

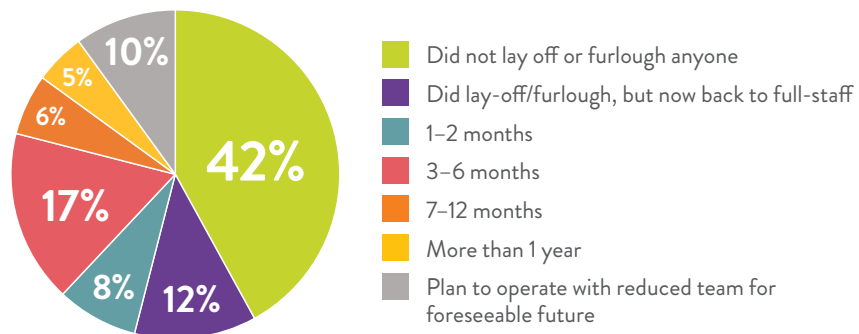
MAY 25, 2021

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 13–21, 2021**. This is the twenty-ninth survey of the series. Additional data pulled from ABA's survey of 5,154 arts donors fielded January–March 2021.

DEVELOPMENT TEAM STATUS AND PRIORITIES

Half of Development Teams Still Short-Staffed

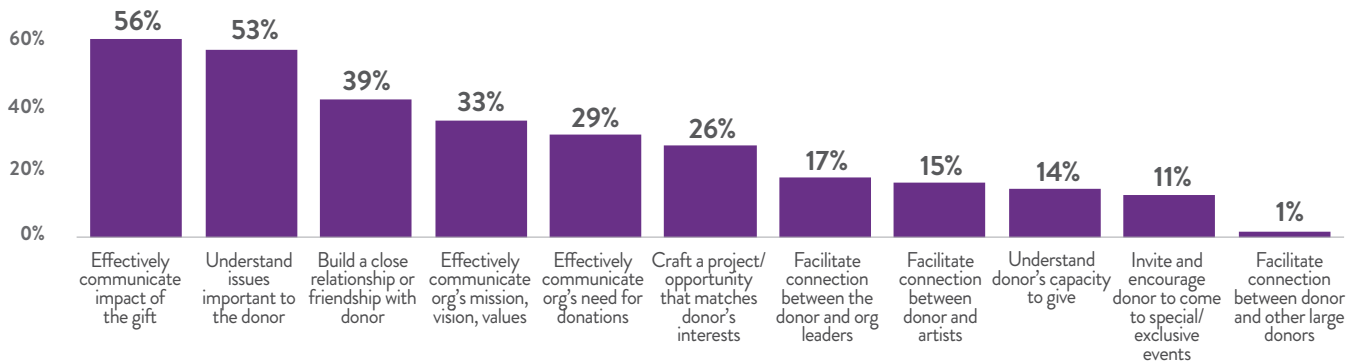
Anticipated Return to Pre-Pandemic Development Team Size



N=78

Communicating Impact and Understanding Issues Most Important for Donor Officers

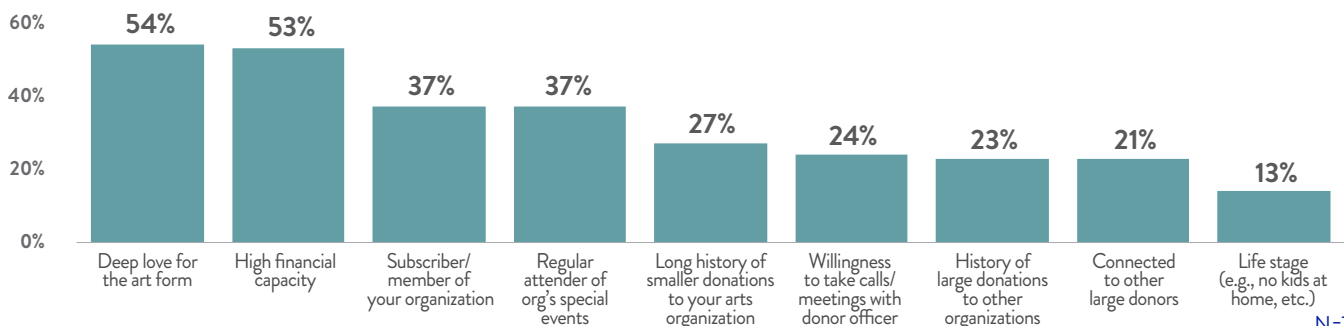
Most Important Donor Officer Focus Areas to Increase Individual Giving



N=72

Love of the Art and Deep Pockets Most Critical Prospect Qualifiers

Best Indication that Individual is High-Potential Prospect for Big Donation



N=70

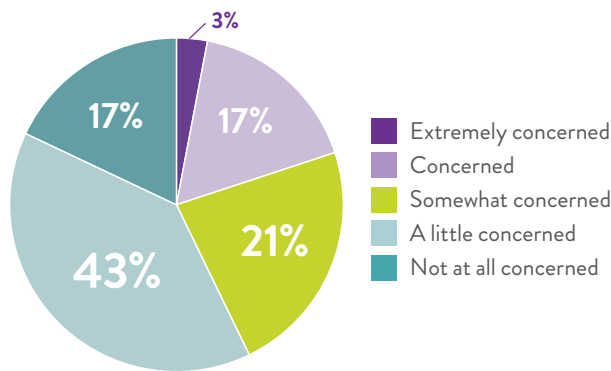
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THE IMPACT OF DONOR BENEFITS

Many Are Worried that Org Donors are Tapped Out

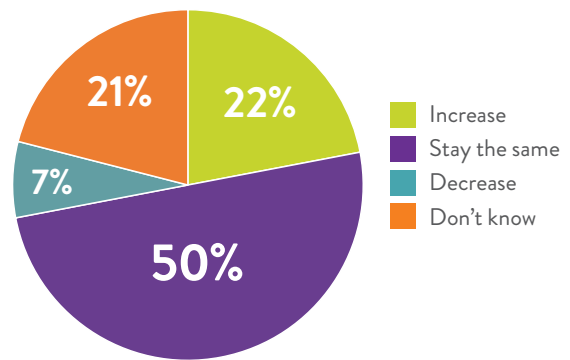
Concern That Donors May Reduce Giving in Coming Year



N=77

Most Arts Donors Say They'll Increase or Hold Donations Steady

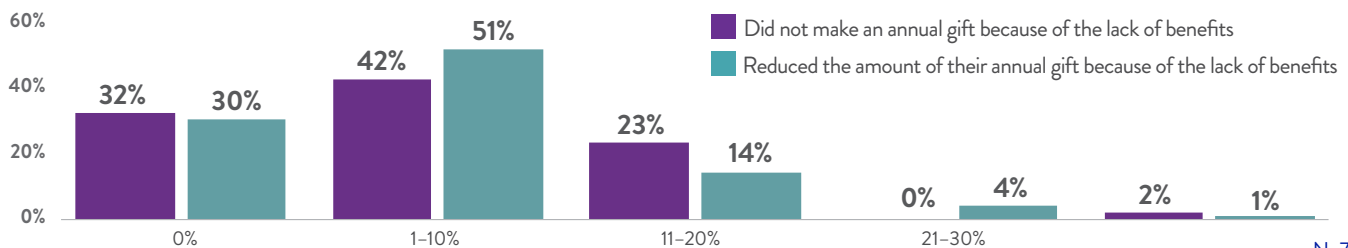
Donors' Plans for Arts Donations Over Next 5 Years



N=5,154 Arts Donors

Arts Orgs Have Felt Some Pain From Lack of Benefits During Pandemic

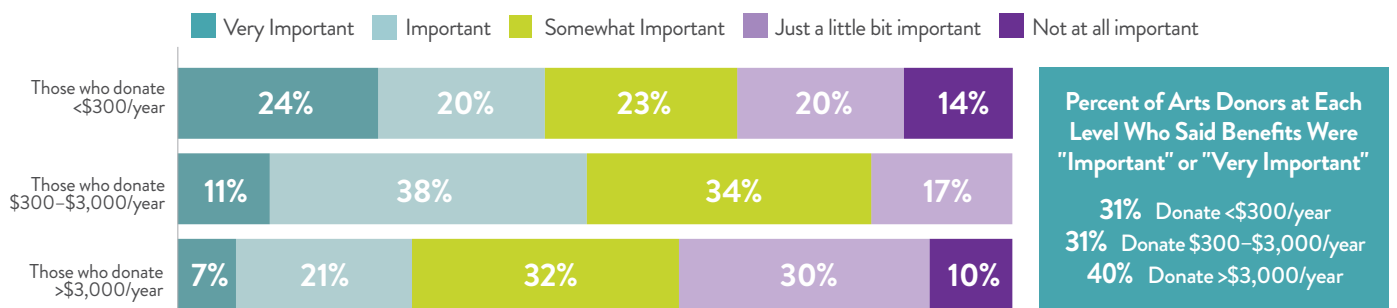
Percentage of Typical Annual Donors Who Stopped or Reduced Giving Due to Lack of Benefits



N=71

Arts Leaders Believe Benefits are More Important to Smaller Donors — Arts Donors Tell a Different Story

Perceived Importance of Benefits By Donor Level



Percent of Arts Donors at Each Level Who Said Benefits Were "Important" or "Very Important"

- 31% Donate <\$300/year
- 31% Donate \$300–\$3,000/year
- 40% Donate >\$3,000/year

N=71

N=5,154 Art Donors
(Donation levels are approximate based on 3 year average)

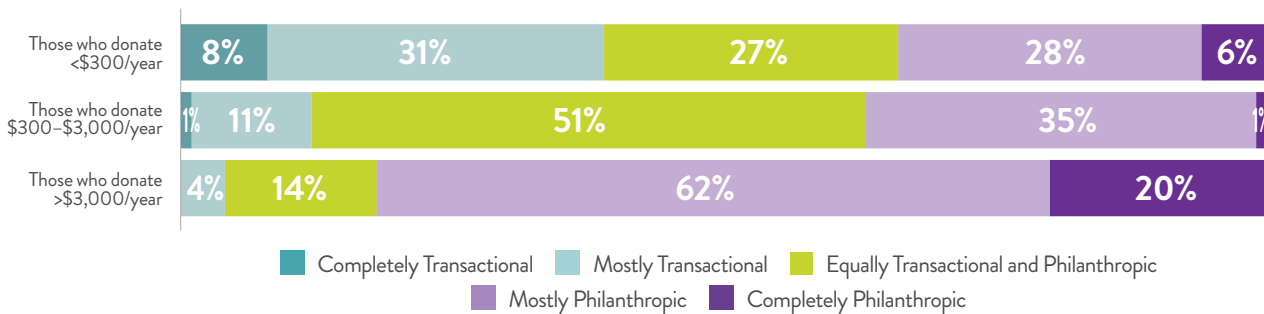
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DONOR MINDSET AND MOTIVATION

Perceptions of Philanthropic Motivations Increase With Donor Size

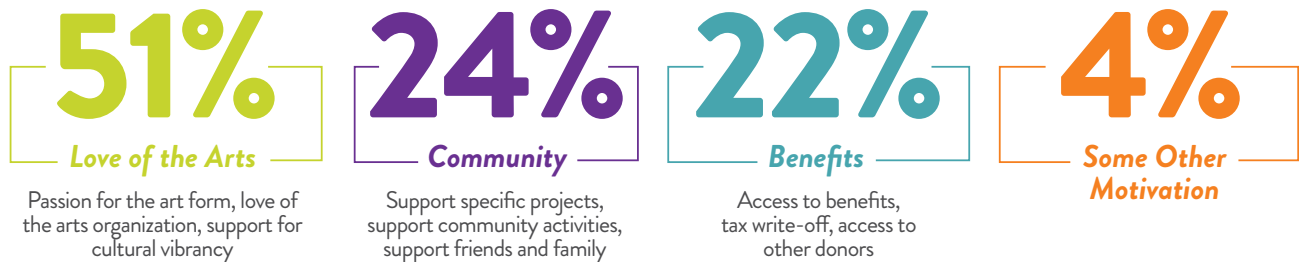
Perceived Mindset of Donors At Each Level



N=71

Love of the Arts Seen as Dominant Donation Motivation

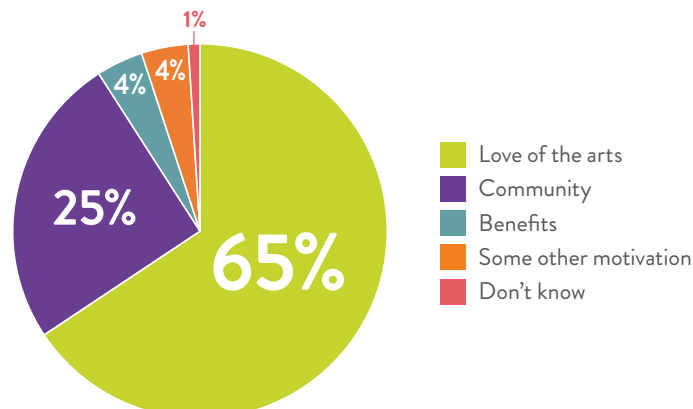
Perceived distribution of Donors Across Motivations



N=65

Arts Orgs Believe Love of the Arts Drives Biggest Donations

Motivation for Giving That Leads to Highest Donations



N=67