Confidential

2010 Annual Giving Salary Survey

Results Sorted By: Private Institutions

Annual Giving Assistants, Associates and Managers



January, 2011

About Robert Burdenski

Bob Burdenski is an internationally-recognized expert in alumni relations and annual giving program reviews and enhancement strategies. He has worked with more than 100 clients of all sizes throughout the U.S., Canada, Europe, Australia & Asia. He is a frequent speaker and published author, often appearing in *Currents*, the member magazine of the Council for the Advancement and Support of Education (CASE). He is the author of the CASE books, *Innovations in Annual Giving*, and *More Innovations in Annual Giving*, which both present case histories of advanced annual giving strategies at educational institutions. Since 2002, he has been the moderator of *FundList*, the fundraising profession's largest e-mail discussion group, with more than 2,500 active subscribers. He lives in Chicago, Illinois.

His clients served include:

Boston College	Lawrence University	University of California at Berkeley
Bournemouth University (UK)	London Business School (UK)	University of Dayton
California Community Colleges	Manchester Metropolitan University (UK)	University of Hartford
Children's Healthcare of Atlanta	Nanyang Technological University (SIN)	University of Memphis
Chinese International School (HK)	National University of Singapore	University of Michigan
College of Saint Benedict	Northwestern College	University of Michigan Ross School
DePaul University	Notre Dame DuNamur University	University of St. Thomas (MN)
Florida International University	New York University	University of Sydney (AUS)
Grand Valley State University	Queensland University of Technology (AUS)	Wellesley College
Indian Institute of Technology	San Diego State University	Wayne State University
INSEAD (FR)	Stanford Graduate School of Business	Wheaton College (IL)
International School of Brussels (BE)	Susquehanna University	William Jewell College

773-351-1728 Info@BobBurdenski.com www.BobBurdenski.com Twitter: @annualfund

Understanding the Survey Tables

Each page of the survey tables contains a crosstabulation of one or more questions asked in the survey. One question is plotted horizontally and another is plotted vertically. The first section of information at the top of each page summarizes totals for the horizontal variable (in this case, the undergraduate class year). There were 24 total respondents with an undergraduate class year before 1950, 52 from 1950-59, etc.

The tables provide four lines of information about each combination of question responses: The *number*, the *row percentage* (Row %), the *column percentage* (Col %) and the *total percentage* (Tot %).

Number tells us: 12 respondents had a class year before 1950 and "strongly agreed" that they had a satisfying student experience.

The *row percentage* (Row %) tells us: 1.3% of everyone who "strongly agreed" that they had a satisfying student experience was in a class year before 1950.

N=3504 Number			6. What was you	UNDERGRADUA	TE class year?		
Row %							
Col %							
Tot %	Before 1950	1950-1959	1960-1969	1970-1979	1980-1989	1990-1999	2000-2005
Total	24	52	95	164	331	629	496
	1.3%	2.9%	5.3%	9.2%	18.5%	35.1%	27.7%
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	1.3%	2.9%	5.3%	9.2%	18.5%	35.1%	27.7%
1.a. Overall, I had a satisfying	g student experience						
Strongly Agree (+2)	12	32	56	77	183	336	251
	1.3%	3.4%	5.9%	8.1%	19.3%	35.5%	26.5%
	50.0%	61.5%	58.9%	47.0%	55.3%	53.4%	50.6%
	0.7%	1.8%	3.1%	4.3%	10.2%	18.8%	14.0%
Agree (+1)	10	19	31	74	130	241	211
	1.4%	2.7%	4.3%	10.3%	18.2%	33.7%	29.5%
	41.7%	36.5%	32.6%	45.1%	39.3%	38.3%	42.5%
	0.6%	1.1%	1.7%	4.1%	7.3%	13.5%	11.8%
Neutral	2	1	7	10	15	43	23
	2.0%	1.0%	6.9%	9.9%	14.9%	42.6%	22.8%
	8.3%	1.9%	7.4%	6.1%	4.5%	6.8%	4.6%
	0.1%	0.1%	0.4%	0.6%	0.8%	2.4%	1.3%
Disagree (-1)	0	0	1	3	2	7	9
	0.0%	0.0%	4.5%	13.6%	9.1%	31.8%	40.9%
	0.0%	0.0%	1.1%	1.8%	0.6%	1.1%	1.8%
	0.0%	0.0%	0.1%	0.2%	0.1%	0.4%	0.5%
Strongly Disagree (-2)	0	0	0	0	1	2	2
	0.0%	0.0%	0.0%	0.0%	20.0%	40.0%	40.0%
	0.0%	0.0%	0.0%	0.0%	0.3%	0.3%	0.4%
	0.0%	0.0%	0.0%	0.0%	0.1%	0.1%	0.1%
Mean	1.42	1.60	1.49	1.37	1.49	1.43	1.41

The *column percentage* (Col %) tells us: 50.0% of everyone in a class year before 1950 "strongly agreed" that they had a satisfying student experience.

The *total percentage* (Tot %) tells us: 0.7% of ALL of the survey responses were people that were in a class year before 1950 AND "strongly agreed" that they had a satisfying student experience.

Responses=93	Total			Question 12:	What was your ba	se salary as of Jan	uary 1, 2010?		
Number Row % Col %		\$40K or Less	\$41-50K	\$51-60K	\$61-70K	\$71-80K	\$81-90K	\$91-100K	\$101K or More
Total	92	29	30	21	9	2		2	
	100.0% 100.0%	31.2% 100.0%	32.3% 100.0%	22.6% 100.0%	9.7% 100.0%	2.2% 100.0%		2.2% 100.0%	
Question 3: In millions of	dollars, what was the app	roximate total gift re	evenue credited to	your annual givin	g program in the 2	008-2009 Fiscal Y	ear?		
<\$.5M	23	10	6	4	2	1			
	100.0% 25.0%	43.5% 34.5%	26.1% 20.7%	17.4% 19.0%	8.7% 22.2%	4.3% 50.0%			
<\$1M	16	3	6	5	1			1	
	100.0%	18.8%	37.5%	31.3%	6.3%			6.3%	
	17.4%	10.3%	20.7%	23.8%	11.1%			50.0%	
\$1M	22	5	10	4	2	1			
	100.0%	22.7%	45.5%	18.2%	9.1%	4.5%			
	23.9%	17.2%	34.5%	19.0%	22.2%	50.0%			
\$2M	11	3	4	2	1			1	
	100.0%	27.3%	36.4%	18.2%	9.1%			9.1%	
	12.0%	10.3%	13.8%	9.5%	11.1%			50.0%	
\$3M	7	4	1	2					
	100.0%	57.1%	14.3%	28.6%					
	7.6%	13.8%	3.4%	9.5%					
\$4-6M	8	3		2	3				
	100.0%	37.5%		25.0%	37.5%				
	8.7%	10.3%		9.5%	33.3%				
\$7-9M	3	1	1	1					
	100.0%	33.3%	33.3%	33.3%					
	3.3%	3.4%	3.4%	4.8%					
\$10M+	2		1	1					
	100.0%		50.0%	50.0%					
	2.2%		3.4%	4.8%					

Responses=93	Total		Total Question 12: What was your base salary as of January 1, 2010?								
Number Row % Col %		\$40K or Less	\$41-50K	\$51-60K	\$61-70K	\$71-80K	\$81-90K	\$91-100K	\$101K or More		
Fotal	93 100.0% 100.0%	29 31.2% 100.0%	30 32.3% 100.0%	21 22.6% 100.0%	9 9.7% 100.0%	2 2.2% 100.0%		2 2.2% 100.0%			
Question 4: Estimate the	number of staff that primar	ily work in "annual	giving" at your in	stitution.							
1 or Less	23 100.0% 24.7%	4 17.4% 13.8%	8 34.8% 26.7%	6 26.1% 28.6%	3 13.0% 33.3%	1 4.3% 50.0%		1 4.3% 50.0%			
1.5	6 100.0% 6.5%	1 16.7% 3.4%	3 50.0% 10.0%	2 33.3% 9.5%							
2	14 100.0% 15.1%	7 50.0% 24.1%	4 28.6% 13.3%		3 21.4% 33.3%		 	 			
2.5	5 100.0% 5.4%	2 40.0% 6.9%	1 20.0% 3.3%	2 40.0% 9.5%			 	 			
3	11 100.0% 11.8%	2 18.2% 6.9%	4 36.4% 13.3%	3 27.3% 14.3%	1 9.1% 11.1%	1 9.1% 50.0%					
3.5-4	10 100.0% 10.8%	6 60.0% 20.7%	3 30.0% 10.0%	1 10.0% 4.8%							
4.5-6	11 100.0% 11.8%	2 18.2% 6.9%	5 45.5% 16.7%	3 27.3% 14.3%				1 9.1% 50.0%			
5.5-8	5 100.0% 5.4%	2 40.0% 6.9%	1 20.0% 3.3%	1 20.0% 4.8%	1 20.0% 11.1%						
More than 8	8 100.0% 8.6%	3 37.5% 10.3%	1 12.5% 3.3%	3 37.5% 14.3%	1 12.5% 11.1%						

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Responses=93	Total			Question 12:	What was your ba	se salary as of Jan	uary 1, 2010?		
Number Row % Col %		\$40K or Less	\$41-50K	\$51-60K	\$61-70K	\$71-80K	\$81-90K	\$91-100K	\$101K or More
Total	91 100.0% 100.0%	29 31.2% 100.0%	30 32.3% 100.0%	21 22.6% 100.0%	9 9.7% 100.0%	2 2.2% 100.0%		2 2.2% 100.0%	
Question 5: What is the ap	proximate size of your in	stitution's living alu	mni population?						
Less than 10,000	5 100.0% 5.5%	1 20.0% 3.7%	2 40.0% 6.7%	1 20.0% 4.8%	1 20.0% 11.1%		 		
10,000-29,999	9 100.0% 9.9%	2 22.2% 7.4%	3 33.3% 10.0%	3 33.3% 14.3%				1 11.1% 50.0%	
30,000-49,999	8 100.0% 8.8%	4 50.0% 14.8%	3 37.5% 10.0%	1 12.5% 4.8%					
50,000-69,999	9 100.0% 9.9%	2 22.2% 7.4%	2 22.2% 6.7%	5 55.6% 23.8%					
70,000-99,999	19 100.0% 20.9%	7 36.8% 25.9%	8 42.1% 26.7%	1 5.3% 4.8%	2 10.5% 22.2%	1 5.3% 50.0%			
100,000-149,000	16 100.0% 17.6%	2 12.5% 7.4%	7 43.8% 23.3%	4 25.0% 19.0%	3 18.8% 33.3%		 		
150,000 or more	23 100.0% 25.3%	8 34.8% 29.6%	4 17.4% 13.3%	6 26.1% 28.6%	3 13.0% 33.3%	1 4.3% 50.0%	 	1 4.3% 50.0%	
Not Applicable	2 100.0% 2.2%	1 50.0% 3.7%	1 50.0% 3.3%				 		

Responses=93	Total			Question 12:	What was your bas	se salary as of Jan	ary 1, 2010?		
Number									
Row %		\$40K or							\$101K or
Col %		Less	\$41-50K	\$51-60K	\$61-70K	\$71-80K	\$81-90K	\$91-100K	More
Total	92	29	30	21	9	2		2	
	100.0%	31.2%	32.3%	22.6%	9.7%	2.2%		2.2%	
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%		100.0%	
Question 7: Which is your in	nstitution's Carnegie clas	ssification type?							
Associate's	3		1	2					
	100.0%		33.3%	66.7%					
	3.3%		3.3%	9.5%					
Doctoral/Research	26	10	10	5	1				
Universities	100.0%	38.5%	38.5%	19.2%	3.8%				
	28.3%	34.5%	33.3%	23.8%	12.5%				
Master's Colleges	19	6	4	7				2	
and Universities	100.0%	31.6%	21.1%	36.8%				10.5%	
	20.7%	20.7%	13.3%	33.3%				100.0%	
Baccalaureate	8	5	3						
CollegesArts &	100.0%	62.5%	37.5%						
Sciences	8.7%	17.2%	10.0%						
Baccalaureate	8	3	1	2	2				
CollegesDiverse	100.0%	37.5%	12.5%	25.0%	25.0%				
Fields	8.7%	10.3%	3.3%	9.5%	25.0%				
Special	3		2	1					
InstitutionsMed,	100.0%		66.7%	33.3%					
Eng, Bus or Law	3.3%		6.7%	4.8%					
Special									
InstitutionsTheo,									
Art, Music, Design									
or Other									
Independent									
Schools Not									
Higher Ed									
Not Applicable	25	5	9	4	5	2			
	100.0%	20.0%	36.0%	16.0%	20.0%	8.0%			
	27.2%	17.2%	30.0%	19.0%	62.5%	100.0%			

Public Institutions: A	Annual Giving	Assistants, A	ssociates and	Managers

Responses=93	Total	Question 12: What was your base salary as of January 1, 2010?									
Number Row % Col %		\$40K or Less	\$41-50K	\$51-60K	\$61-70K	\$71-80K	\$81-90K	\$91-100K	\$101K or More		
Total	92 100.0% 100.0%	29 31.2% 100.0%	30 32.3% 100.0%	21 22.6% 100.0%	9 9.7% 100.0%	2 2.2% 100.0%		2 2.2% 100.0%			
Question 8: Where is your in	nstitution located?										
U.S. New England CT ME MA NH RI VT	6 100.0% 6.5%	3 50.0% 10.3%		3 50.0% 14.3%							
U.S. Mid-Atlantic DE DC MD NJ NY PA	11 100.0% 12.0%	1 9.1% 3.4%	6 54.5% 20.7%	3 27.3% 14.3%			 	1 9.1% 50.0%			
U.S. Great Lakes IL IN MI OH WI	7 100.0% 7.6%	2 28.6% 6.9%	4 57.1% 13.8%	1 14.3% 4.8%							
U.S. Plains IA KS MN MO NE ND SD	7 100.0% 7.6%	4 57.1% 13.8%	2 28.6% 6.9%	1 14.3% 4.8%							
U.S. Southeast AL AR FL GA KY LA MS NC SC TN VA WV	11 100.0% 12.0%	5 45.5% 17.2%	4 36.4% 13.8%	1 9.1% 4.8%	1 9.1% 11.1%						
U.S. Southwest and Rocky Mountains AZ NM OK TX CO ID MT UT WY	12 100.0% 13.0%	6 50.0% 20.7%	3 25.0% 10.3%	3 25.0% 14.3%							
U.S. Far West AK CA HI NV OR WA	9 100.0% 9.8%	2 22.2% 6.9%	2 22.2% 6.9%	5 55.6% 23.8%							
Canada, Europe or Other	29 100.0% 31.5%	6 20.7% 20.7%	8 27.6% 27.6%	4 13.8% 19.0%	8 27.6% 88.9%	2 6.9% 100.0%	 	1 3.4% 50.0%			

Responses=93	Total			Question 12:	What was your ba	se salary as of Jan	uary 1, 2010?		
Number Row % Col %		\$40K or Less	\$41-50K	\$51-60K	\$61-70K	\$71-80K	\$81-90K	\$91-100K	\$101K or More
Total	93 100.0% 100.0%	29 31.2% 100.0%	30 32.3% 100.0%	21 22.6% 100.0%	9 9.7% 100.0%	2 2.2% 100.0%		2 2.2% 100.0%	
Question 9: Which of the	following most closely des	scribes where your i	nstitution is locate	<u>d?</u>					
Large city	19 100.0% 20.4%	3 15.8% 10.3%	4 21.1% 13.3%	6 31.6% 28.6%	4 21.1% 44.4%	1 5.3% 50.0%		1 5.3% 50.0%	
Mid-size city	33 100.0% 35.5%	13 39.4% 44.8%	9 27.3% 30.0%	6 18.2% 28.6%	4 12.1% 44.4%	1 3.0% 50.0%			
Urban fringe of large city	7 100.0% 7.5%	1 14.3% 3.4%	3 42.9% 10.0%	3 42.9% 14.3%				 	
Urban fringe of mid-size city	3 100.0% 3.2%	1 33.3% 3.4%	2 66.7% 6.7%						
Large town	9 100.0% 9.7%	4 44.4% 13.8%	5 55.6% 16.7%						
Small town	17 100.0% 18.3%	4 23.5% 13.8%	7 41.2% 23.3%	5 29.4% 23.8%	1 5.9% 11.1%				
Rural	3 100.0% 3.2%	3 100.0% 10.3%						 	
Other, please specify	2 100.0% 2.2%			1 50.0% 4.8%				1 50.0% 50.0%	

Responses=93	Total			Question 12:	What was your ba	se salary as of Jan	uary 1, 2010?		
Number Row % Col %		\$40K or Less	\$41-50K	\$51-60K	\$61-70K	\$71-80K	\$81-90K	\$91-100K	\$101K or More
Total	92 100.0% 100.0%	29 31.2% 100.0%	30 32.3% 100.0%	21 22.6% 100.0%	9 9.7% 100.0%	2 2.2% 100.0%		2 2.2% 100.0%	
Question 14: How many	staff report to you?								
None	60 100.0% 65.2%	21 35.0% 75.0%	22 36.7% 73.3%	12 20.0% 57.1%	3 5.0% 33.3%	1 1.7% 50.0%		1 1.7% 50.0%	
1-2	30 100.0% 32.6%	7 23.3% 25.0%	8 26.7% 26.7%	7 23.3% 33.3%	6 20.0% 66.7%	1 3.3% 50.0%		1 3.3% 50.0%	
3-4	2 100.0% 2.2%			2 100.0% 9.5%			 		
5-6								 	
7-8									
More than 8									

Responses=93	Total			Question 12:	What was your ba	se salary as of Jan	uary 1, 2010?		
Number Row % Col %		\$40K or Less	\$41-50K	\$51-60K	\$61-70K	\$71-80K	\$81-90K	\$91-100K	\$101K or More
m (1		20	20	21	0	2		2	
Total	93 100.0%	29 31.2%	30 32.3%	21 22.6%	9 9.7%	2 2.2%		2 2.2%	
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%		100.0%	
Question 17: How many to	otal years have you worke	d in annual giving?							
1	5	1	2	1		1			
	100.0%	20.0%	40.0%	20.0%		20.0%			
	5.4%	3.4%	6.7%	4.8%		50.0%			
2	20	12	7		1				
	100.0%	60.0%	35.0%		5.0%				
	21.5%	41.4%	23.3%		11.1%				
3	17	7	3	7					
	100.0%	41.2%	17.6%	41.2%					
	18.3%	24.1%	10.0%	33.3%					
4	12	4	5	1	2				
	100.0%	33.3%	41.7%	8.3%	16.7%				
	12.9%	13.8%	16.7%	4.8%	22.2%				
5-6	16	4	3	3	5			1	
	100.0%	25.0%	18.8%	18.8%	31.3%			6.3%	
	17.2%	13.8%	10.0%	14.3%	55.6%			50.0%	
7-9	15		7	6	1	1			
	100.0%		46.7%	40.0%	6.7%	6.7%			
	16.1%		23.3%	28.6%	11.1%	50.0%			
10-14	6	1	3	2					
	100.0%	16.7%	50.0%	33.3%					
	6.5%	3.4%	10.0%	9.5%					
15 or More	2			1				1	
	100.0%			50.0%				50.0%	
	2.2%			4.8%				50.0%	

Responses=93	Total			Question 12:	What was your ba	se salary as of Jan	uary 1, 2010?		
Number Row % Col %		\$40K or Less	\$41-50K	\$51-60K	\$61-70K	\$71-80K	\$81-90K	\$91-100K	\$101K or More
Total	93 100.0% 100.0%	29 31.2% 100.0%	30 32.3% 100.0%	21 22.6% 100.0%	9 9.7% 100.0%	2 2.2% 100.0%		2 2.2% 100.0%	
Question 18: How many	years have you worked at y	our current instituti	on?						
1	14 100.0% 15.1%	4 28.6% 13.8%	3 21.4% 10.0%	4 28.6% 19.0%	1 7.1% 11.1%	1 7.1% 50.0%		1 7.1% 50.0%	
2	19 100.0% 20.4%	9 47.4% 31.0%	6 31.6% 20.0%	1 5.3% 4.8%	2 10.5% 22.2%			1 5.3% 50.0%	
3	17 100.0% 18.3%	7 41.2% 24.1%	7 41.2% 23.3%	3 17.6% 14.3%					
4	6 100.0% 6.5%	2 33.3% 6.9%	3 50.0% 10.0%	1 16.7% 4.8%			 		
5-6	15 100.0% 16.1%	4 26.7% 13.8%	3 20.0% 10.0%	4 26.7% 19.0%	3 20.0% 33.3%	1 6.7% 50.0%			
7-9	10 100.0% 10.8%	1 10.0% 3.4%	4 40.0% 13.3%	3 30.0% 14.3%	2 20.0% 22.2%				
10-14	8 100.0% 8.6%	1 12.5% 3.4%	2 25.0% 6.7%	4 50.0% 19.0%	1 12.5% 11.1%				
15 or More	4 100.0% 4.3%	1 25.0% 3.4%	2 50.0% 6.7%	1 25.0% 4.8%					

Responses=93 Number Row % Col %	Total	Question 12: What was your base salary as of January 1, 2010?							
		\$40K or Less	\$41-50K	\$51-60K	\$61-70K	\$71-80K	\$81-90K	\$91-100K	\$101K or More
			20		0				
Total	93 100.0%	29 31.2%	30 32.3%	21 22.6%	9 9.7%	2 2.2%		2 2.2%	
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%		100.0%	
Question 19: How many y	ears have you worked in y	our current position	<u>1?</u>						
1	22	7	6	6	2	1			
	100.0%	31.8%	27.3%	27.3%	9.1%	4.5%			
	23.7%	24.1%	20.0%	28.6%	22.2%	50.0%			
2	33	11	12	5	3	1		1	
	100.0%	33.3%	36.4%	15.2%	9.1%	3.0%		3.0%	
	35.5%	37.9%	40.0%	23.8%	33.3%	50.0%		50.0%	
3	20	6	6	6	2				
	100.0%	30.0%	30.0%	30.0%	10.0%				
	21.5%	20.7%	20.0%	28.6%	22.2%				
4	7	3	3		1				
	100.0%	42.9%	42.9%		14.3%				
	7.5%	10.3%	10.0%		11.1%				
5-6	7	2	2	2				1	
	100.0%	28.6%	28.6%	28.6%				14.3%	
	7.5%	6.9%	6.7%	9.5%				50.0%	
7-9	4		1	2	1				
	100.0%		25.0%	50.0%	25.0%				
	4.3%		3.3%	9.5%	11.1%				
10-14									
15 or More									