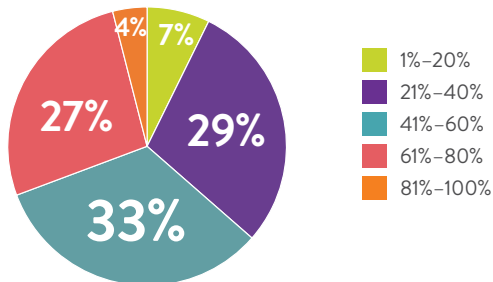


AUGUST 30, 2022

The Advisory Board for the Arts regularly surveys leaders at arts organizations — including operas, ballets, symphonies, festivals, theaters, venues, schools, advocacy organizations, and museums — about issues relevant to the arts world. This online survey was fielded **August 18–26, 2022**. This is the fifty-sixth survey of the series and was designed to help arts leaders benchmark themselves on expectations for future fundraising trends, challenges up ahead, and patterns in how individual donors are moving up to larger gifts.

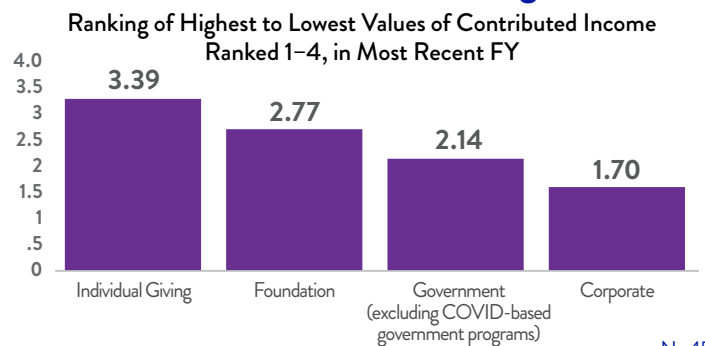
FUNDRAISING IN MOST RECENT FISCAL YEAR

Percentage of Total Operating Revenue from Contributed Income, Most Recent FY



N=45

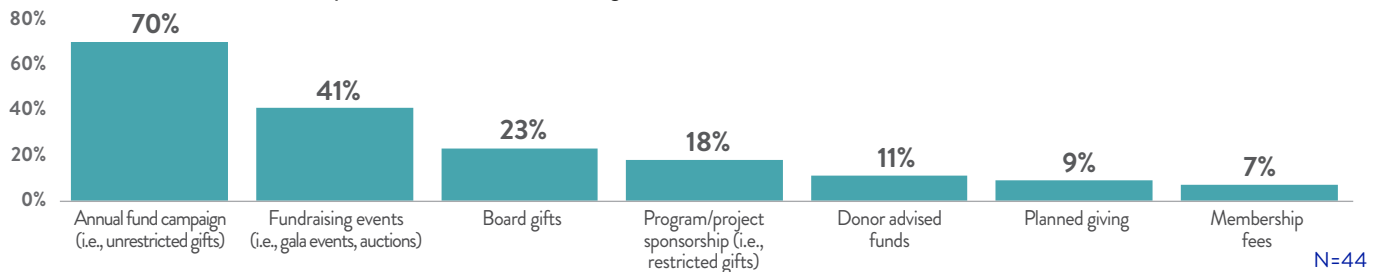
Organizations Received the Most Value from Individual Giving



N=45

Annual Fund Campaign and Fundraising Events Gained Popularity

Top 2 Areas of Individual Giving That Increased the Most, in Most Recent FY

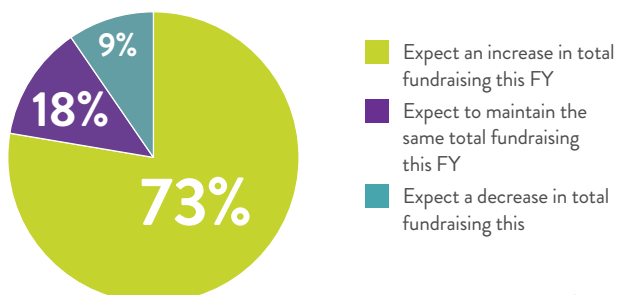


N=44

FUNDRAISING IN CURRENT FISCAL YEAR

Majority of Arts Orgs Anticipate More Fundraising Dollars

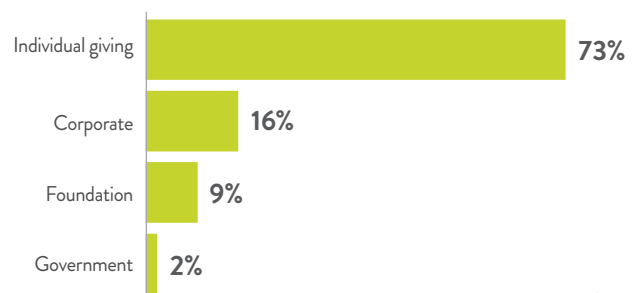
Projection for Total Fundraising the Current FY v. Most Recent FY



N=45

Arts Orgs Plan for Even More Sources of Individual Giving, some Corporate

Fundraising Source Expected to Increase the Most This FY v. Most Recent FY



N=44

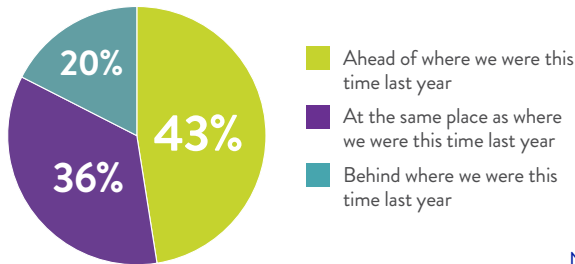
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FUNDRAISING IN CURRENT FISCAL YEAR

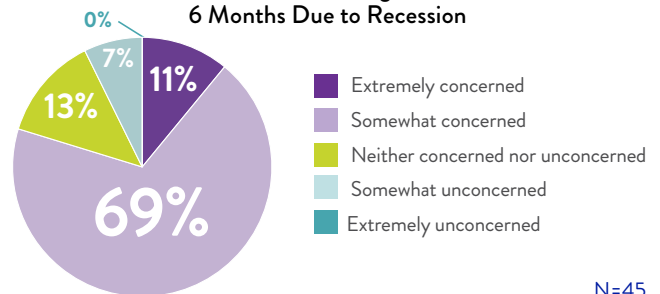
Most Are Either Ahead or On Track of Their Fundraising Efforts

Status of Current Total Fundraising Total Compared to Same Time Last Year



Arts Orgs are Wary About Effects of Possible Recession

Concern About Fundraising Over the Next 6 Months Due to Recession

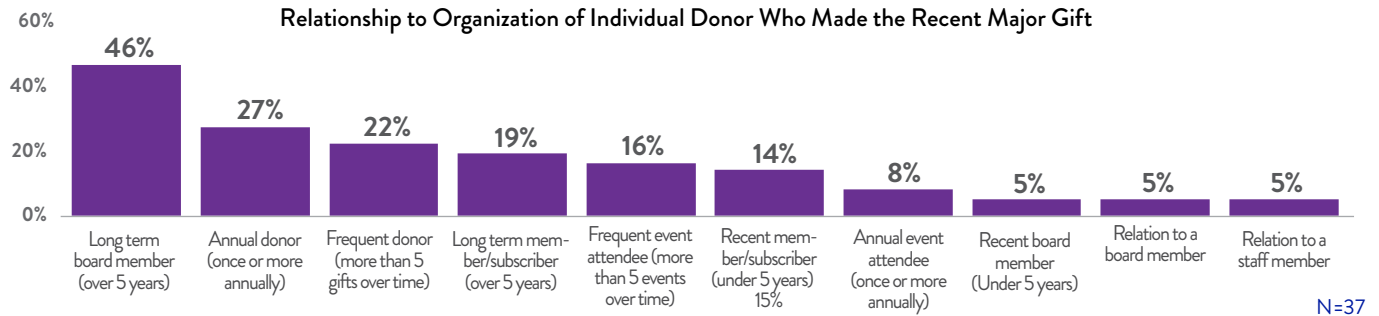


RECENT MAJOR GIFT HISTORY

For this section, we asked survey takers to answer a series of questions about an individual donor who has recently made a significant major gift that stands apart from their regular giving range.

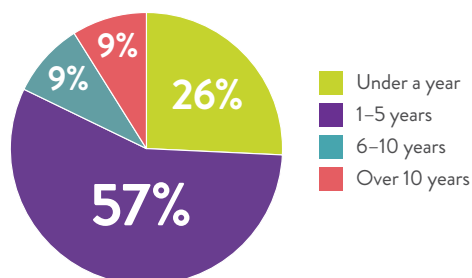
Jump to Major Gift More Likely from Board Members and Frequent Patrons/Donors

Relationship to Organization of Individual Donor Who Made the Recent Major Gift



A Quarter of Arts Orgs Got a Donor to Jump to a Major Gift in Under a Year

Time, in Years, for Donor to Jump from Regular Giving to Higher Gift



Activity/Event that Prompted Donors to Jump to Higher Gifts

