



SAGE  
ADVANCEMENT  
GROUP

February 15, 2016

# Survey Salary Findings

In the winter of 2016, Sage Advancement Group surveyed a group of nonprofit development professionals to learn more about how they are compensated as well as their levels of education and experience. Here's what we found.

## Who we talked to . . .

Respondents to the salary survey were a very experienced

group with nearly 60% saying they have 20 or more years of work experience and 30% saying they have 20 or more years working in the development field.

About a third said they are in the **top role** at their organization (36%) with another 25% saying they report to the top development person. Very few (17%) respondents were in more junior positions.

Nearly all respondents said they have a **Bachelor's** (47%) or **Master's** degree (43%) but very few (8%) said they have the Certified Fundraising Executive (CFRE) designation.

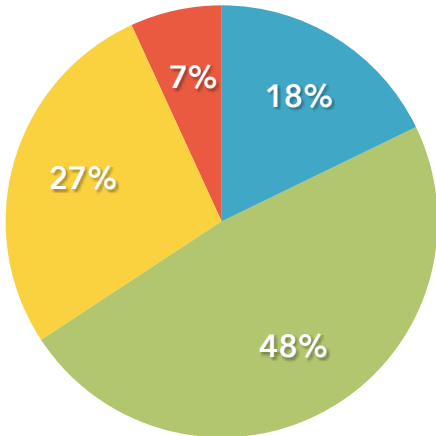
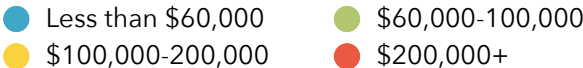
Consistent with trends in the development field, most respondents (86%) were women.



29% work in rural areas, 32% work in the suburbs and 40% are in cities.

## Salaries

The largest percentage of respondents say they make between \$60,000-100,000 per year (48%) with 18% making less than \$60,000 and 27% making \$100,000-200,000. A very small number (7%) say they make \$200,000 or more per year.



Most respondents (72%) say they **don't** receive a bonus or additional compensation apart from their salary.

### *Who makes more?*

- Individuals working at **larger organizations** (100 employees or more) reported higher salary levels regardless of their role
- People who work for **organizations that raise \$5M or more** each year (48% make \$100,000 or more)
- Professionals who have 20 or more years of **development experience** (62% make \$100,000 or more vs. 34% overall)

- **Education level** (Masters vs. BA) is **NOT** a key differentiator when it comes to salary



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## Gender Differences

### Male respondents were . . .

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- More likely to be in a leadership or management role (80%)
- Twice as likely to say they make more than \$100,000 per year (63%) versus women (29%)
- More likely to receive a cash bonus (40%) versus women (24%)
- More likely to work for an organization with 500+ employees (90% versus 27% of women)
- More likely to possess a CFRE (22% versus 6% of women).

### Female respondents were . . .

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- More likely to work at an organization that raised over \$3M each year (48%) versus men (30%)
- More likely to have a Master's degree (43% versus 30% of men).

## Leadership

Development professionals in leadership roles are experienced and well compensated, particularly those who work at larger organizations and at organizations that raise larger amounts of money.

- Four in ten development leaders make \$100,000 or more.

- At the largest organizations (500+ employees), development leaders are even more likely to be well compensated with 67% of respondents making over \$100,000.
- Almost three quarters (72%) of development professionals in leadership/management roles who work for organizations **that raise \$5M or more per year** say they make \$100,000+.
- The majority (85%) of people in the top development position at their organization have 20 or more years of work experience and 48% had 20 or more years working in the development field.
- Men in leadership roles were **slightly more experienced** than their female counterparts - 75% having 15 years or more overall work experience and 63% having 15+ years in development (compared to 72% and 56% for women, respectively)
- A **higher proportion of men** (63%) than women (32%) in leadership/management roles said they **make \$100,000** or more per year. This is not surprising given that 90% of male respondents work at the largest organizations which pay the highest for both men women.
- Typically, women in leadership roles are more likely to be heading up **smaller organizations** (40% work at places with 50 or fewer employees) while three quarters (75%) of men work at organizations that have **250 employees or more** compared to three in ten women (30%).
- Women in leadership/management roles are **more likely to have a Master's degree** (49%) than their male counterparts (37%)
- Of the respondents who identify as being the development leader of their organization, 30% work remotely some of the time.

## Individual Contributors

There were a wide range of experience levels and compensation for individual contributors.

- Those working in Major Gifts had a **higher salary range** (\$70-\$160K) when compared to other types of individual contributors (less than \$40-\$99K) .
- Individuals working in Major Gifts were also **somewhat more experienced** than other types of individual contributors— with development experience ranging from 7 years up to 25 years.
  - Other individual contributors had development experience ranging from as little as 3 years up to 15 years.
- A third of Major Gifts professionals receive a bonus (30%) compared to 20% for other individual contributors
- Typically, major gifts professionals (80%) work at organizations with more than 100 employees — all reported working at places where \$3M or more is raised each year

## Perks

Most development professionals (79%) do NOT receive any extra perks from their organization. When development professionals did report receiving special perks, there were a variety of responses including:

- Free housing
- Free car
- Use of the organization's car

- A \$100,000 interest-free loan that was forgiven in \$20,000 increments every year and would be totally forgiven in 5 years if the person stayed with the organization
- Gym membership
- Flexible schedule
- Cell phone
- iPad
- College tuition for themselves and their children after 3 years

Nearly a third of respondents also work remotely some or all of the time.

## Conclusions

Survey results confirmed much of what we suspected regarding compensation trends in the development world.

- Men are garnering a larger percentage of the top jobs (and pay) at the largest organizations and receiving bonuses more often than women.
- Larger organizations, and organizations that raise more money, pay better than smaller ones.
- People working in development (those who responded) are seasoned professionals with significant work experience.
- Development professionals are a well educated group with significant numbers having a Master's degree.
- Most development professionals, and most in top level positions, do not have a CFRE.
- Among individual contributors, Major Gifts development professionals are more experienced and better paid.