

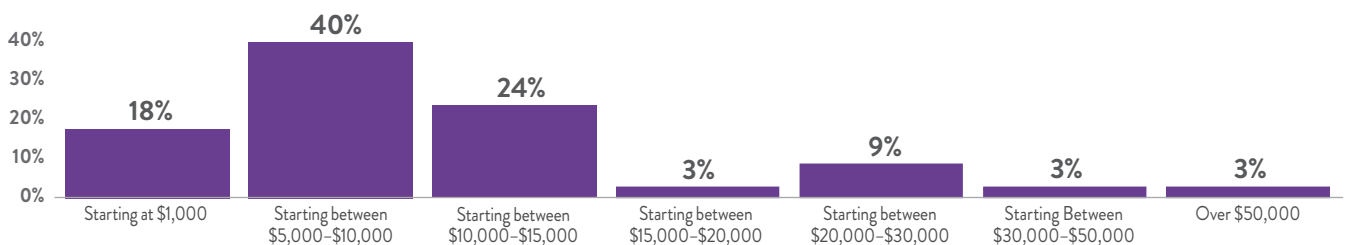
JUNE 27, 2023

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 **June 12–21, 2023**. This is the seventy-sixth survey of the series and was designed to help arts leaders benchmark themselves on the current state of major donors, planned giving, and endowments.

MAJOR GIFT DONORS

Major Gifts Start at \$5,000

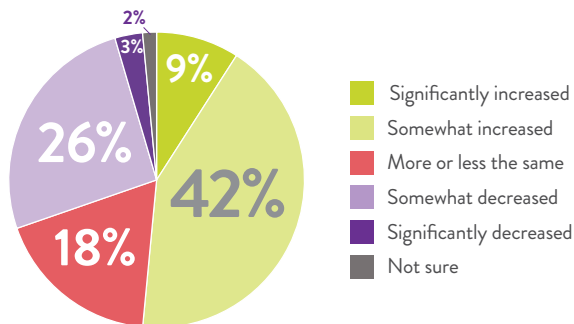
What is the starting range that qualifies as a major gift?



N=67

Major Giving Level Individual Donors Have Increased

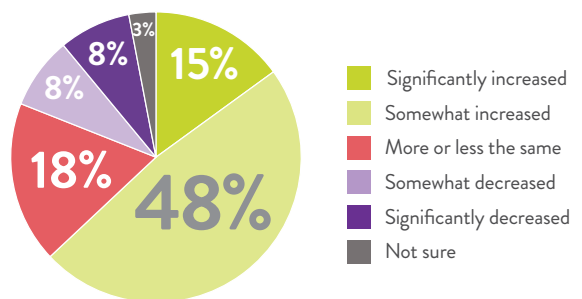
What is the change in individual donors at the major giving level since 2019?



N=66

Contributed Income from Major Gifts Has Increased

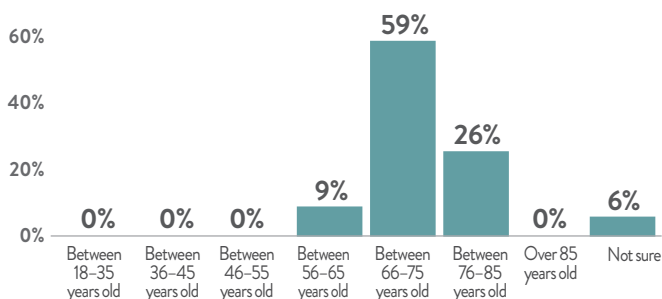
What is the change in total contributed income from major gifts since 2019?



N=66

Major Donors are 66+

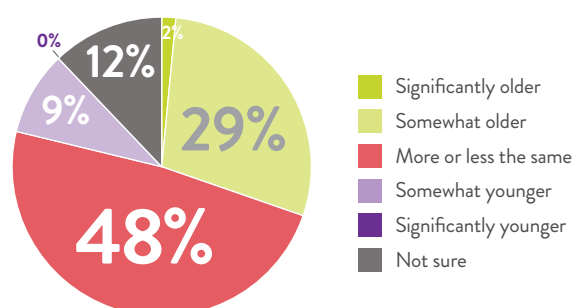
What is the average age of your current major donors?



N=66

Major Donors Age Remains Largely Unchanged

Change in major donor age over last 5 years



N=66

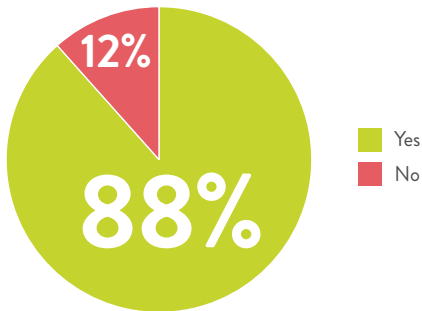
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PLANNED GIVING

Orgs Offer Planned Giving Opportunities

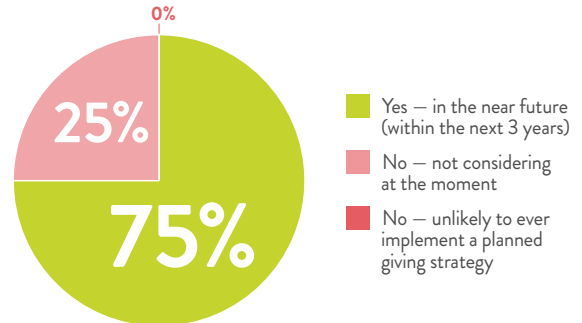
Do you offer planned giving opportunities?



N=69

Orgs Without Planned Giving Strategy Plan To Develop One

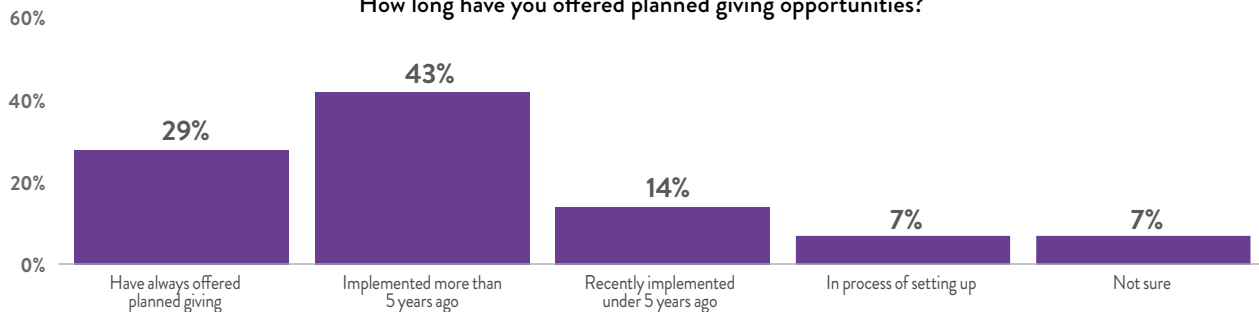
Do you anticipate creating a planned giving strategy?



N=8

Orgs Have Long Implemented Planned Giving Opportunities

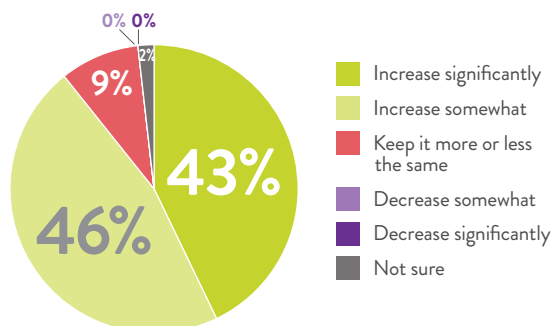
How long have you offered planned giving opportunities?



N=56

Orgs Plan to Increase Planned Giving Emphasis

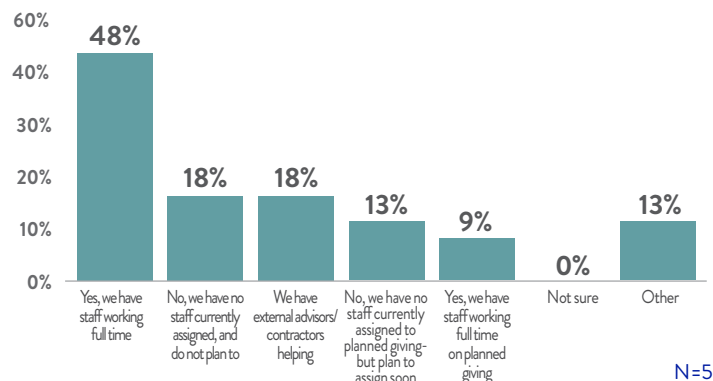
Will you increase or decrease planned giving emphasis in future?



N=56

Orgs Have Planned Giving Staff

Do you have staff dedicated to your planned giving program?



N=56

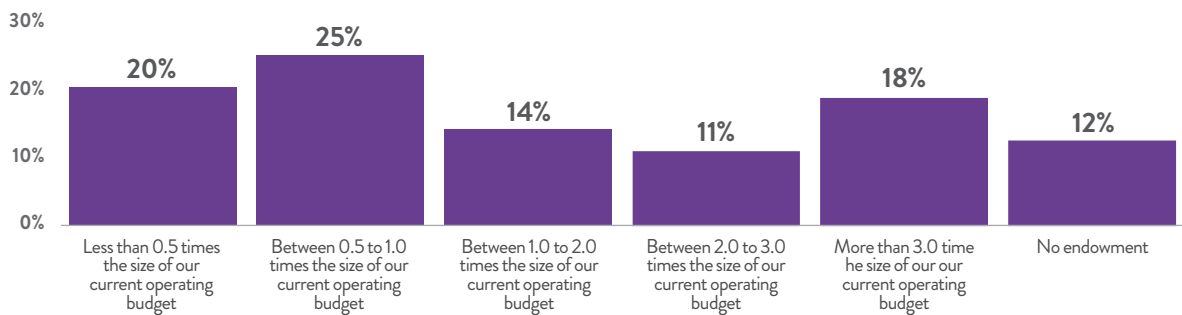
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ENDOWMENTS

Endowment Sizes Vary

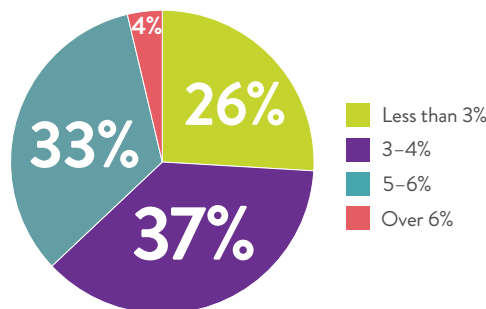
What is the size of your endowment relative to operating budget?



N=65

Orgs Will Take <6% Endowment Draw

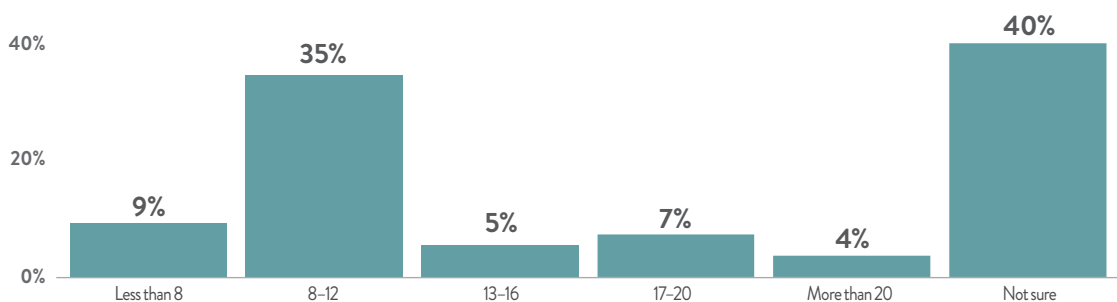
What % draw will you take from your endowment this year?



N=54

8–12 Quarters in Endowment Draw Calculation

How many quarters are included in the calculation of your endowment draw?



N=55

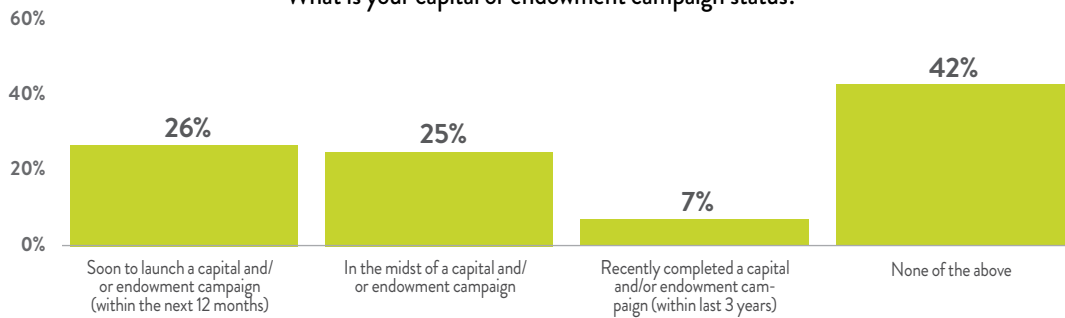
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CAPITAL CAMPAIGNS

Half of Orgs In or Soon To Launch Capital Campaigns

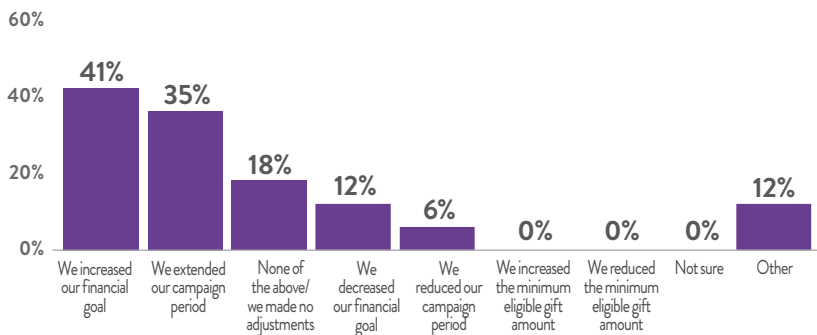
What is your capital or endowment campaign status?



N=57

Orgs Increased Financial Goals Post-Pandemic

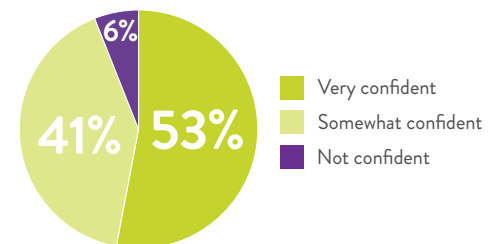
Have you revised campaign goals as a result of the pandemic/possible recession?



N=57

Orgs Mostly Confident in Meeting Campaign Goals

Confidence in meeting campaign goals



N=17

Advice for Capital and Endowment Fundraising Since the Pandemic

More than ever, [our theater's] financial stability rests on planned gifts. An emphasis will be placed on securing more legacy gifts in the near future. More aggressive methods need to be put in place to secure more planned gifts.

We leveraged government American Rescue Plan offerings to obtain a major addition to our campaign. We don't draw from our endowment; it sits as untouchable money within our board-directed cash reserve fund, which we also don't plan to touch in the near future.

Because we demonstrated that we are a resource for the community in the worst of times, and could demonstrate both fiscal responsibility and overall stability, the community has been very supportive.

You should always be either planning or in a capital endowment campaign.

N=7