

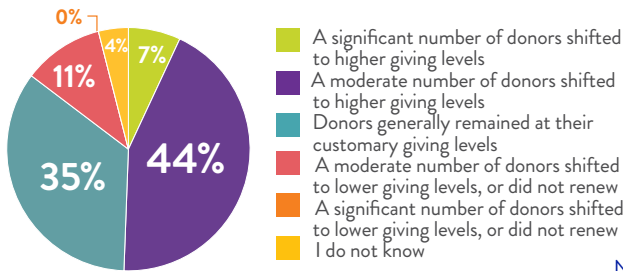
JUNE 7, 2022

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 **May 26–June 3, 2022**. This is the fifty-first survey of the series and was designed to help arts leaders benchmark themselves on changes to individual donor levels and corporate memberships to help meet internal funding goals and donor needs.

INDIVIDUAL GIVING TRENDS

Donors Have Generally Remained at or Shifted to Higher Giving Levels

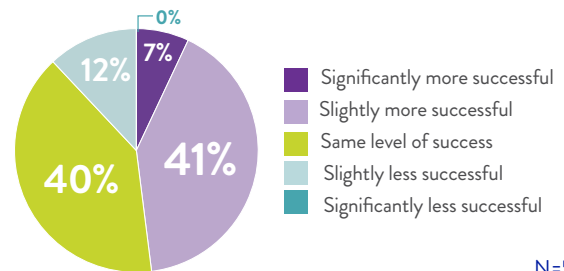
Shifts in Individual Giving Levels Coming Out of the Pandemic



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Typically More Success This Year in Retaining Donors

Success Level in Retaining Individual Donors in 2022 v. 2021



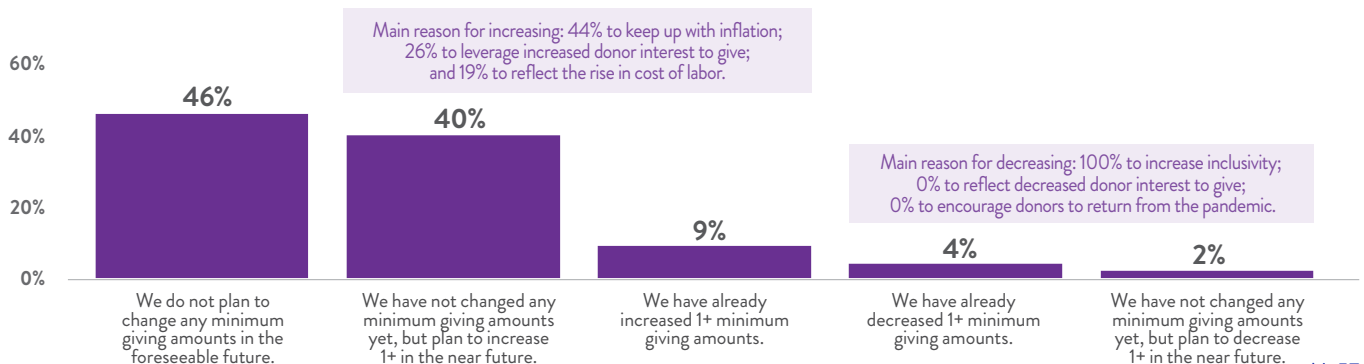
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Arts Orgs' Biggest Challenges in Retaining Individual Donors in 2022

Market uncertainties and concerns over available funds.	<i>Hard to keep donors engaged. Few donors are willing to attend events, either virtual or in person.</i>	There has been a significant amount of migration amongst our donor member community.	<i>Inability to have a robust cultivation and stewardship program because of health and safety concerns.</i>
Data on donor retention.	Limited in our ability to deliver donor benefits during the pandemic.	<i>Lack of staff available to form dedicated relationships.</i>	
		<i>Some people felt more compelled to give when it was an emergency, but keeping them engaged has been challenging.</i>	

INDIVIDUAL DONOR LEVELS

Half Do Not Plan on Changing Minimum Giving Amounts for Individual Donors, in 2022



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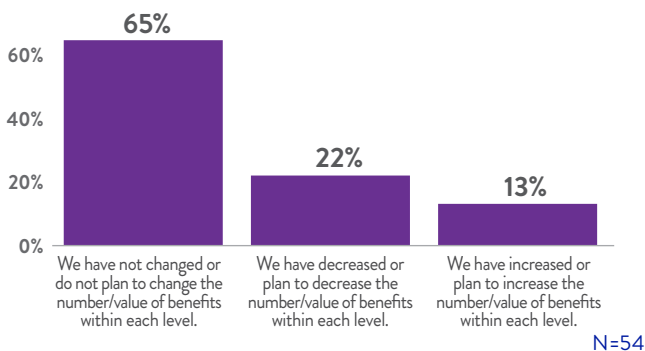
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INDIVIDUAL DONOR LEVELS

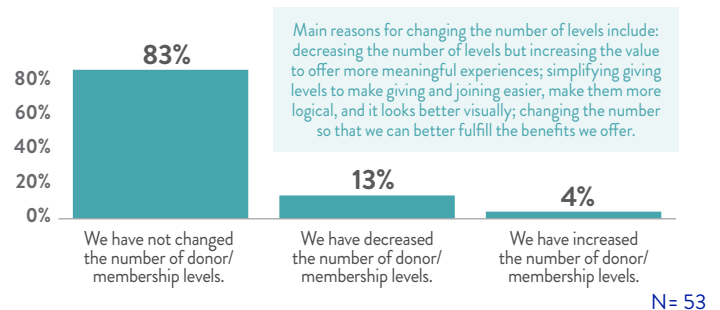
Majority Are Not Changing Offered Benefits

Changes to Benefits Within Individual Donor Levels, in 2022



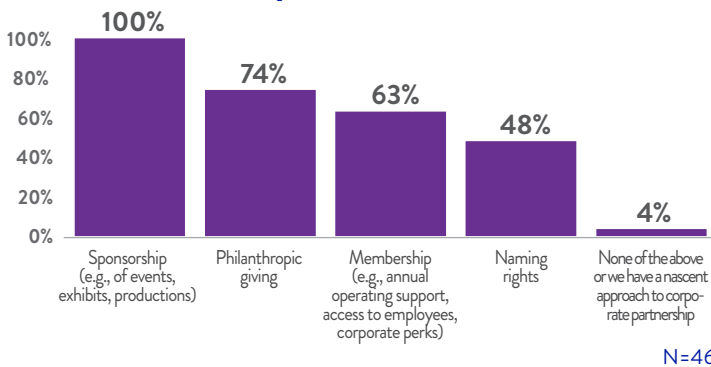
Majority Are Not Changing the Number of Individual Donor Levels

Changes to Number of Individual Donor Levels, in 2022



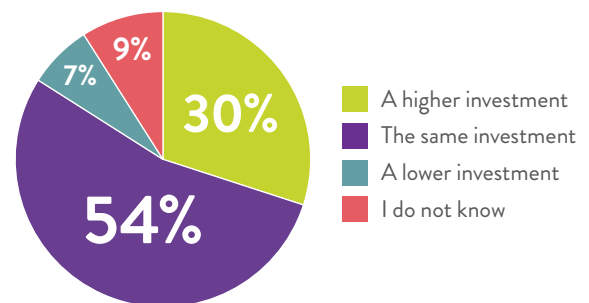
CORPORATE GIVING

A Variety of Programs Offered to Corporate Partners



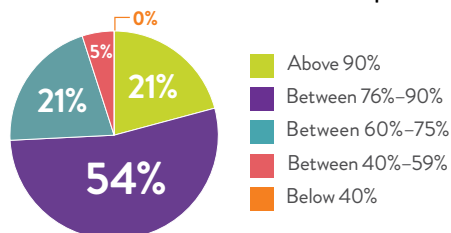
Majority Are Keeping the Same or Increasing Investment in Corporate Partners

Investment in Corporate Memberships in 2022 v. 2021



Arts Orgs Have High Corporate Partner Renewal Rates

Pre-Pandemic Annual Renewal Rate for Corporate Partners



Half Do Not Plan on Changing Minimum Giving Amounts for Corporate Memberships, in 2022

