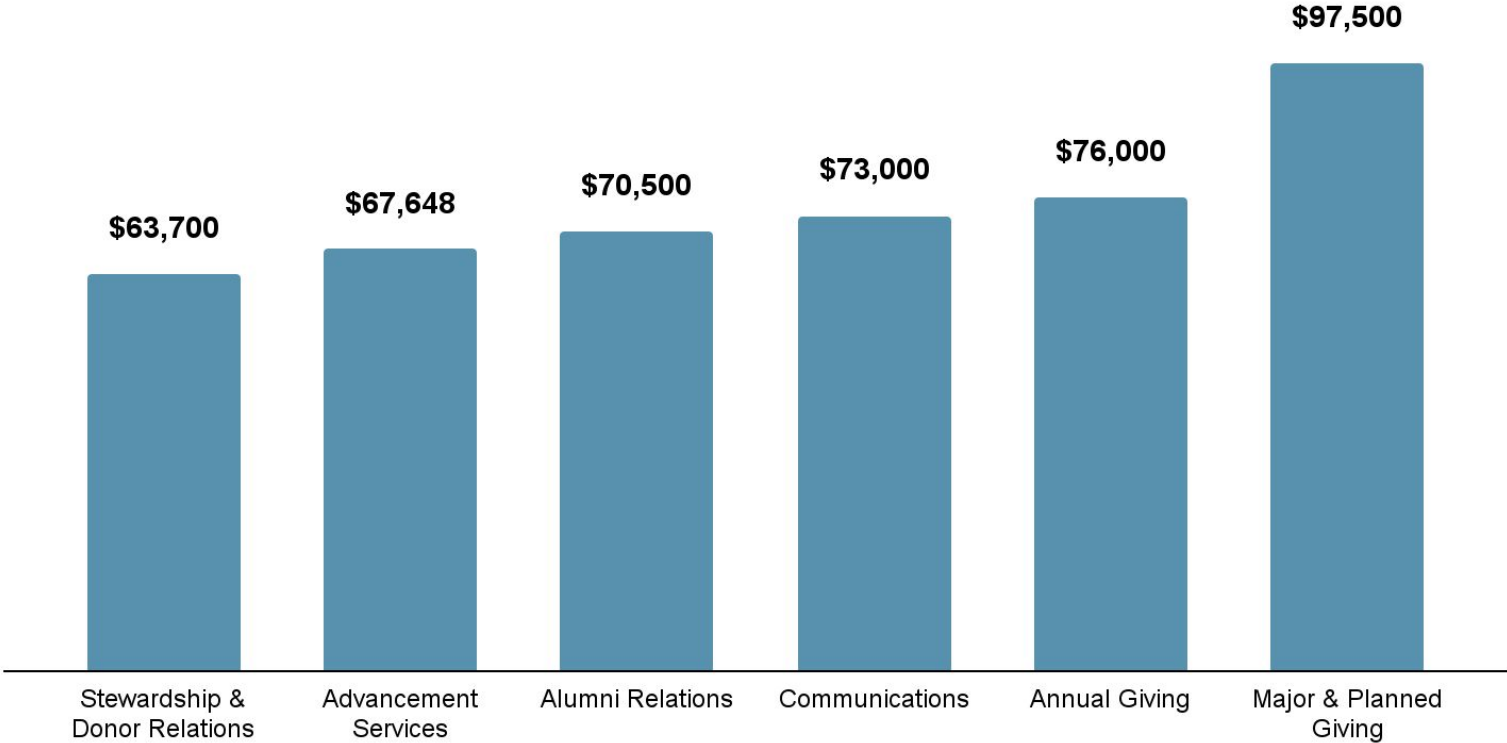
Salary Range: Heads of Advancement



Median Years of Experience: **19**
2-Year Change (Median): **+ <1%**

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

Median Salary by Unit



All-Unit Median Salary: **\$77,260**

Private vs. Public



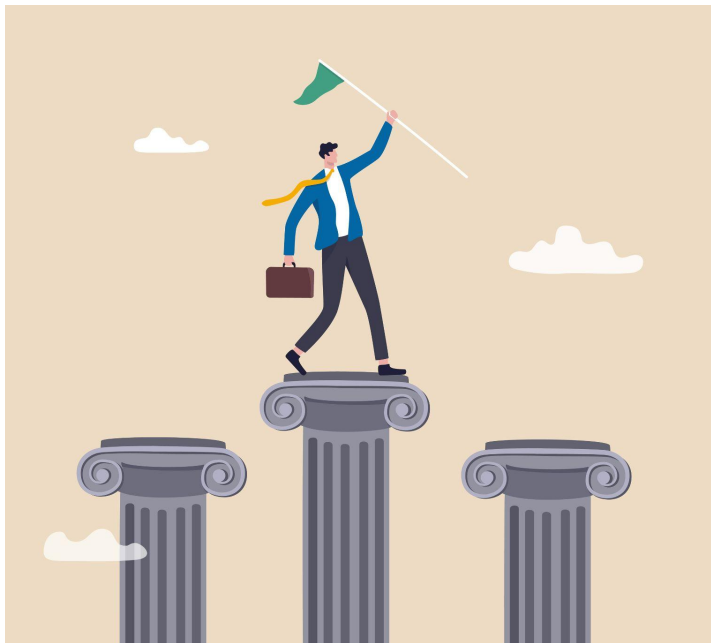
- Private institutions reported a median salary 5% higher than public institutions
 - Private: \$78,975
 - Public: \$75,000

Independent vs. Higher Education

- Independent schools reported a median salary that was 15% higher than colleges and universities
 - Independent Schools: \$86,320
 - Colleges & Universities: \$75,000



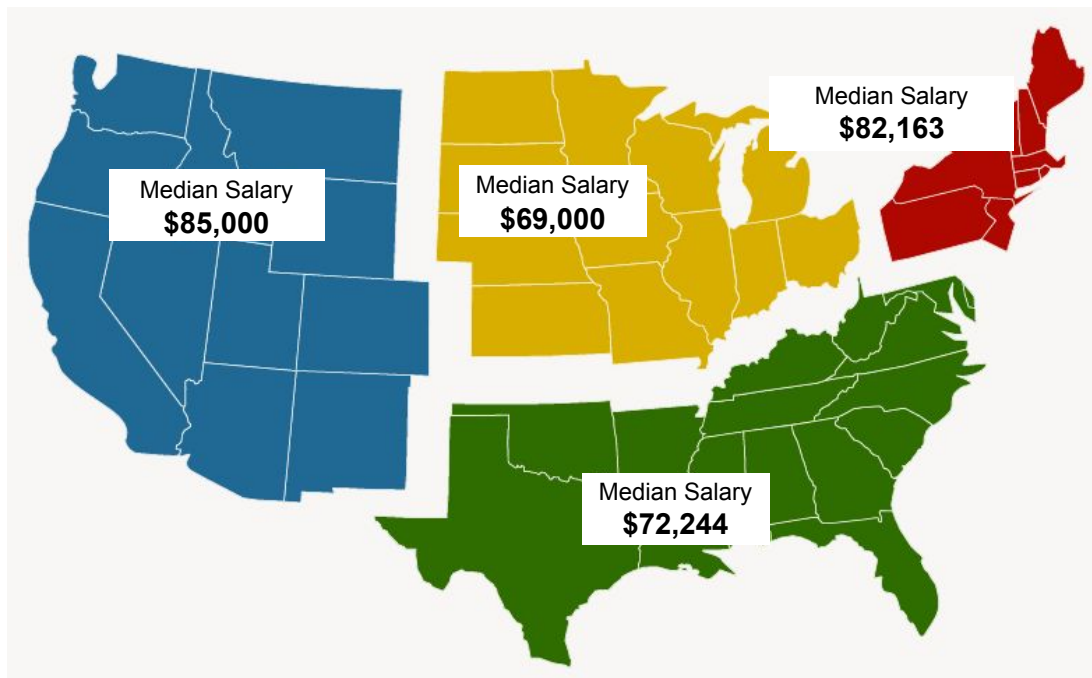
Institution Size



- Median salaries are highest among smaller institutions, and lowest among medium-sized institutions
 - Small (fewer than 20k alumni): \$85,000
 - Medium (20k–100k alumni): \$73,000
 - Large (100k+ alumni): \$76,600

Location Comparison

- Median salaries were highest among west coast institutions
 - West: \$85,000
 - Northeast: \$82,163
 - Midwest: \$69,000
 - South: \$72,244
- 21% difference in median salary from highest paid region (i.e., west coast) and the lowest paid region (i.e., south)



Advanced Degrees



- 49% of respondents have an advanced degree
- The median salary for those with an advanced degree is 6% higher than those without
 - Advanced degree: \$79,600
 - No advanced degree: \$75,000

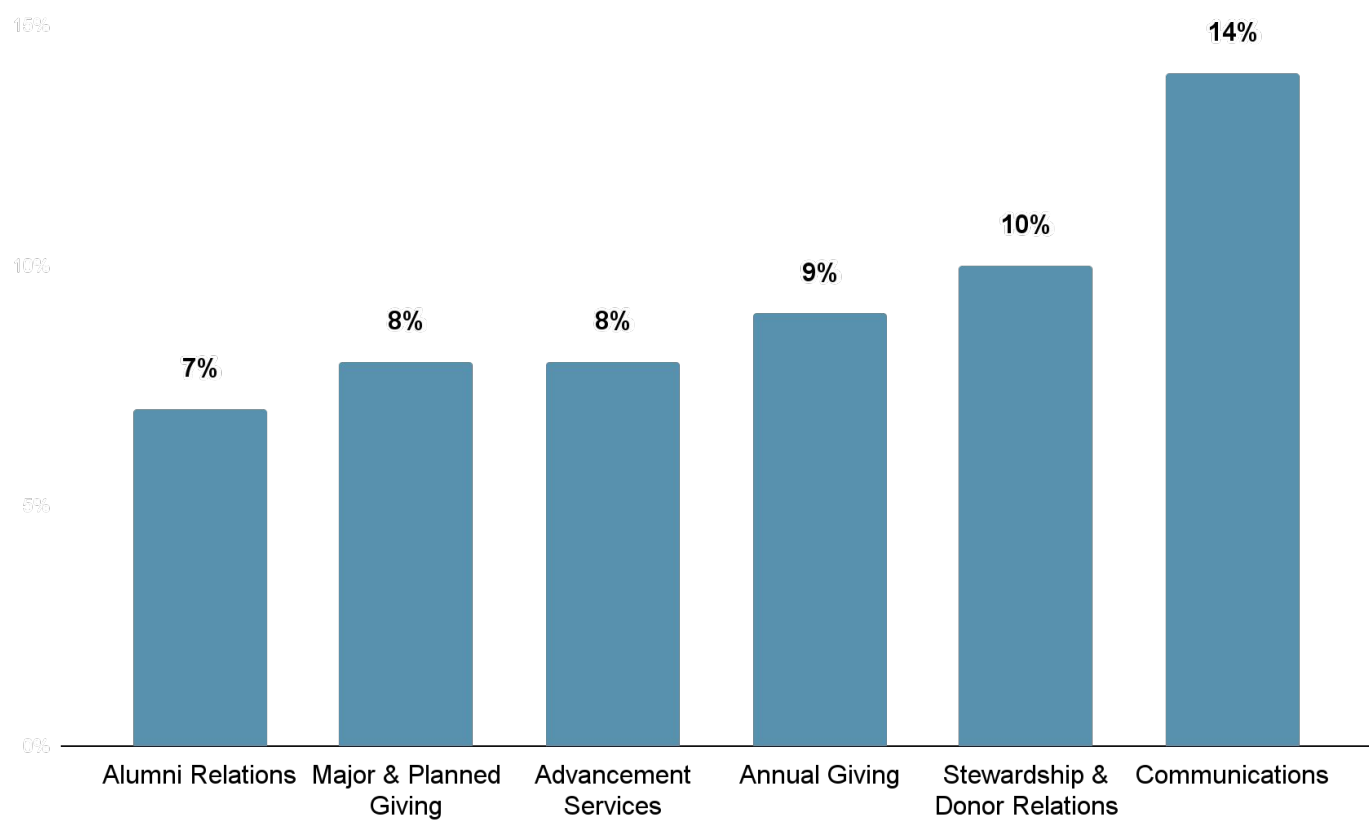
2-Year Change (Median)

- The overall median salary for advancement professionals increased by 8% from 2022-24
 - Net median increase of \$5,505
 - Outpaced the US inflation rate (~7%) over this same period *



** source = U.S. Labor Department*

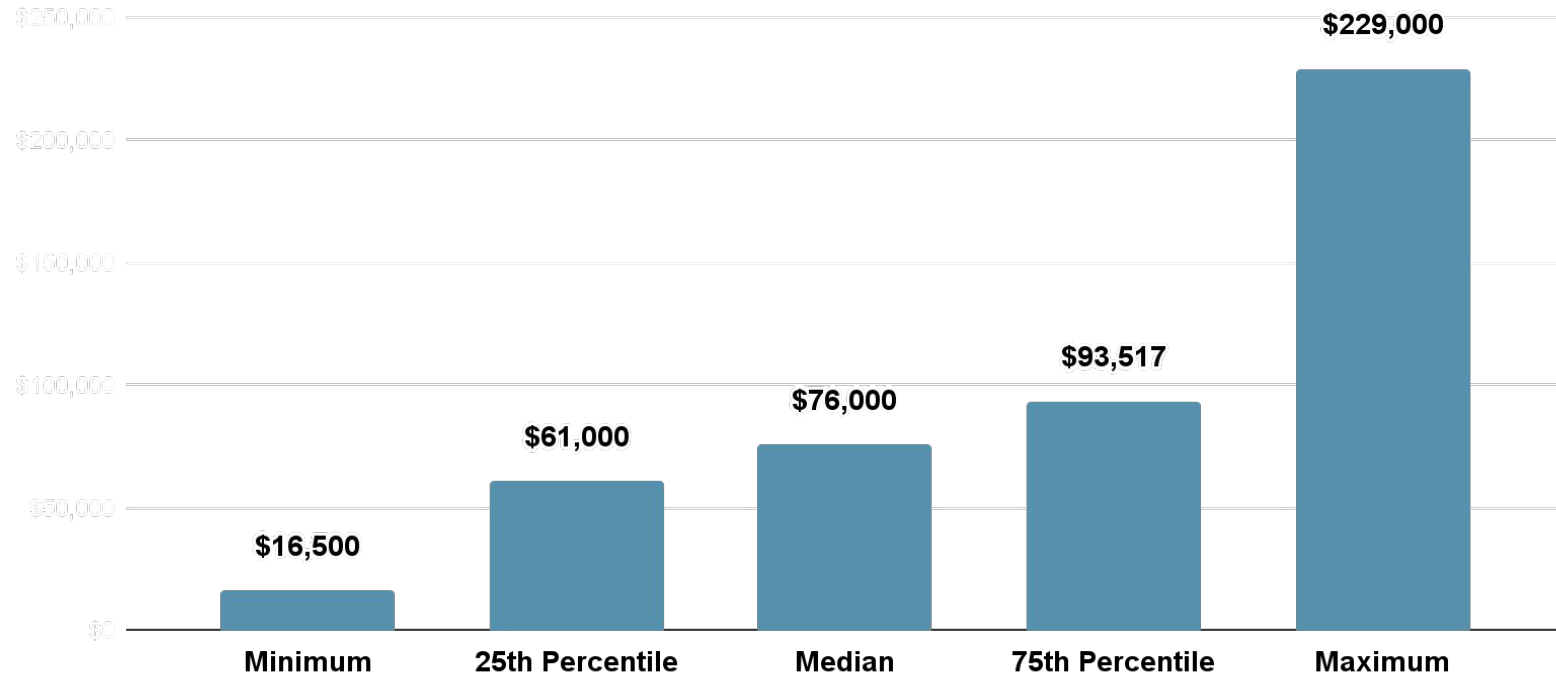
2-Year Change by Unit (Median)



COMPARISONS BY DEPARTMENTAL UNIT

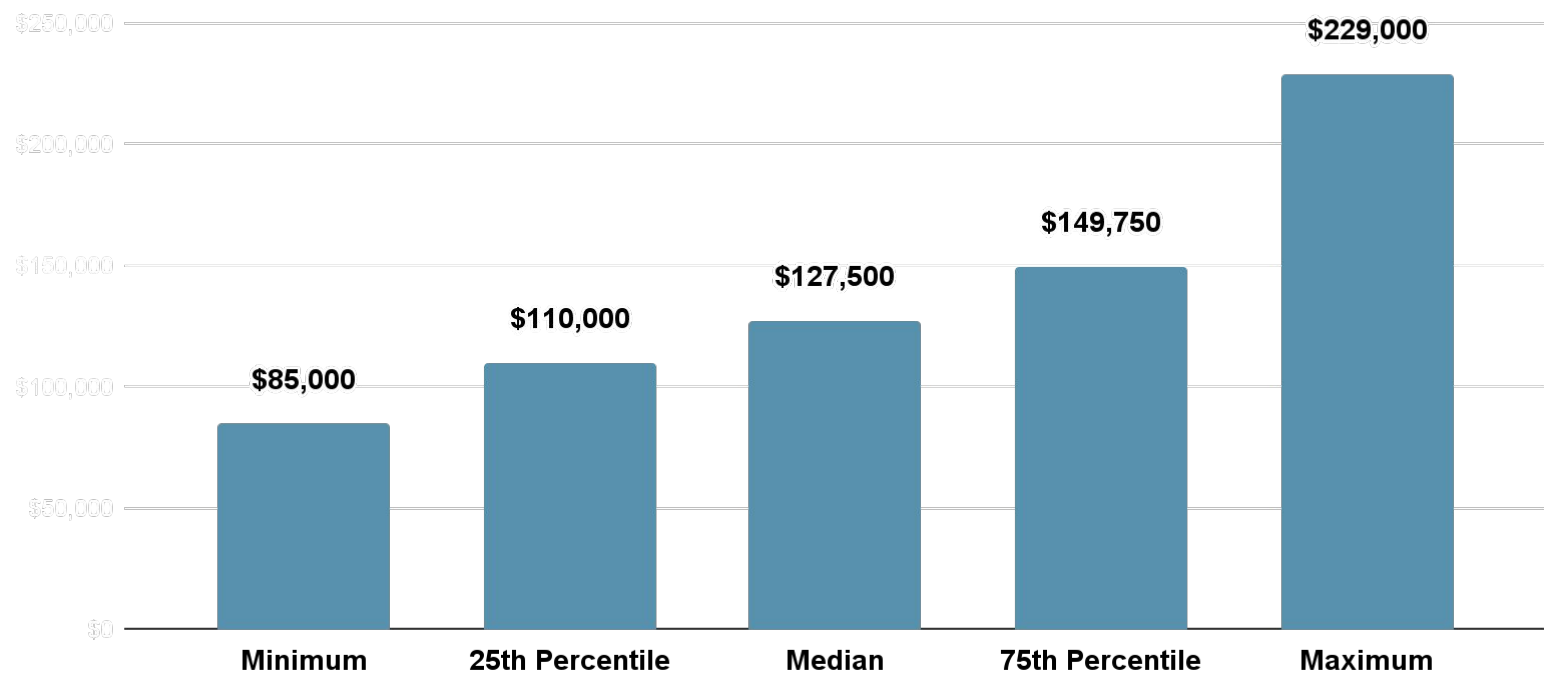
ANNUAL GIVING

Annual Giving: All Grades



Median Years of Experience: 9
2-Year Change (Median): +9%

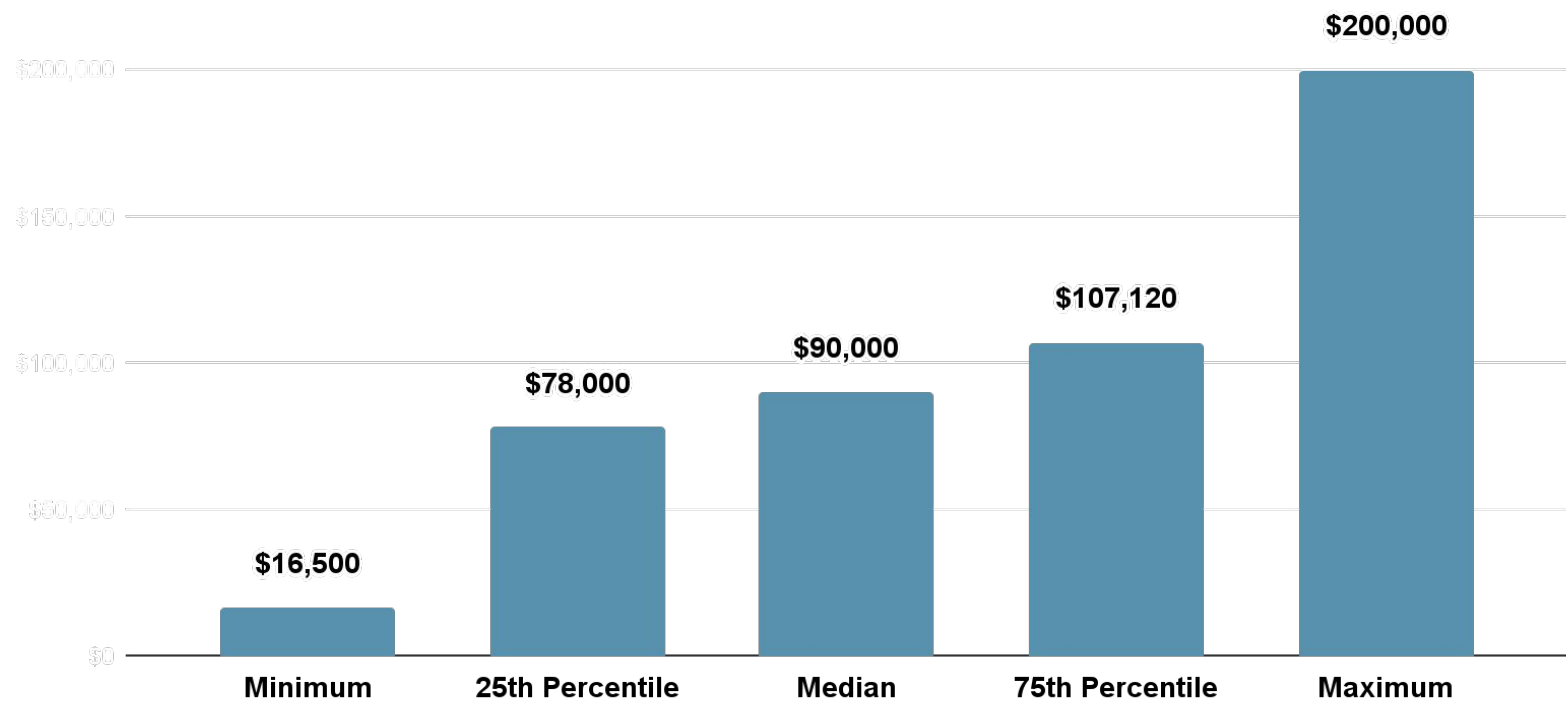
Annual Giving: Grade 5



Median Years of Experience: **15**
Change of Median Salary: **+2%**

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

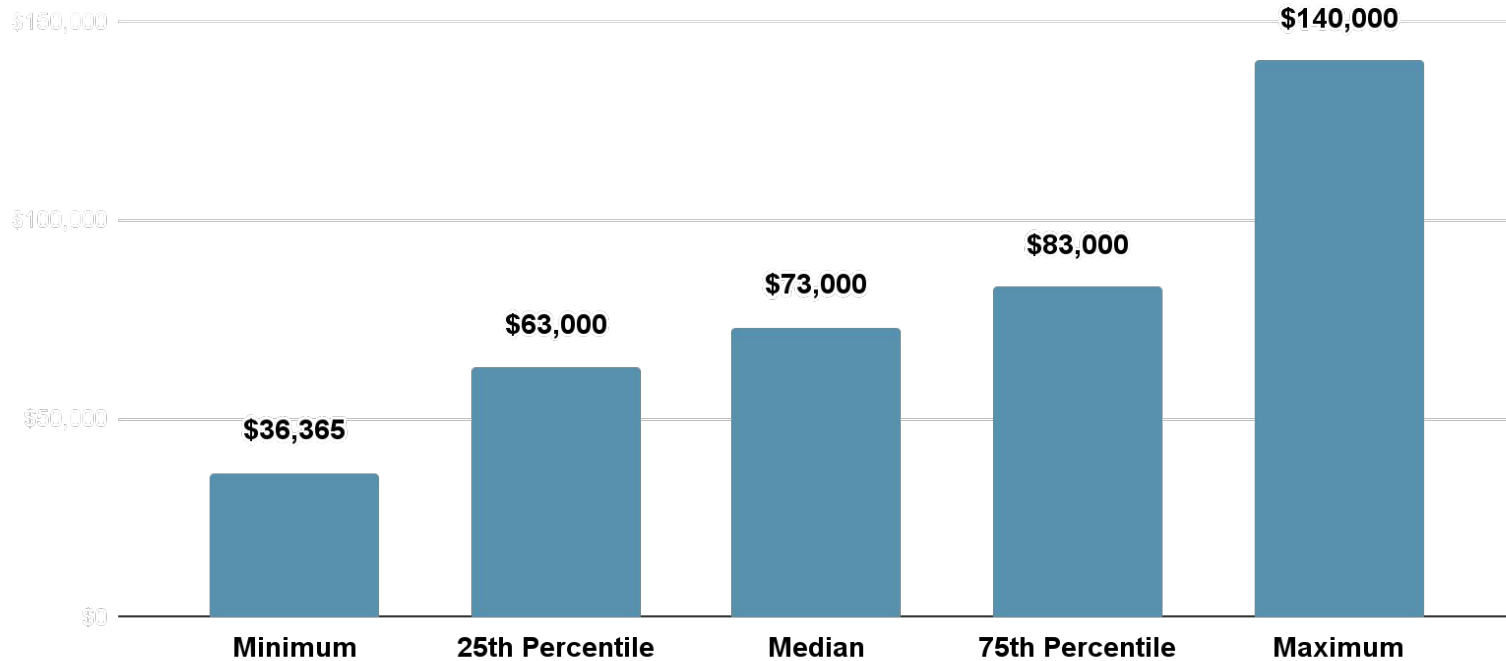
Annual Giving: Grade 4



Median Years of Experience: **12**
2-Year Change (Median): **+14%**

Job titles include:
Director, Senior Officer

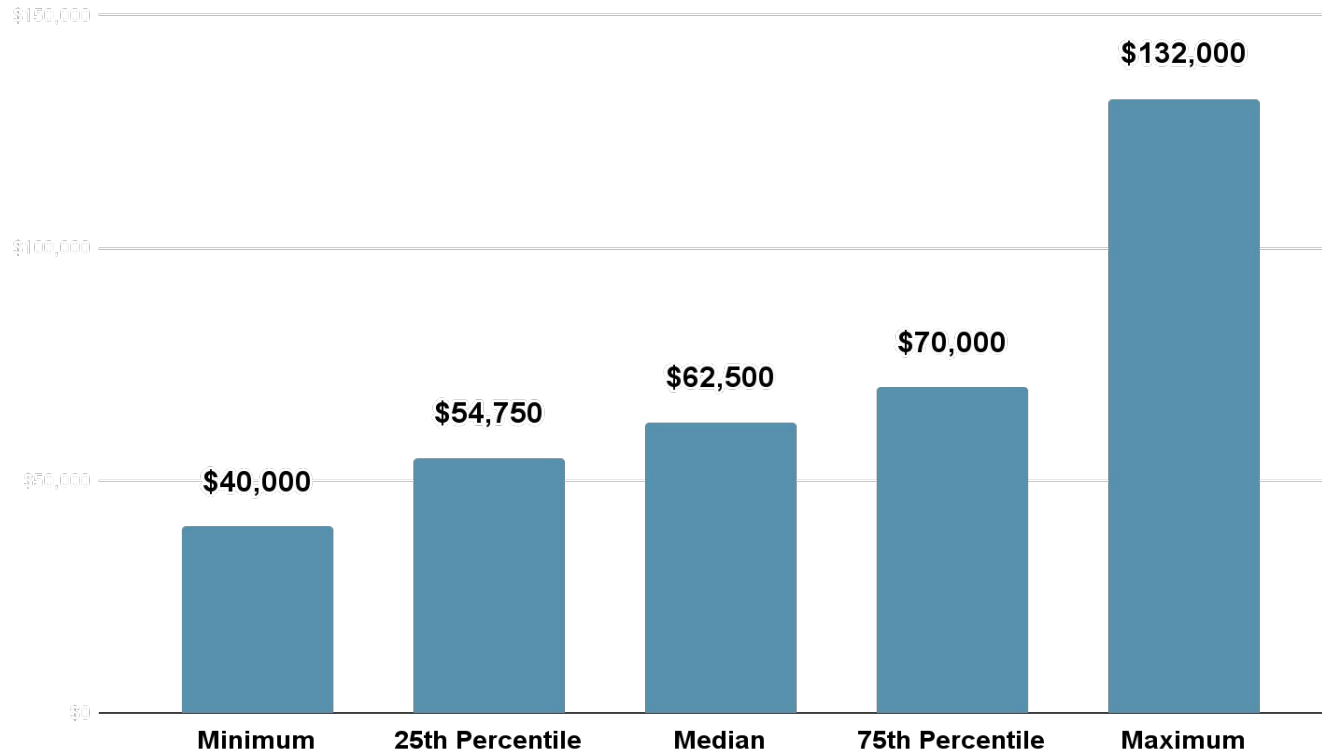
Annual Giving: Grade 3



Median Years of Experience: 8
2-Year Change (Median): +11%

Job titles include:
Associate Director, Officer

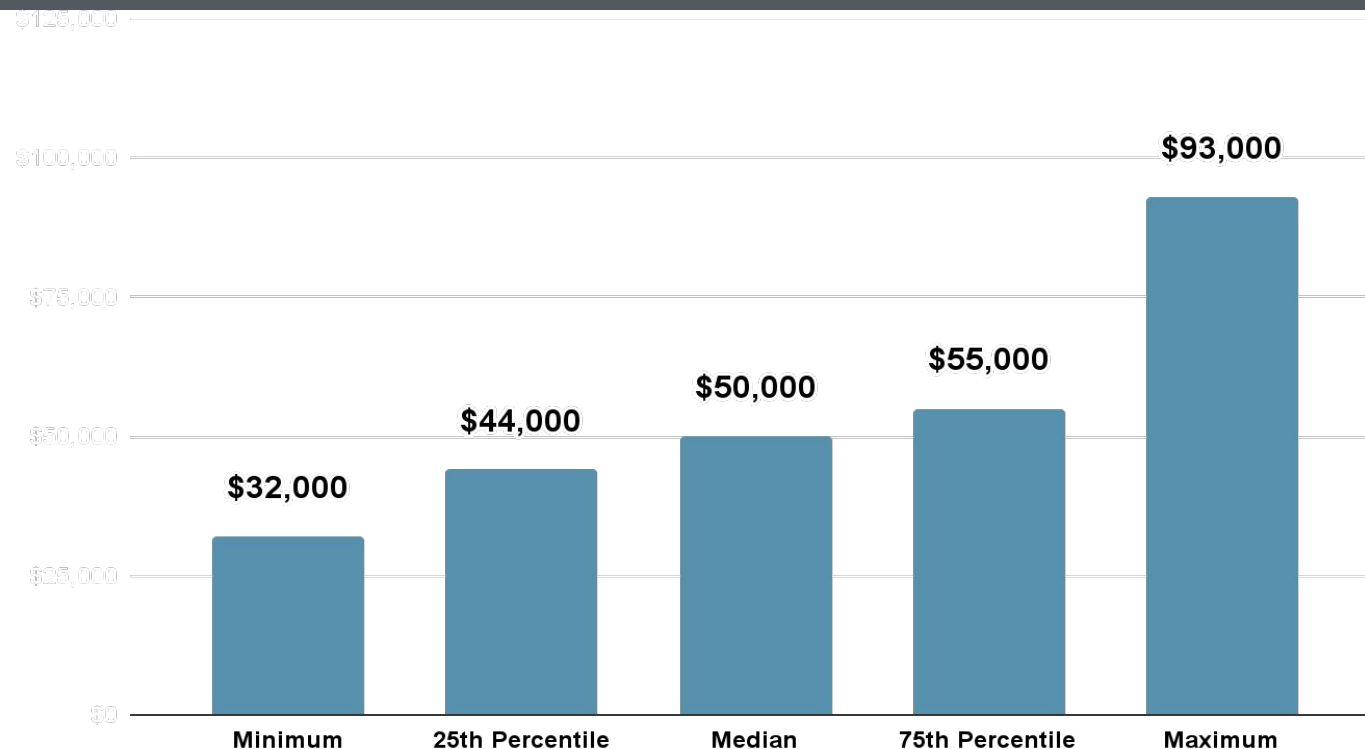
Annual Giving: Grade 2



Median Years of Experience: **5**
2-Year Change (Median): **+12%**

Job titles include:
Assistant Director, Specialist

Annual Giving: Grade 1

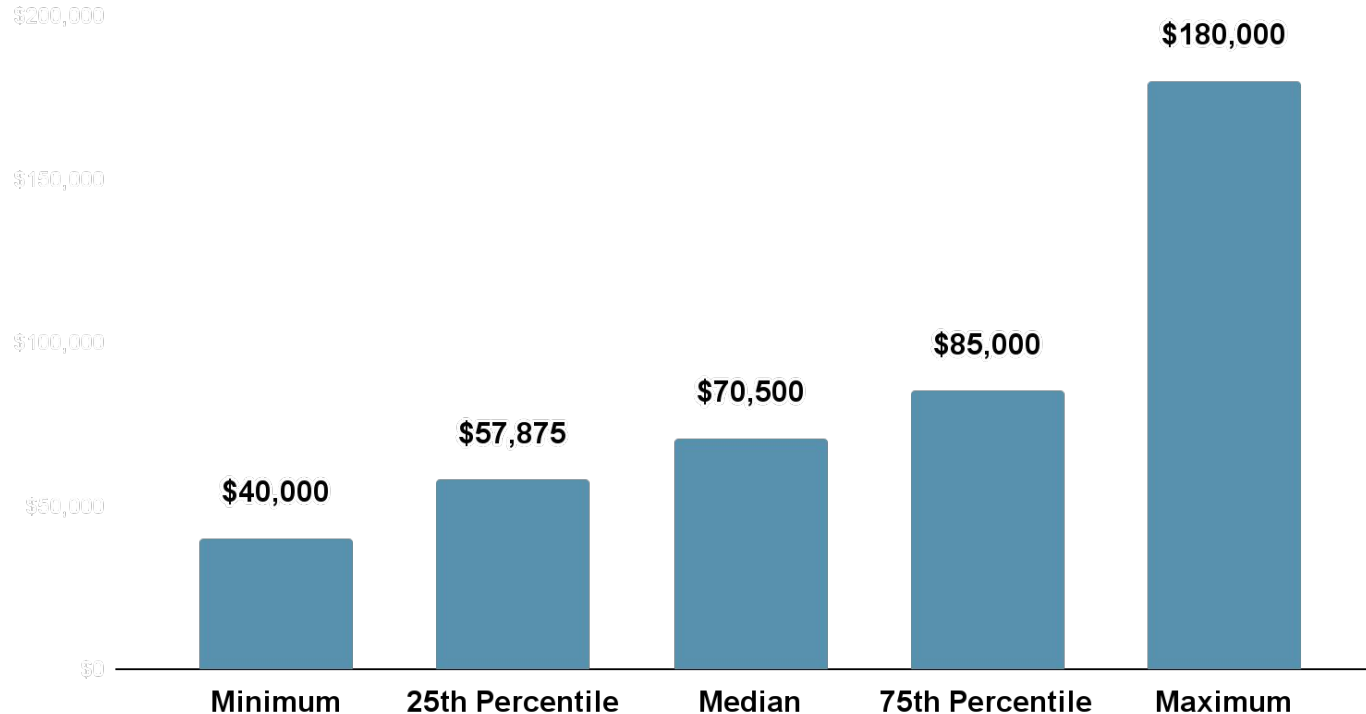


Median Years of Experience: **6**
2-Year Change (Median): **+19%**

Job titles include:
Coordinator, Associate, Administrative Assistant

ALUMNI RELATIONS

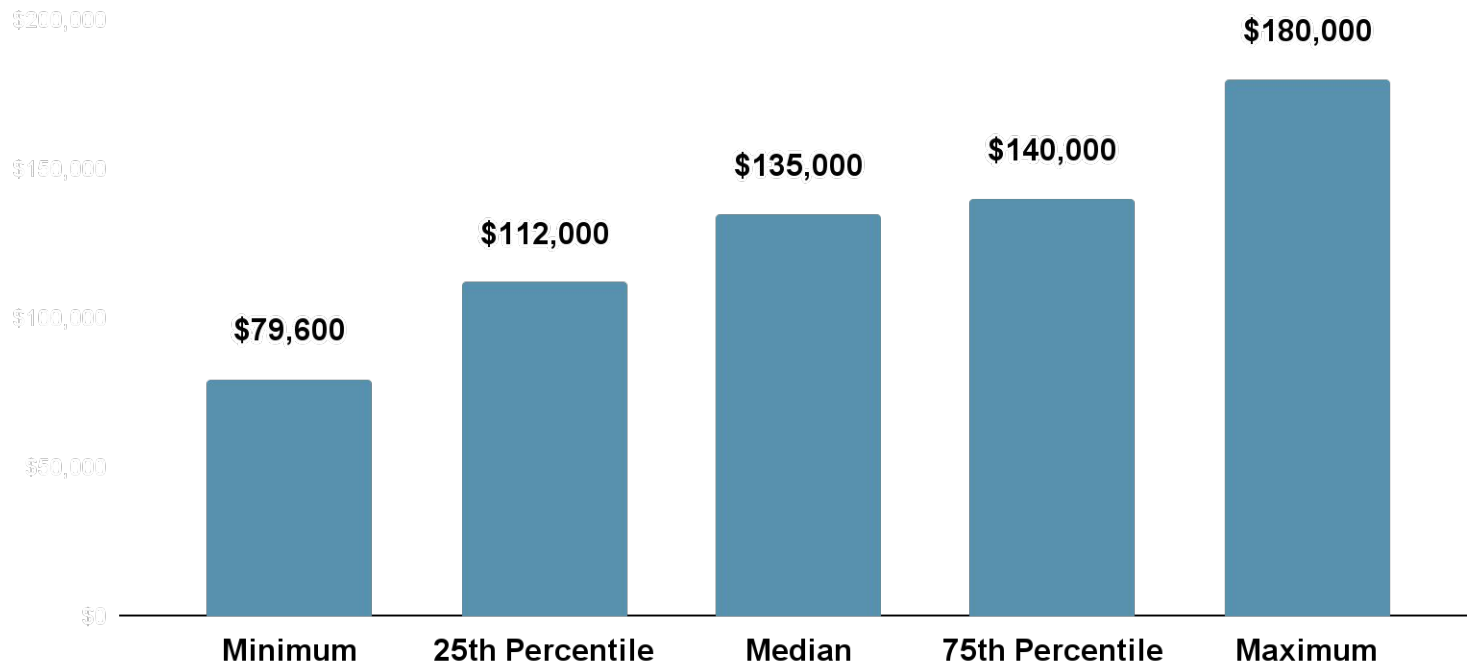
Alumni Relations: All Grades



Median Years of Experience: 8

2-Year Change (Median): +7%

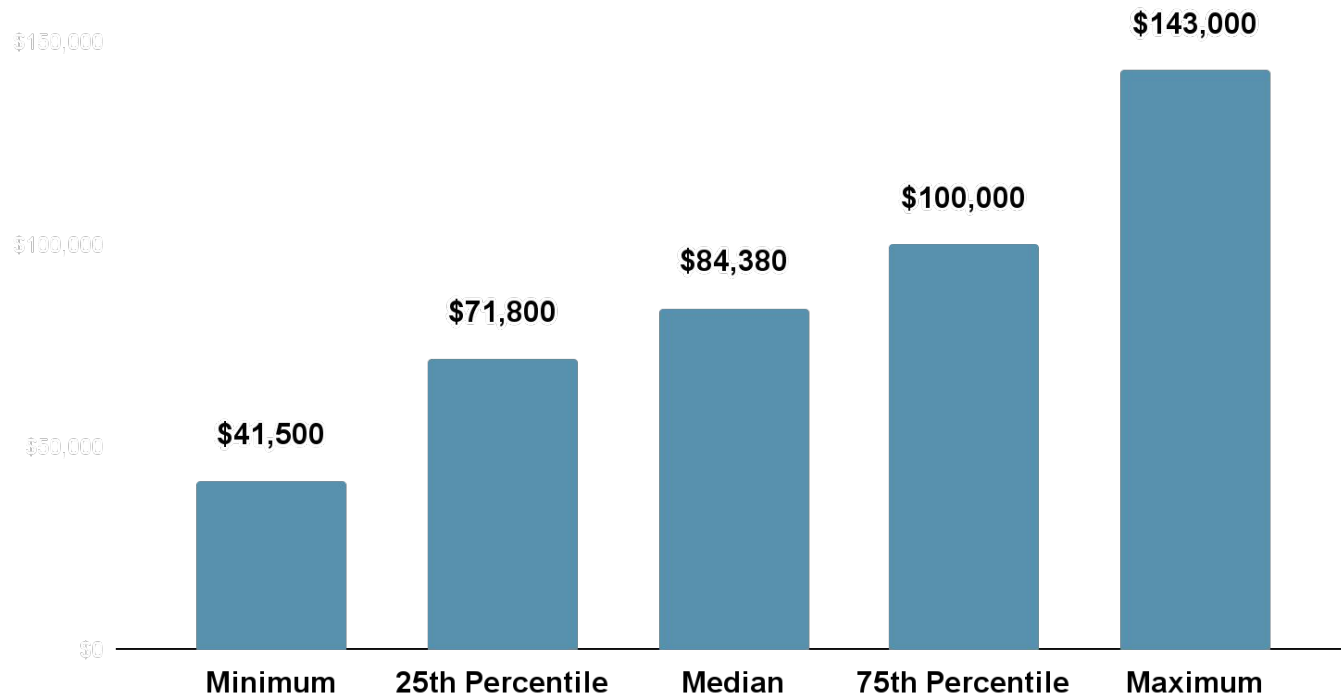
Alumni Relations: Grade 5



Median Years of Experience: **16**
2-Year Change (Median): **+9%**

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

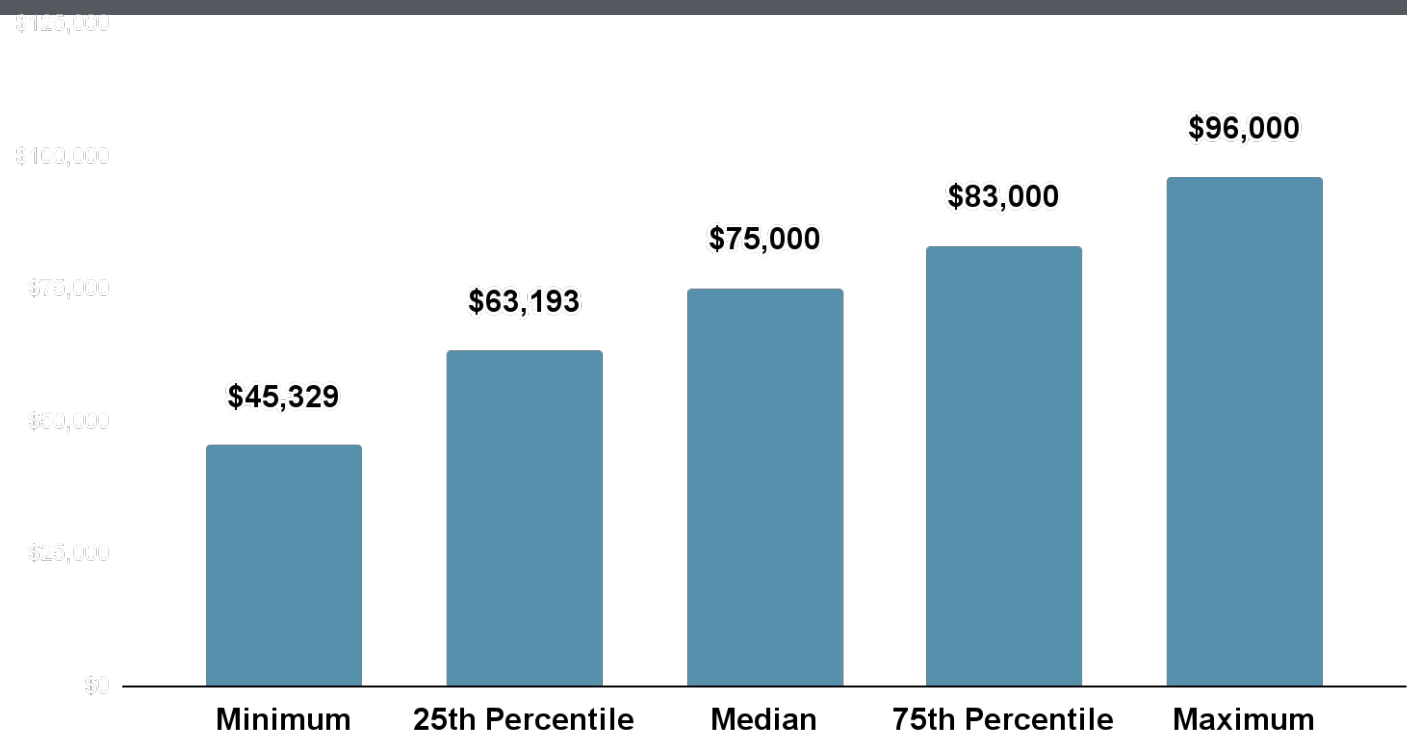
Alumni Relations: Grade 4



Median Years of Experience: **9**
2-Year Change (Median): **+10%**

Job titles include:
Director, Senior Officer

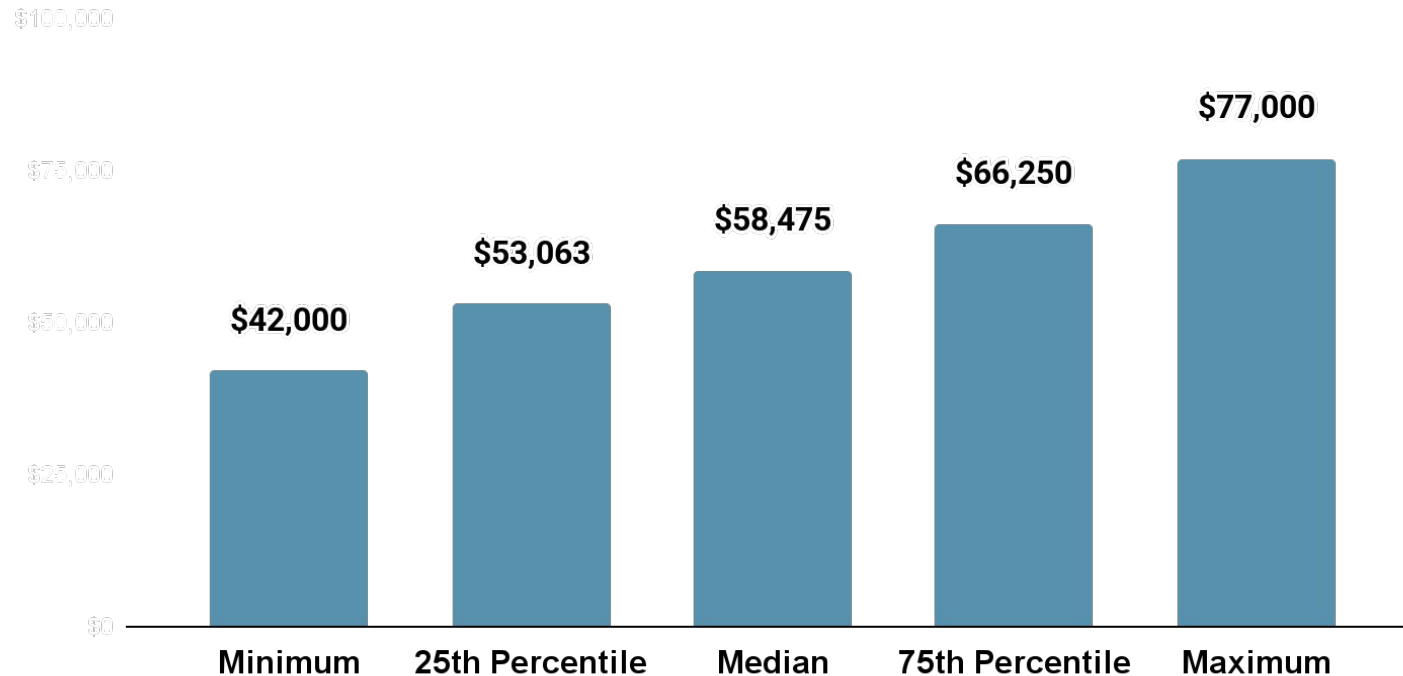
Alumni Relations: Grade 3



Median Years of Experience: **8**
2-Year Change (Median): **+16%**

Job titles include:
Associate Director, Officer

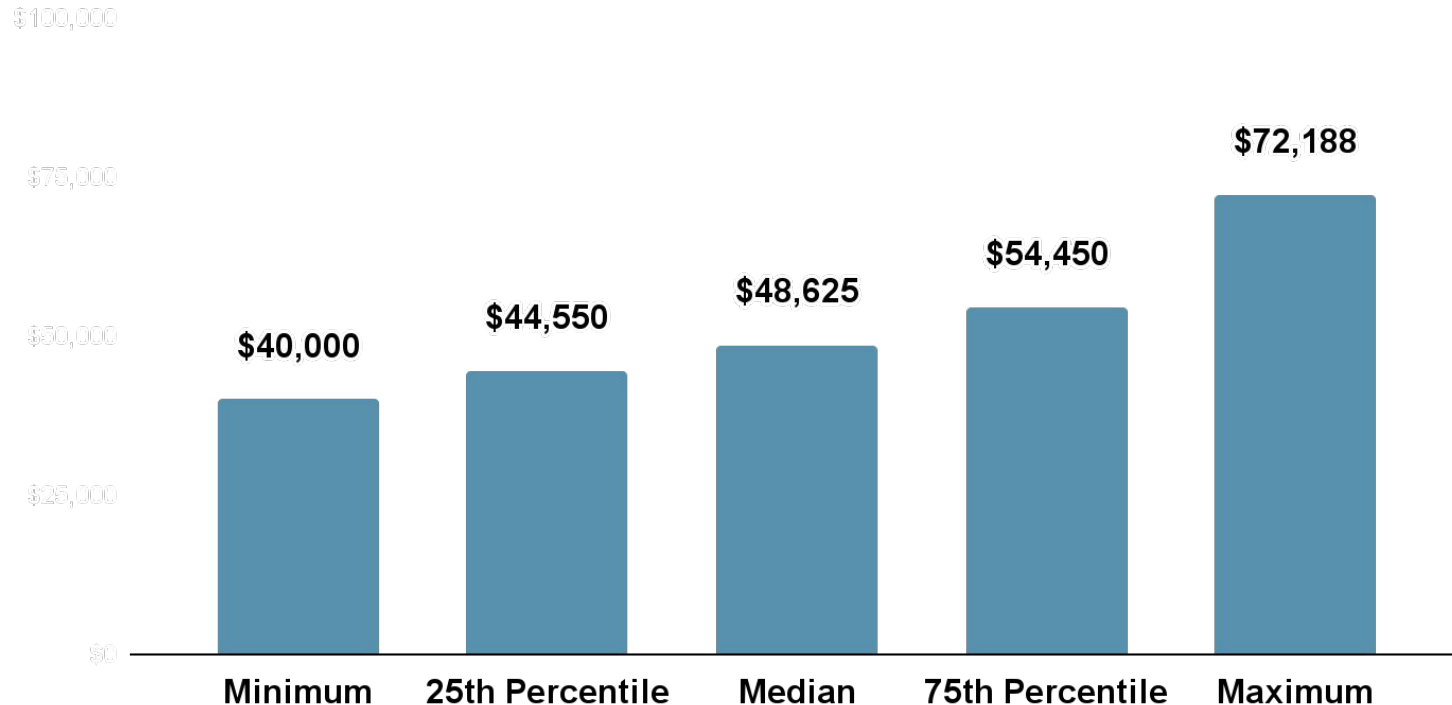
Alumni Relations: Grade 2



Median Years of Experience: 7
2-Year Change (Median): +15%

Job titles include:
Assistant Director, Specialist

Alumni Relations: Grade 1

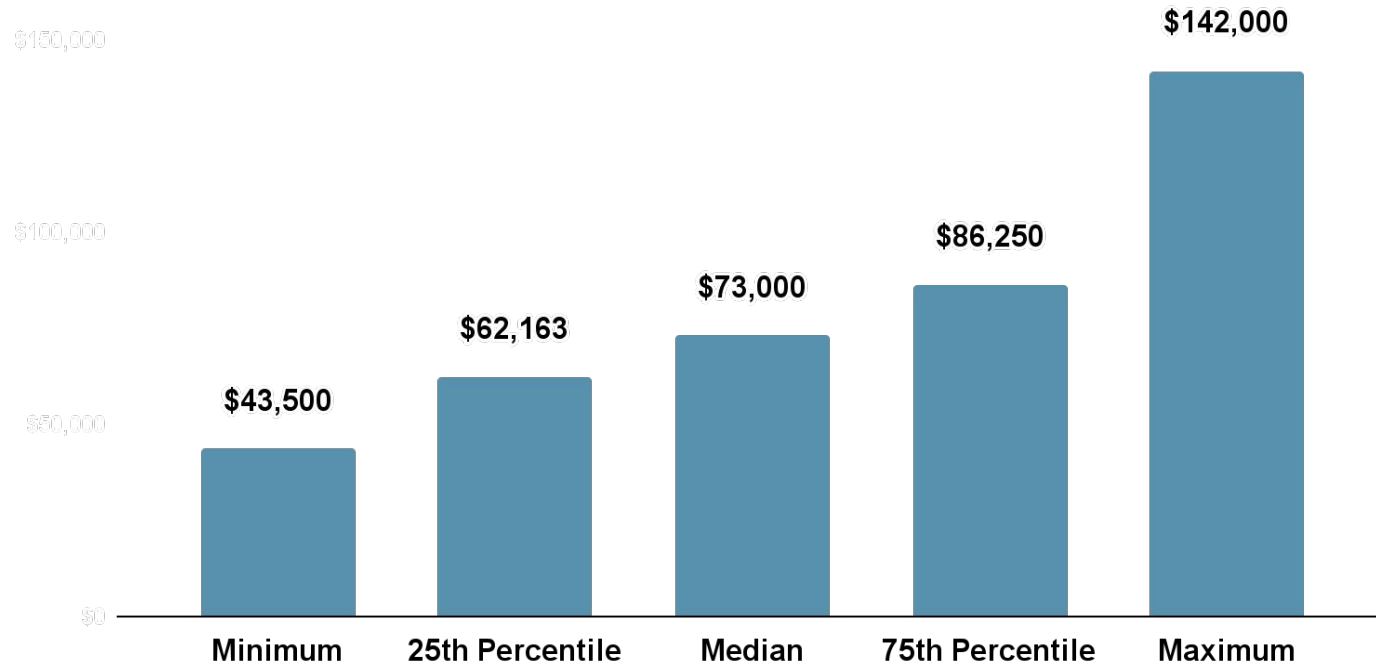


Median Years of Experience: 7
2-Year Change (Median): +8%

Job titles include:
Coordinator, Associate, Administrative Assistant

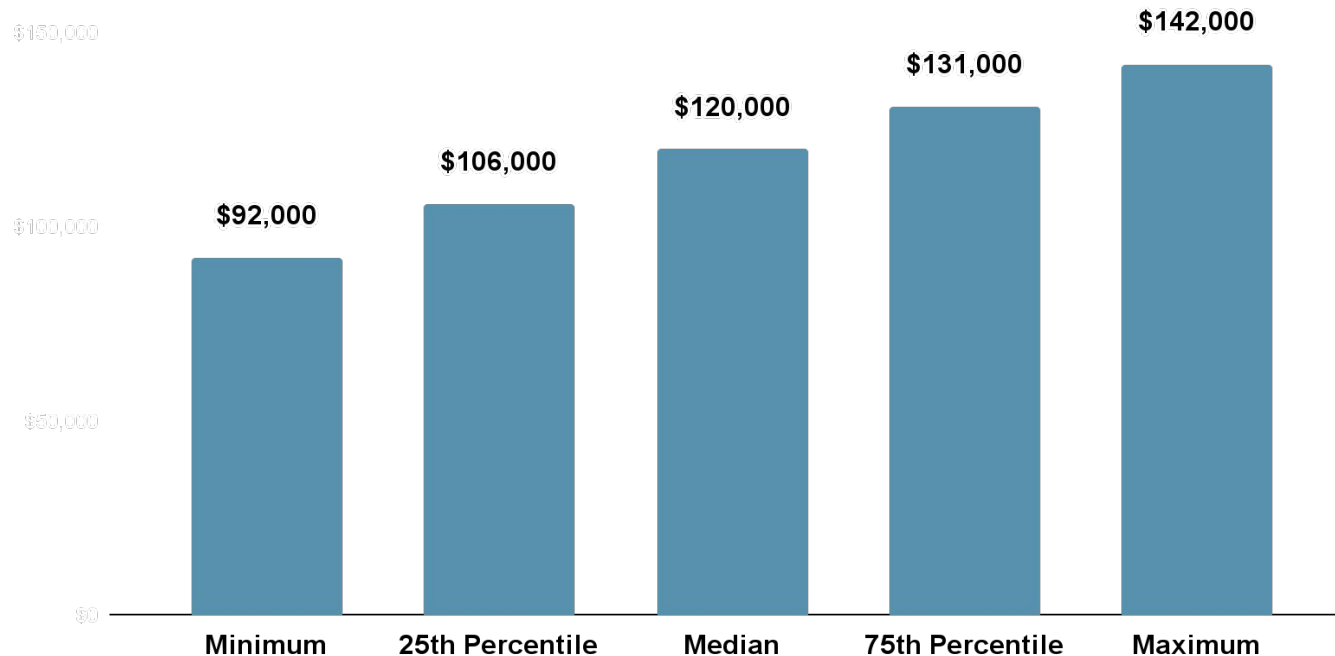
COMMUNICATIONS

Communications: All Grades



Median Years of Experience: **11**
2-Year Change (Median): **+14%**

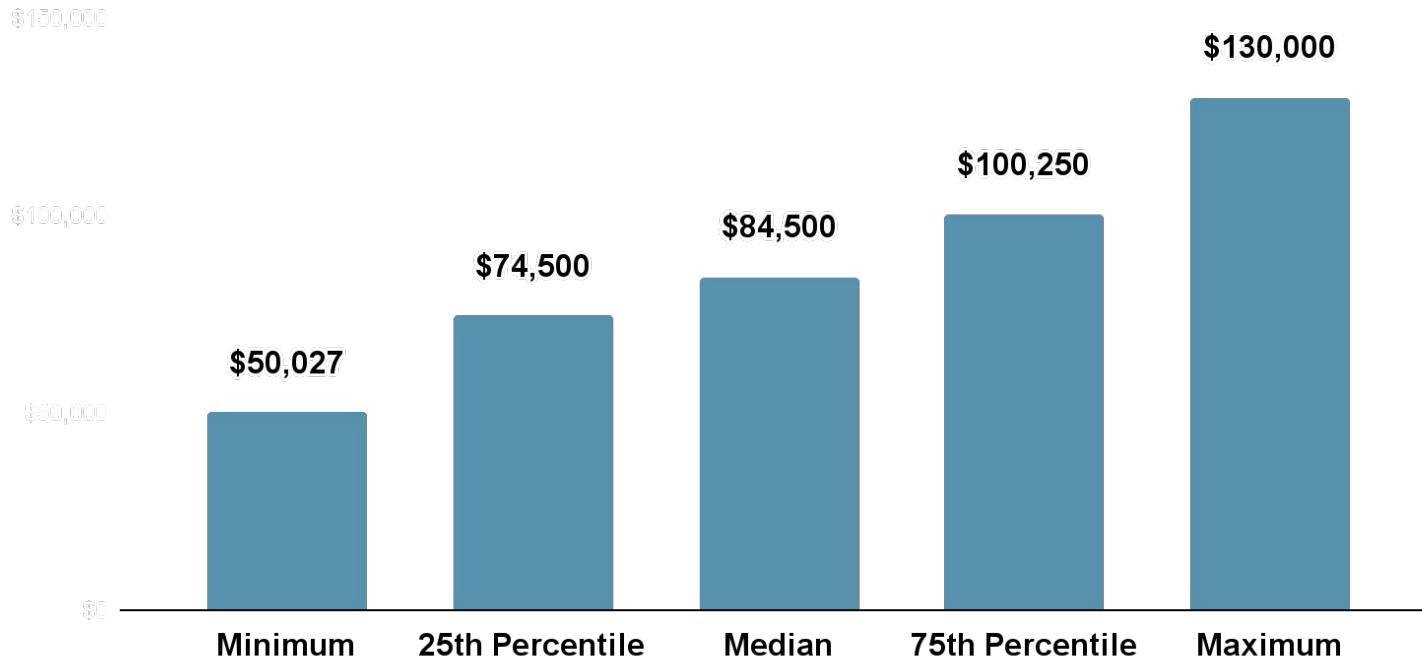
Communications: Grade 5



Median Years of Experience: **22**
2-Year Change (Median): **+25%**

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

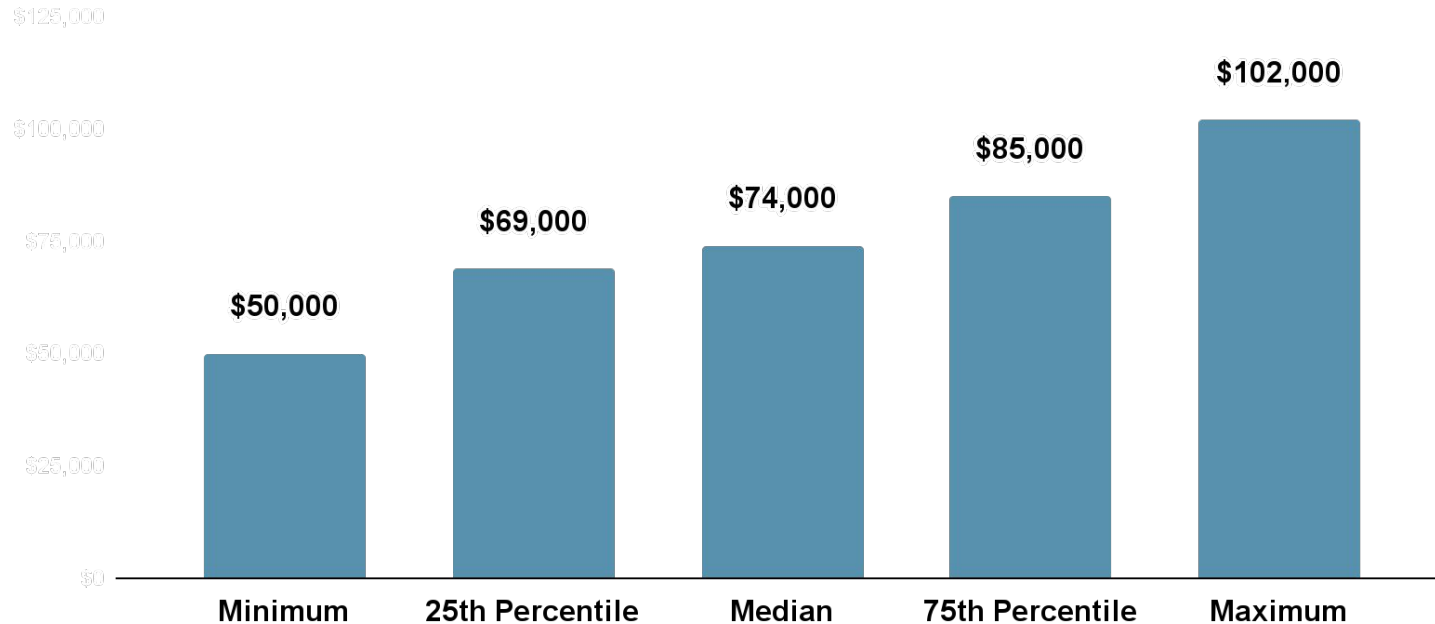
Communications: Grade 4



Median Years of Experience: **15**
2-Year Change (Median): **-12%**

Job titles include:
Director, Senior Officer

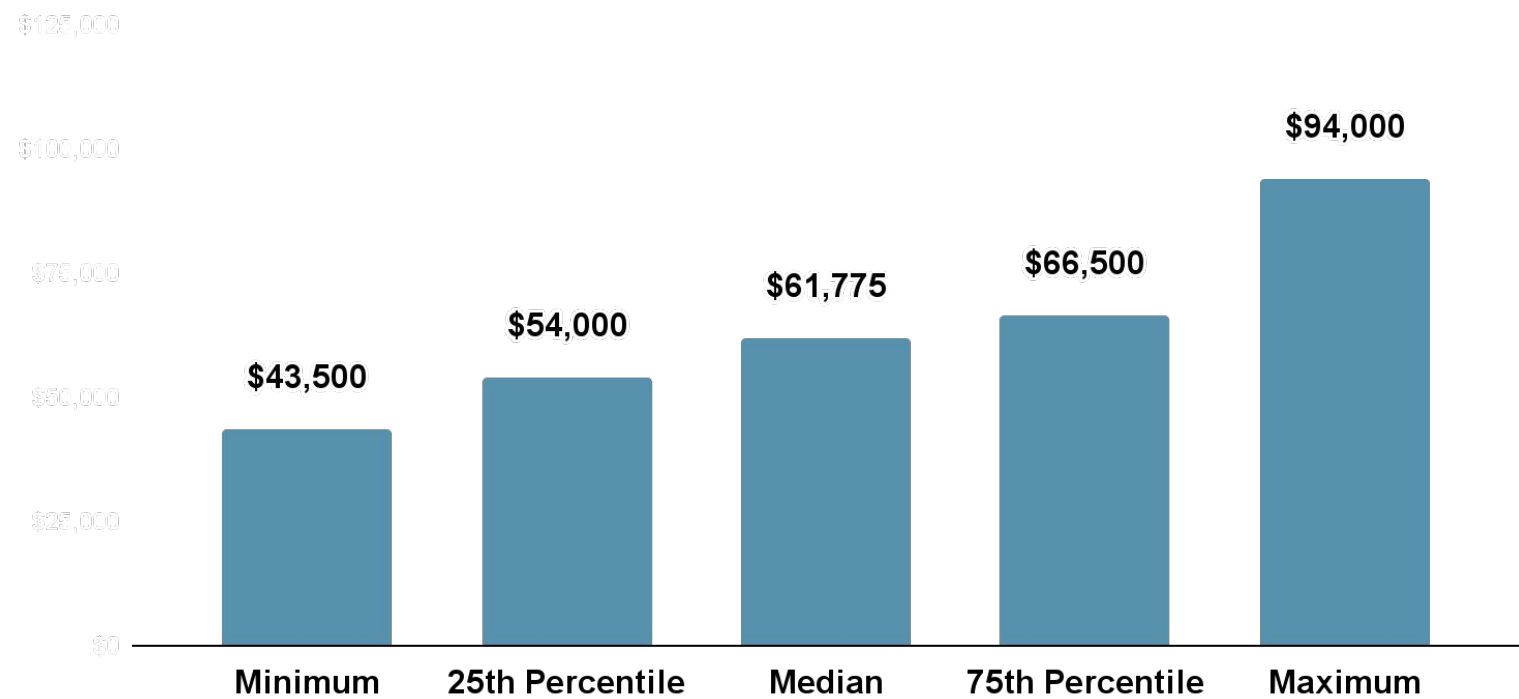
Communications: Grade 3



Median Years of Experience: **10**
2-Year Change (Median): **+16%**

Job titles include:
Associate Director, Officer

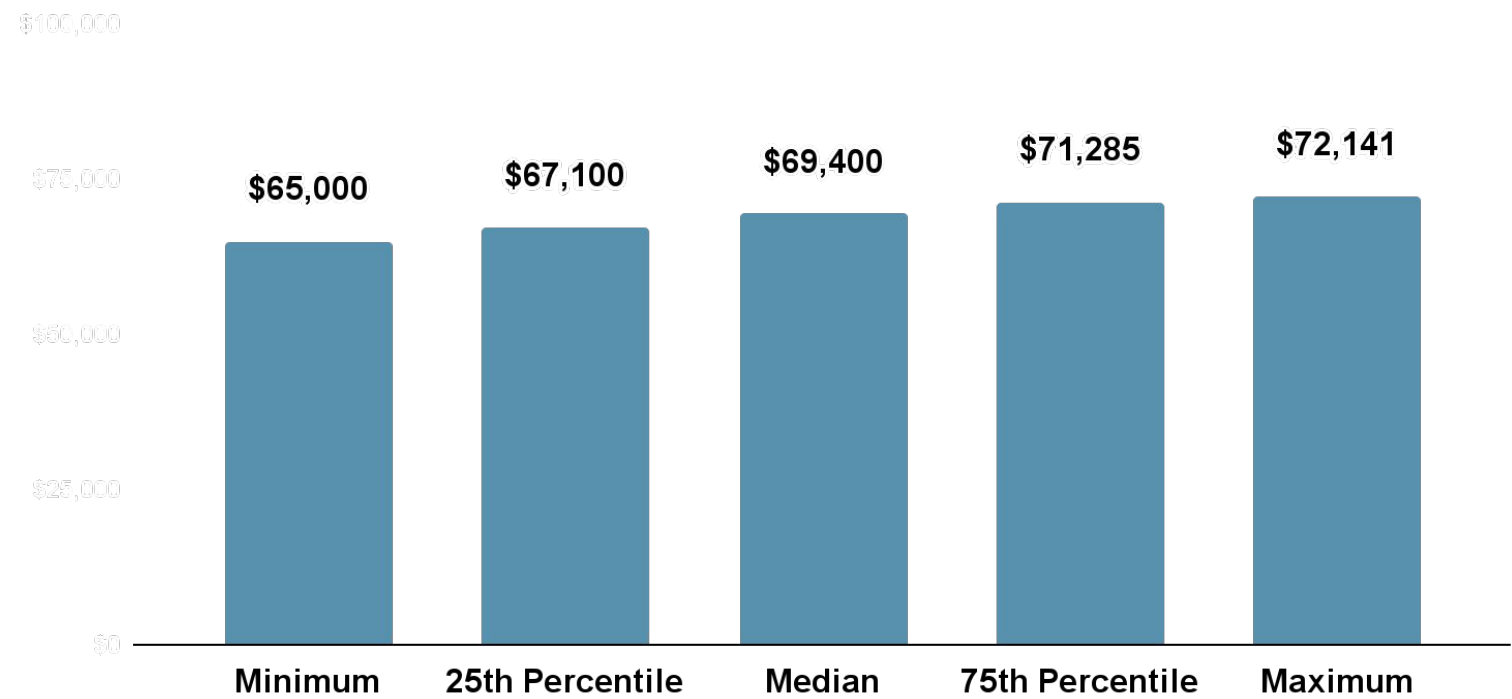
Communications: Grade 2



Median Years of Experience: 7
2-Year Change (Median): +9%

Job titles include:
Assistant Director, Specialist

Communications: Grade 1

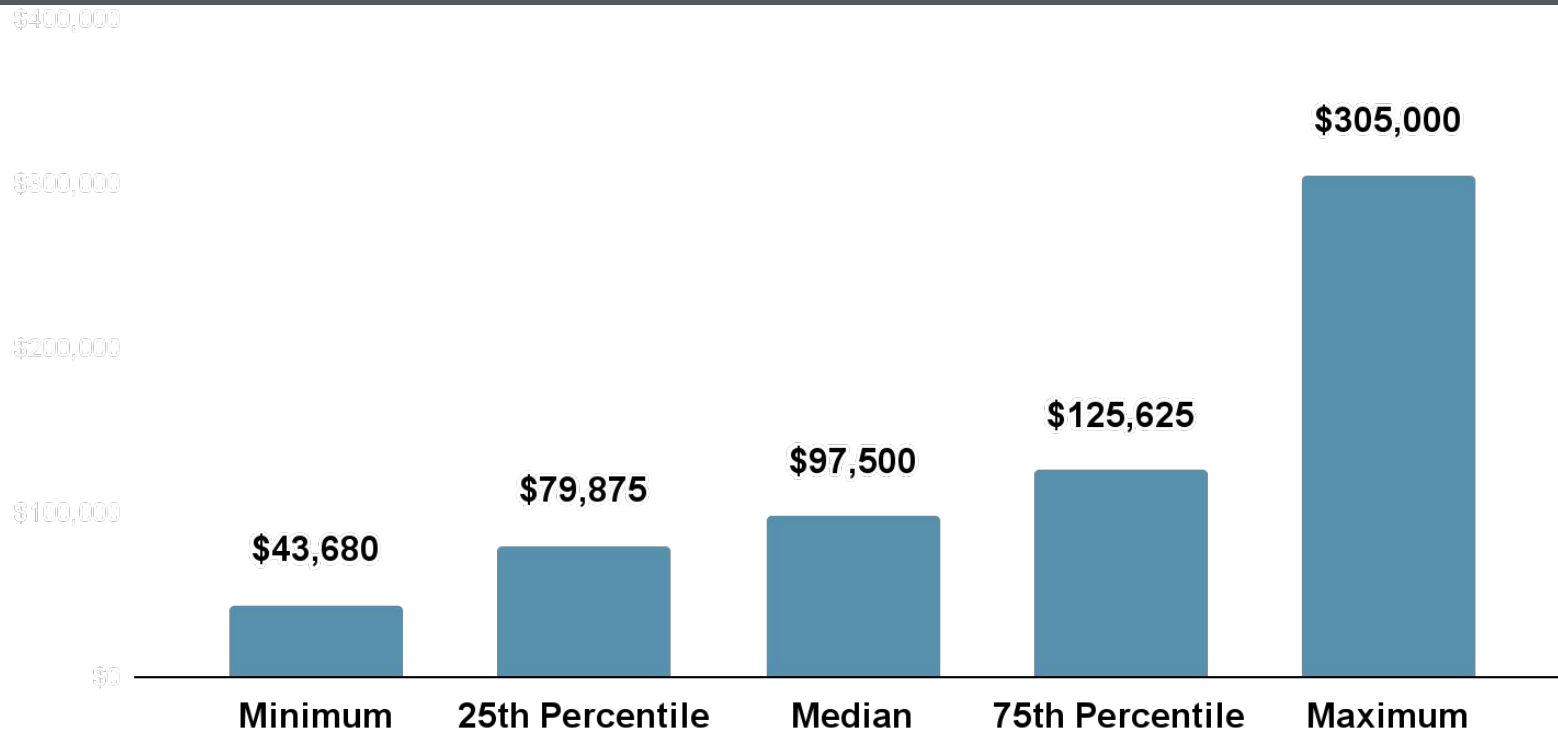


Median Years of Experience: **5**
2-Year Change (Median): **+22%**

Job titles include:
Coordinator, Associate, Administrative Assistant

MAJOR & PLANNED GIVING

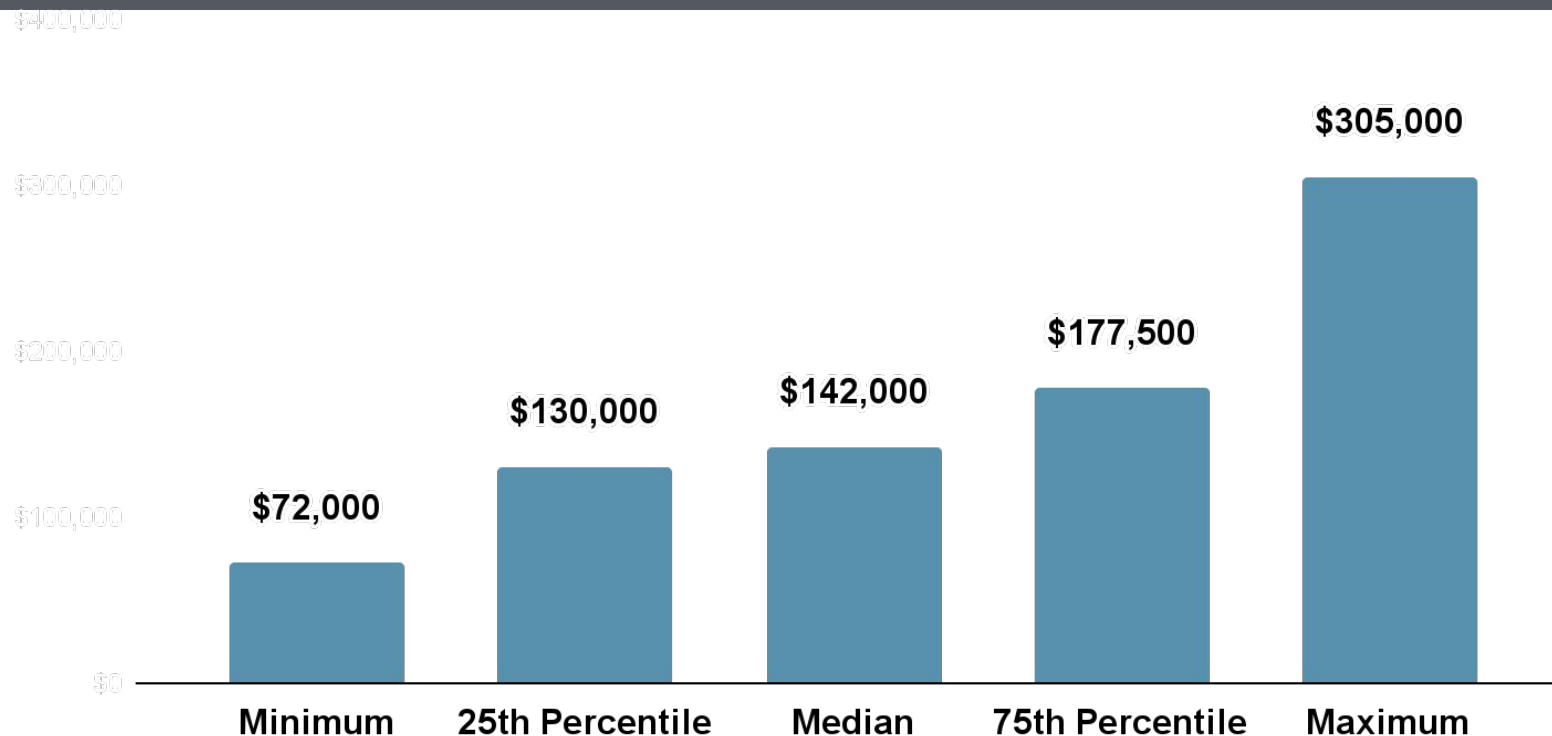
Major & Planned Giving: All Grades



Median Years of Experience: **12**
2-Year Change (Median): **+8%**

Job titles include:
Coordinator, Associate, Administrative Assistant

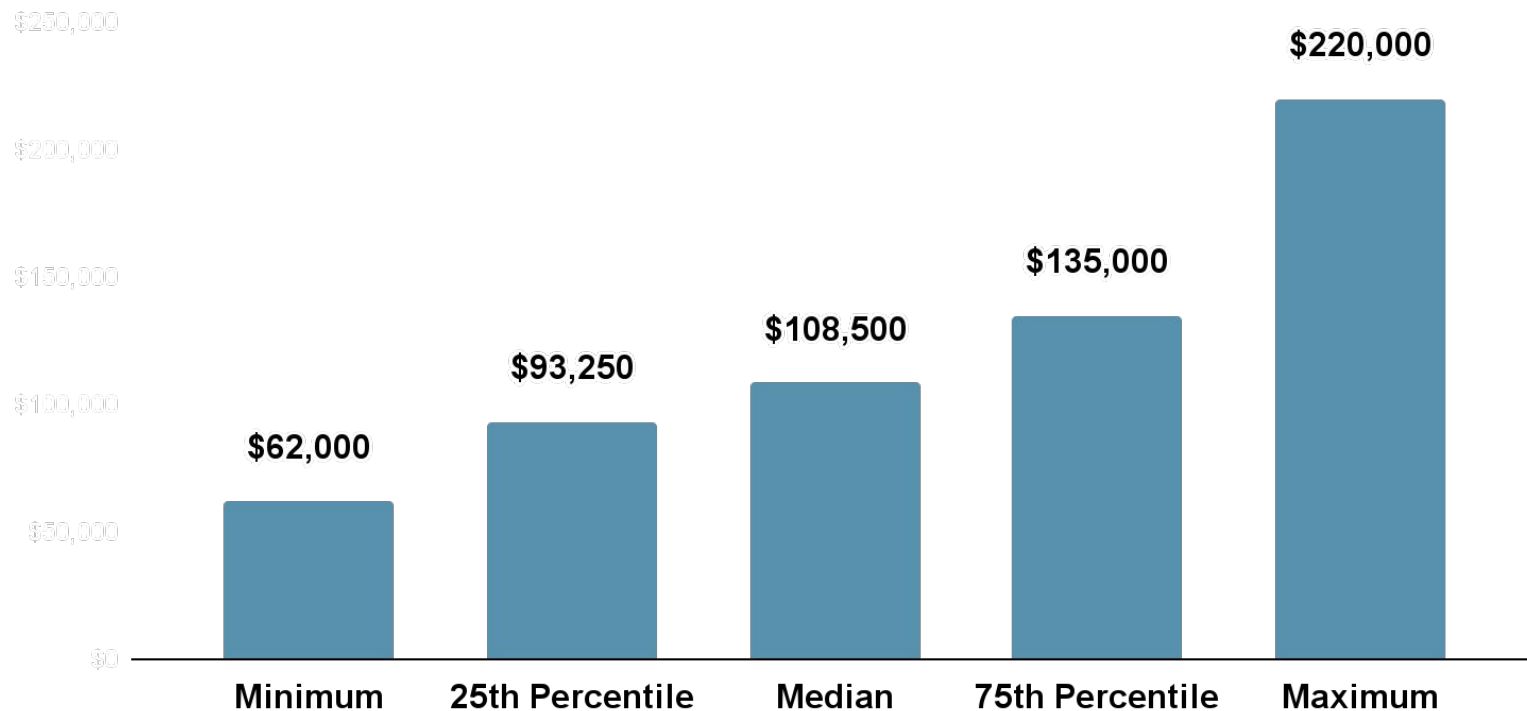
Major & Planned Giving: Grade 5



Median Years of Experience: **19**
2-Year Change (Median): **-2%**

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

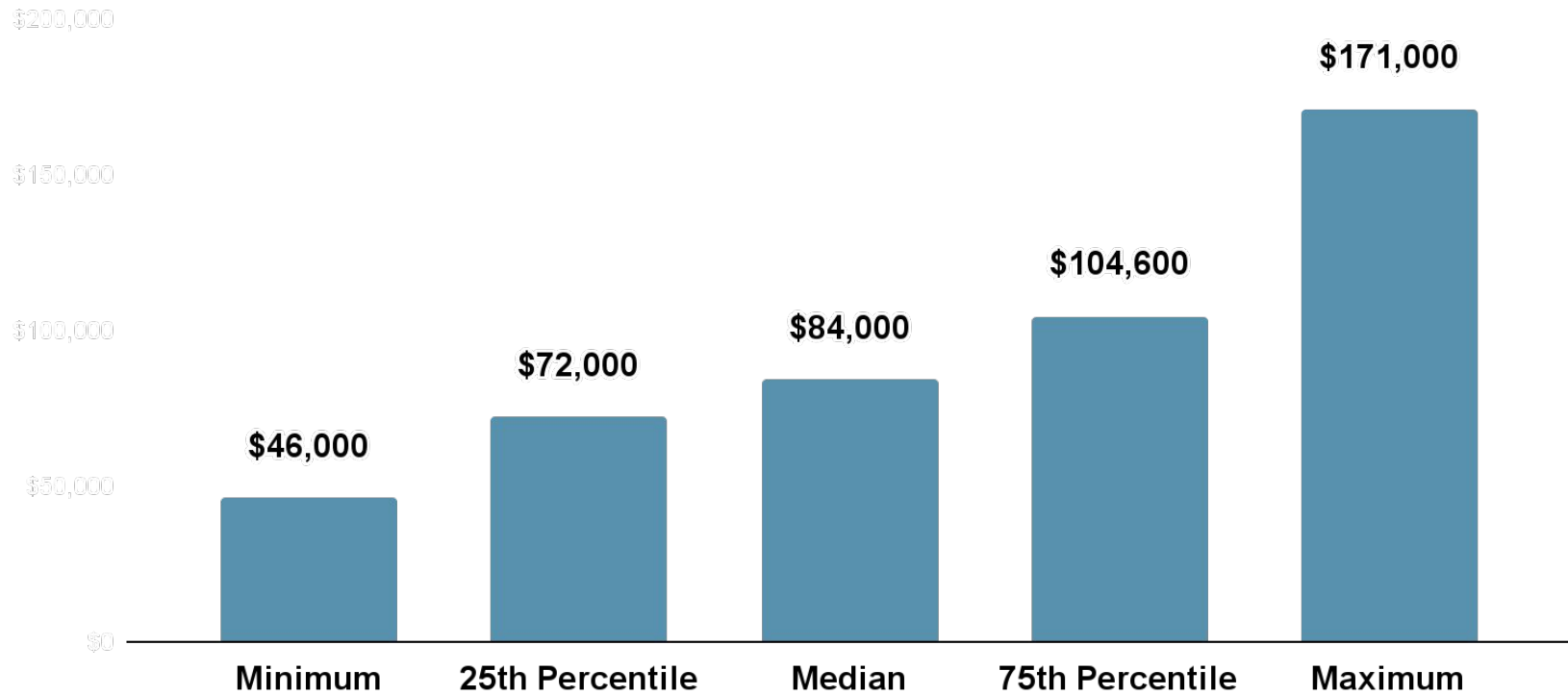
Major & Planned Giving: Grade 4



Median Years of Experience: **13**
2-Year Change (Median): **+12%**

Job titles include:
Director, Senior Officer

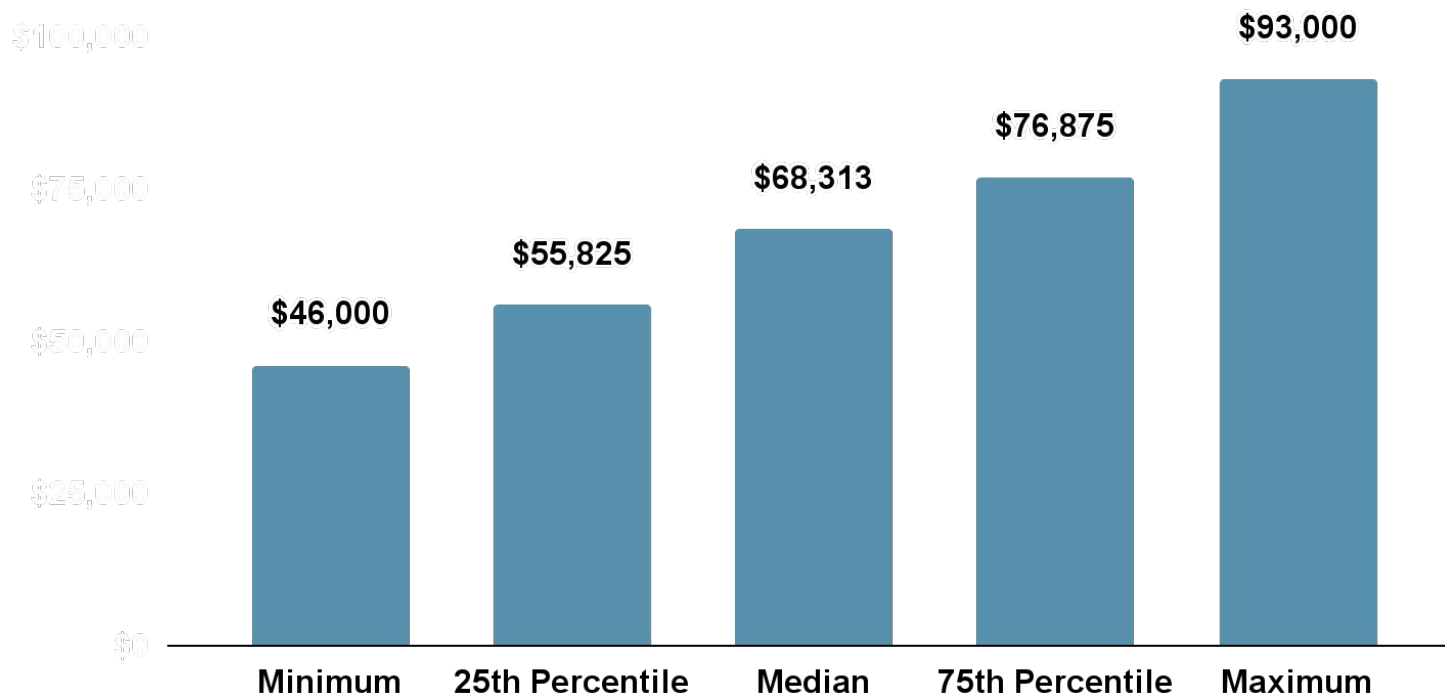
Major & Planned Giving: Grade 3



Median Years of Experience: **10**
2-Year Change (Median): **+12%**

Job titles include:
Associate Director, Officer

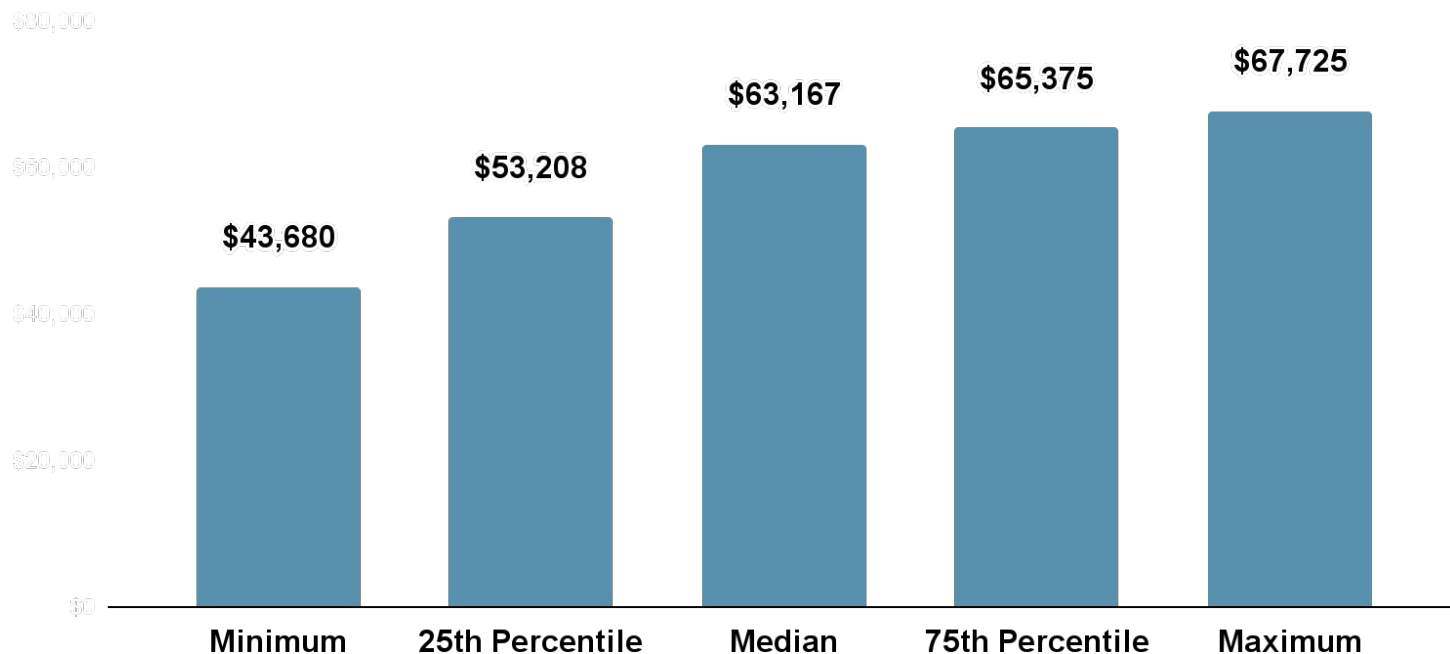
Major & Planned Giving: Grade 2



Median Years of Experience: 7
2-Year Change (Median): +10%

Job titles include:
Assistant Director, Specialist

Major & Planned Giving: Grade 1

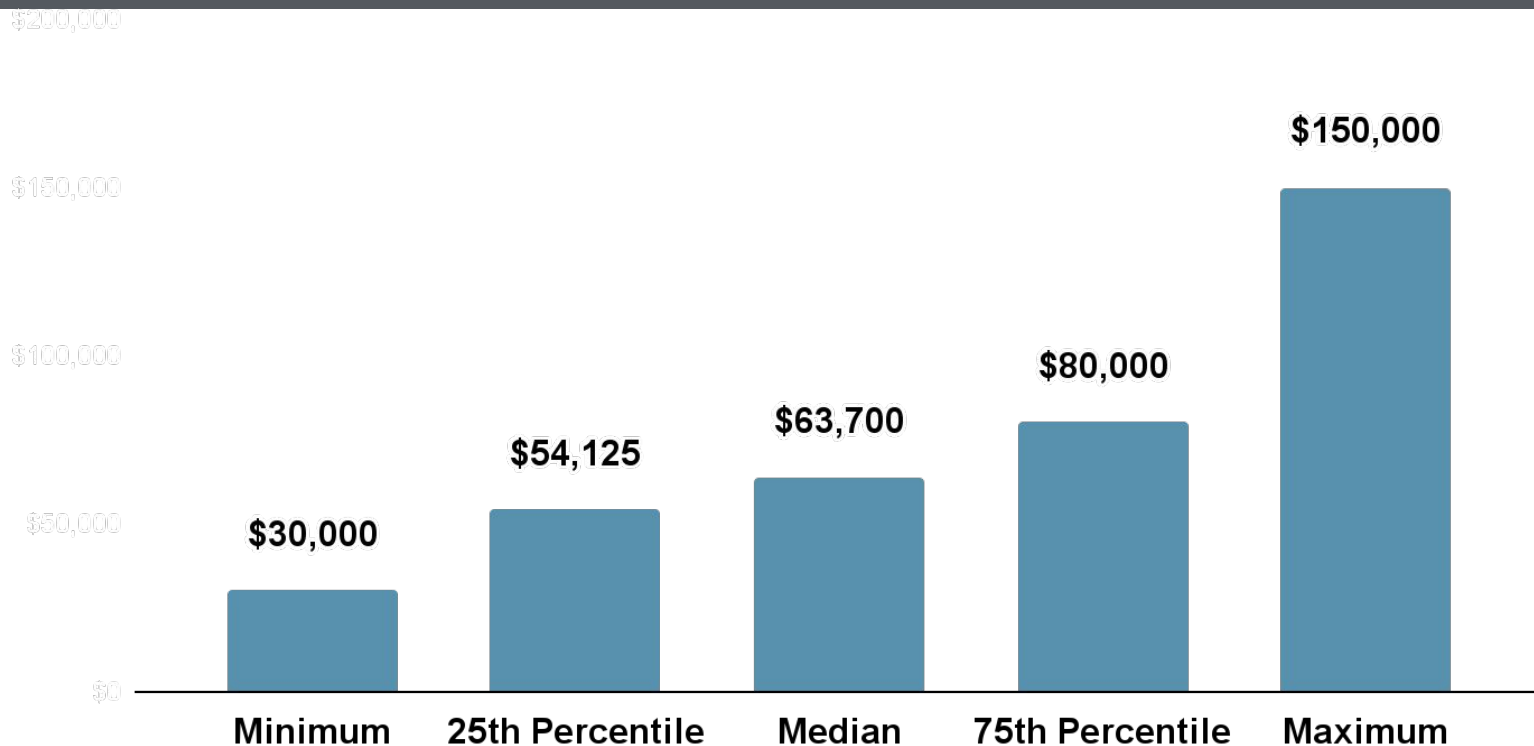


Median Years of Experience: 6
2-Year Change (Median): +29%

Job titles include:
Coordinator, Associate, Administrative Assistant

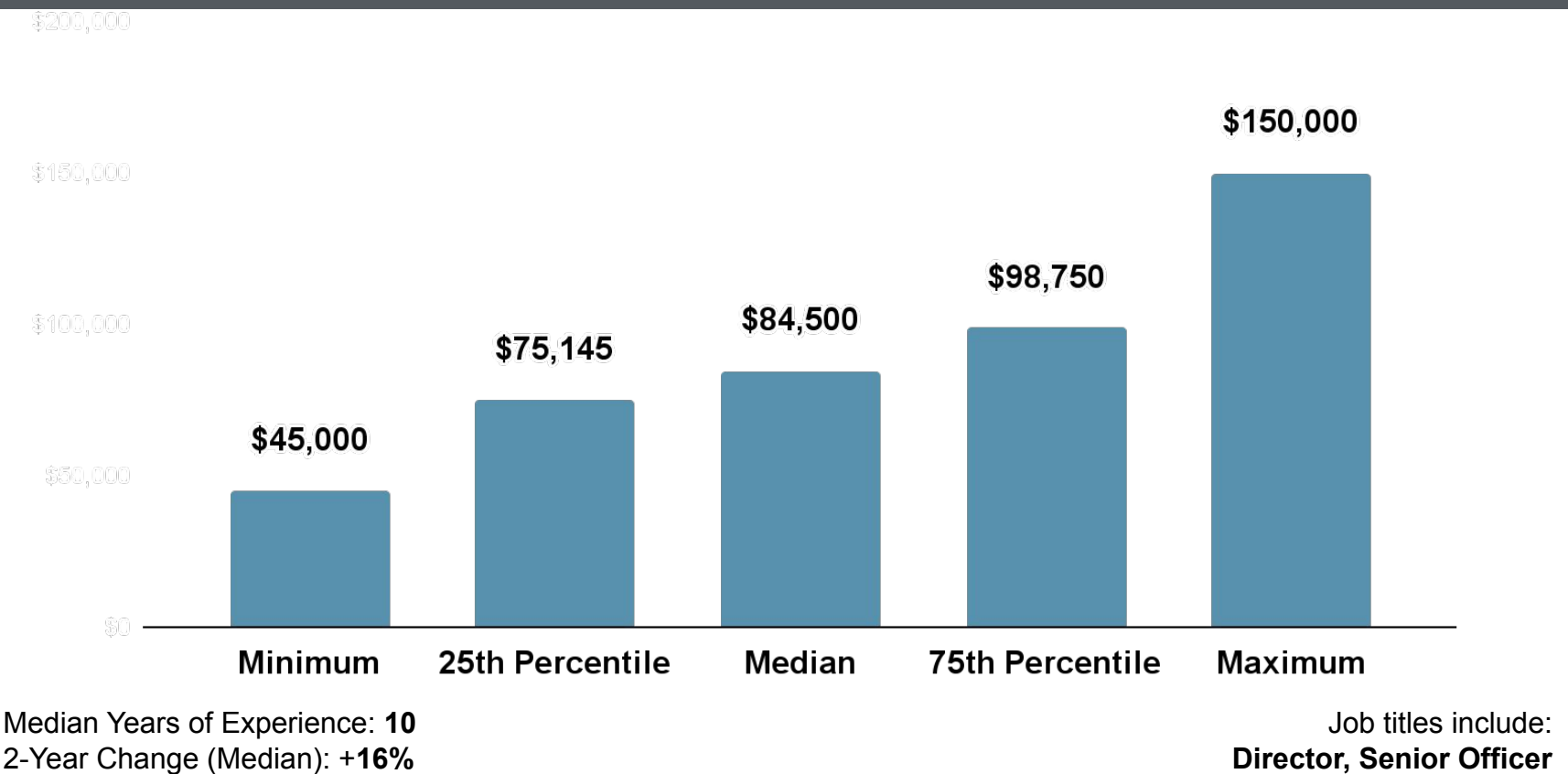
STEWARDSHIP & DONOR RELATIONS

Stewardship & Donor Relations: All Grades

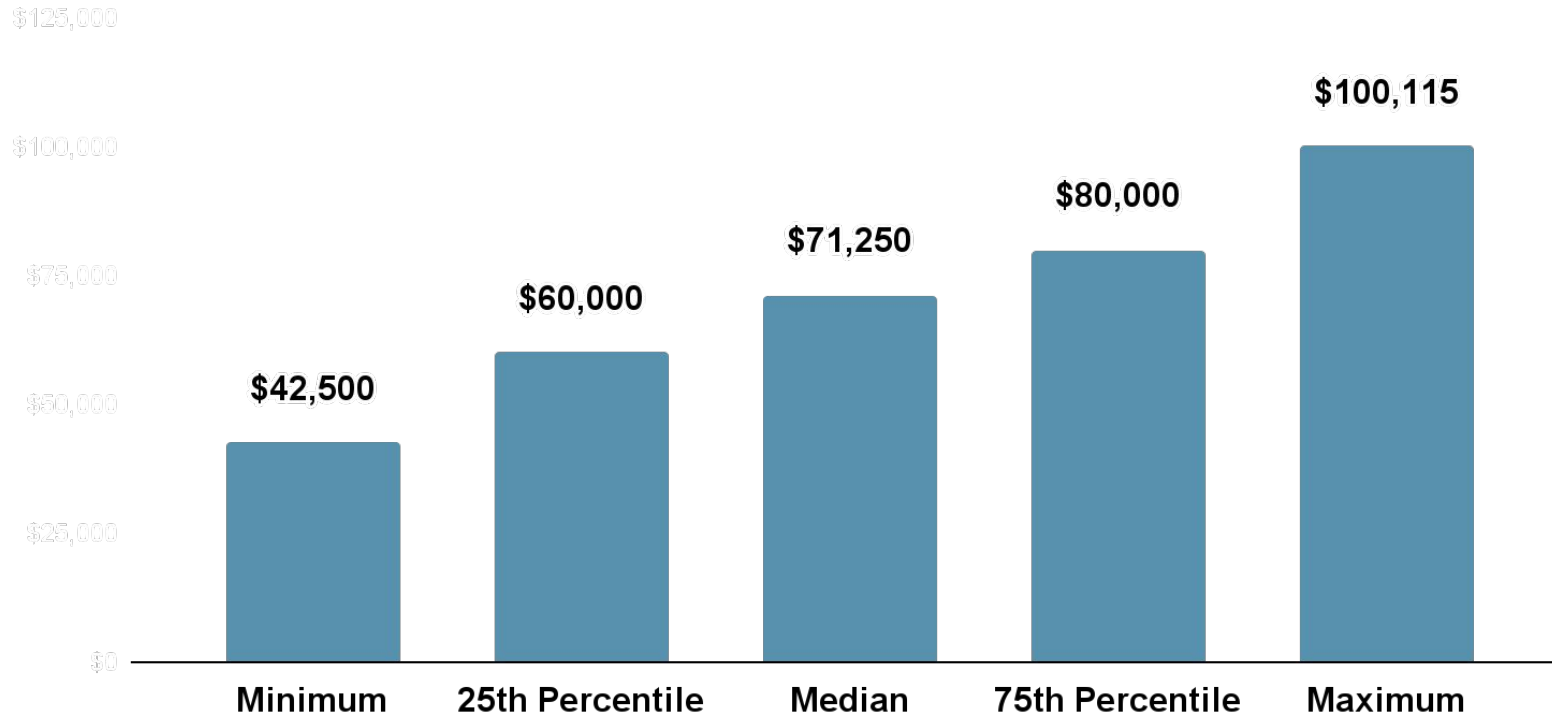


Median Years of Experience: 7
2-Year Change (Median): +10%

Stewardship & Donor Relations: Grade 4



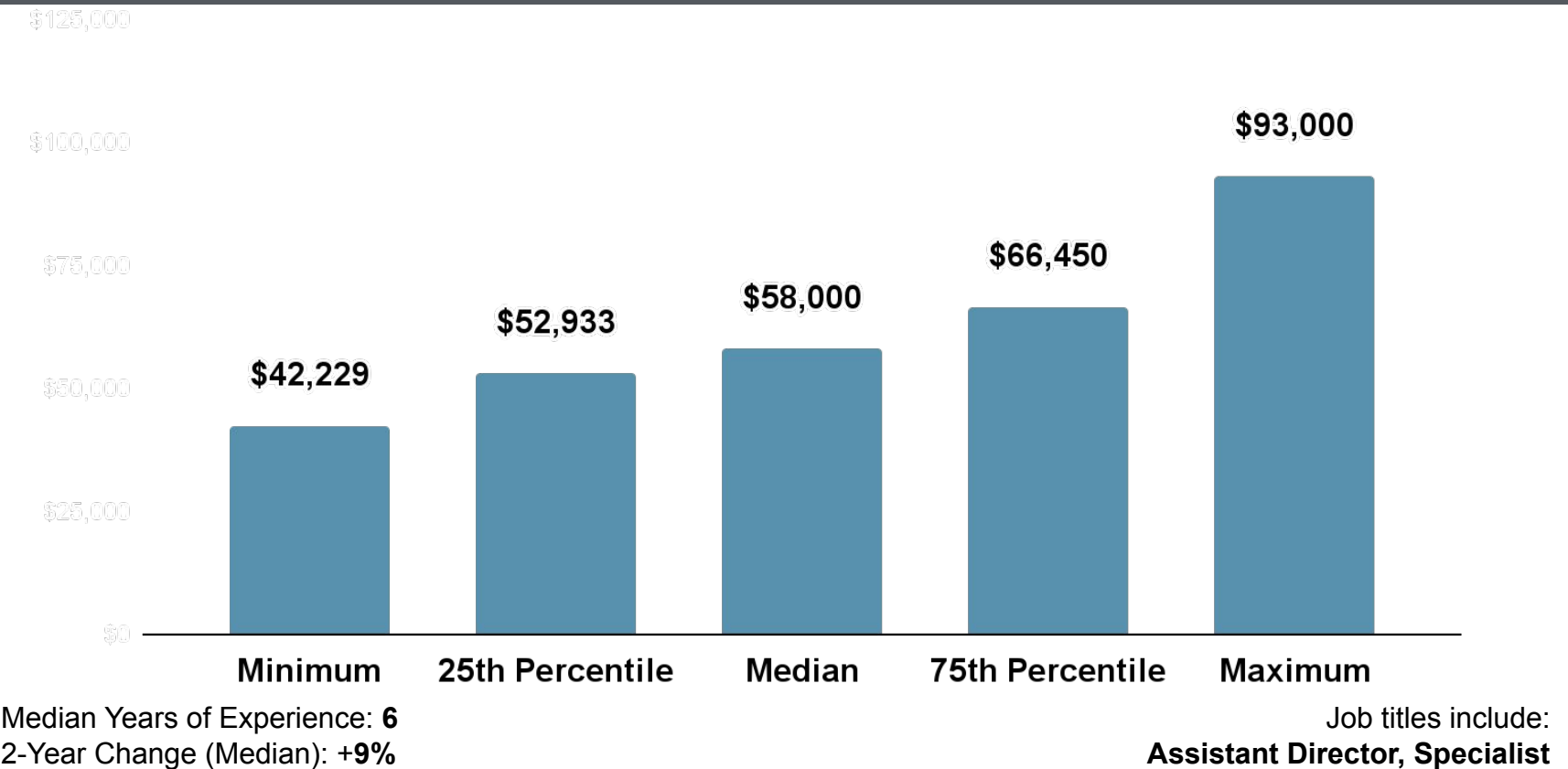
Stewardship & Donor Relations: Grade 3



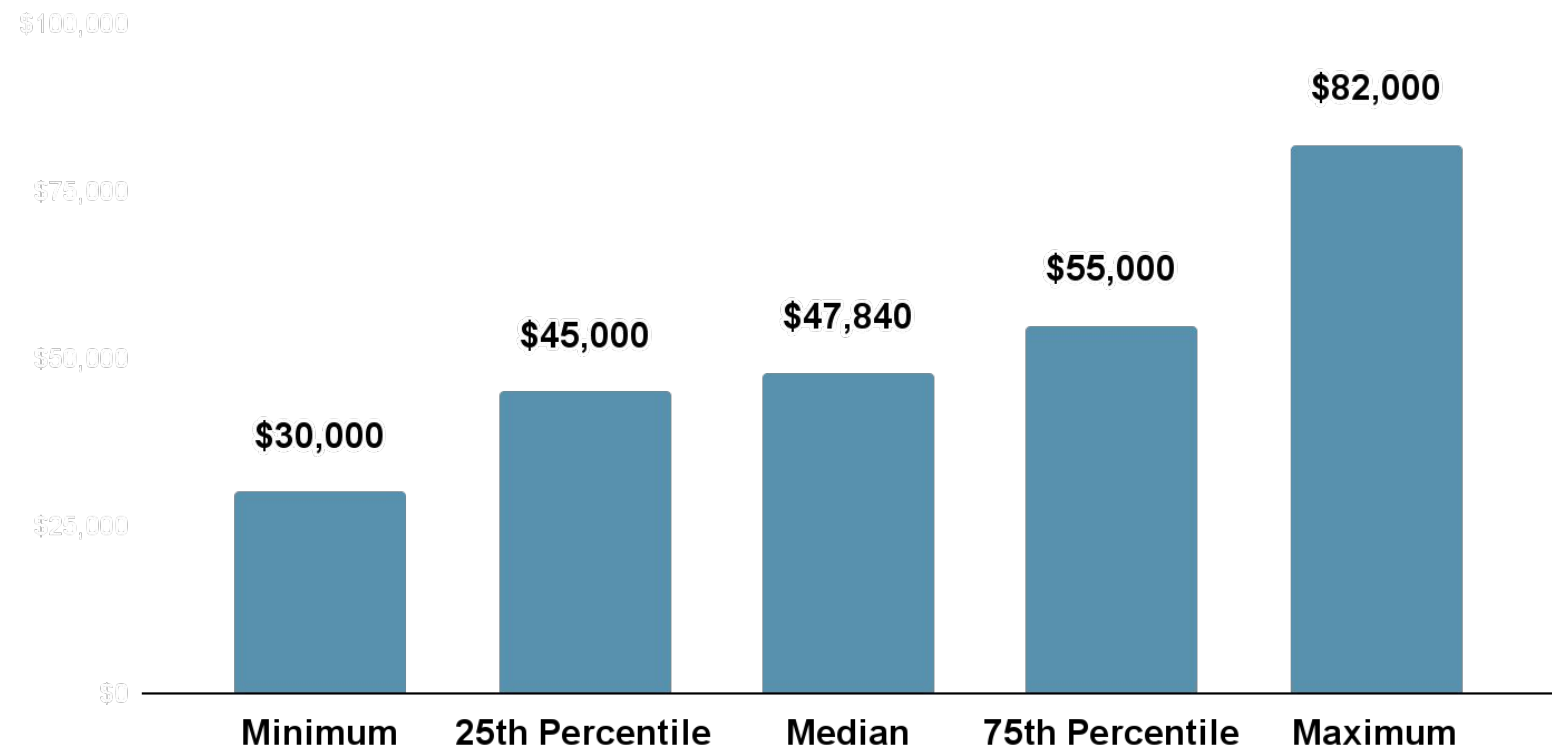
Median Years of Experience: 8
2-Year Change (Median): +14%

Job titles include:
Associate Director, Officer

Stewardship & Donor Relations: Grade 2



Stewardship & Donor Relations: Grade 1

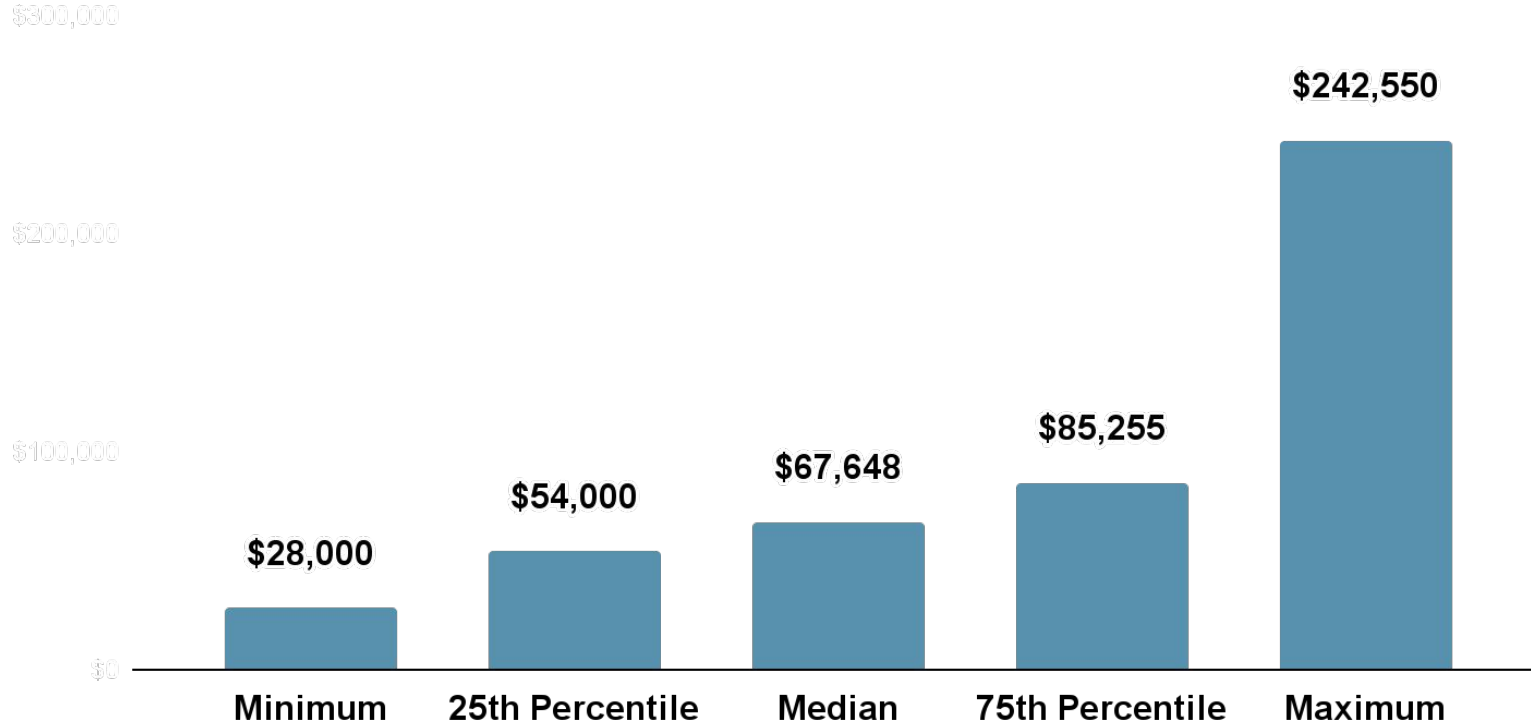


Median Years of Experience: 4
2-Year Change (Median): +10%

Job titles include:
Coordinator, Associate, Administrative Assistant

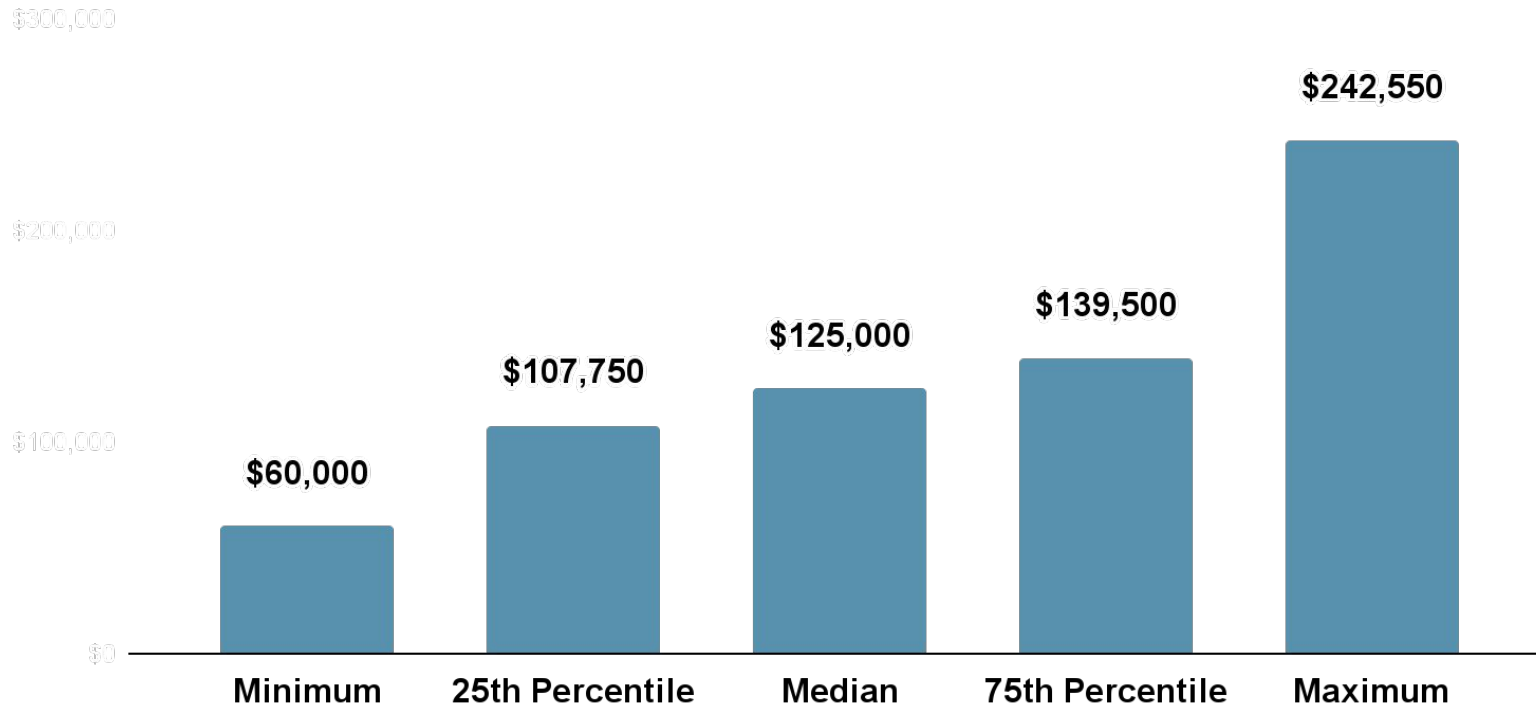
ADVANCEMENT SERVICES

Advancement Services: All Grades



Median Years of Experience: 11
2-Year Change (Median): +8%

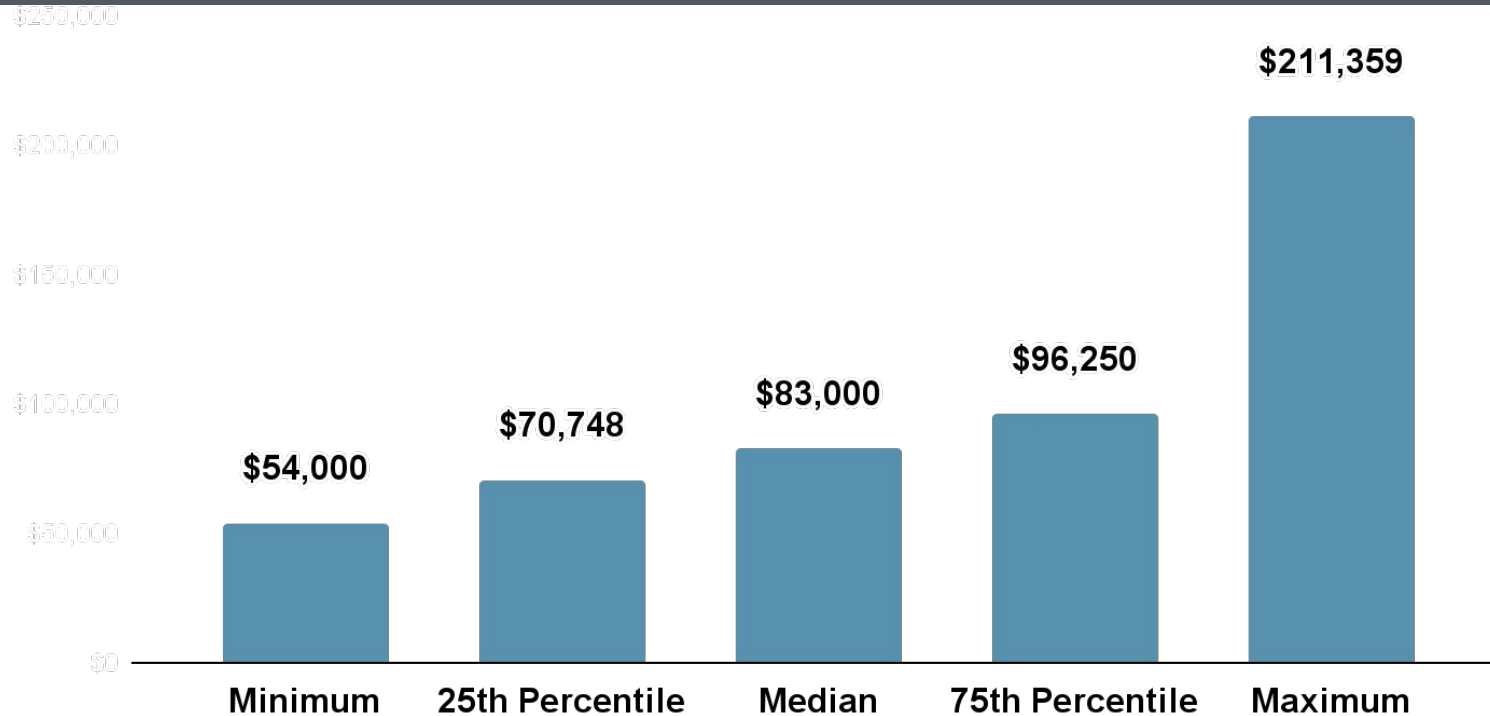
Advancement Services: Grade 5



Median Years of Experience: **21**
2-Year Change (Median): **-11%**

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

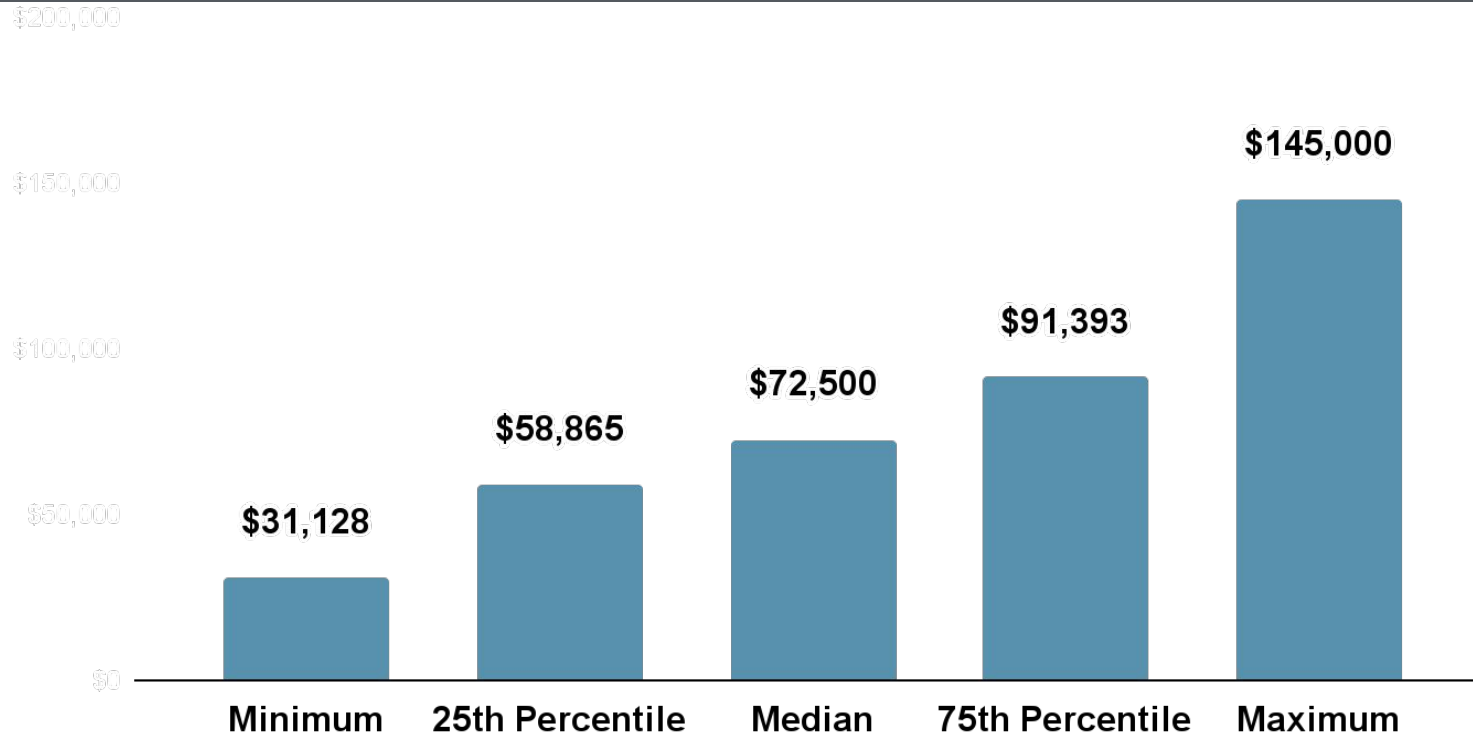
Advancement Services: Grade 4



Median Years of Experience: **14**
2-Year Change (Median): **+6%**

Job titles include:
Director, Senior Officer

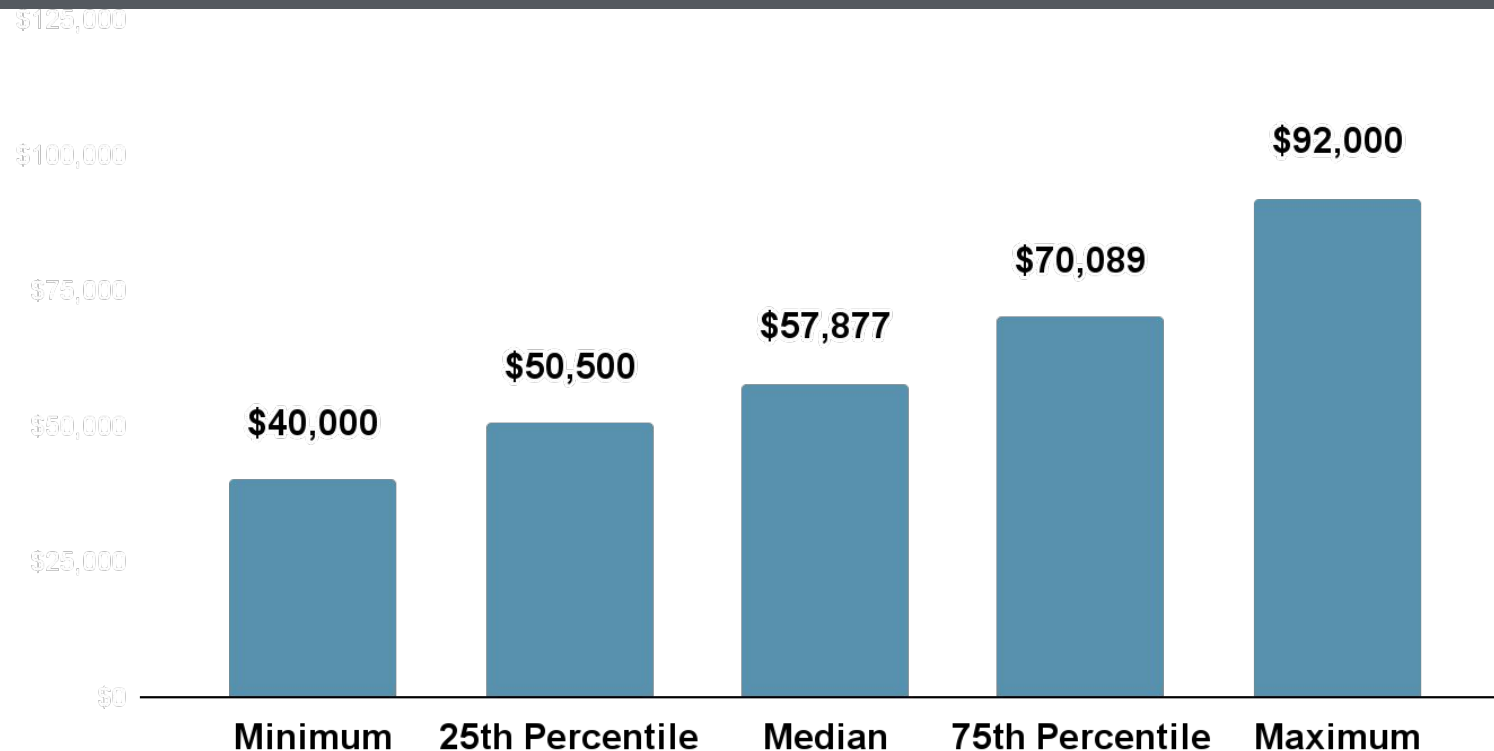
Advancement Services: Grade 3



Median Years of Experience: **14**
2-Year Change (Median): **+12%**

Job titles include:
Associate Director, Officer

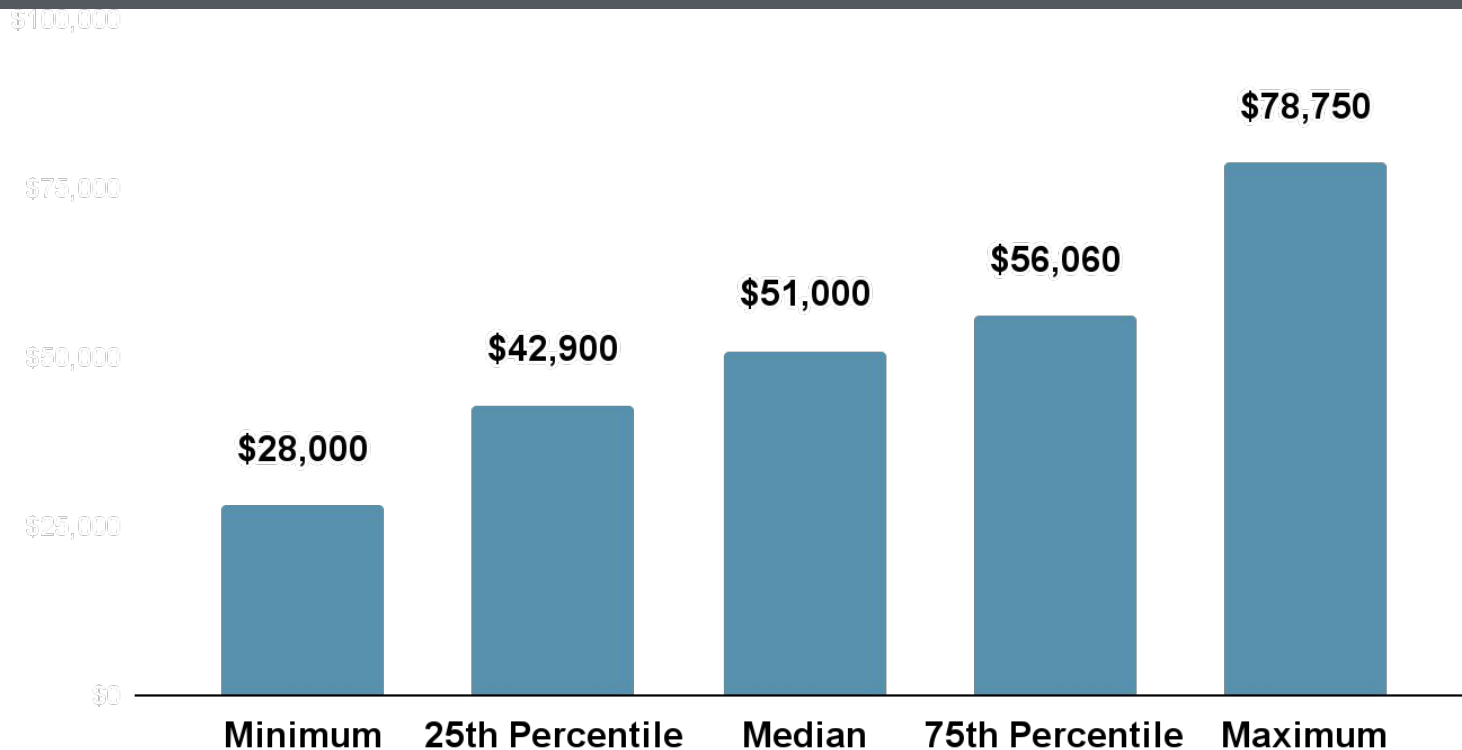
Advancement Services: Grade 2



Median Years of Experience: **13**
2-Year Change (Median): **+36%**

Job titles include:
Assistant Director, Specialist

Advancement Services: Grade 1



Median Years of Experience: **6**
2-Year Change (Median): **+23%**

Job titles include:
Coordinator, Associate, Administrative Assistant



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ANNUAL GIVING NETWORK