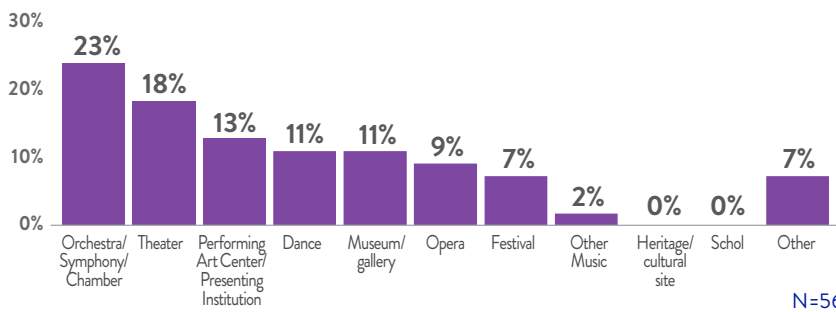


OCTOBER 31, 2023

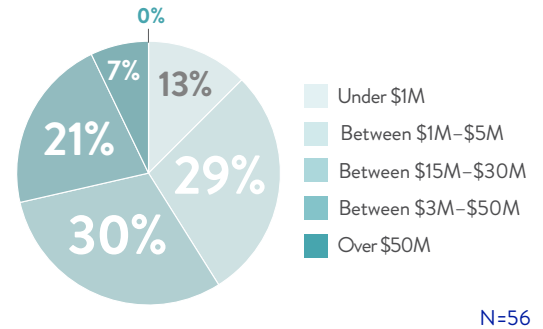
The Advisory Board for the Arts regularly surveys leaders at cultural organizations — including operas, ballets, symphonies, festivals, theaters, venues, schools, advocacy organizations, and museums — about issues relevant to their industries. This online survey was fielded **October 17–25, 2023**. This is the eighty-third survey of the series and was designed to help leaders benchmark themselves on general fundraising.

## ORGANIZATION OVERVIEW

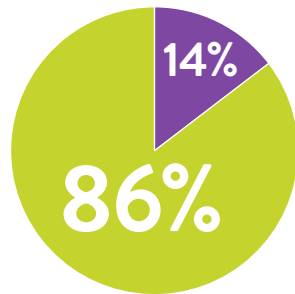
### Organization Genres



### Operating Budget



### Fiscal Year Calendar



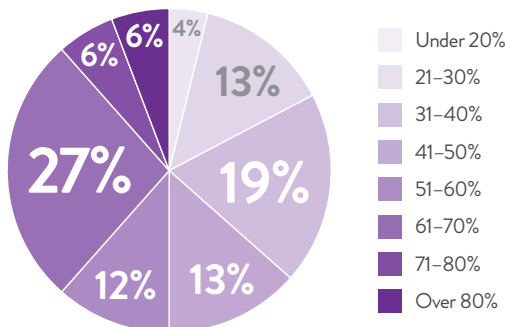
- We operate on a January–December fiscal year, so we will report on 2023 data to date
- We operate on another fiscal year cycle, so we will report on our most recently completed fiscal year (e.g., 2022–2023)

N=59

## OVERALL CONTRIBUTED INCOME

### Range of Operating Revenue from Contributed Income

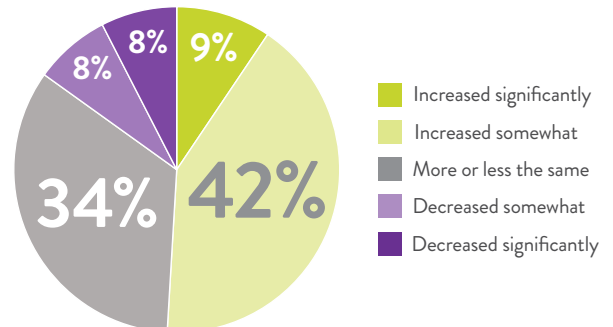
What % of total operating revenue came from contributed revenue in the last year?



N=52

### Contributed Revenue as % of Total Revenue has Moderately Risen

How has contributed revenue as a % of total revenue changed from 2019?



N=53

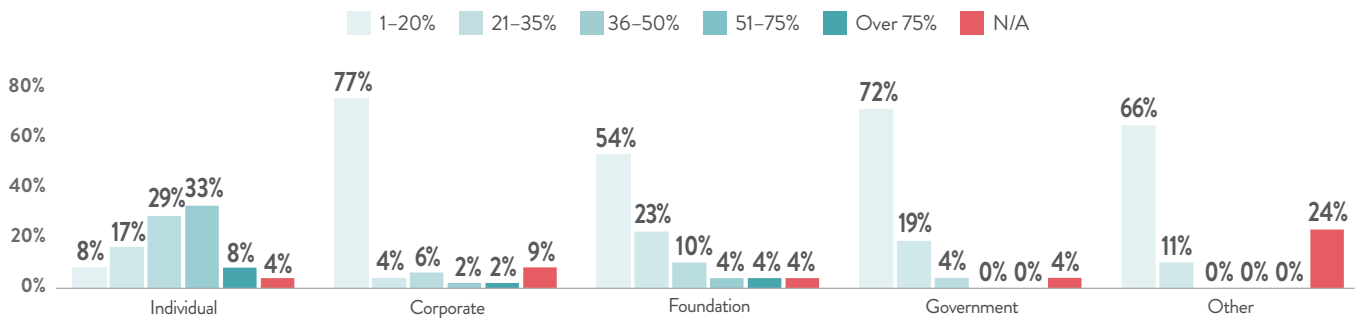
OCTOBER 31, 2023

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## OVERALL CONTRIBUTED INCOME

### Most Contributed Income Comes from Individuals

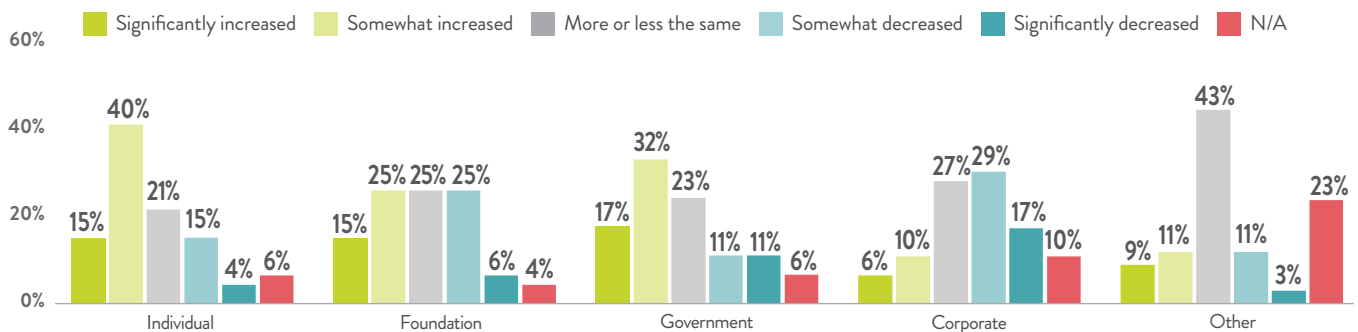
What % of contributed income comes from the following sources in the last year?



N=48

### Corporate Contributed Income Has Decreased

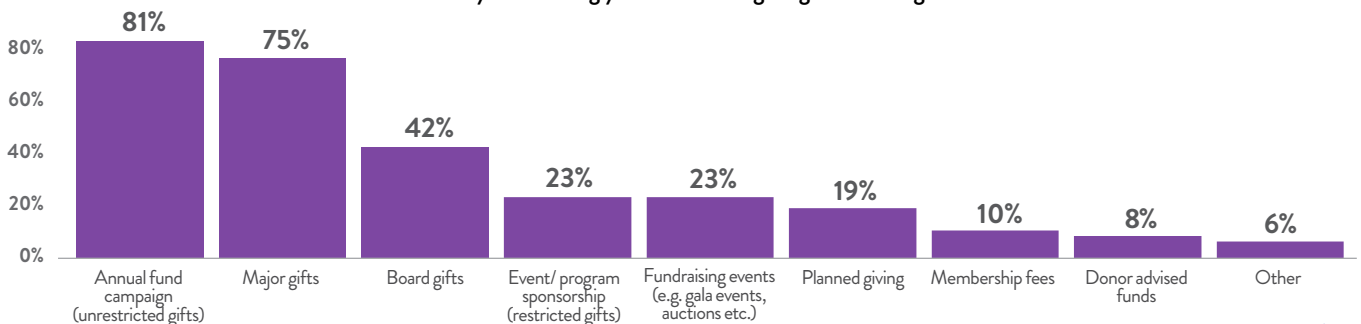
How has the distribution of contributed revenue sources changed since 2019?



N=48

### Fundraising Focus on Annual Fund & Major Gifts

Where are you focusing your individual giving fundraising efforts?



N=48

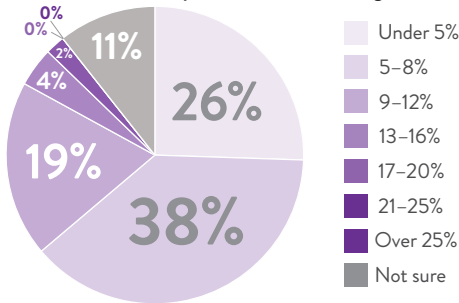
OCTOBER 31, 2023

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## OVERALL FUNDRAISING COSTS

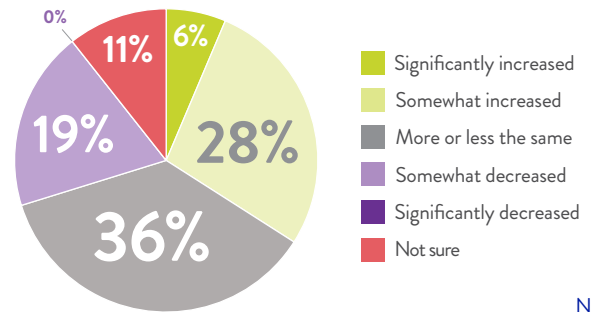
### 0–8% of Operating Budget Dedicated to Development & Fundraising

What % of your total annual operating budget is dedicated to development & fundraising?



### Varied Changes in Development Budgets Since 2019

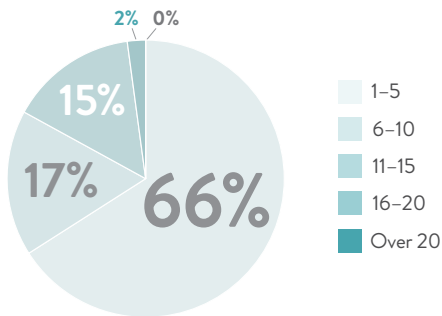
How has your budget allocated to development changed since 2019?



## DEVELOPMENT STAFF

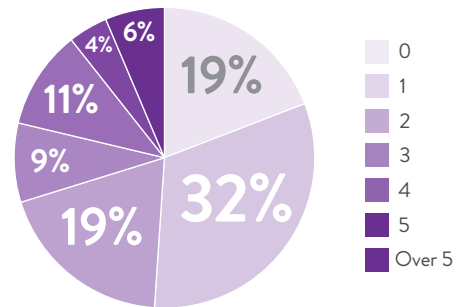
### Development/Fundraising Teams are 1–5 FTE

What is the FTE staff size of your development/fundraising team?



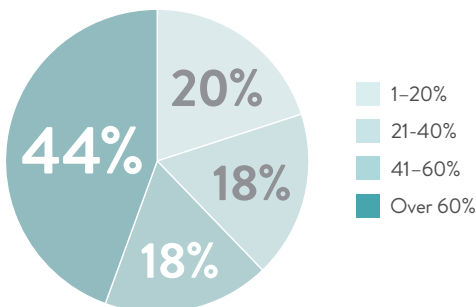
### Most Have Less Than 3 Gift Officers

How many FTE gift officers to you have on your development team?



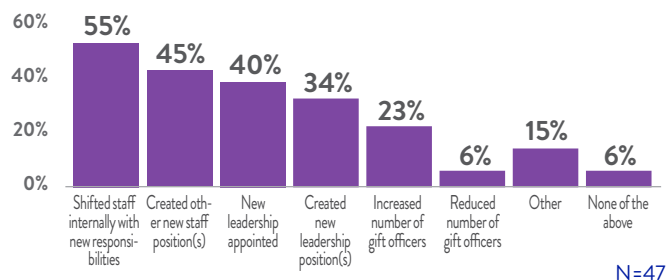
### Most Development Staff are New to Org

What % of your development staff has been with your org for <3 years?



### Since 2019, Development Teams Have Shifted Staff Internally

How has your development/fundraising team changed since 2019?



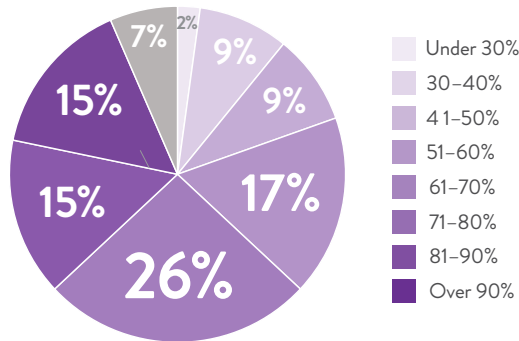
OCTOBER 31, 2023

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## DONOR RETENTION

### Over 50% of 2022 Donors Continued Donations This Year

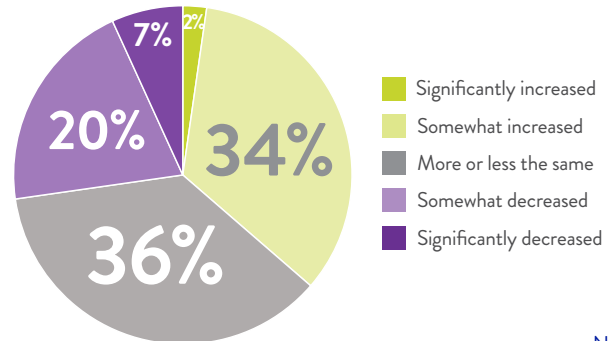
What % of your 2022 donors donated again in 2023?



N=46

### Donor Retention Rate Has Remained Largely the Same

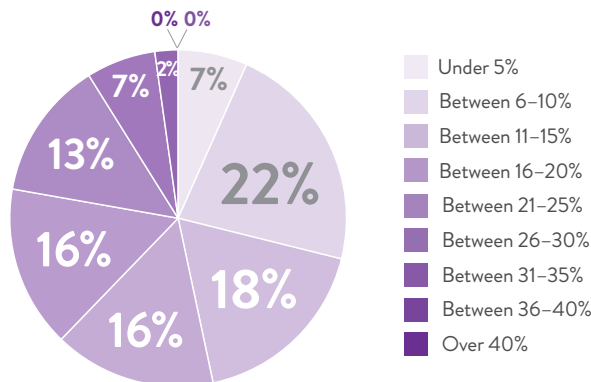
How has your 2023 donor retention rate changed compared to 2019?



N=44

### 6–25% of Current Donors are New

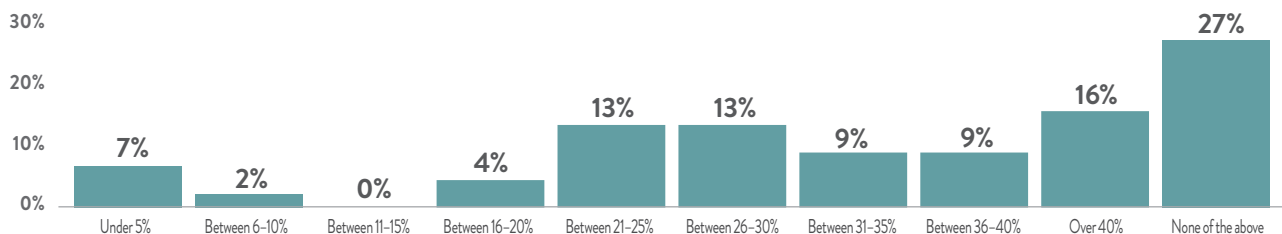
What % of your current donors are first time donors?



N=45

### % of Donating Subscribers Varies

What % of your current subscribers also donate?



N=45