



Association of Advancement Services Professionals

First Look: The 2009 AASP Staffing Survey

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***Summit
2009***



Reach for Innovation

A Special Thank You for Supporting This Project

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Presentation Overview

- Overview of Survey and Process
- Limitations of Analysis
- Presentation of Findings by Functional Area
 - Management of the various functions
 - Staffing
 - Responsibilities and Productivity

Survey Background

- Inaugural survey
- 146 responses from 33 states, the District of Columbia, and 3 Canadian provinces
- 88% of the respondents were from the central development office at their organization

Survey Background

- 73% from Higher Education
 - (77% undergrad/grad)
- Healthcare 9%
- K-12: 5%
- Social Service: 3%
- Environmental/Animal Welfare: 1%
- Religious: 1%
- Science and Museums: 1%

Limitations

- The areas where the sample size was strong enough for detailed analysis:
 - Database Systems & Reporting
 - Prospect Research & Management
 - Gift Processing
 - Biographical Records and Processing

Analysis

- Organization size was classified by reported cash receipts:

Extra Large	\$200,000,000 Plus
Large	\$25,000,000 – 199,999,999
Medium	\$5,000,000 – 24,9999,999
Small	\$1 – 4,999,999

Organization Profile

- Average Advancement FTE: 47
- Average ratio of fundraisers to A.S. staff: 3.6 : 1

Most Common Department Names:

- Advancement Services: 39.7%
- Development Services: 13.7%
- Development Operations: 7.6%
- Advancement Operations: 4.6%

Other common titles:

- Advancement Systems, Advancement Information Systems or Services, Information Resources

Areas of Responsibility

- 95% responsible for Bio-Demographic Entry
- 93% - Gift Processing
- 92% - Systems and Reporting
- 75% - Research/Prospect Management
 - 48% - Stewardship
 - 45% - Budget, Finance, HR &/or training
 - < 30% - Events, Annual Giving, Communications, Sponsored Projects, "Other"

Database Systems & Reporting

- Most common Managerial position: Director

Average FTEs by organization size:

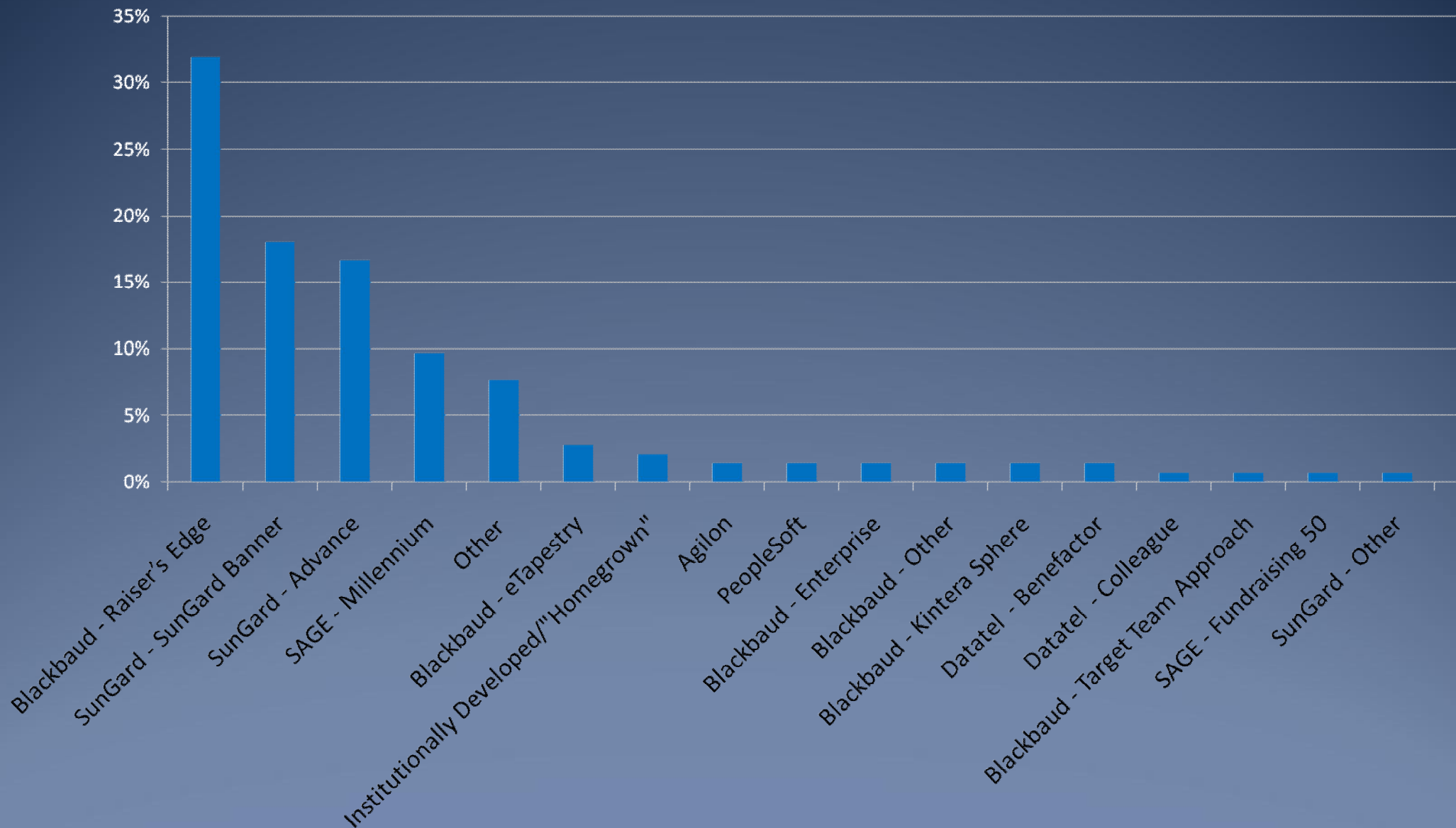
- Extra Large: 12.8
- Large: 6.6
- Medium: 3.2
- Small: 2.3

Database Systems & Reporting

Ratio of Fundraising FTEs to Database Systems & Reporting FTEs:

- Extra Large – 3.2:1
- Large – 4.1:1
- Medium – 3.6:1
- Small – 1.4:1

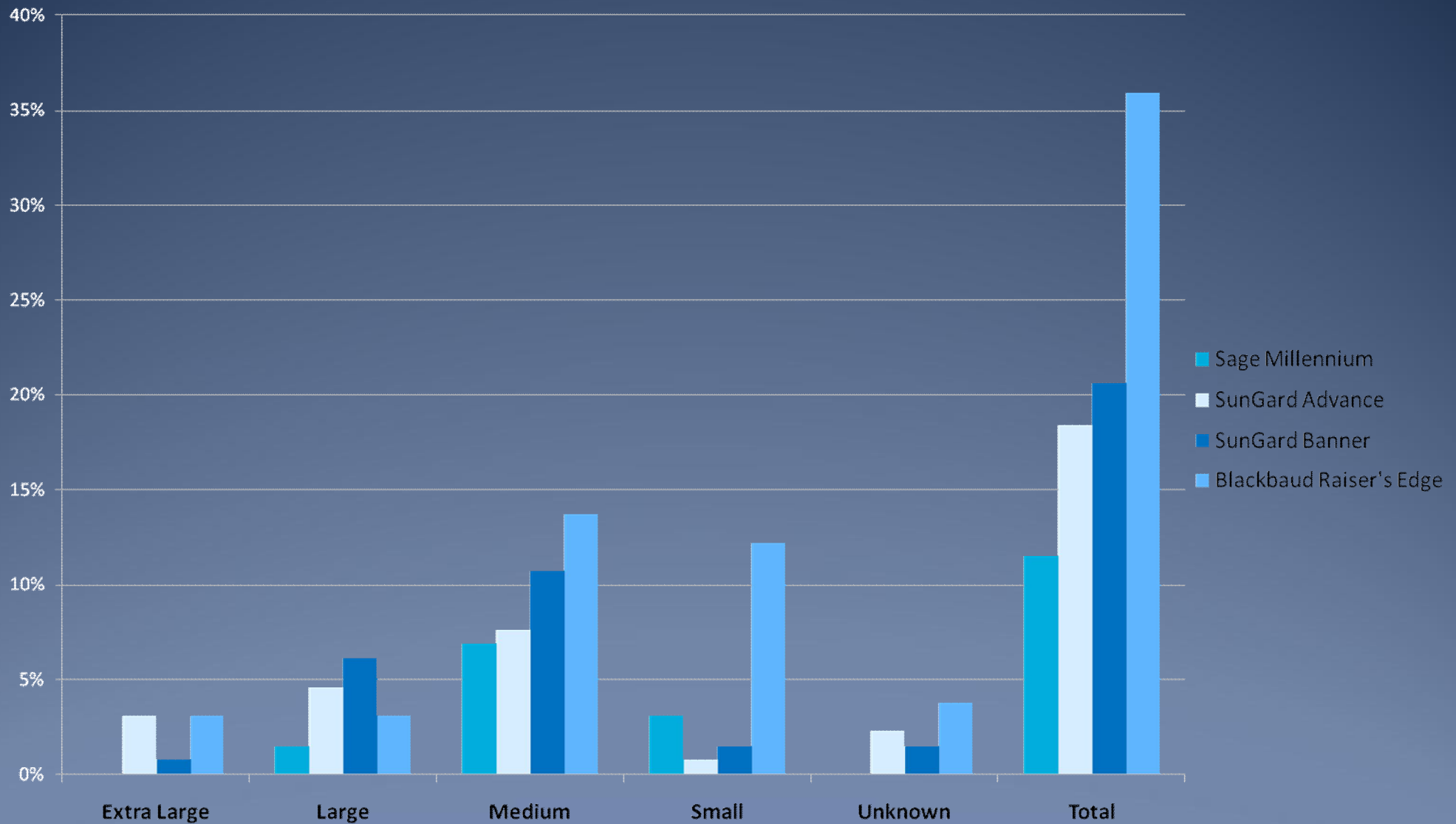
Donor Databases



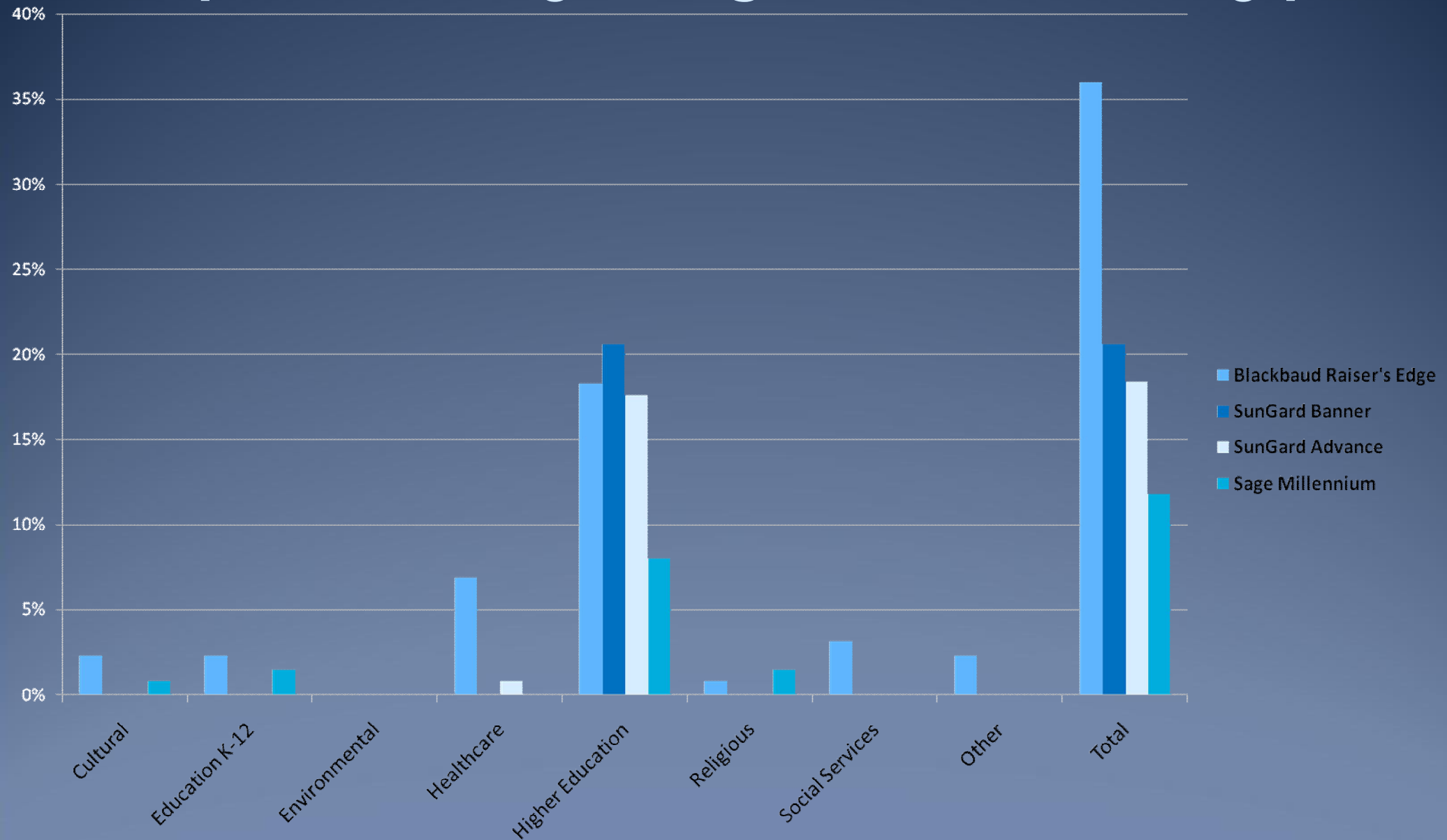
Top Four Donor Databases

- 32% of respondents use Blackbaud Raiser's Edge
- 18% use SunGard Banner
- 17% use SunGard Advance
- 10% use Sage Millennium

Top Four by Organization Size



Top Four by Organization Type



Raiser's Edge Sites

- 43 Raiser's Edge sites provided statistics on fundraising results
- Average of 10 front-line fundraisers and 32 Advancement staff
- Average raised per fundraiser: \$3.3 million
- Average raised per Advancement FTE: \$1.05 M

Banner Sites

- 21 institutions using Banner provided fundraising results
- Average of 16 front-line fundraisers and 56 Advancement staff
 - Suggests larger institutions than avg. RE site
- Average raised per fundraiser: \$2.3 million
- Average per Advancement FTE: \$652,000

Advance Sites

- 20 institutions using Advance provided fundraising results
- Average of 24 front-line fundraisers and 79 Advancement staff
 - Suggests that they are from the largest institutions
- Average raised per fundraiser: \$2.9 million
- Average per Advancement FTE: \$876,000

Millennium Sites

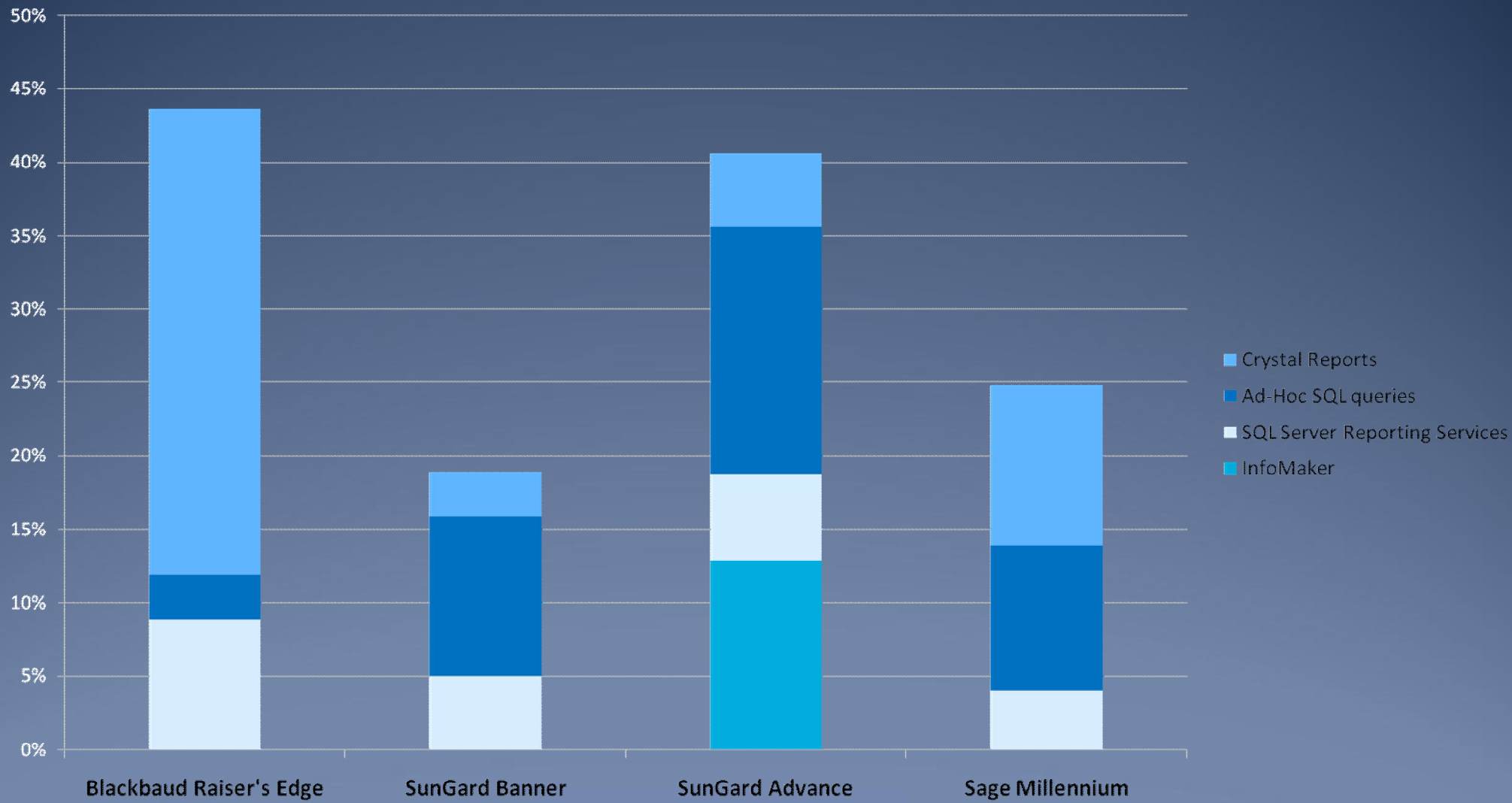
- 13 institutions using Millennium provided fundraising results
- Average of 9 front-line fundraisers and 23 Advancement staff
- Average raised per fundraiser: \$1.9 million
- Average per Advancement FTE: \$721,000

Reporting Tools

Most common reporting tools:

- Crystal Reports: 55%
- Ad-Hoc SQL queries: 45%
- SQL Server Reporting Services: 28%
- InfoMaker: 14%
- Hyperion: 8%
- Cognos 7%
- Business Objects: 6%

Top Three Reporting Tools



Hardware Supported

- 99% support desktops
- 94% support laptops and printers
- 75% support Blackberries and iPhones
- 75% support servers

Prospect Research & Management

- Most common Managerial position: Director

Average FTEs by organization size:

- Extra Large: 10.8
- Large: 4.9
- Medium: 2.2
- Small: 1.7

Prospect Research & Management

Ratio of Fundraising FTEs to Prospect Research & Management FTEs

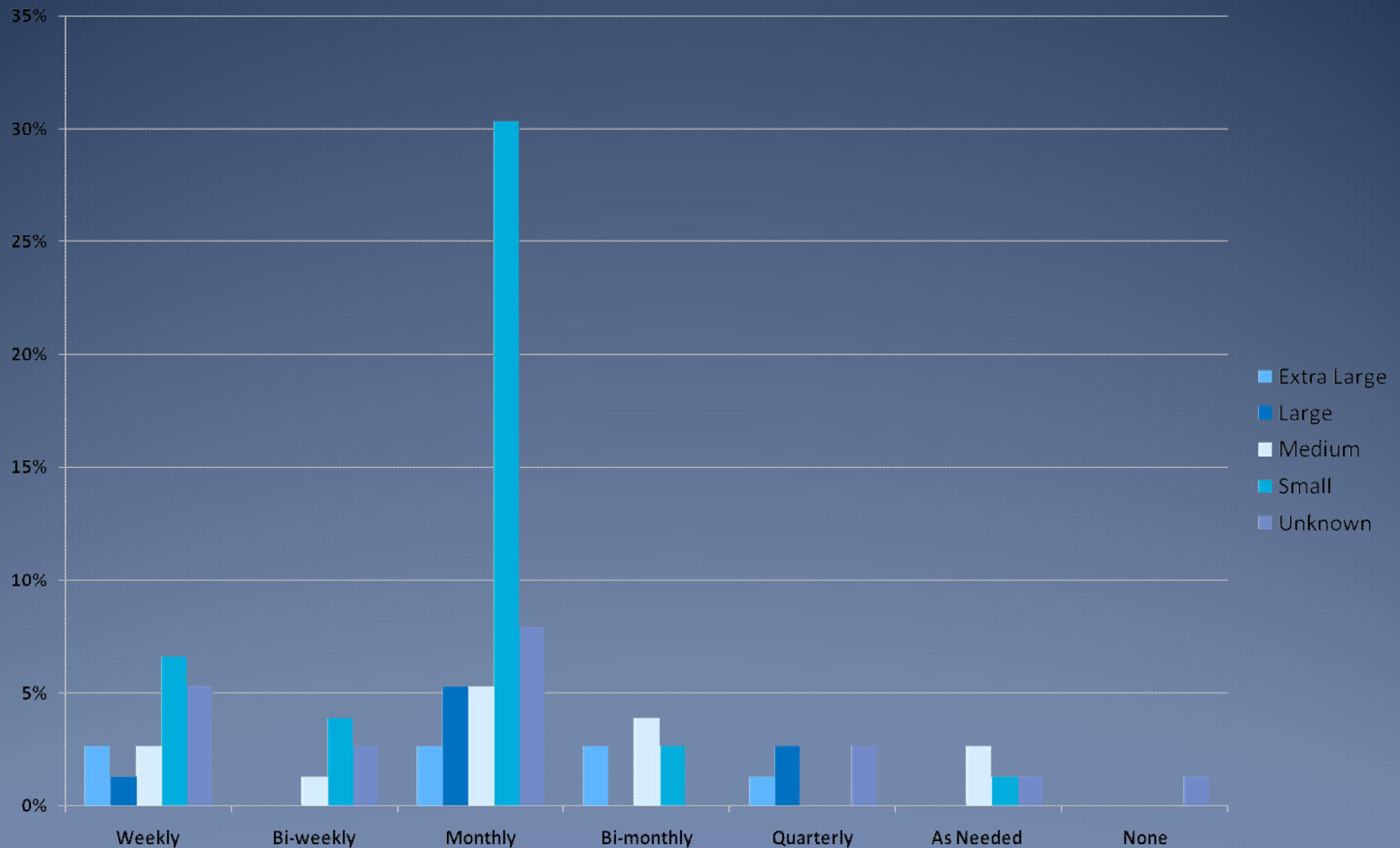
- Extra Large - 4.9:1
- Large - 5.2:1
- Medium - 4.5:1
- Small - 1.2:1

Prospect Research & Management

Range of Activity

- Support development officers - 100%
- Train development officers - 78.8%
- Train new staff on prospect maintenance - 66.7%
- Add contact entries in database - 51.5%
- Construct/analyze data models - 47.0%

Frequency of Prospect Review Meetings by Organization Size



Gift Processing

- Most common managerial position: Manager

Average FTEs by organization size:

- Extra Large – 8.3
- Large – 3.8
- Medium – 2.3
- Small – 1.4

Gift Processing

Ratio of Fundraising FTEs to Gift Processing FTEs

- Extra Large – 4.7:1
- Large – 5.4:1
- Medium – 3.8:1
- Small – 2.7:1

Gift Processing

- Average number of gifts receipts generated last fiscal year – 13,618
- Average gift receipts generated per gift processing FTE – 4,613

Biographical Records & Processing

- Most Common Managerial Position: Manager

Average FTEs by organization size:

- Extra Large – 4.5
- Large – 5.1
- Medium – 2.7
- Small – 1.5

Biographical Records & Processing

Ratio of Fundraising FTEs to Biographical Records Processing FTEs

- Extra Large – 6.7:1
- Large – 4.9:1
- Medium – 3.7:1
- Small – 2.7:1
- Avg. # of records updated manually: 7750

Vendors Used

Top 3 Vendors Used – NCOA

- Blackbaud – 18% (only Raiser's Edge sites)
- Mail Houses – 13%
- Sage – 9% (only Millennium sites)

Top 4 Vendors Used – Email Append

- Alumni Finder – 23%
- Harris Connect – 20%
- Blackbaud – 17% (only Raiser's Edge sites)
- HEP – 17%

Vendors Used

Top 3 Vendors Used – Phone Append

- Alumni Finder – 30%
- Blackbaud – 14% (only Raiser's Edge sites)
- Harris Connect – 14%