

ABA Executive Benchmarking

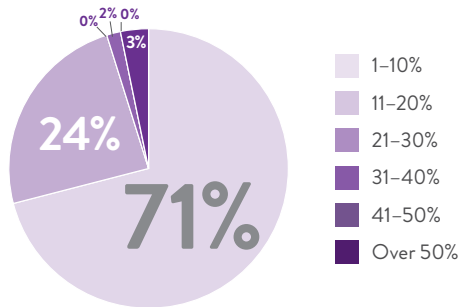
MARCH 21, 2024

The Advisory Board for the Arts regularly surveys leaders at cultural organizations — including operas, ballets, symphonies, festivals, theaters, venues, schools, advocacy organizations, and museums — about issues relevant to their industries. This online survey was fielded March 4–13, 2024. This is the ninety-first survey of the series and was designed to help leaders benchmark themselves on corporate fundraising.

CORPORATE FUNDRAISING

<10% of Contributed Income Comes from Corporate Fundraising

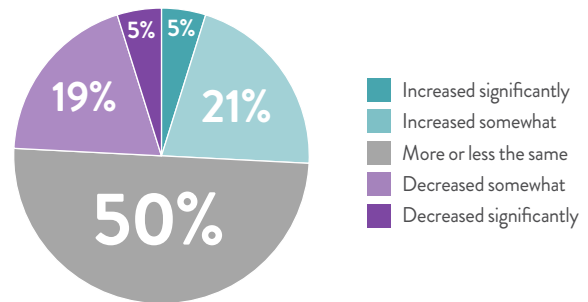
What % of your total contributed income came from corporate fundraising in 2023/F23?



N=62

Corporate Fundraising Over Contributed Income Remains Mostly the Same

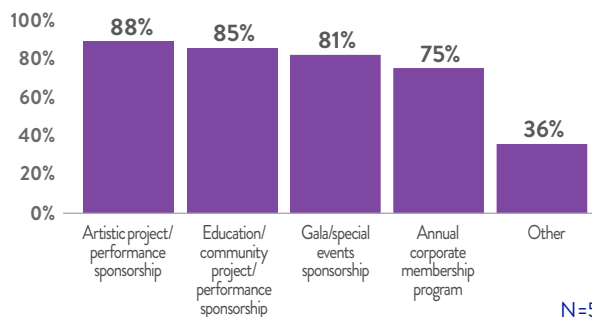
How has corporate fundraising over total contributed income changed from 2022/F22 to 2023/F23?



N=62

Revenue is Split Amongst Types of Corporate Giving

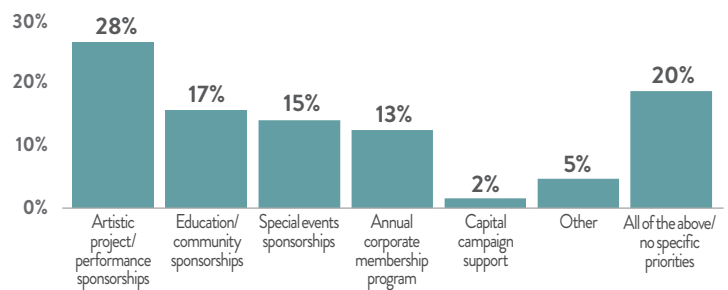
What is the revenue split from the following types of corporate giving?



N=59

Orgs Focus on Artistic Project Sponsorships & Education/Community Sponsorships

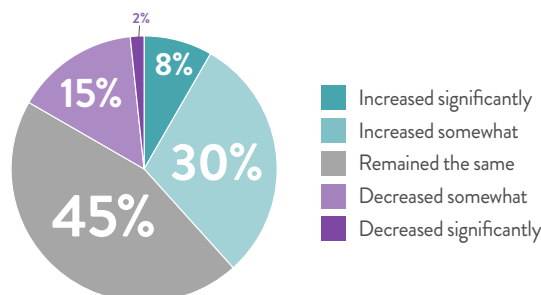
Where are you focusing your efforts to grow corporate fundraising revenues?



N=60

Corporate Partnership Spending Remains Similar to Last Year

Compared to the previous year, how would you describe your corporate partnership budget allocation?



N=60

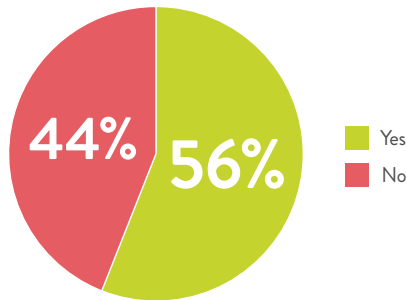
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ANNUAL CORPORATE MEMBERSHIP PROGRAMS

Slight Majority Has Corporate Membership Program for Operating Needs

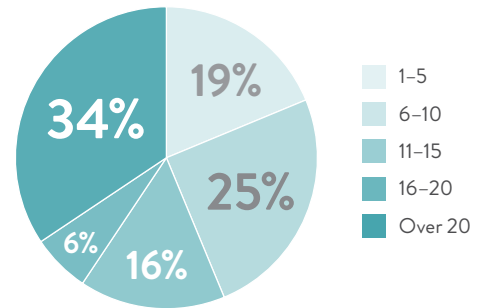
Do you have a corporate membership program that supports general operating needs?



N=62

Orgs Have a Range of Corporate Members

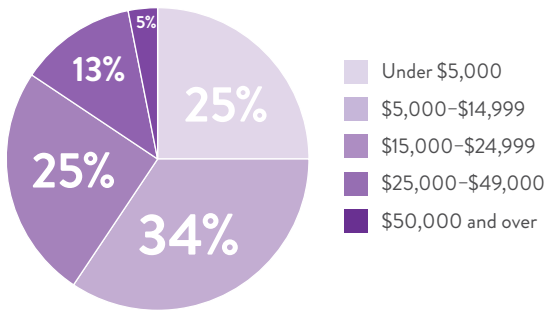
How many corporate members do you have in any given year?



N=32

Most Corporate Gifts are Under \$25K

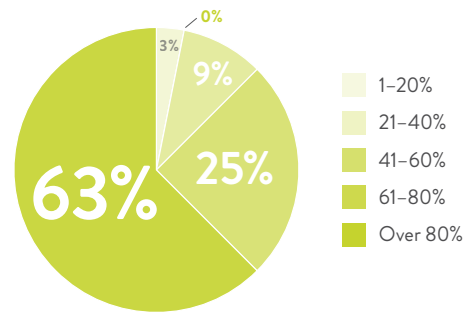
What is the most common annual gift range from your corporate members?



N=32

Over 80% of Corporate Members Were Renewals

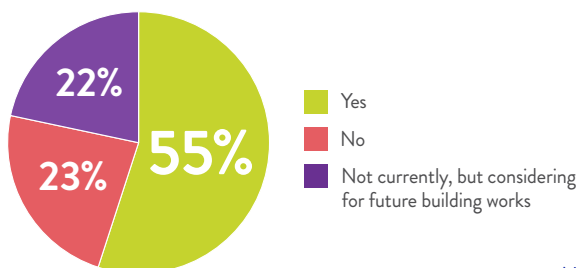
What % of your 2023/FY23 corporate members were renewals from the previous year?



N=32

Most Do or Are Considering Offering Naming Rights

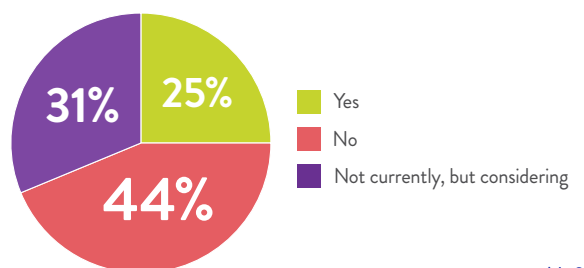
Do you offer naming right opportunities for major capital campaign donors?



N=60

Orgs Are Split on a Morality Clause for Naming Rights

When offering naming right opportunities, do you have a morality clause included in contractual agreements?



N=32

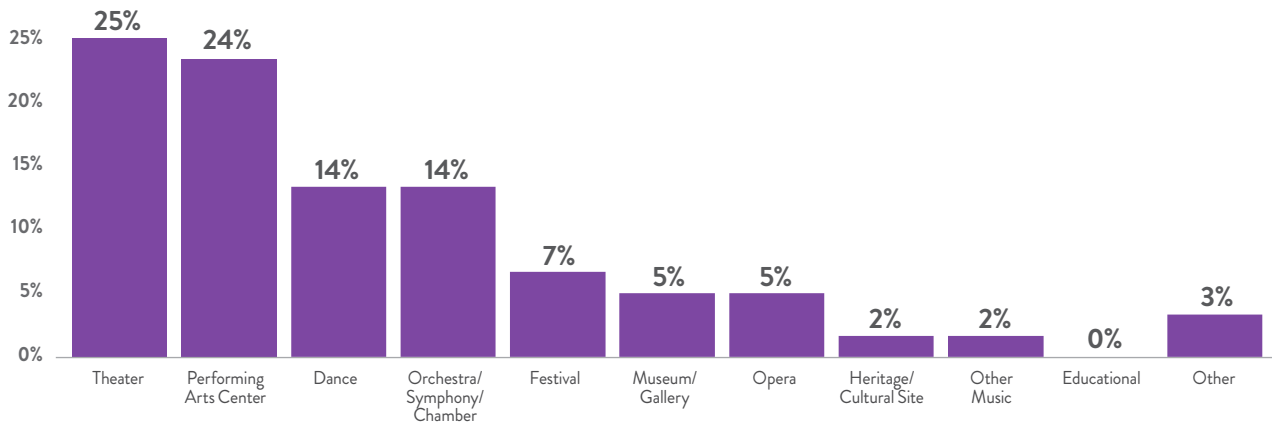
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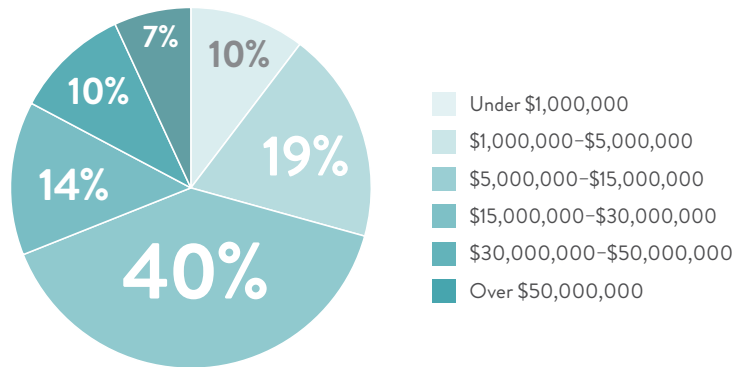
ORGANIZATIONAL INFORMATION

Genres



N=59

Operating Budget



N=58