



# Advancement Salary Report

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# About AGN

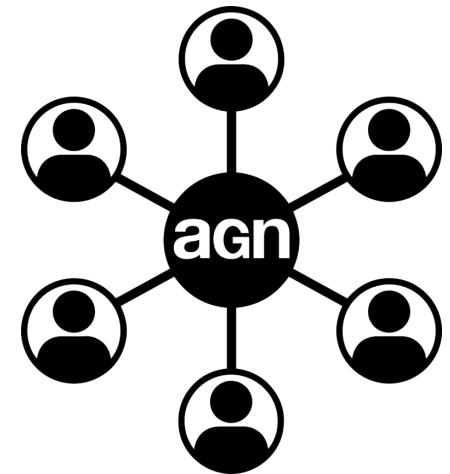
- Annual Giving Network (AGN) helps educational institutions and other nonprofits improve their annual fund results. We provide training and tools that empower advancement professionals to continuously learn, sharpen their skills, and develop more effective strategies.
- As the world's leading resource for annual giving programs, AGN offers a variety of consulting services, including:
  - Annual Fund Assessments
  - Coaching for Staff and Volunteers
  - Job Advertising and Recruiting

**More information is available at [agnresources.com](https://agnresources.com).**

# AGN Membership Benefits

AGN is proud to have supported more than 600 organizations through our membership program, which provides staff and volunteers with ongoing training and professional development. Membership applies to your entire team, so all of your colleagues have unlimited access to the following benefits:

- Free registration to all of our training webinars—including hundreds of hours of on-demand recordings, plus new live events added weekly
- Exclusive access to the AGN Resource Center, which is filled with hundreds of articles, samples, templates, reports, and other tools
- Dedicated support and guidance from our network of experts to address questions, provide feedback, and share best practices
- Special discounts of 20% or more on job board ads, workshops, program assessments, and other services



# Survey Overview

- In the fall of 2020, AGN completed a survey of 2,100 advancement professionals at a wide range of educational institutions including colleges, universities, and independent schools
- The goal of the survey was to assess and compare levels of compensation and job satisfaction based on the type of institution, departmental unit, and experience level
- The key findings of the study are outlined in the following report



# Methodology

- All 2,100 survey participants reported their annual salary in U.S. dollars, *excluding benefits*
- Responses were segmented into 1 of 42 categories according to Departmental Unit and Grade
  - **Departmental Unit categories** include Annual Giving, Alumni Relations, Communications, Major & Planned Giving, Stewardship & Donor Relations, Data & Analytics, and Other
  - **Grade categories** include Grades 1 through 6 – *please see the key on the following page for Grade descriptions*
  - Grade 6 respondents were not included in the departmental unit analysis, either in the averages or within the advancement units
- Salary distributions were calculated for individual categories, and include the minimum, median, and maximum salaries, as well as the median years of experience and age

# Methodology: Grades

- **Grade 6** – Possible titles: Vice President, Chief Advancement Officer, Director of Advancement  
*Responsibilities could include overseeing all advancement units and activities for the institution*
- **Grade 5** – Possible titles: Associate/Assistant Vice President, Executive Director, Senior Director  
*Responsibilities could include overseeing a major area and/or multiple units or programs*
- **Grade 4** – Possible titles: Director, Senior Officer  
*Responsibilities could include supervising an individual department and/or unit, including oversight of staff/budget*
- **Grade 3** – Possible titles: Associate Director, Officer  
*Responsibilities could include managing a program and/or relationships, and limited staff supervision*
- **Grade 2** – Possible titles: Assistant Director, Specialist  
*Responsibilities could include junior-level functions and tasks, with no supervision of full-time employees*
- **Grade 1** – Possible titles: Coordinator, Associate, Administrative Assistant  
*Responsibilities could include entry-level functions and/or providing administrative or office support*



# KEY FINDINGS



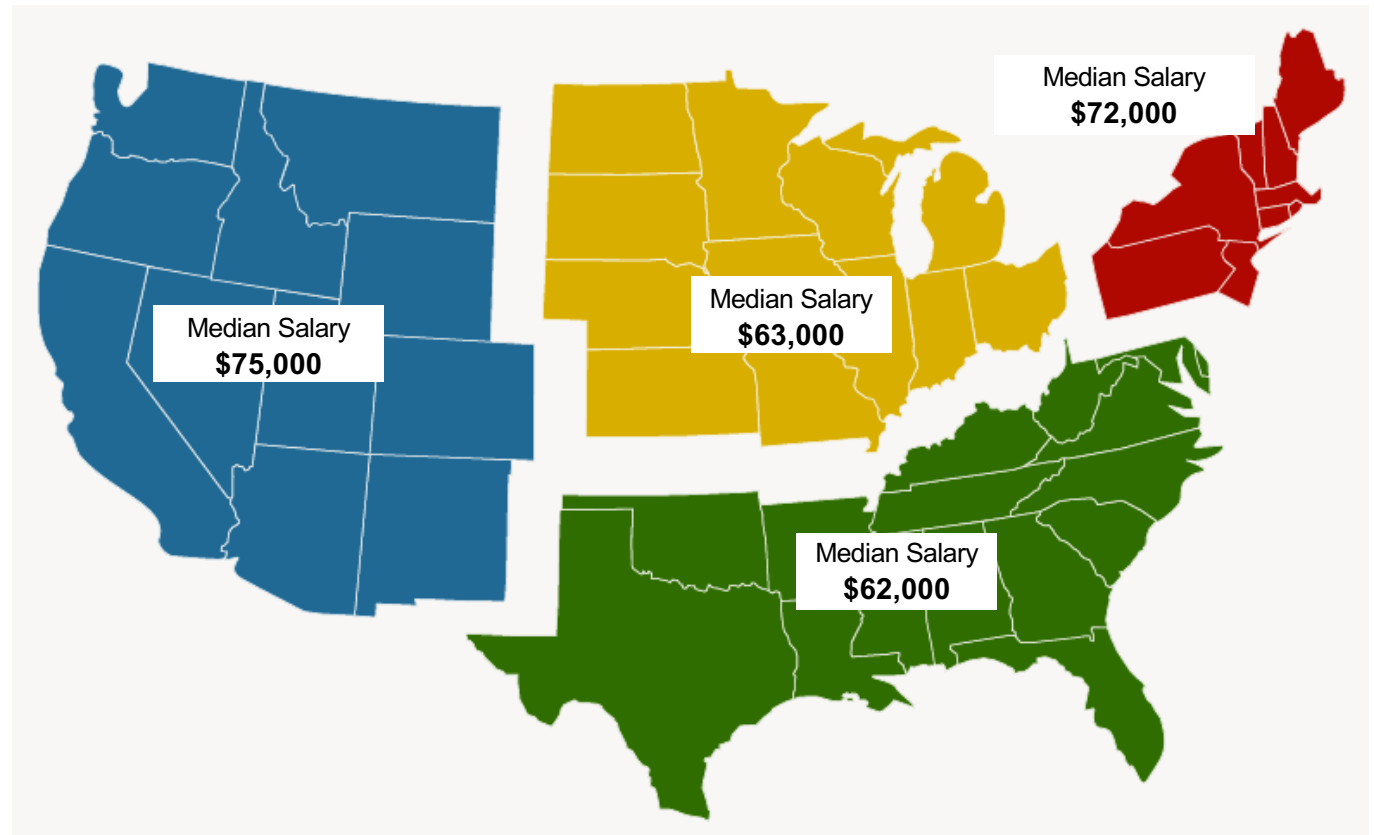
# Salary Comparison by Type of Institution

- Private institutions reported a median salary 3% higher than public institutions
  - Private: \$70,000
  - Public: \$67,813
- Independent schools reported a median salary 15% higher than colleges & universities
  - Independent Schools: \$75,000
  - Colleges & Universities: \$65,000
- Median salaries are lowest among mid-size institutions, while large and small institutions have similar median salaries
  - Large (100k+ alumni): \$70,000
  - Medium (20k–100k alumni): \$64,000
  - Small (fewer than 20k alumni): \$70,000

# Salary Comparison by Region

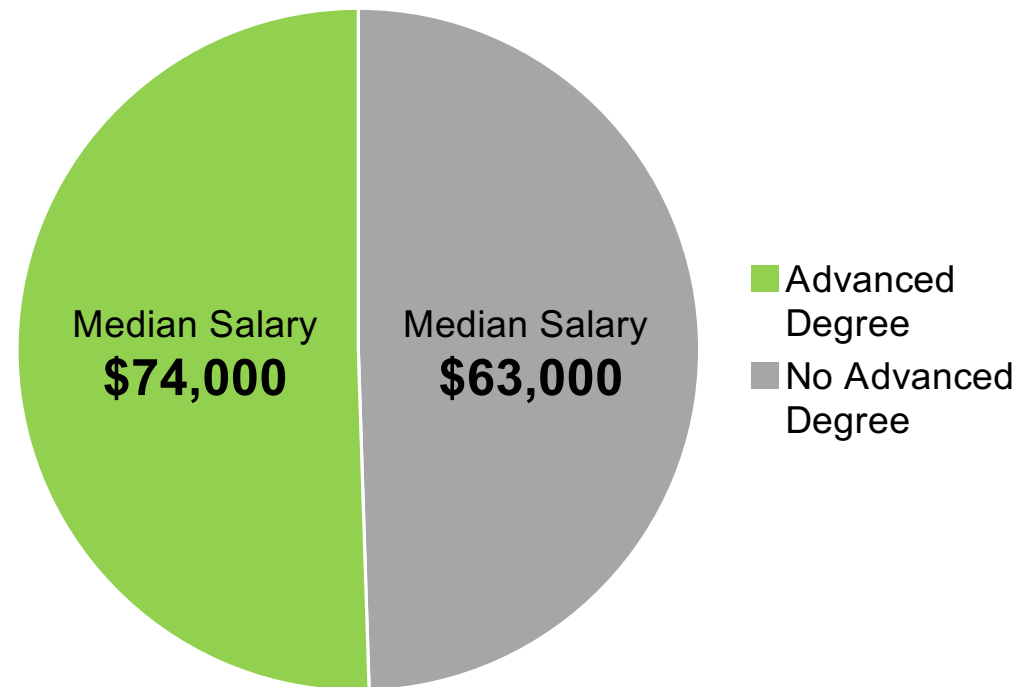
Median salaries were highest among West Coast institutions

- West: \$75,000
- Northeast: \$72,000
- Midwest: \$63,000
- South: \$62,000



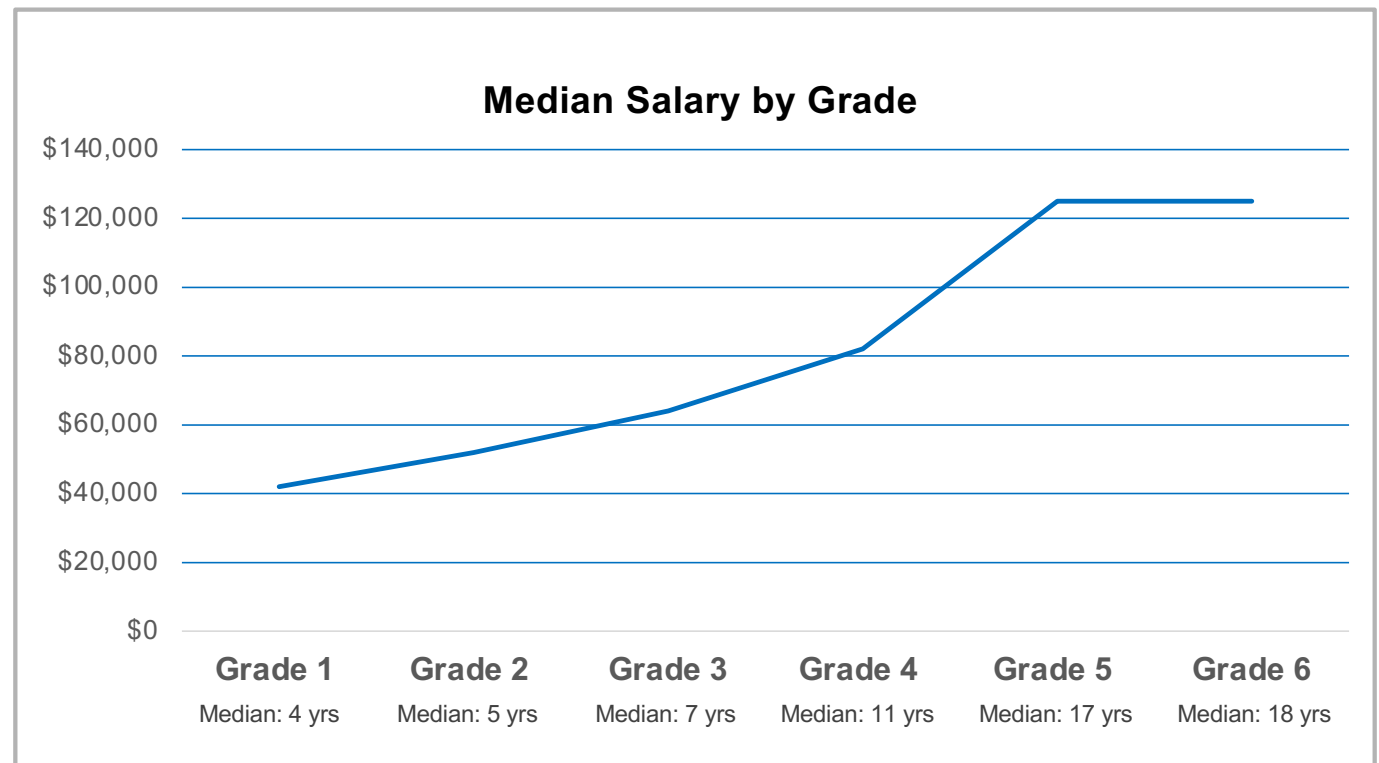
# Salary Comparison of Advanced Degree Holders

- 51% of respondents have an advanced degree
- The median salary for those with an advanced degree is 17% higher than those without
  - Advanced Degree: \$74,000
  - No Advanced Degree: \$63,000



# Salary Comparison by Experience Level

- Advancement professionals see an average increase in salary of nearly \$1,200 for each additional year of experience
- The greatest salary increase comes between Grade 4 & 5

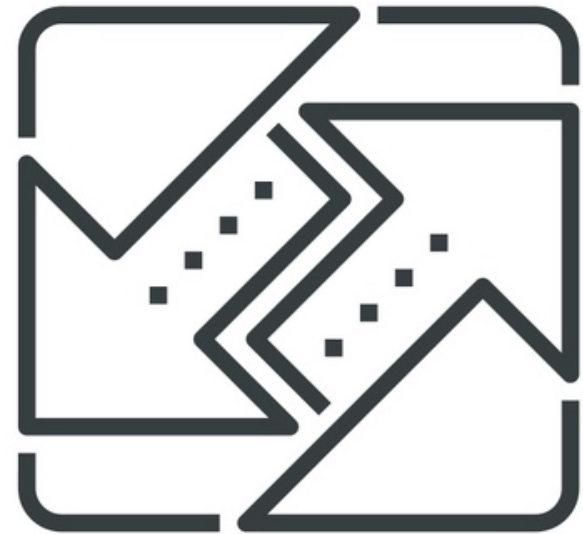


# Employee Satisfaction

- Compensation is one of the single greatest predictors of both job satisfaction and retention
- Institutions that invest in professional development have employees with higher levels of satisfaction
- Job satisfaction increases as the level of the position increases up until Grade 5, and then declines slightly with Grade 6
- Satisfaction is highest among Major & Planned Giving staff
- Staff at public institutions are no more or less satisfied than those who work at privates – additionally, respondents at various sizes of institutions and both colleges/universities and independent schools reported similar average satisfaction levels

# Job Transition

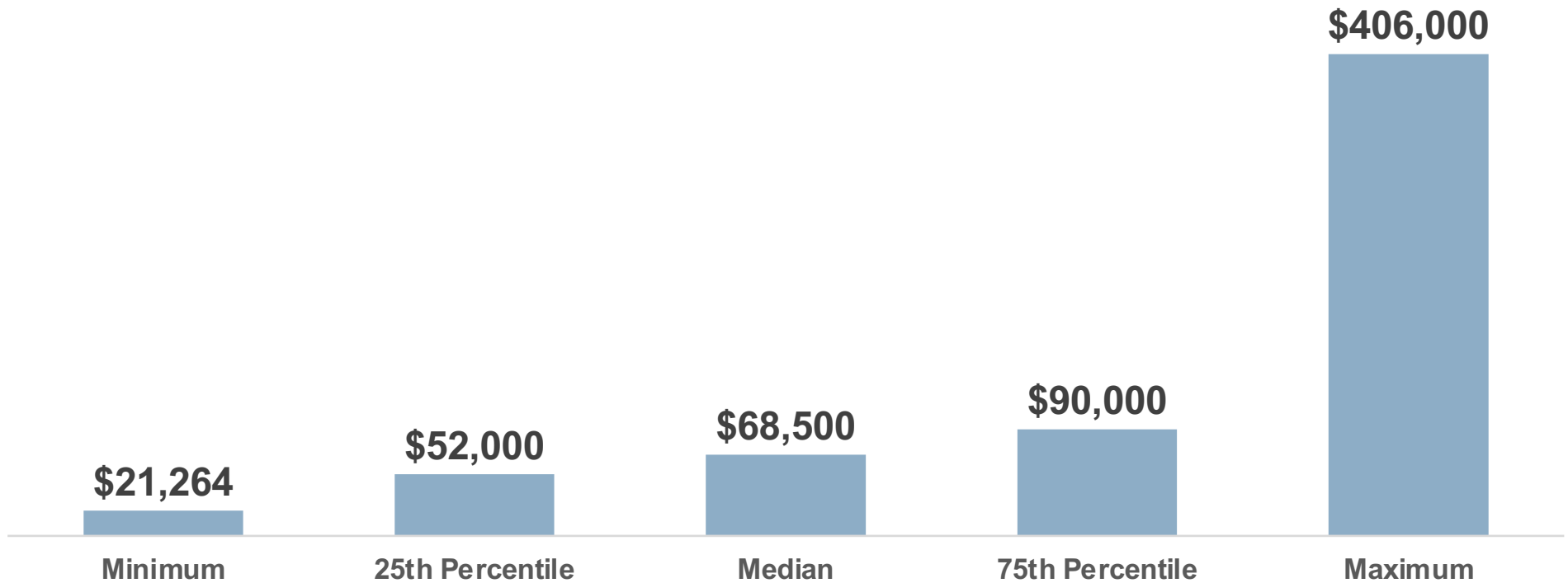
- Advancement professionals reported having held an average of two positions in the last five years
- Those at large institutions change jobs more frequently than at small institutions
- Those working in Annual Giving are more likely to change jobs compared to other units
- Age and years of experience do not have a significant impact on job transition rate
- Respondents from Grade 1 and Grade 6 are the least likely to change jobs





# **SALARY DATA BY KEY SEGMENTS**

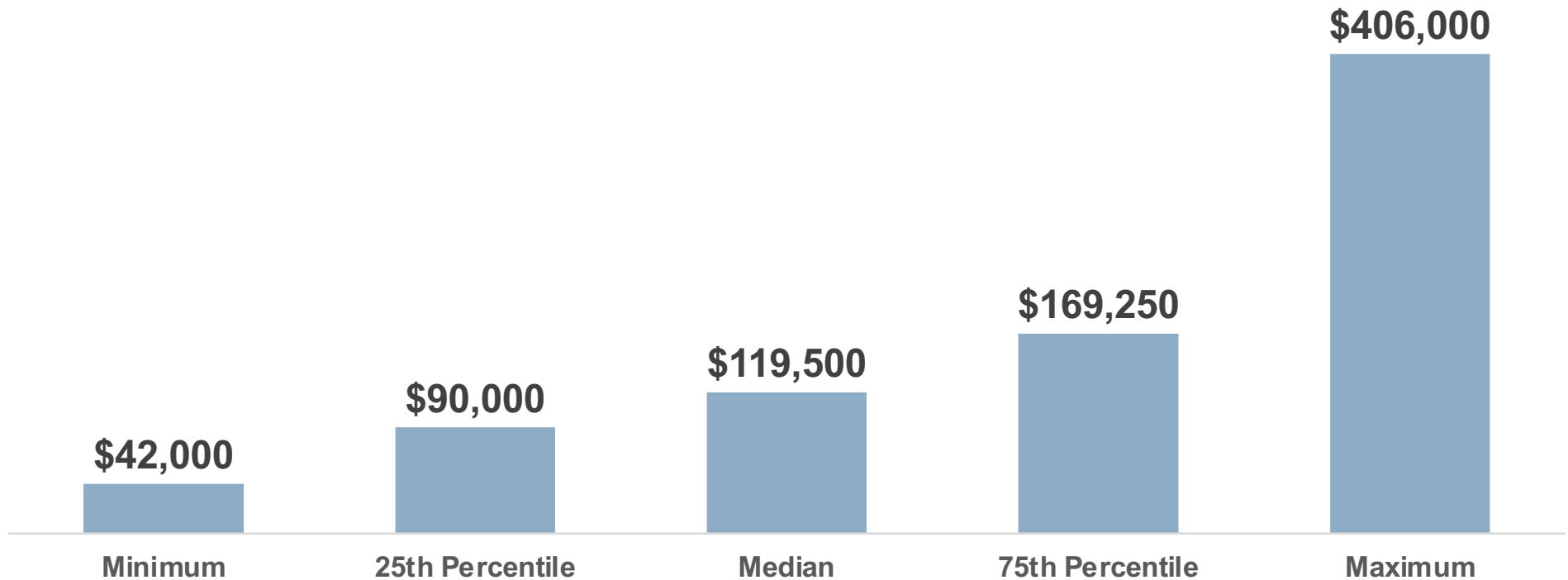
# Salary Range: All Respondents



Median Years of Experience: **9**  
Median Age: **38**



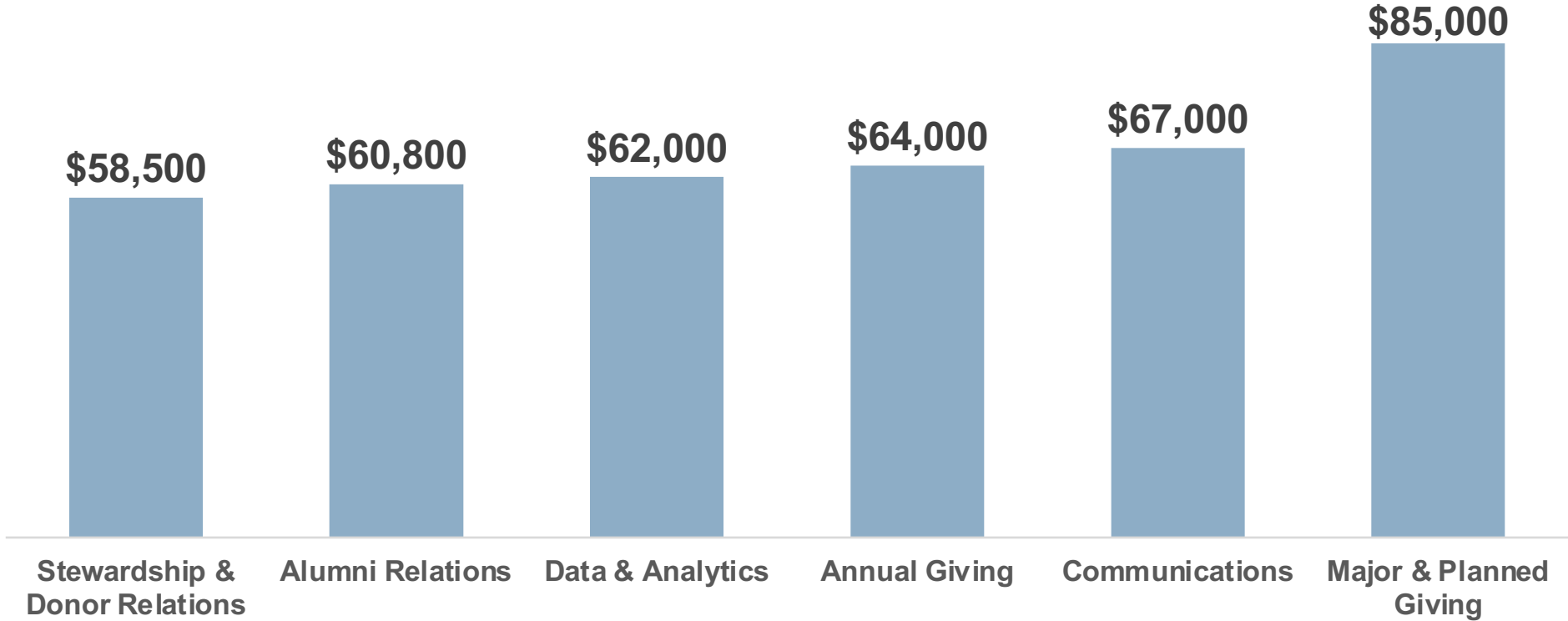
# Salary Comparison for Heads of Advancement



Median Years of Experience: **18**  
Median Age: **50**

Job titles include:  
**Vice President, Chief Advancement Officer, Director of Advancement**

# Median Salary Comparison by Departmental Unit

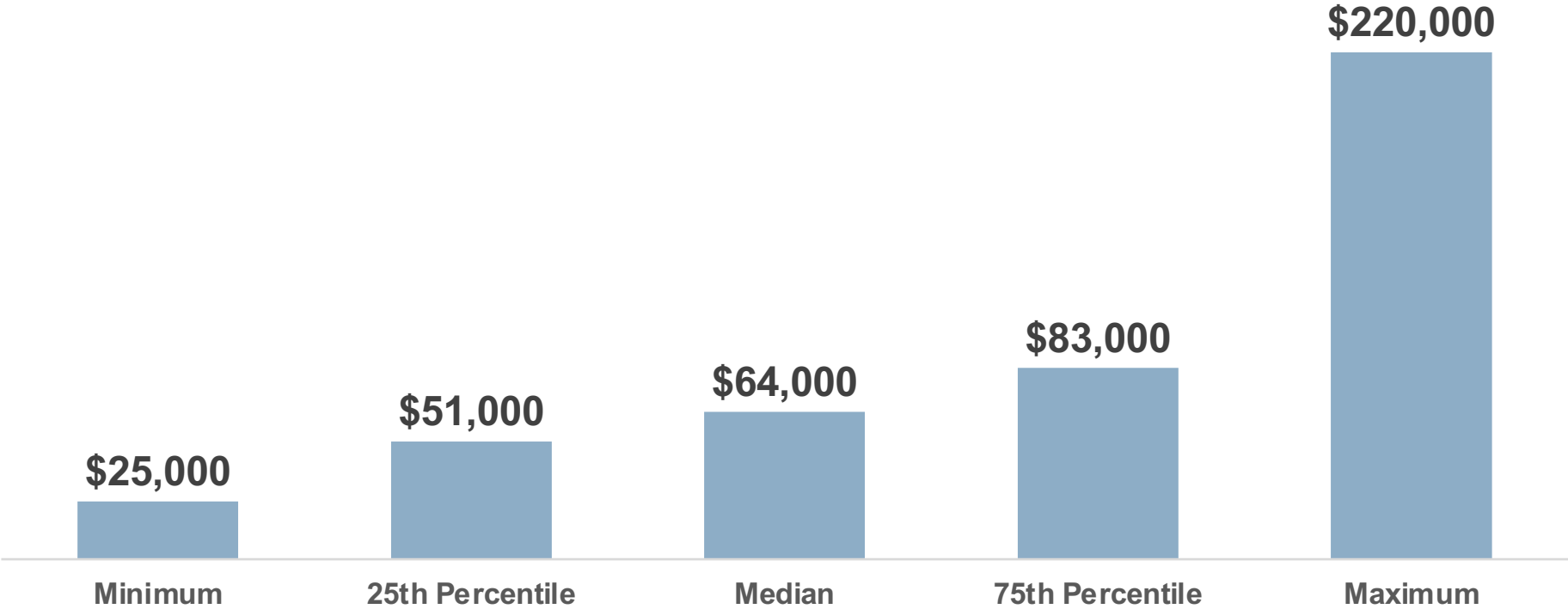


All-Unit Median Salary: **\$68,430**



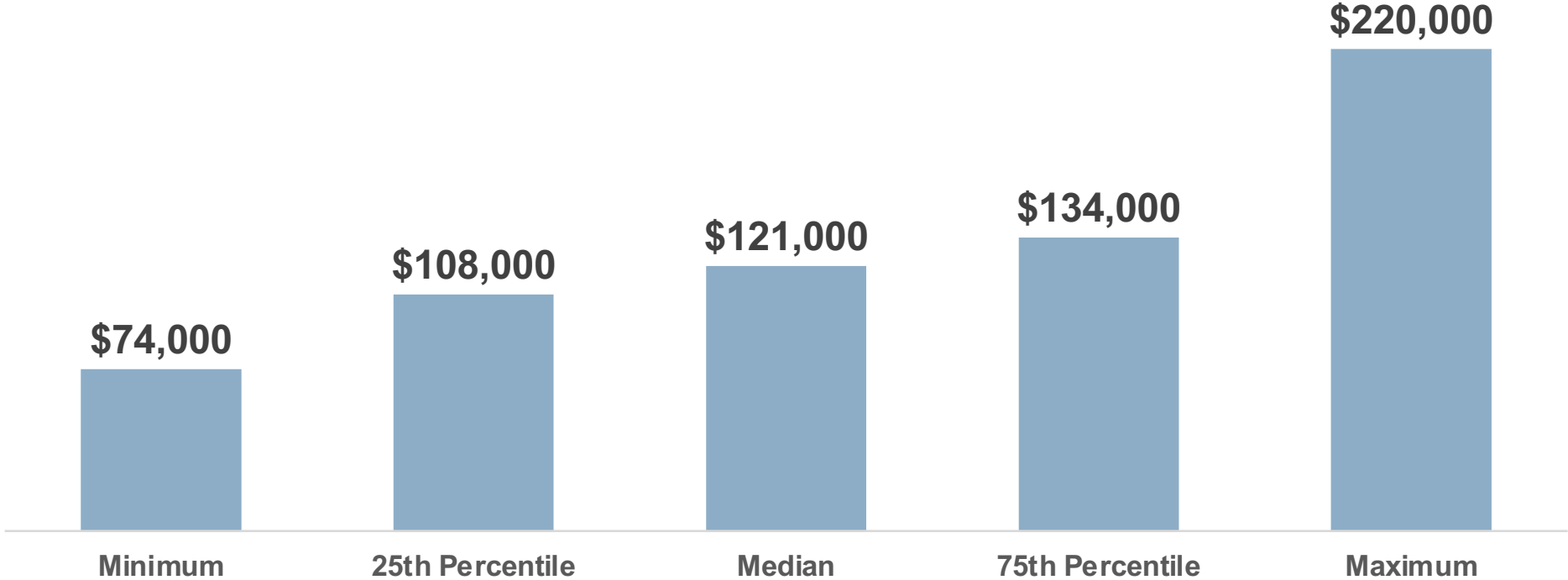
# **ANNUAL GIVING**

# Annual Giving: All Grades



Median Years of Experience: 7  
Median Age: 34

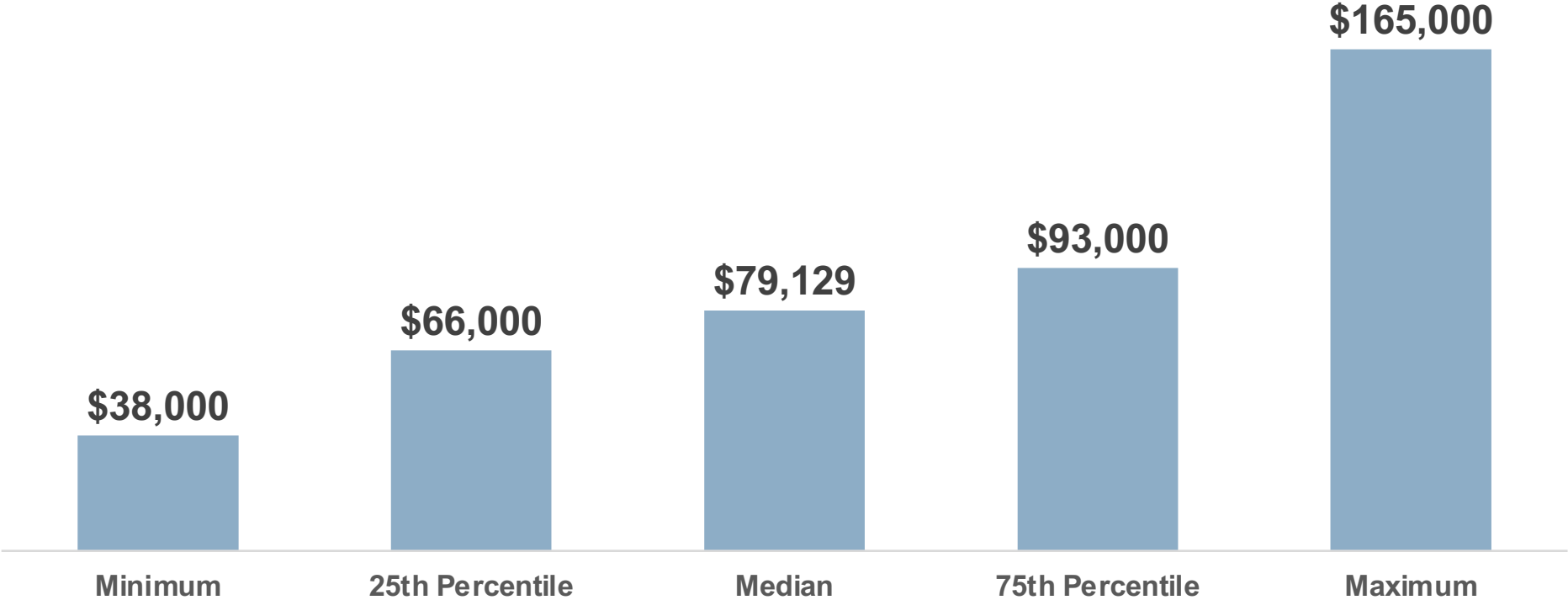
# Annual Giving: Grade 5



Median Years of Experience: **14**  
Median Age: **43**

Job titles include:  
**Associate/Assistant Vice President, Executive Director, Senior Director**

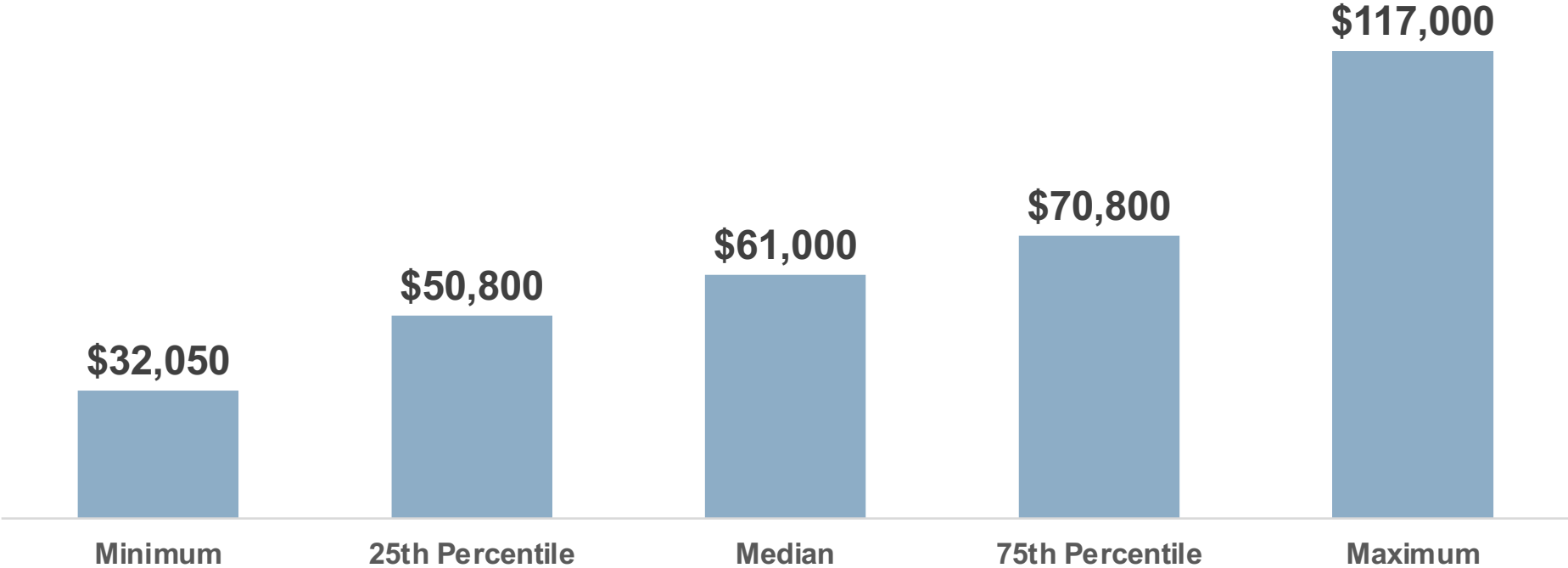
# Annual Giving: Grade 4



Median Years of Experience: **10**  
Median Age: **38**

Job titles include:  
**Director, Senior Officer**

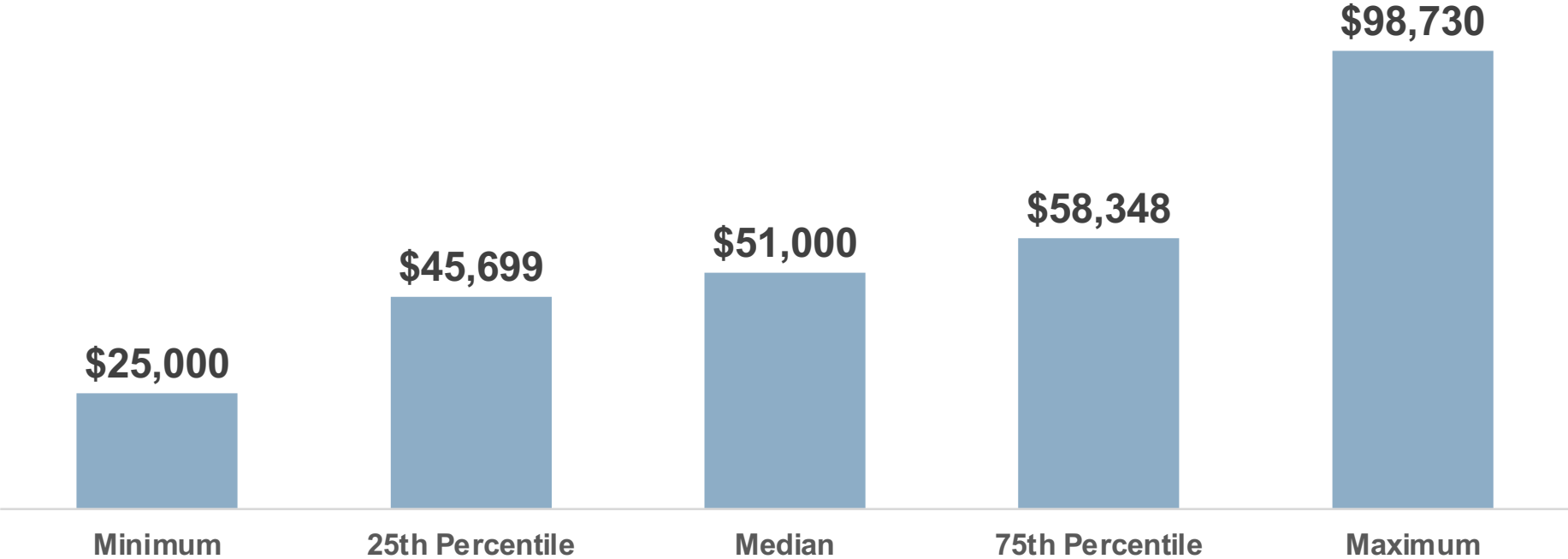
# Annual Giving: Grade 3



Median Years of Experience: **6**  
Median Age: **33**

Job titles include:  
**Associate Director, Officer**

# Annual Giving: Grade 2

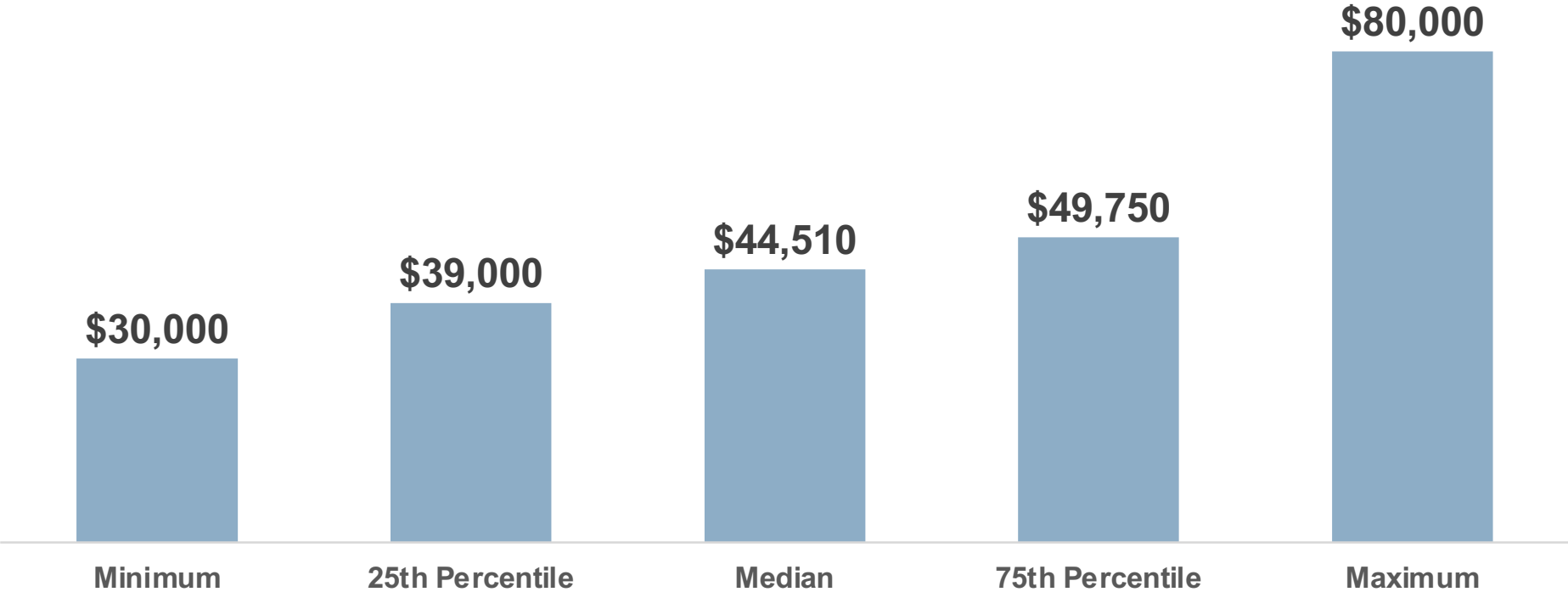


Median Years of Experience: **4**  
Median Age: **29**

Job titles include:  
**Assistant Director, Specialist**



# Annual Giving: Grade 1



Median Years of Experience: **4**  
Median Age: **30**

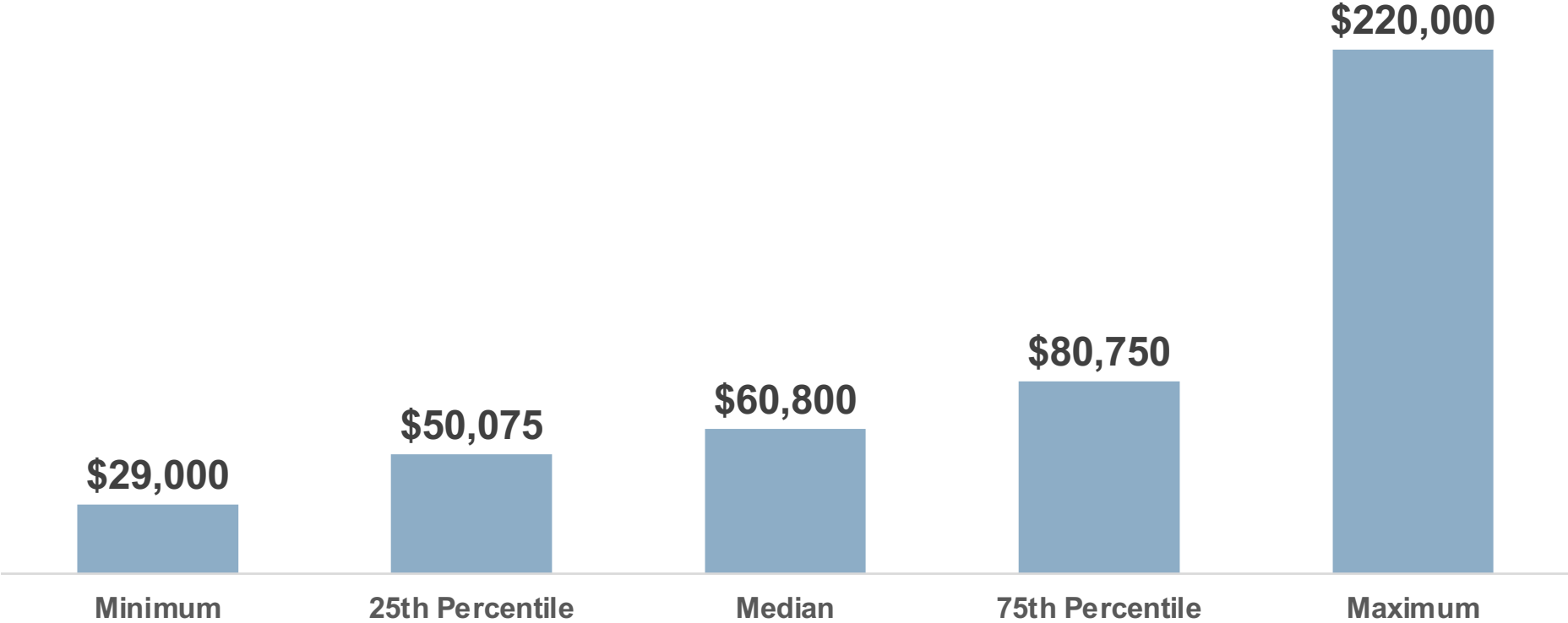
Job titles include:  
**Coordinator, Associate, Administrative Assistant**



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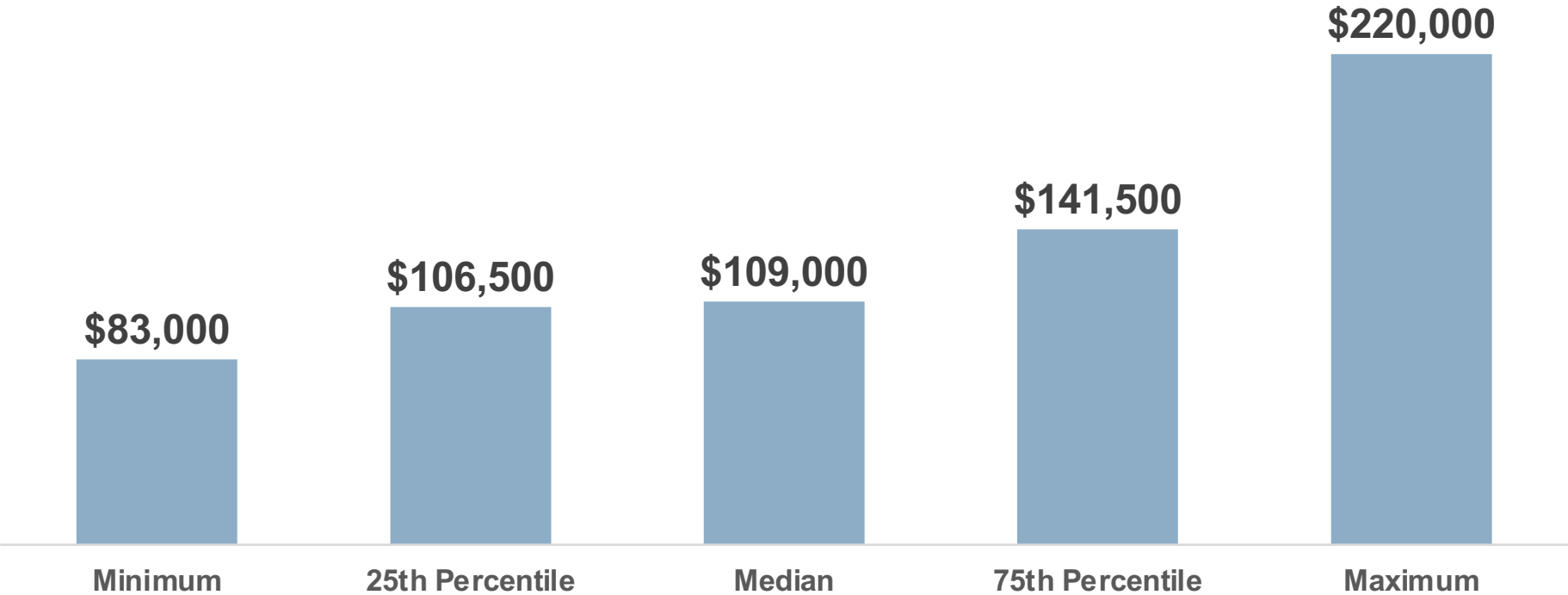
# ALUMNI RELATIONS

# Alumni Relations: All Grades



Median Years of Experience: 7  
Median Age: 35

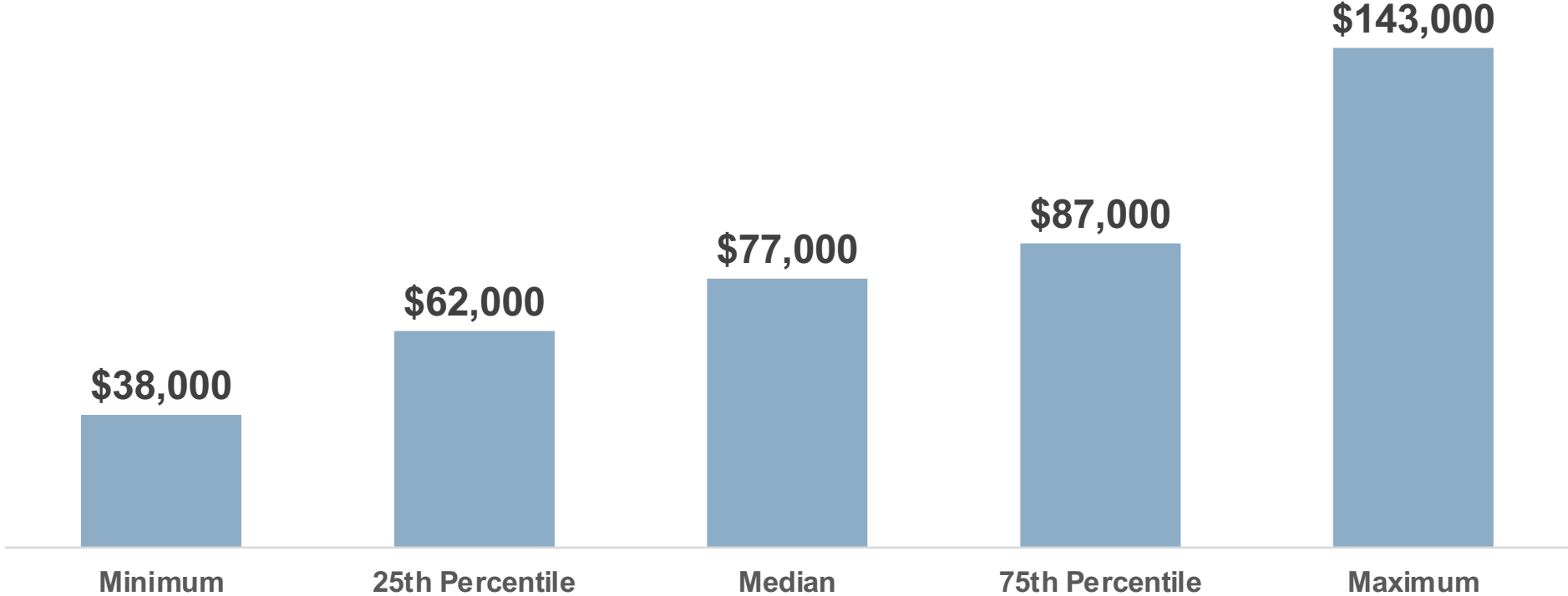
# Alumni Relations: Grade 5



Median Years of Experience: 15  
Median Age: 44

Job titles include:  
**Associate/Assistant Vice President, Executive Director, Senior Director**

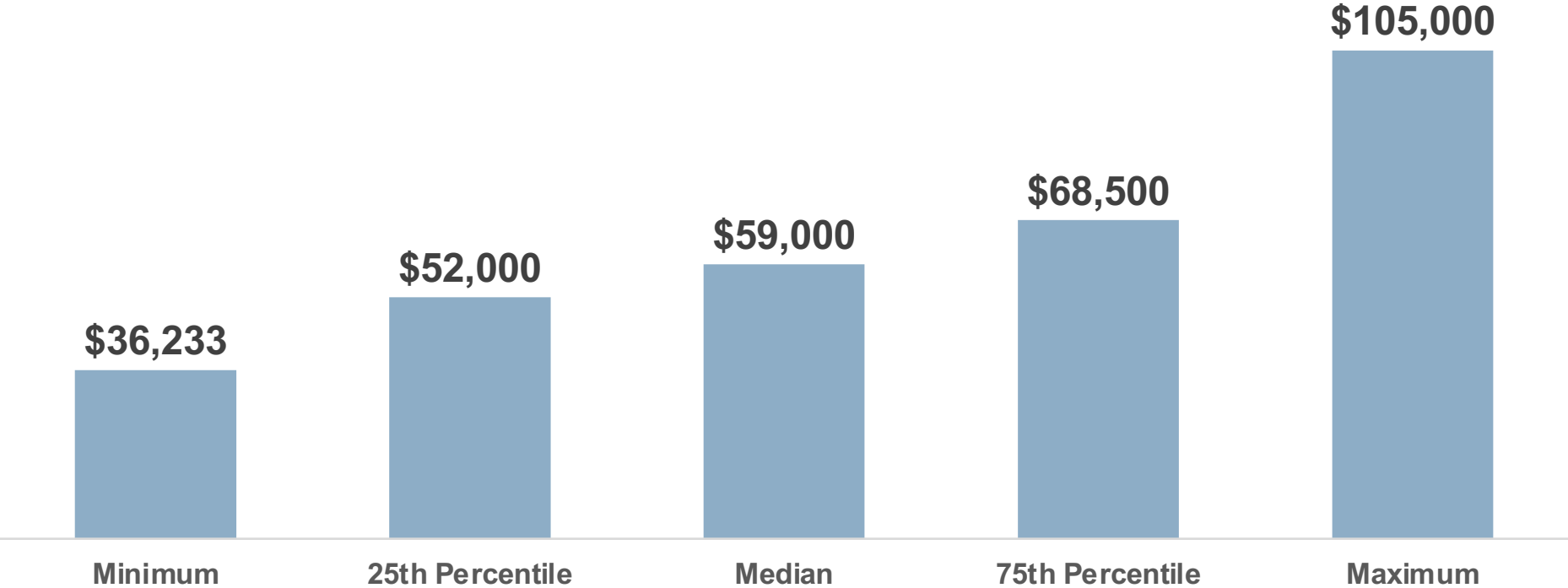
# Alumni Relations: Grade 4



Median Years of Experience: **10**  
Median Age: **40**

Job titles include:  
**Director, Senior Officer**

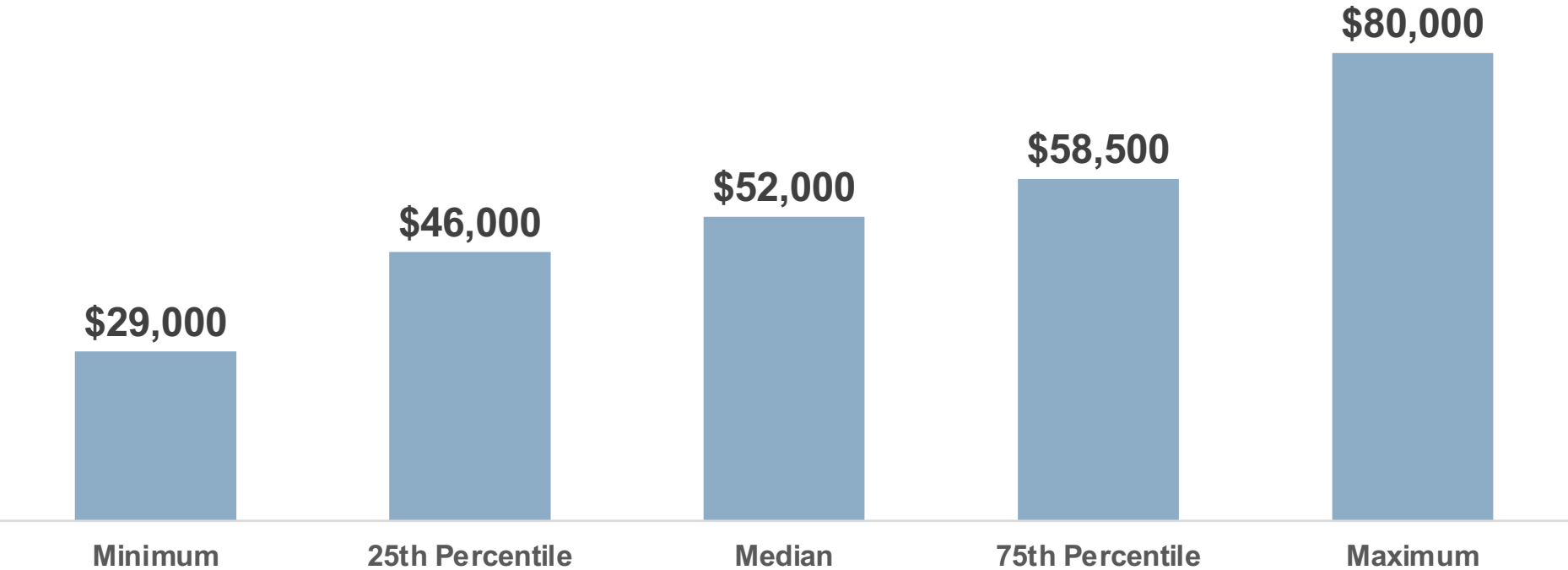
# Alumni Relations: Grade 3



Median Years of Experience: 5  
Median Age: 33

Job titles include:  
**Associate Director, Officer**

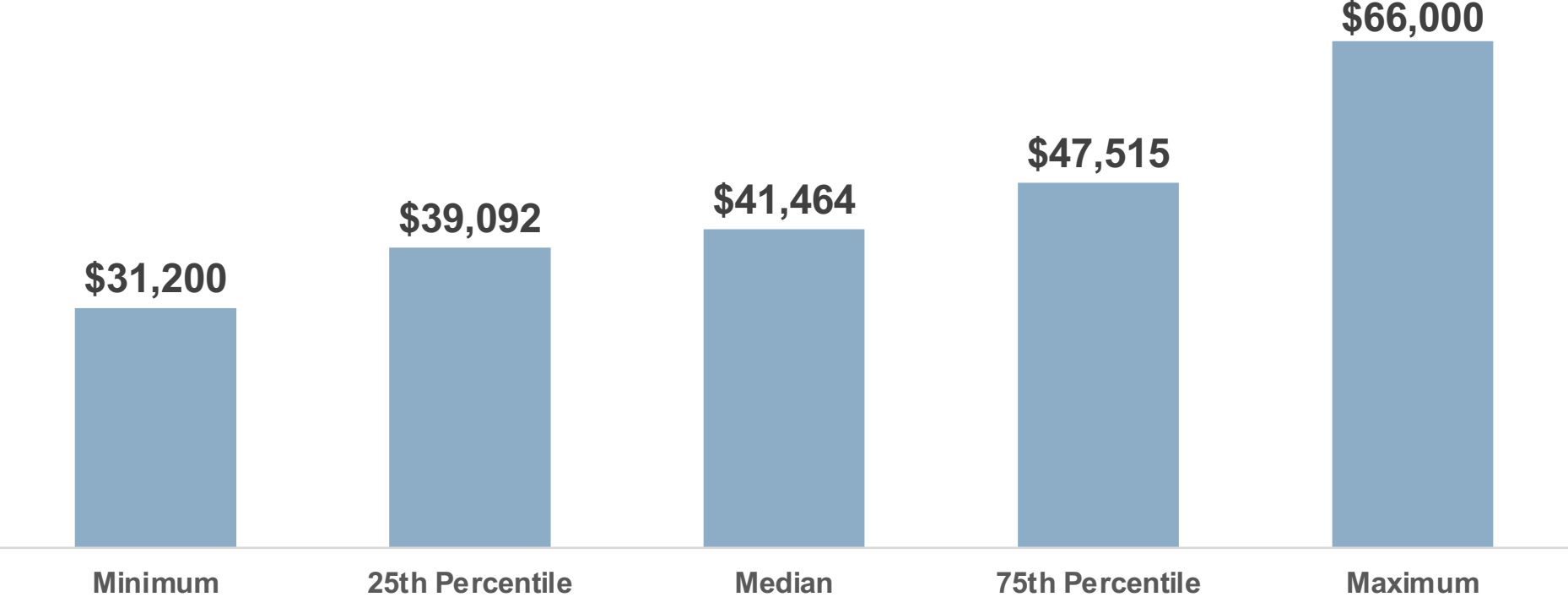
# Alumni Relations: Grade 2



Median Years of Experience: **5**  
Median Age: **30**

Job titles include:  
**Assistant Director, Specialist**

# Alumni Relations: Grade 1



Median Years of Experience: 5  
Median Age: 31

Job titles include:  
**Coordinator, Associate, Administrative Assistant**

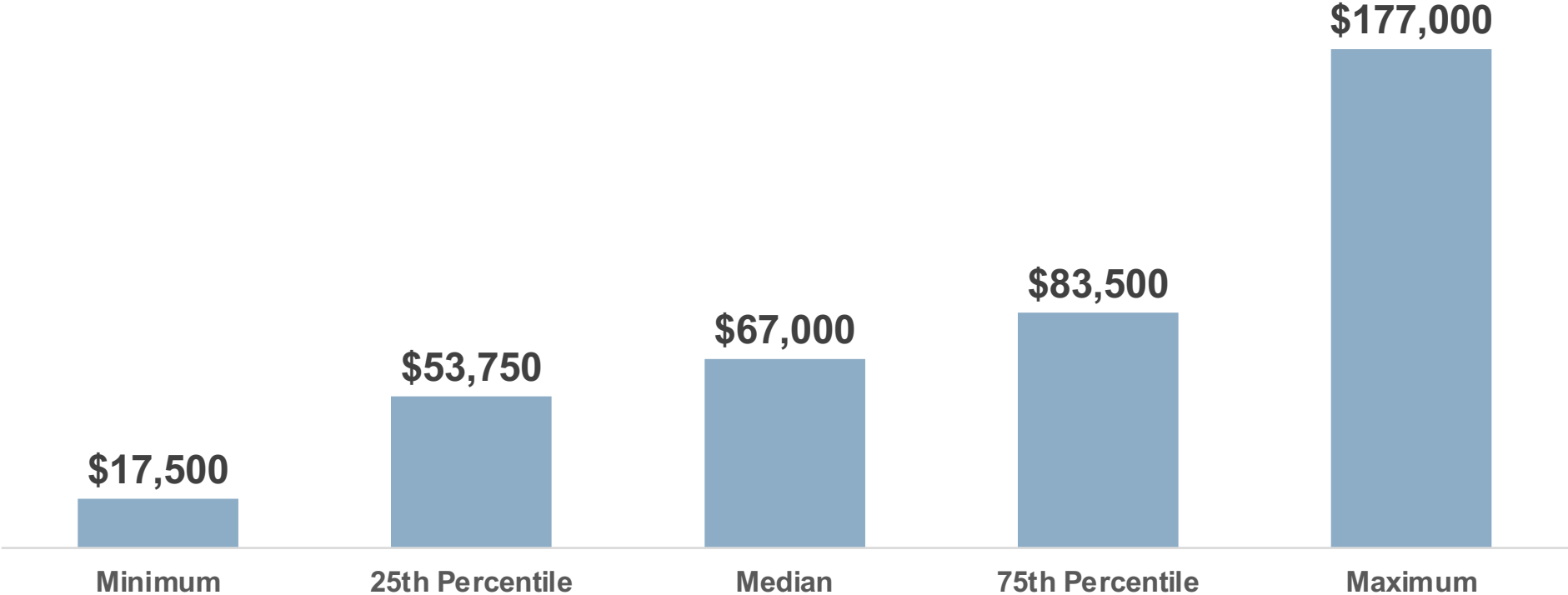




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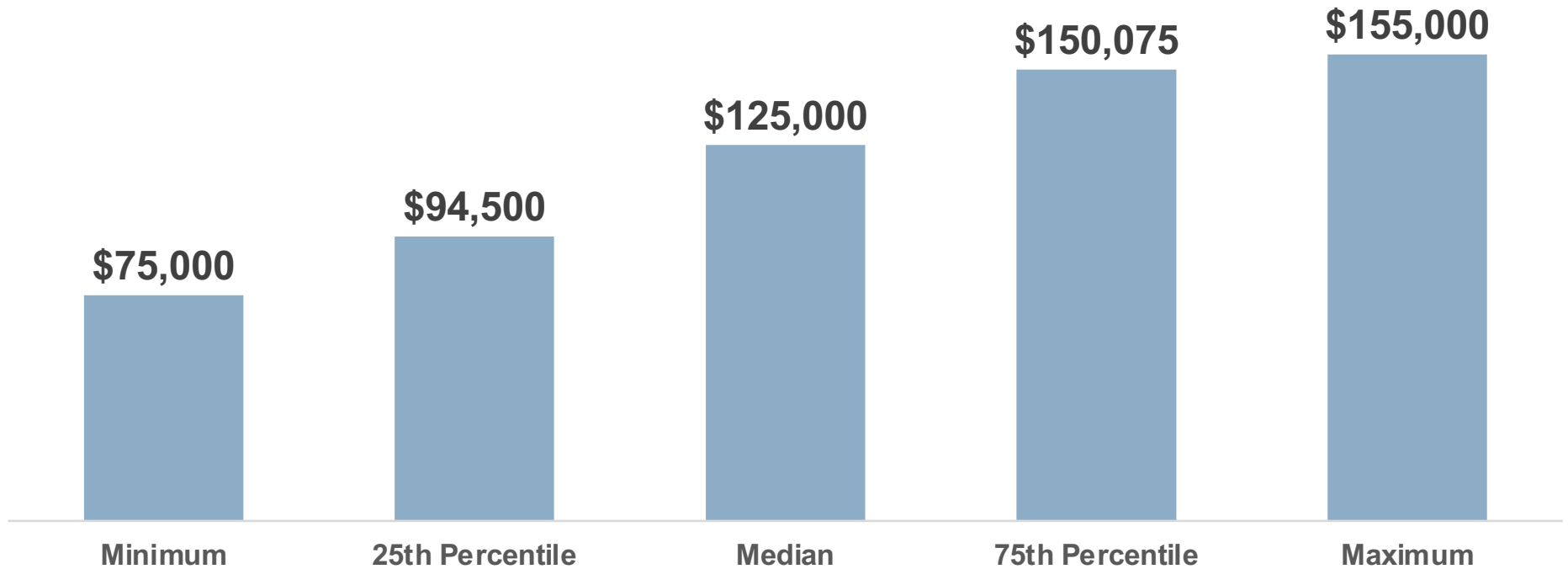
# COMMUNICATIONS

# Communications: All Grades



Median Years of Experience: **12**  
Median Age: **38**

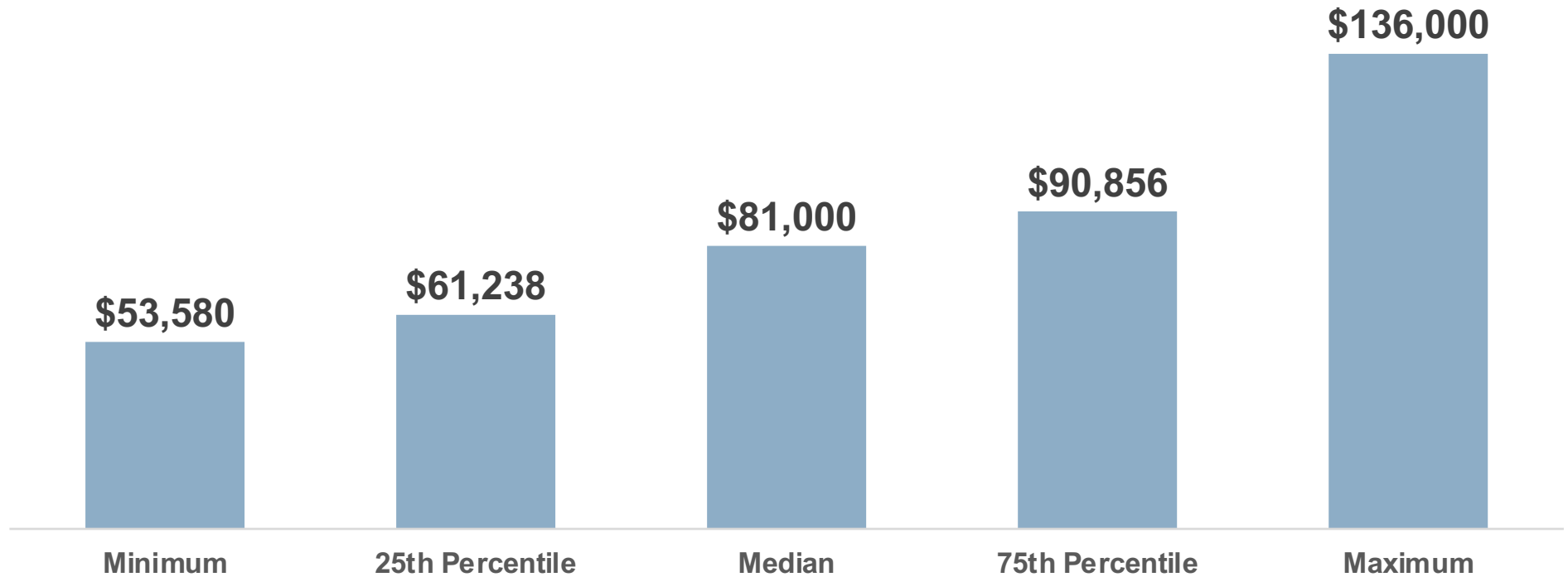
# Communications: Grade 5



Median Years of Experience: **19**  
Median Age: **44**

Job titles include:  
**Associate/Assistant Vice President, Executive Director, Senior Director**

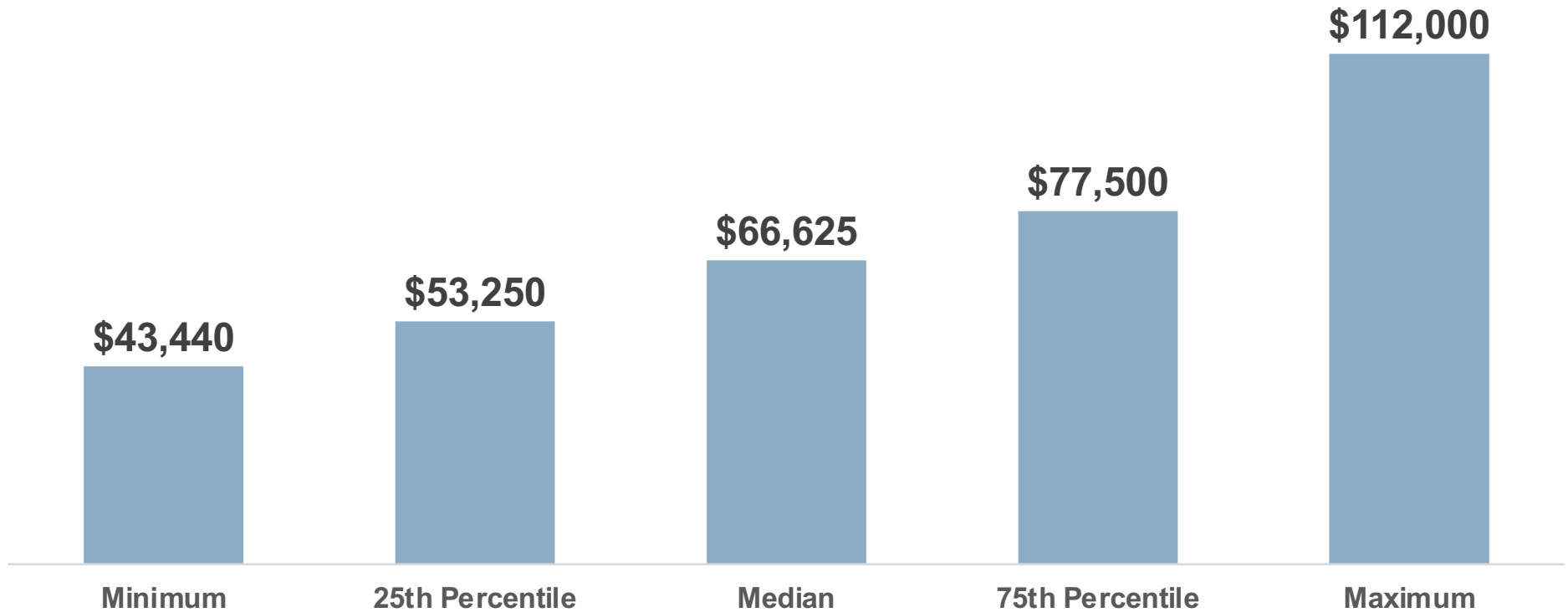
# Communications: Grade 4



Median Years of Experience: **18**  
Median Age: **46**

Job titles include:  
**Director, Senior Officer**

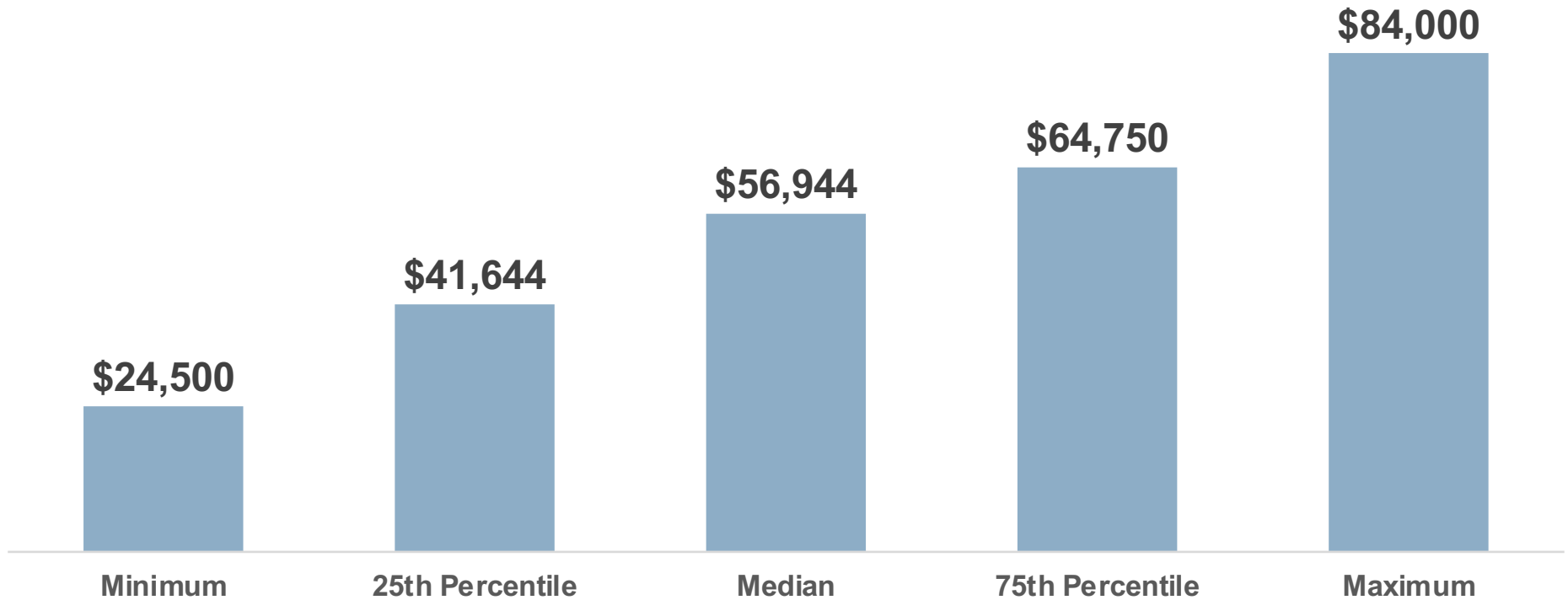
# Communications: Grade 3



Median Years of Experience: **9**  
Median Age: **35**

Job titles include:  
**Associate Director, Officer**

# Communications: Grade 2



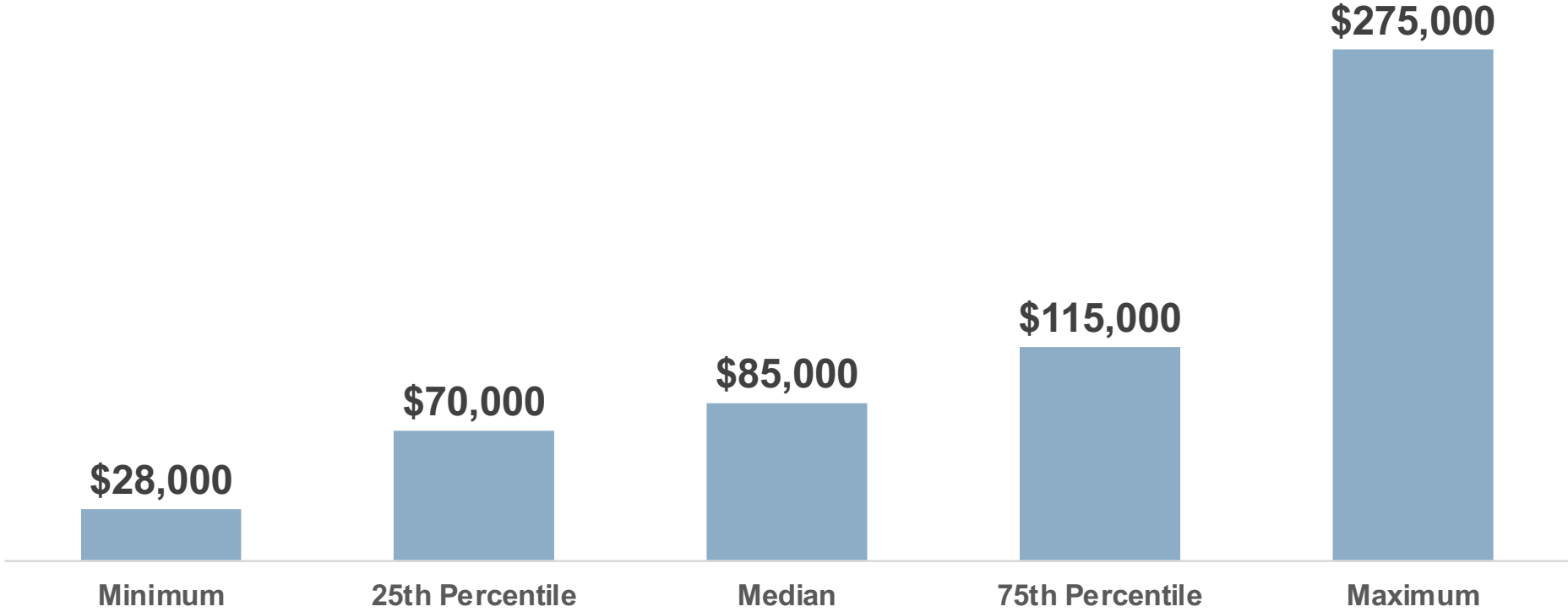
Median Years of Experience: **8**  
Median Age: **36**

Job titles include:  
**Assistant Director, Specialist**



# MAJOR & PLANNED GIVING

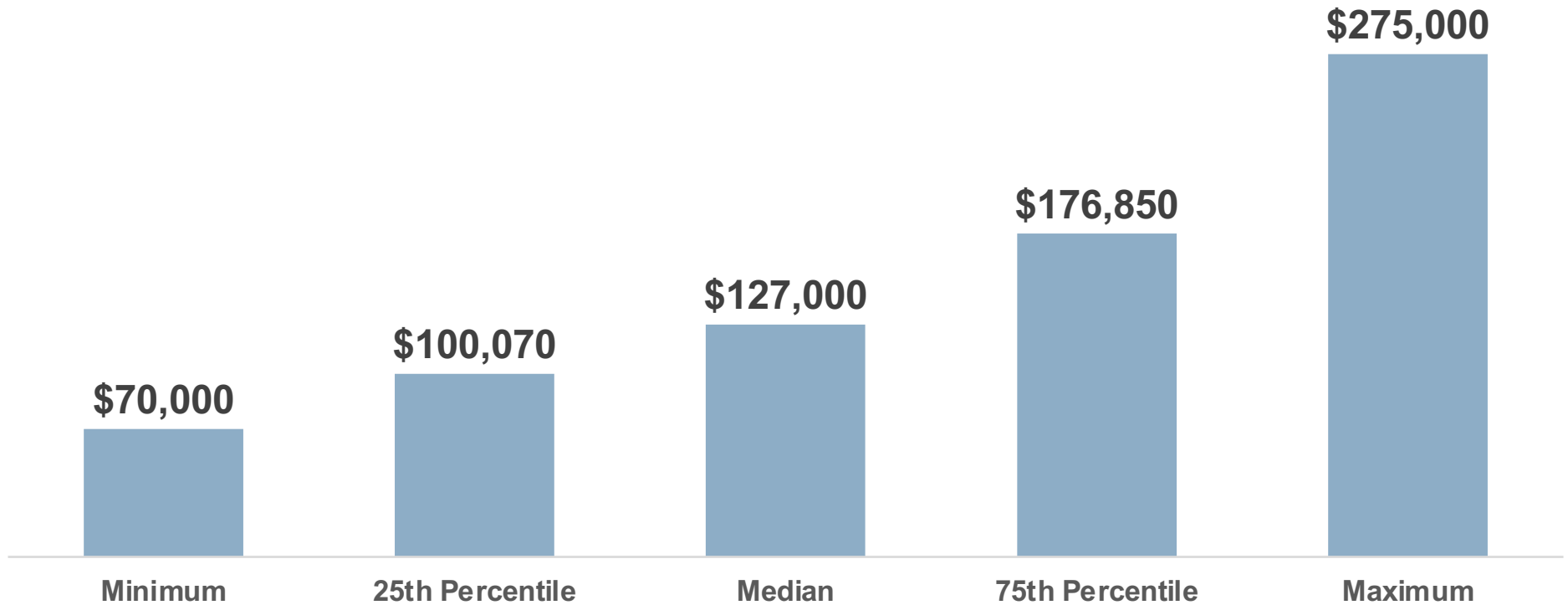
# Major & Planned Giving: All Grades



Median Years of Experience: **10**  
Median Age: **43**



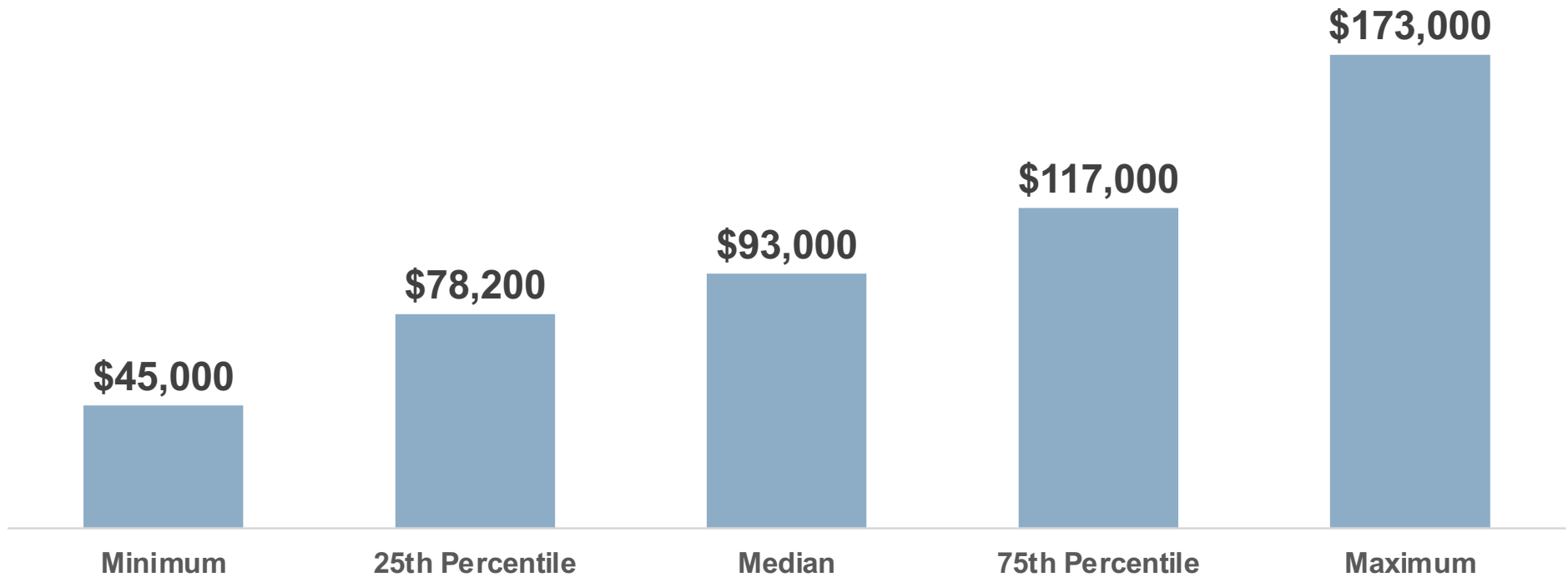
# Major & Planned Giving: Grade 5



Median Years of Experience: **20**  
Median Age: **50**

Job titles include:  
**Associate/Assistant Vice President, Executive Director, Senior Director**

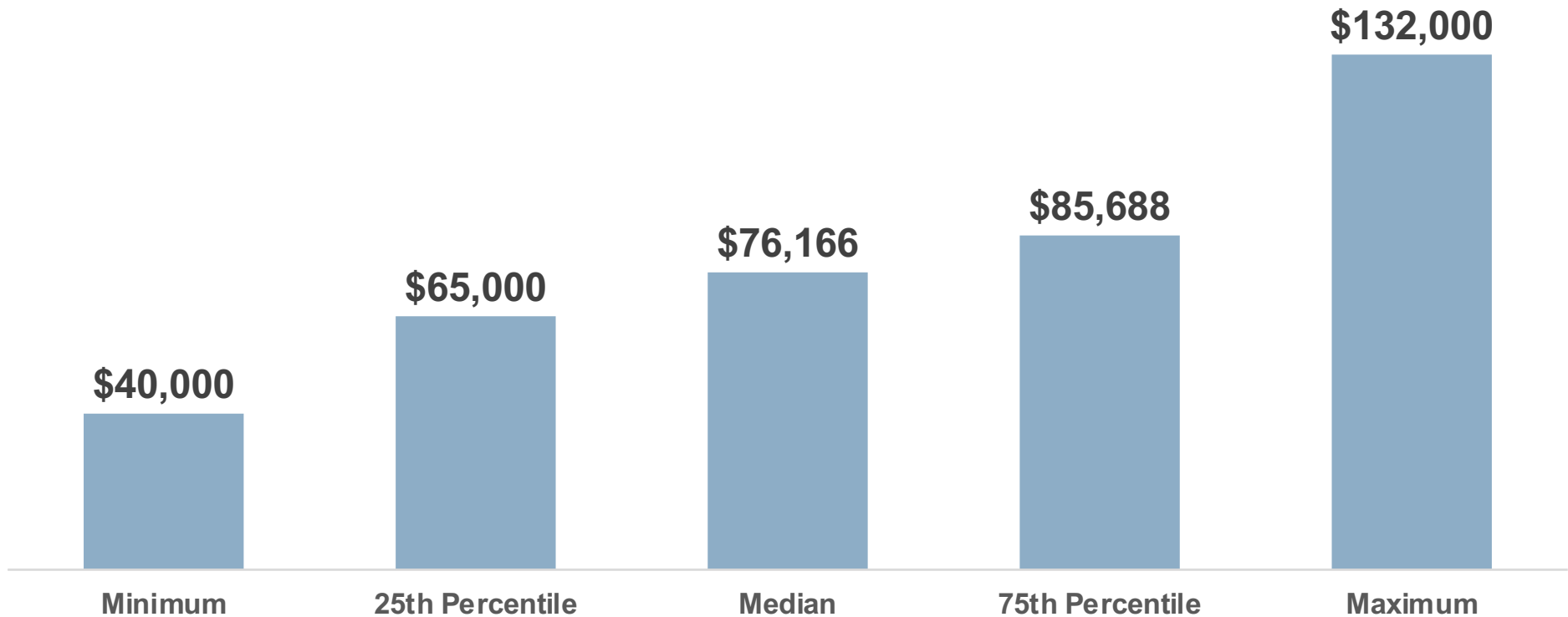
# Major & Planned Giving: Grade 4



Median Years of Experience: **12**  
Median Age: **44**

Job titles include:  
**Director, Senior Officer**

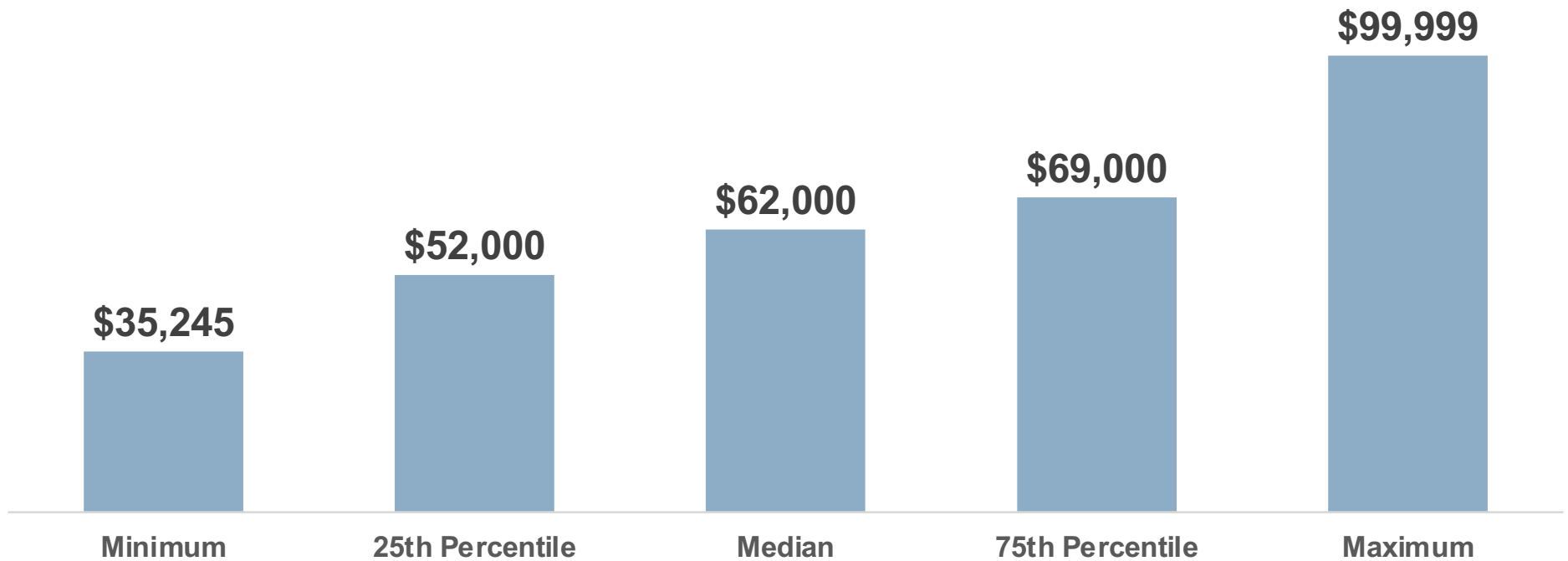
# Major & Planned Giving: Grade 3



Median Years of Experience: **8**  
Median Age: **38**

Job titles include:  
**Associate Director, Officer**

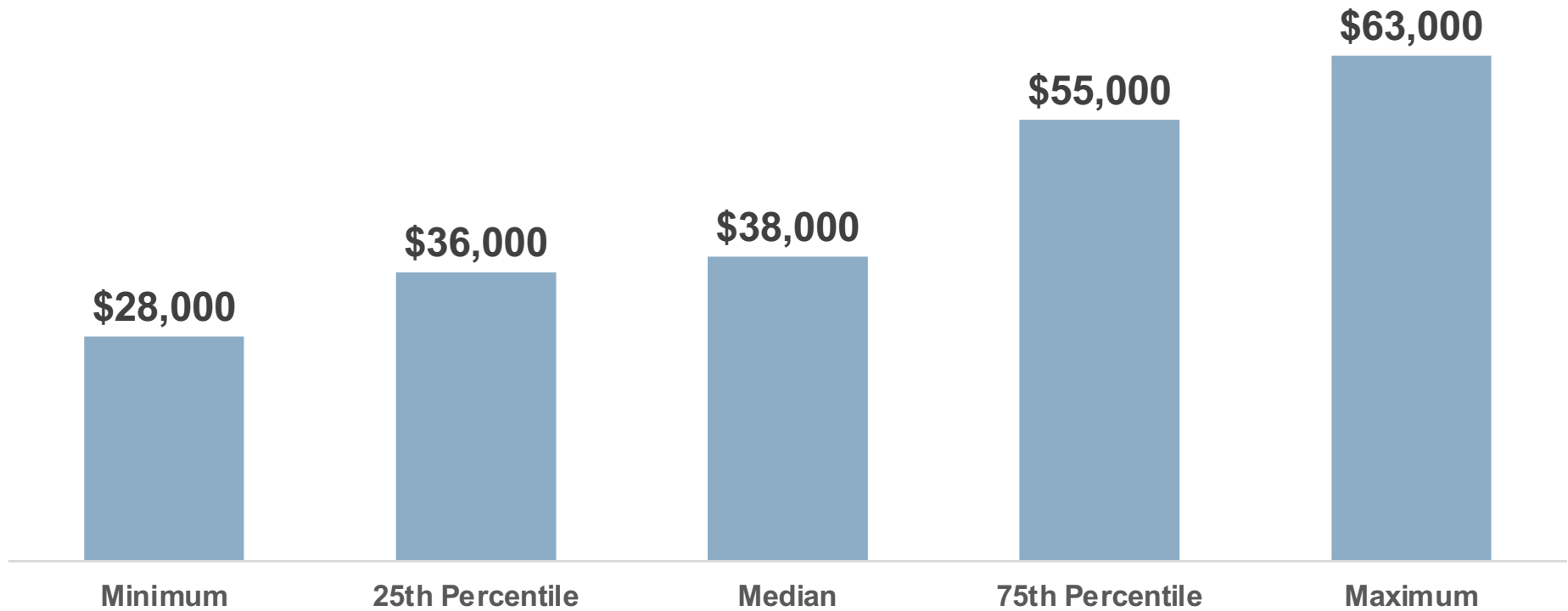
# Major & Planned Giving: Grade 2



Median Years of Experience: 5  
Median Age: 33

Job titles include:  
**Assistant Director, Specialist**

# Major & Planned Giving: Grade 1



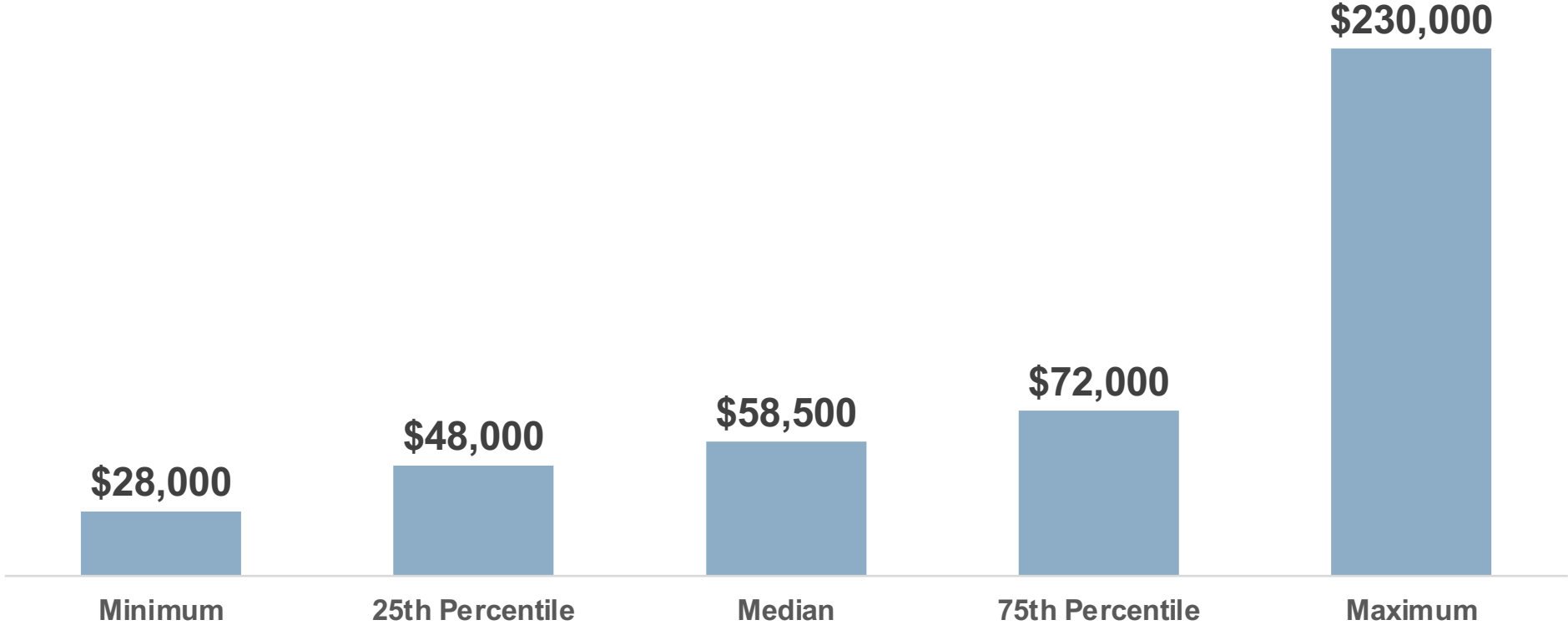
Median Years of Experience: 3  
Median Age: 36

Job titles include:  
**Coordinator, Associate, Administrative Assistant**



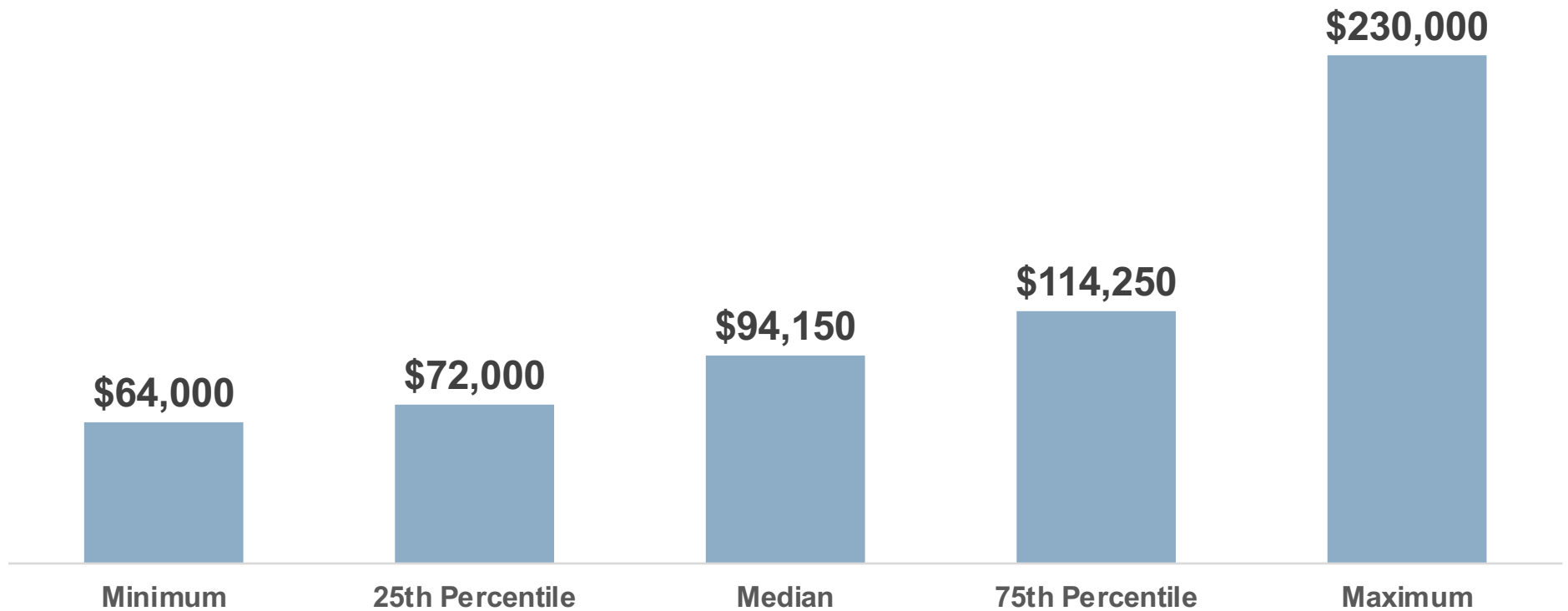
# **STEWARDSHIP & DONOR RELATIONS**

# Stewardship & Donor Relations: All Grades



Median Years of Experience: 7  
Median Age: 36

# Stewardship & Donor Relations: Grade 5

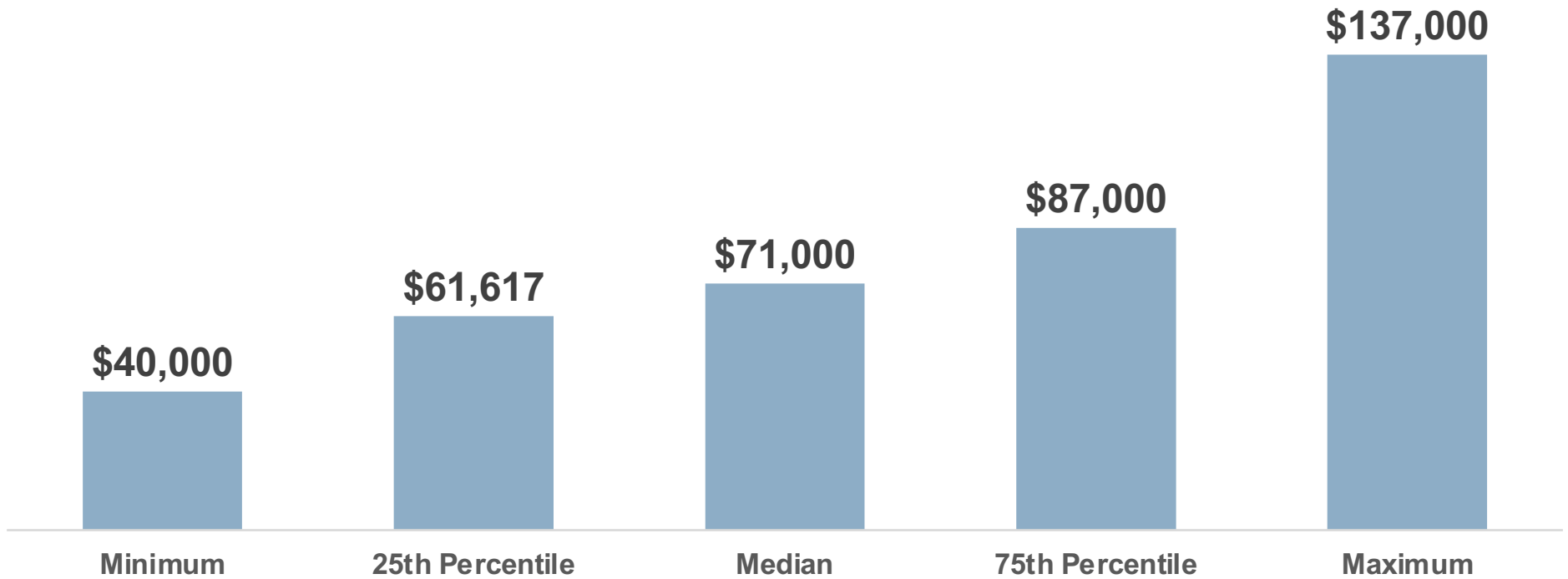


Median Years of Experience: **16**  
Median Age: **45**

Job titles include:  
**Associate/Assistant Vice President, Executive Director, Senior Director**



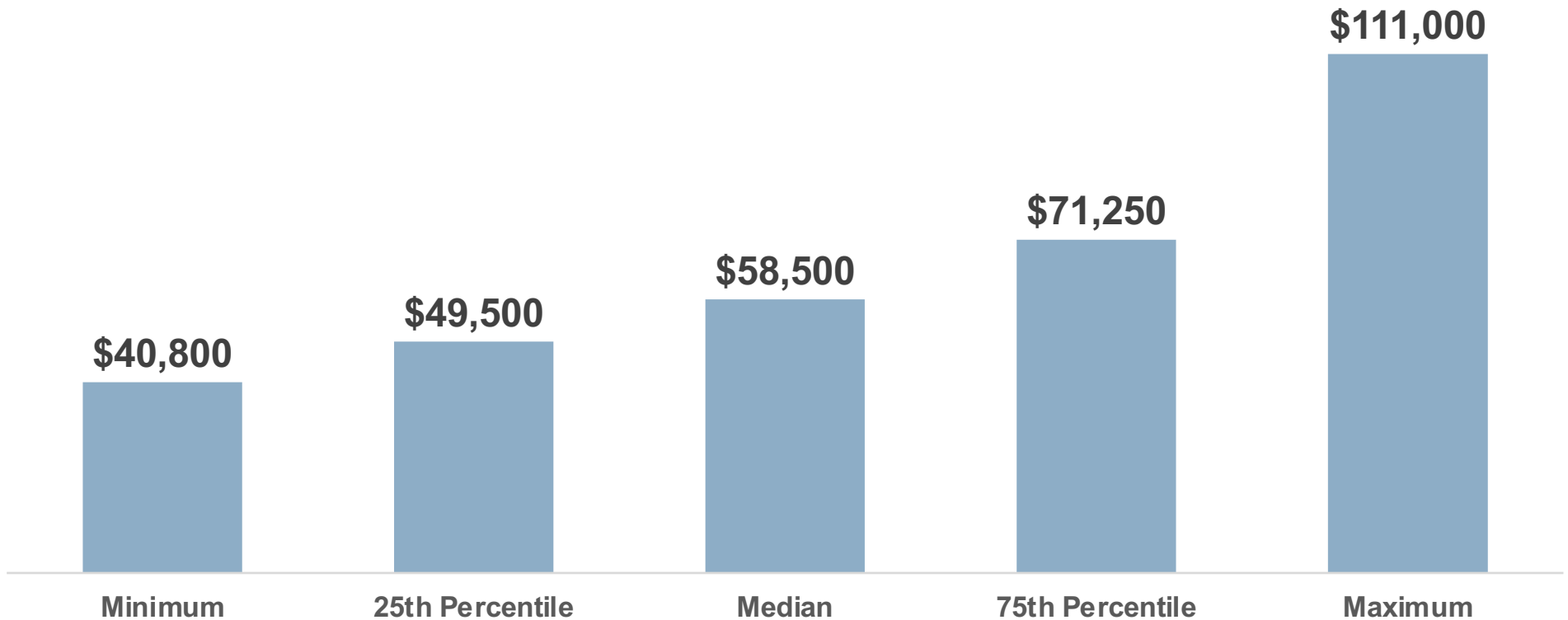
# Stewardship & Donor Relations: Grade 4



Median Years of Experience: **10**  
Median Age: **38**

Job titles include:  
**Director, Senior Officer**

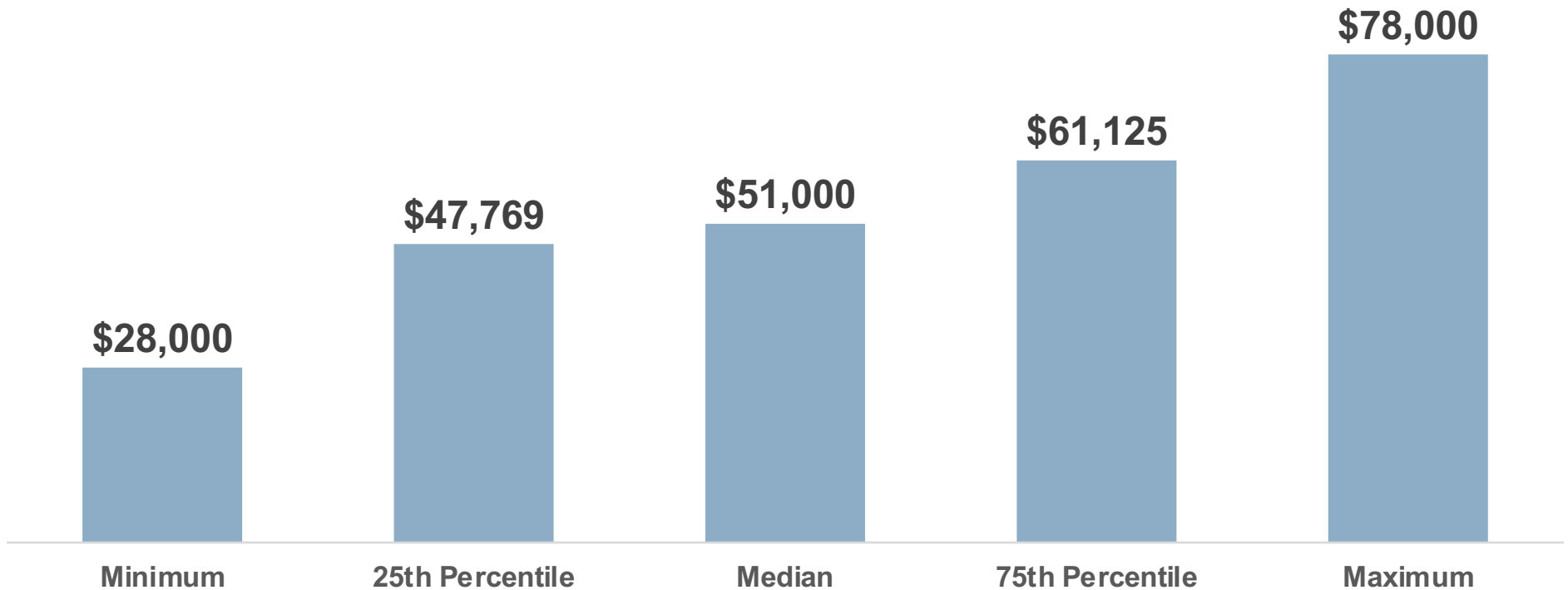
# Stewardship & Donor Relations: Grade 3



Median Years of Experience: 7  
Median Age: 36

Job titles include:  
**Associate Director, Officer**

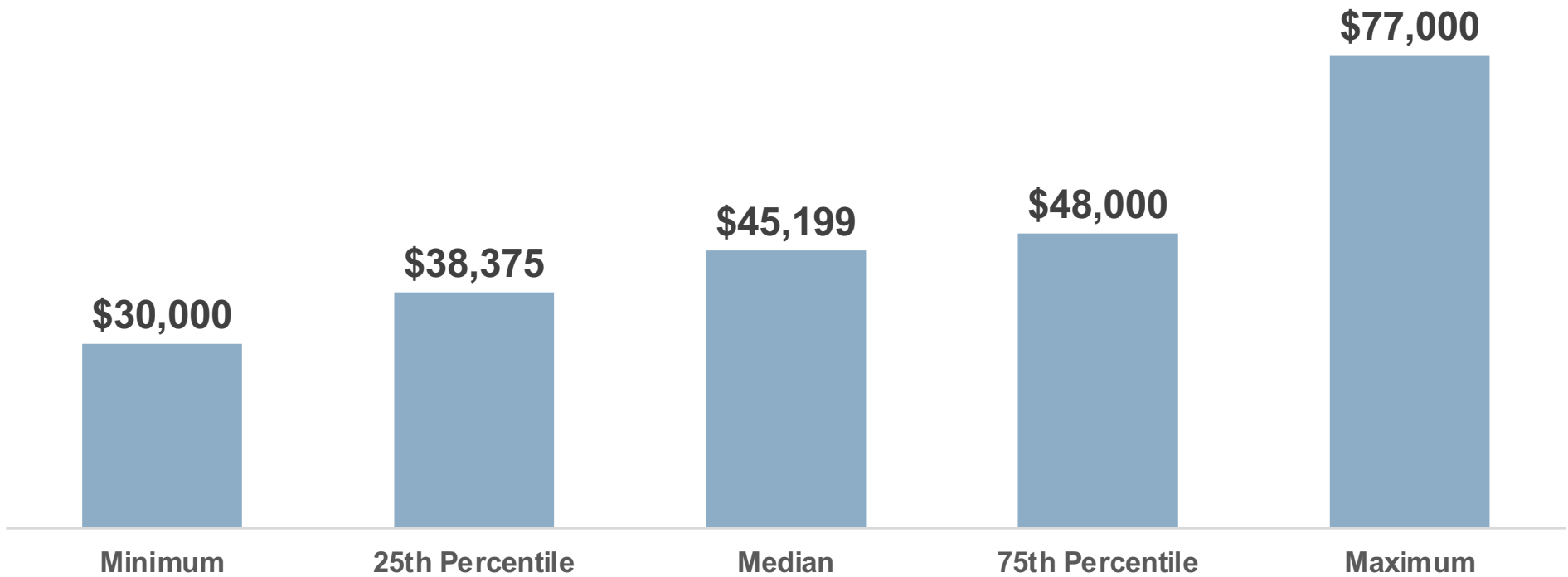
# Stewardship & Donor Relations: Grade 2



Median Years of Experience: **5**  
Median Age: **32**

Job titles include:  
**Assistant Director, Specialist**

# Stewardship & Donor Relations: Grade 1



Median Years of Experience: **6**  
Median Age: **32**

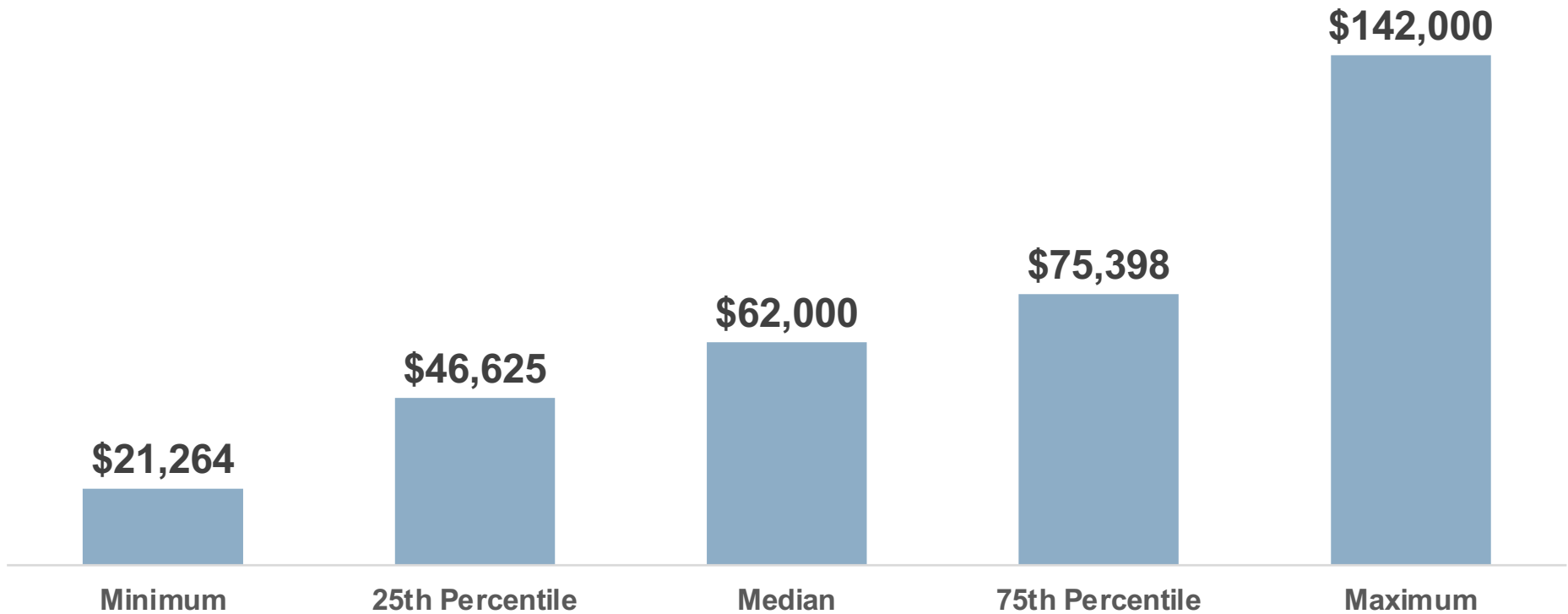
Job titles include:  
**Coordinator, Associate, Administrative Assistant**



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# DATA & ANALYTICS

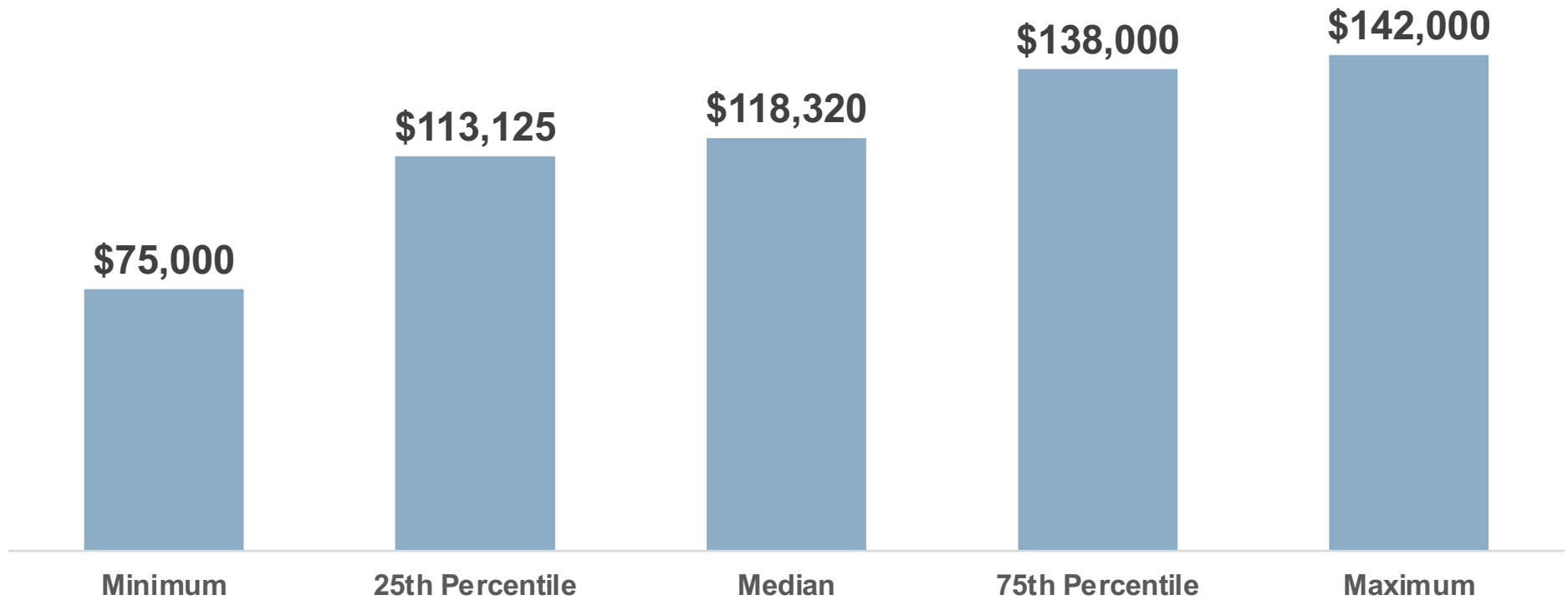
# Data & Analytics: All Grades



Median Years of Experience: **10**

Median Age: **41**

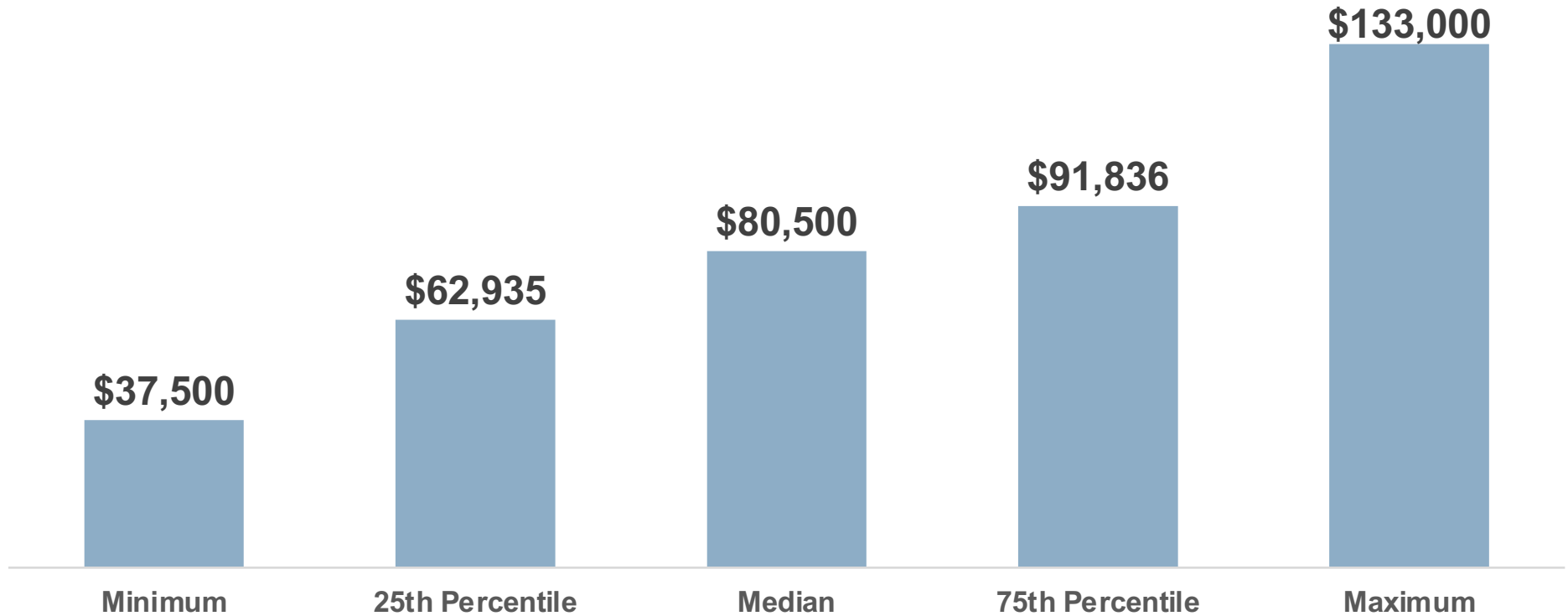
# Data & Analytics: Grade 5



Median Years of Experience: **21**  
Median Age: **52**

Job titles include:  
**Associate/Assistant Vice President, Executive Director, Senior Director**

# Data & Analytics: Grade 4

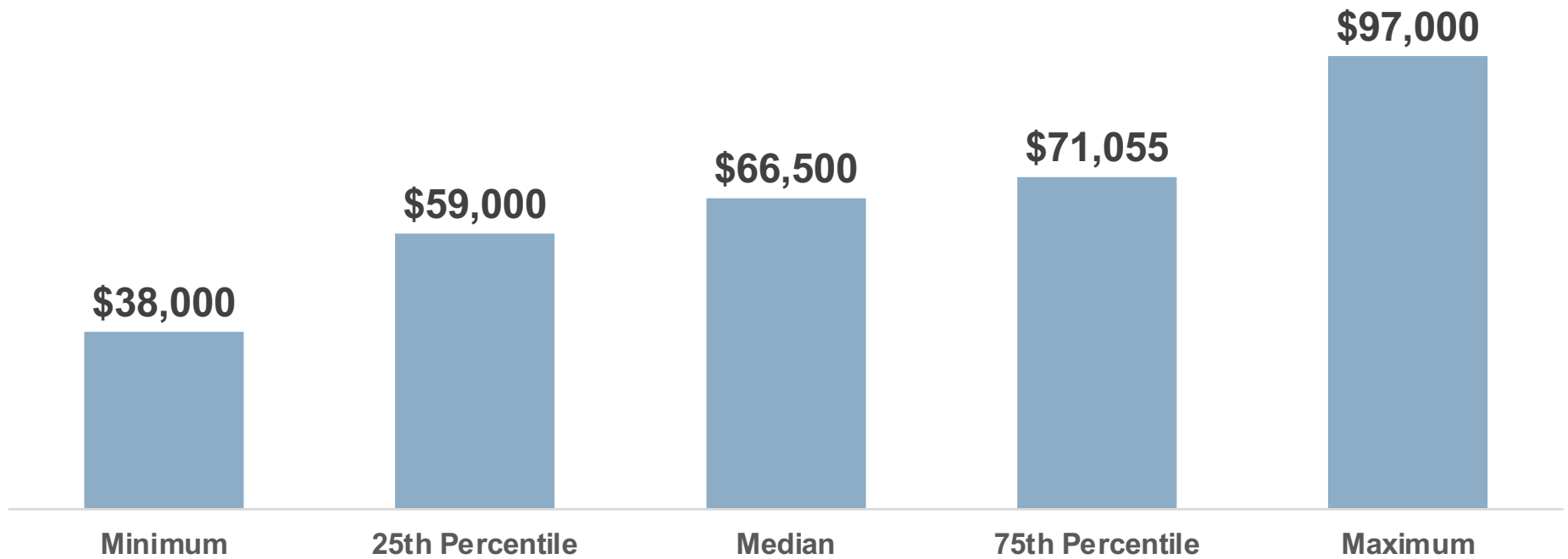


Median Years of Experience: **12**  
Median Age: **44**

Job titles include:  
**Director, Senior Officer**



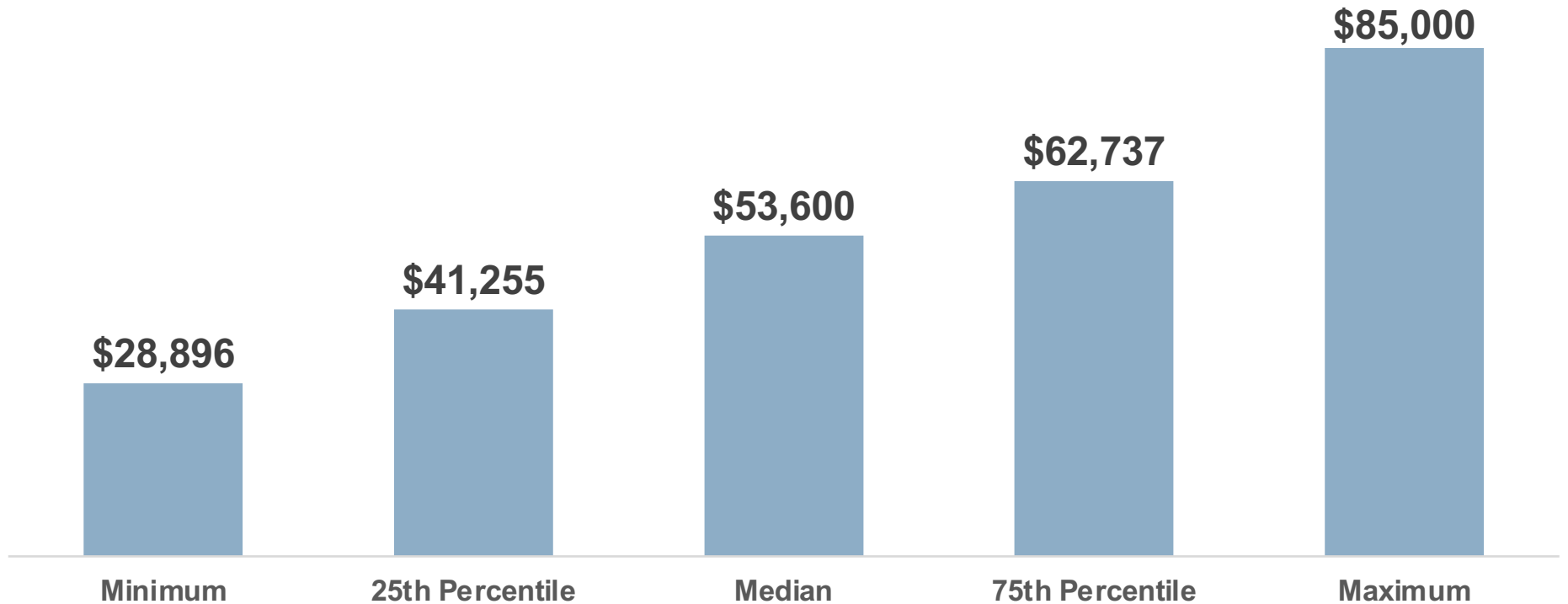
# Data & Analytics: Grade 3



Median Years of Experience: **12**  
Median Age: **43**

Job titles include:  
**Associate Director, Officer**

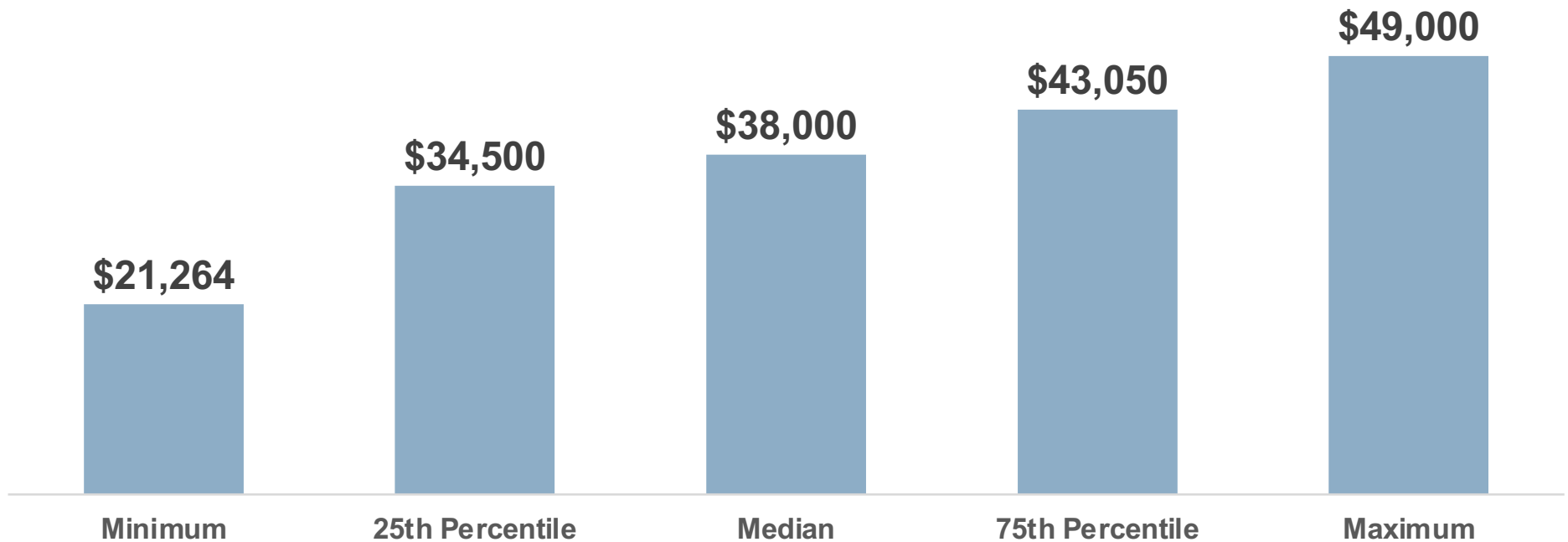
# Data & Analytics: Grade 2



Median Years of Experience: 7  
Median Age: 36

Job titles include:  
**Assistant Director, Specialist**

# Data & Analytics: Grade 1



Median Years of Experience: 5  
Median Age: 41

Job titles include:  
**Coordinator, Associate, Administrative Assistant**

## Contact Information



To learn more, visit [agnresources.com](https://agnresources.com), email [info@agnresources.com](mailto:info@agnresources.com), or call **888.407.5064**.