AMDA Salary Survey

May 17, 2018

Denver Colorado

MOREY GROUP
a division of the lukens company

CREATIVE FUNDRAISING ADVISORS

BACKGROUND AND APPROACH

- A survey of Art Museum Development Association (AMDA) members was conducted in April & May 2018 by Creative Fundraising Advisors working in conjunction with Morey Group.

- The purpose of the survey is to:
  - identify challenges and successful tactics in retaining staff, variations in bonus pay structures,
  - variations in training programs,
  - average salaries for museum advancement/development staff segmented by museum type, geographic region, institutional revenue and expenses, and campaign status.

- 155 Members were invited to participate and 85 surveys were completed (54.8% response rate). The margin of error based on a sample size of 85 is a maximum of ±10.8%.

- The questionnaire was designed by Morey Group working with Creative Fundraising Advisors. Completed questionnaires were tabulated by Morey Group using SNAP software. Results are maintained in a format permitting additional review and analysis.

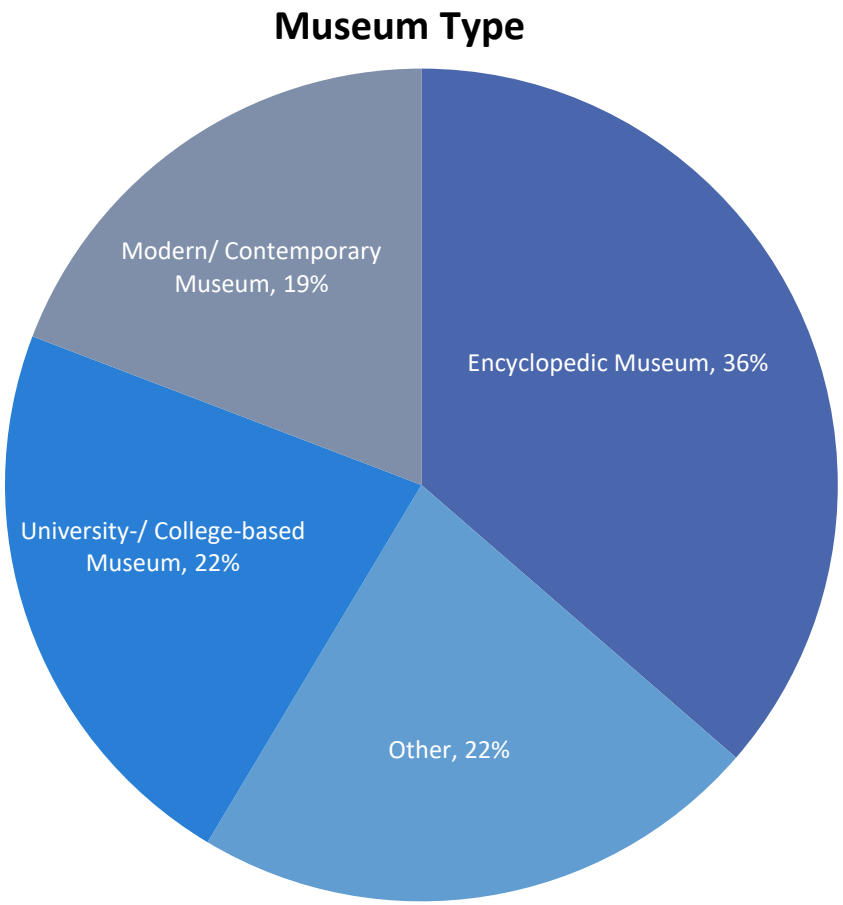
Other Source Material

- Bell, Jean, Cornelius, Marla, ***UnderDeveloped: A National Study of Challenges Facing Nonprofit Fundraising***. A joint project of CompasPoint and the Evelyn and Walter Haas Jr. Fund. January 2013

- Dan Pallota *The Way we think about philanthropy is dead wrong*. TED talk March 2013

- Jason Lewis, CFRE. *The War for Fundraising Talent and How Small Shops Can Win.* Columbus, OH. Gatekeeper Press. 2017

PARTICIPANT CHARACTERISTICS



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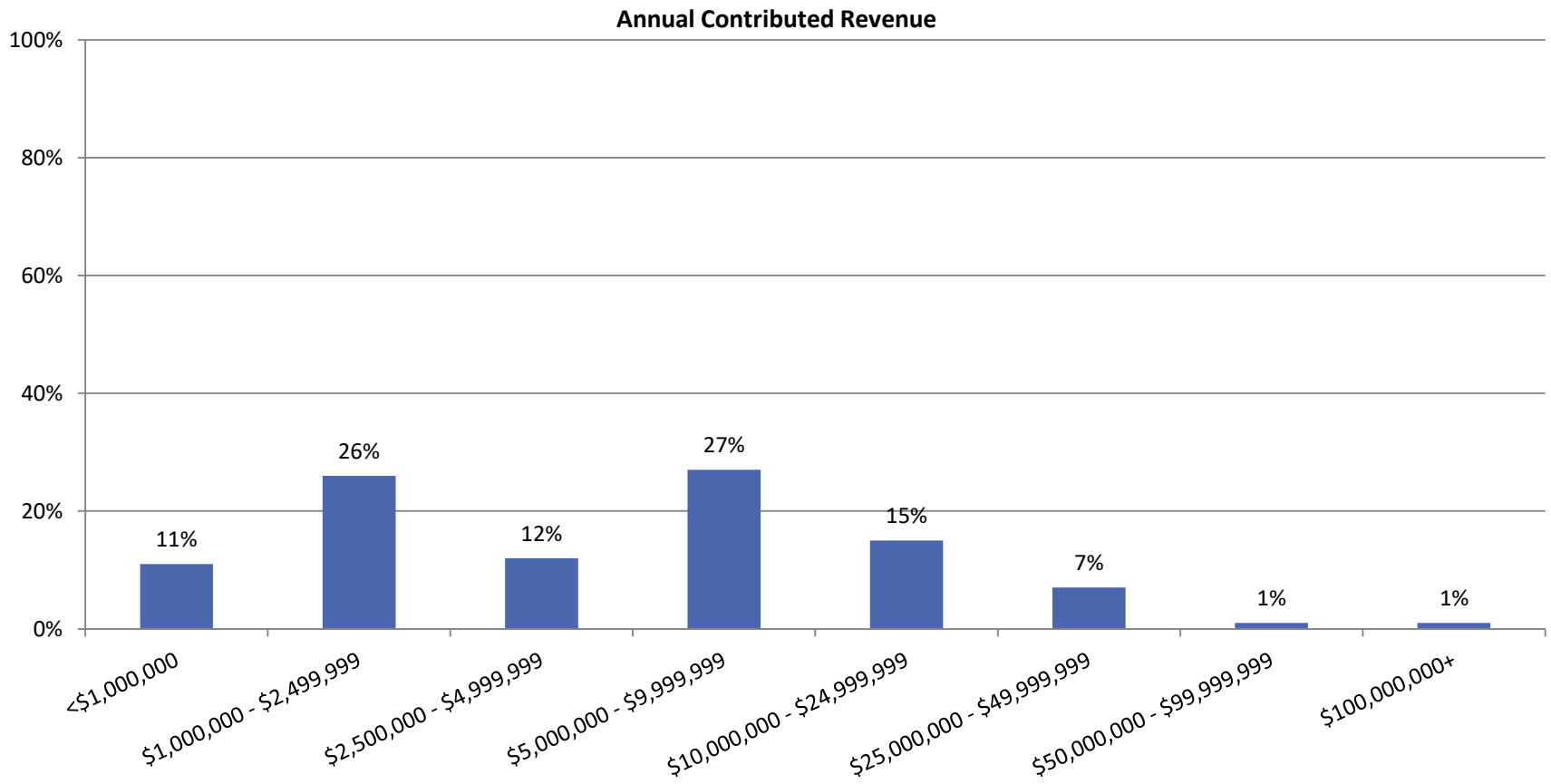

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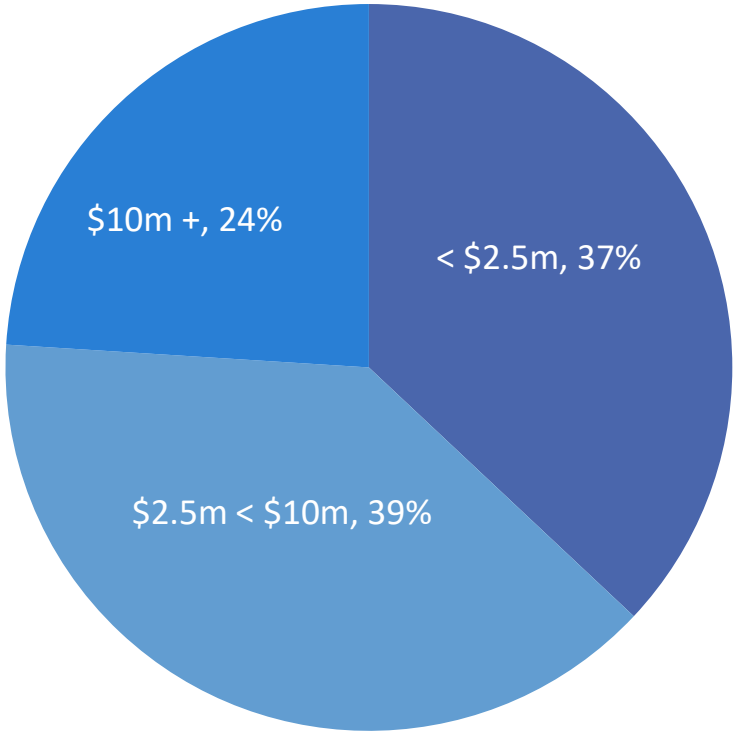
Annual Contributed Revenue



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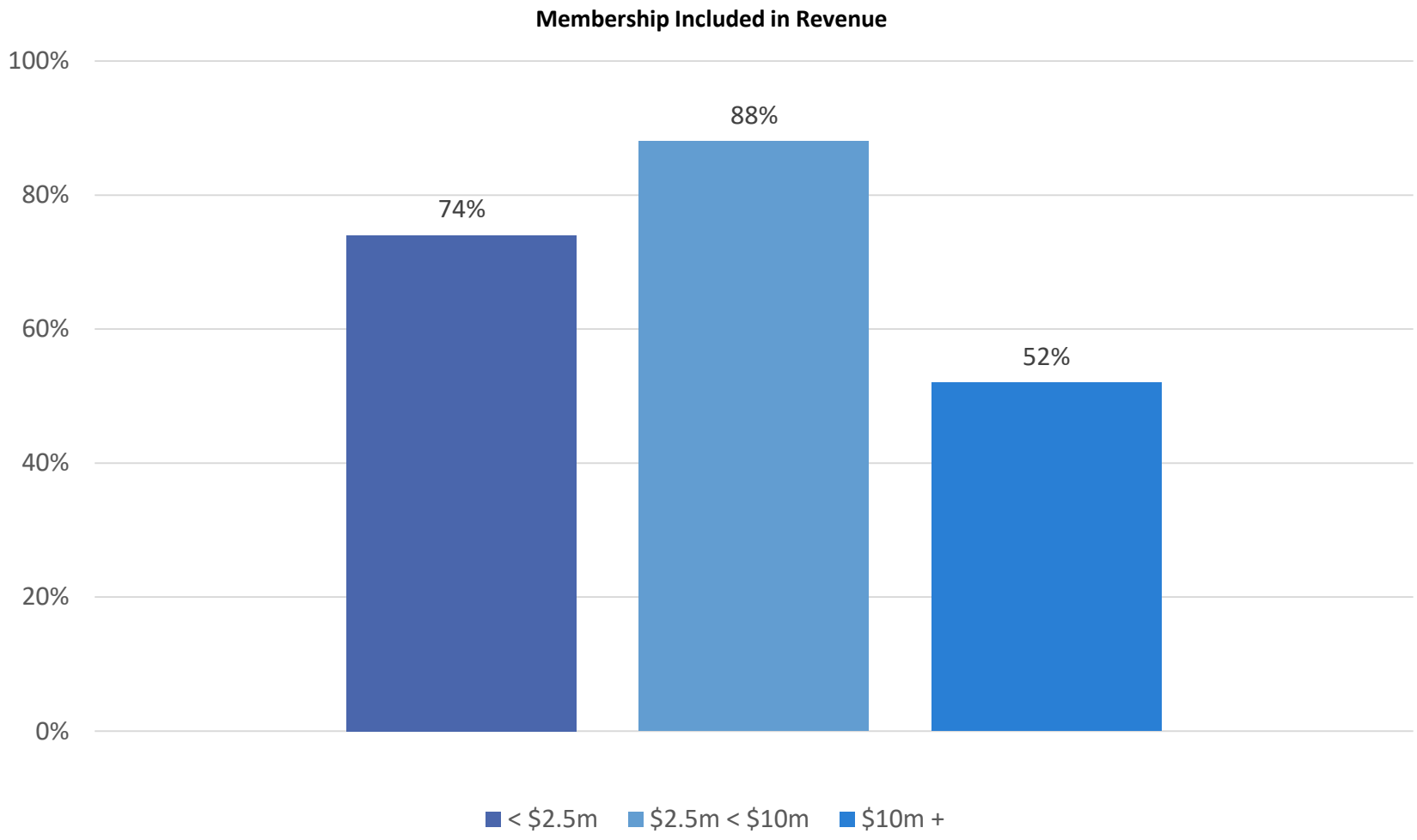

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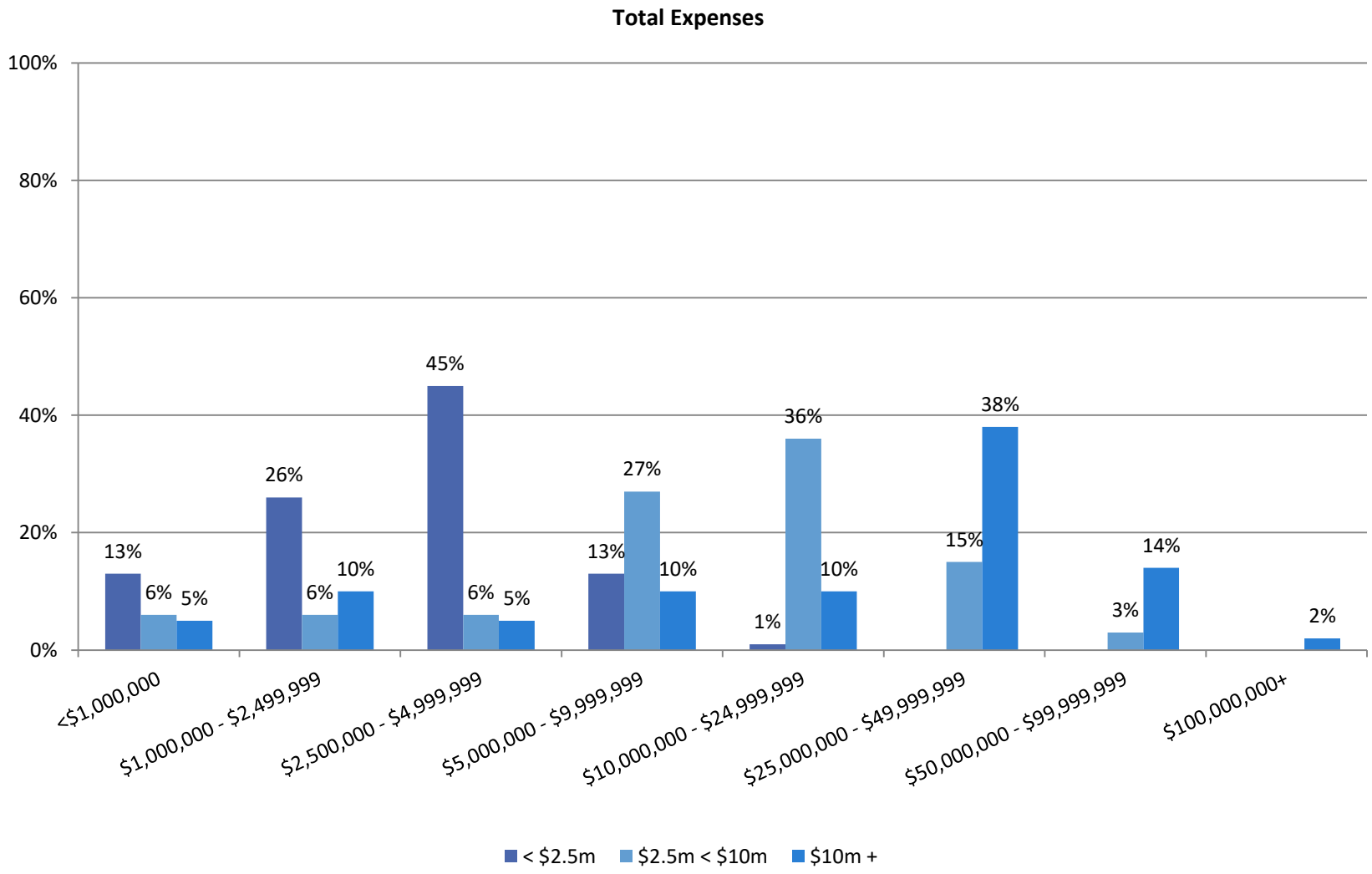

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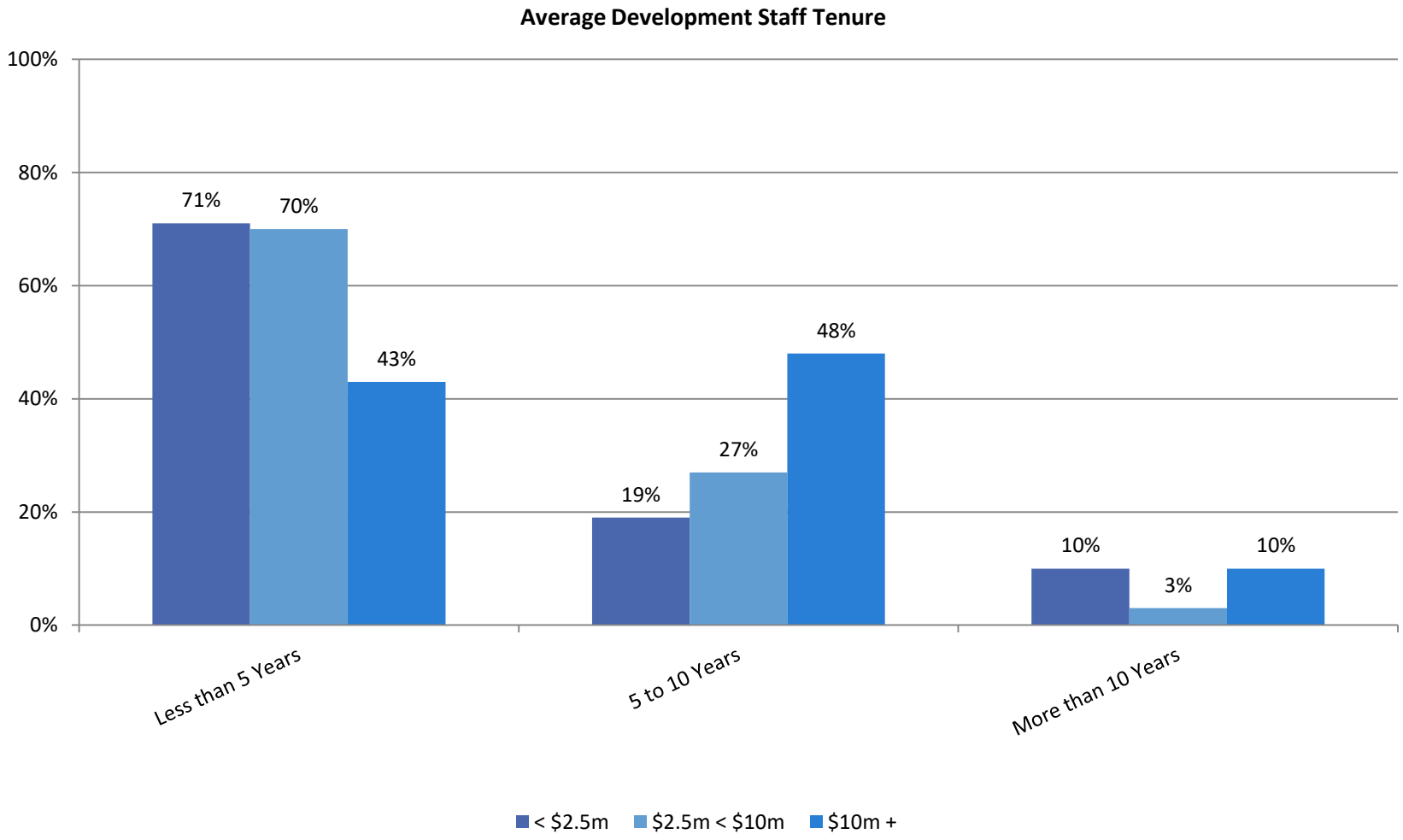

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Staff Retention

- Directors of Development anticipating leaving the organization within 2 years
  - Budget < $1MM 57%
  - Budget $1MM - $5MM 51%
  - Budget $5MM - $10MM 49%
  - Budget $10MM+ 38%

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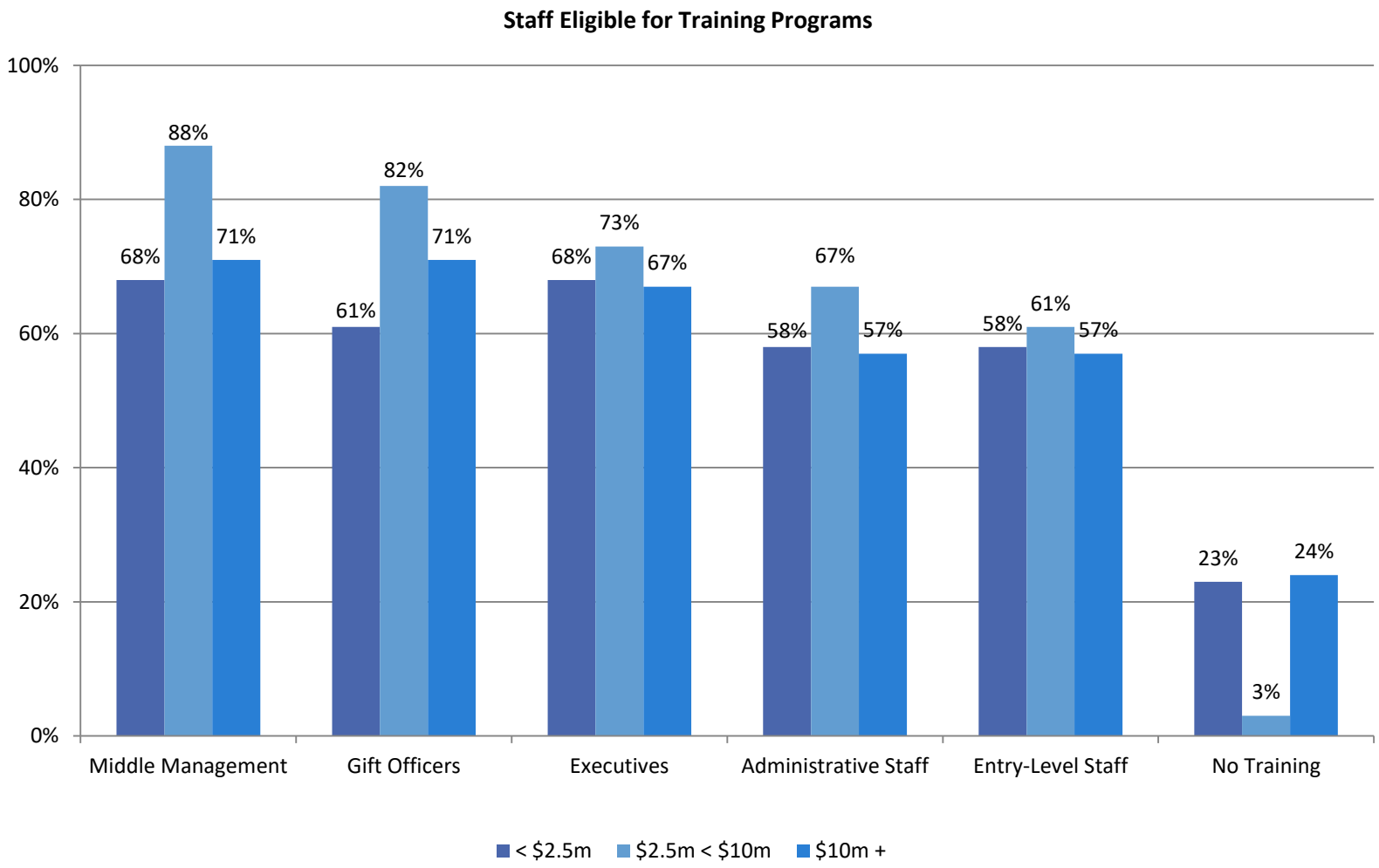

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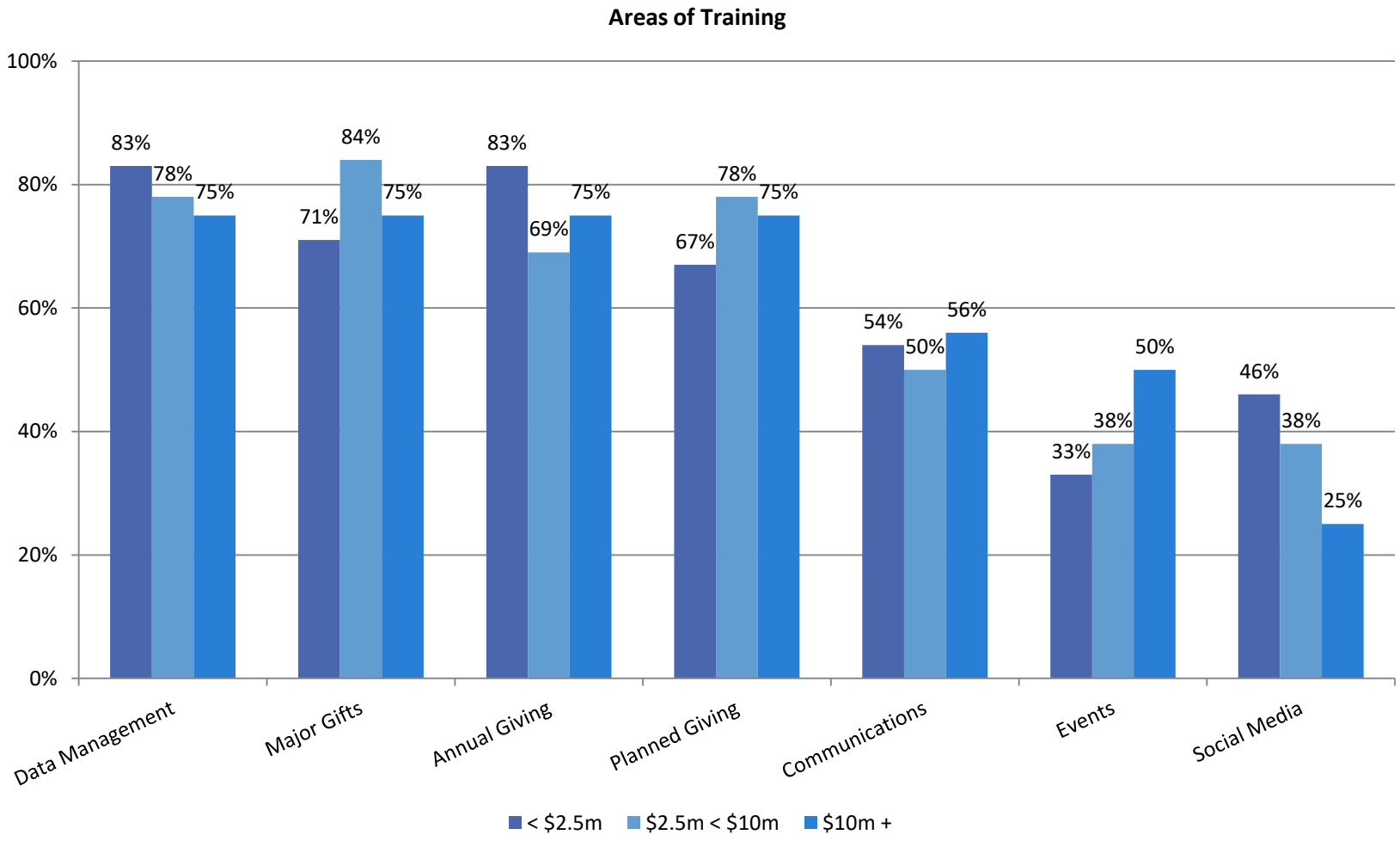

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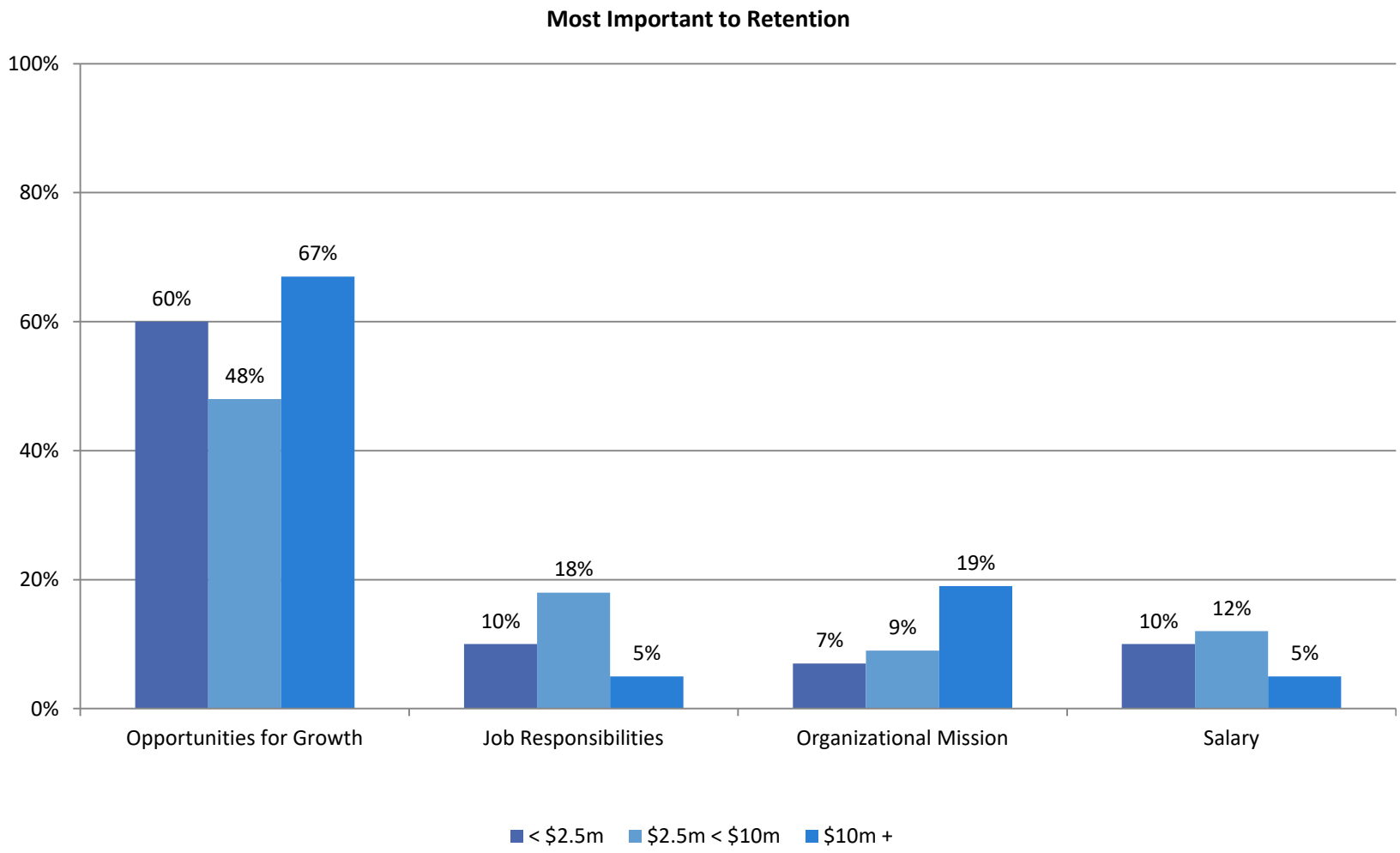

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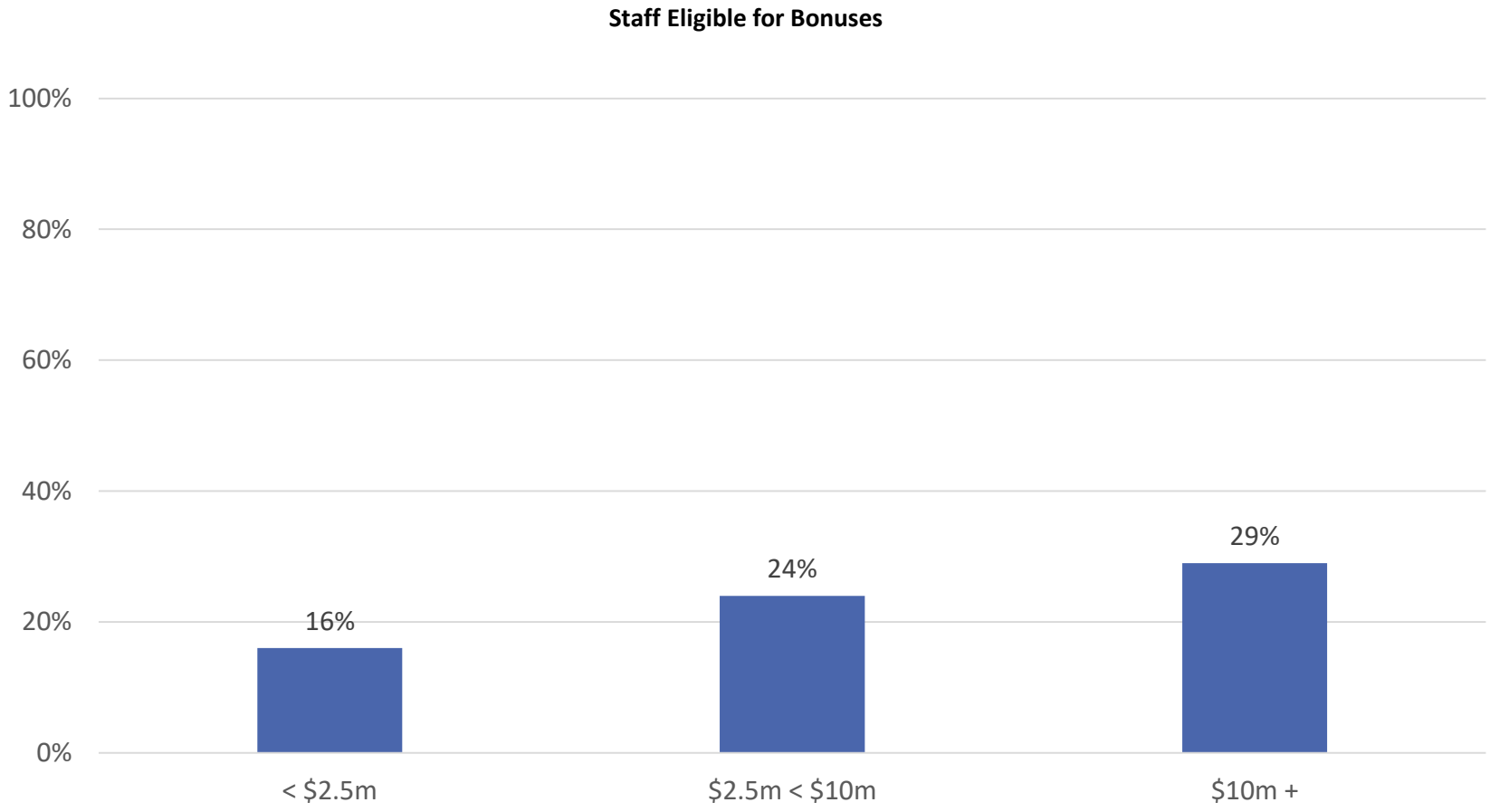

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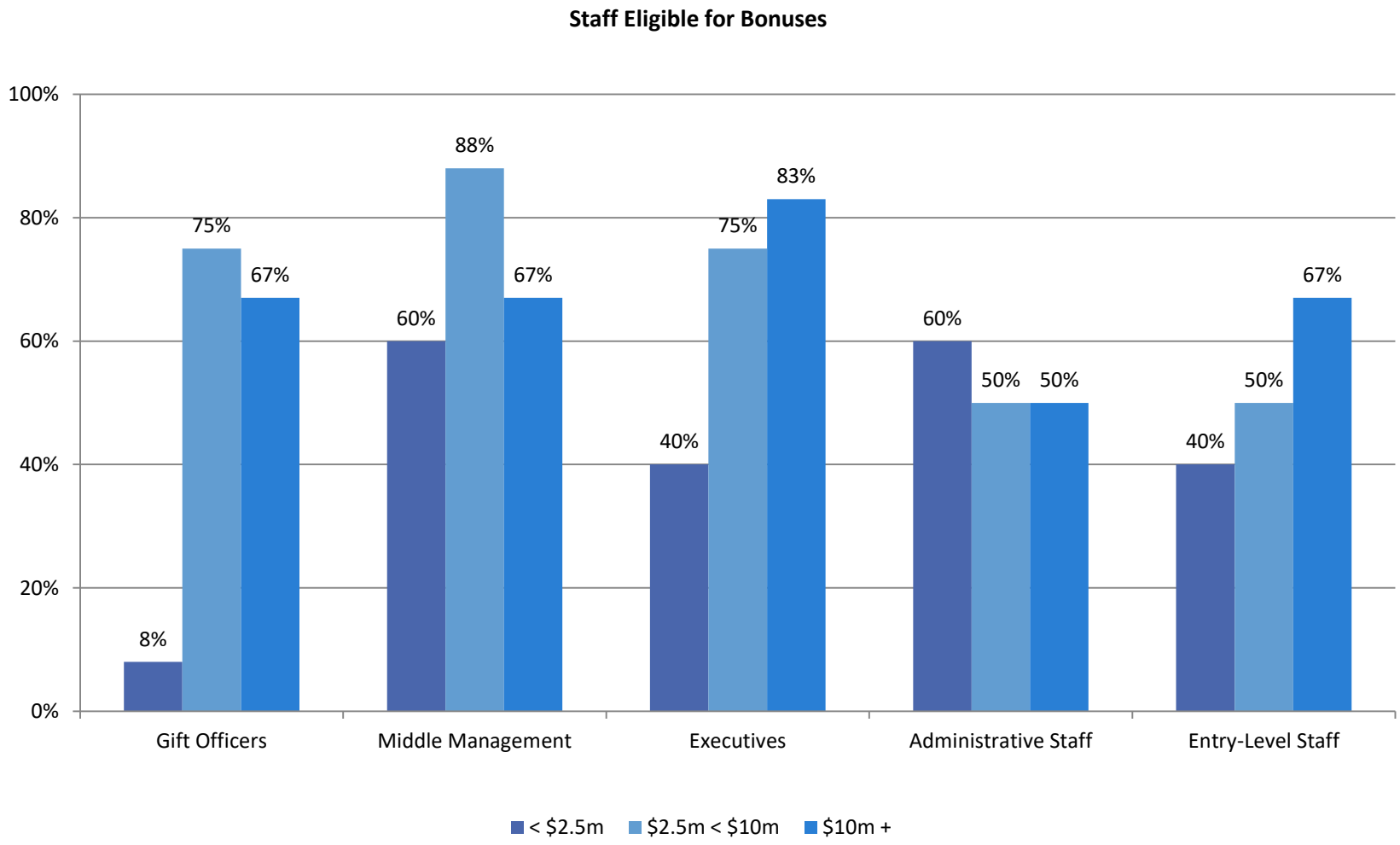

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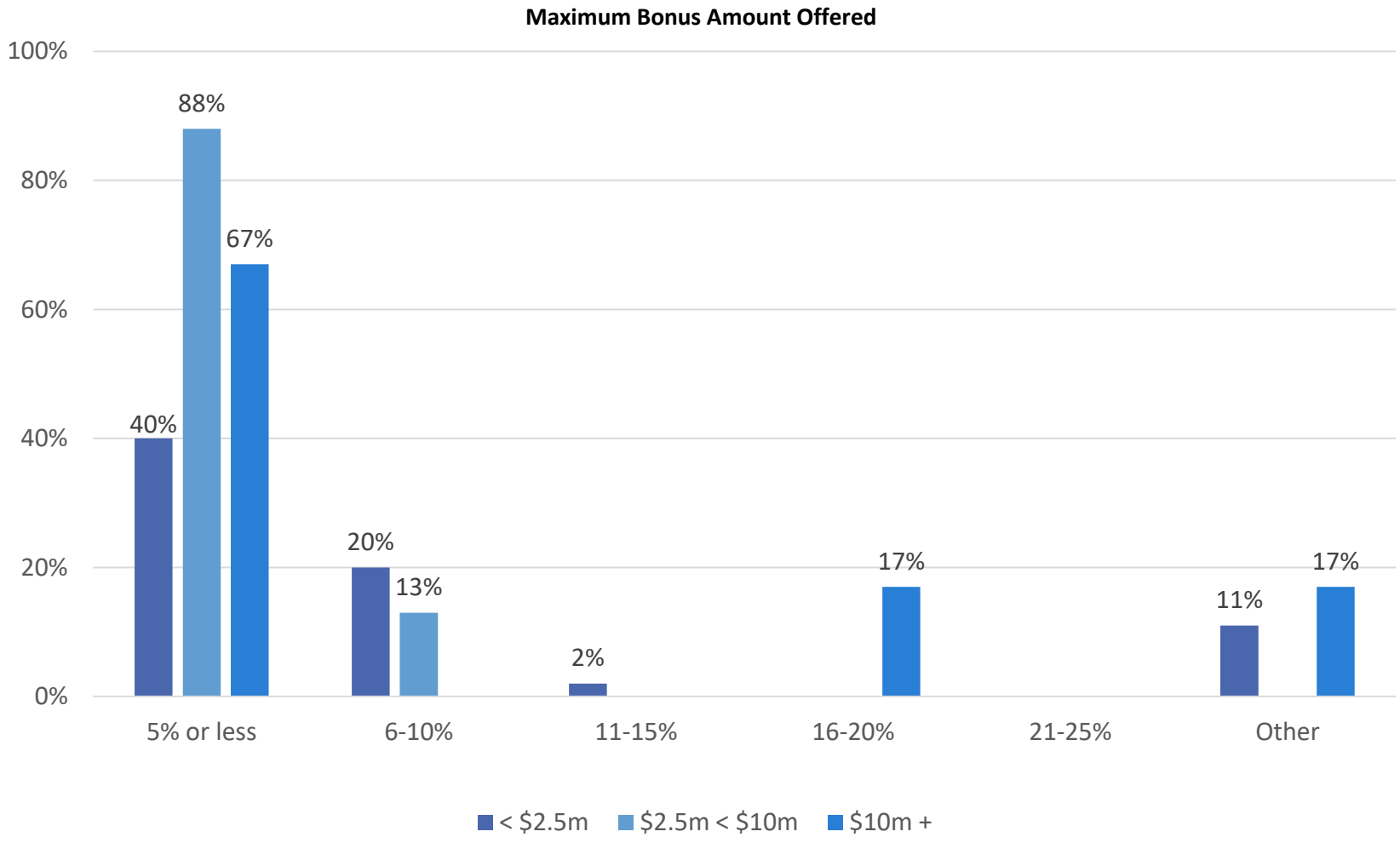

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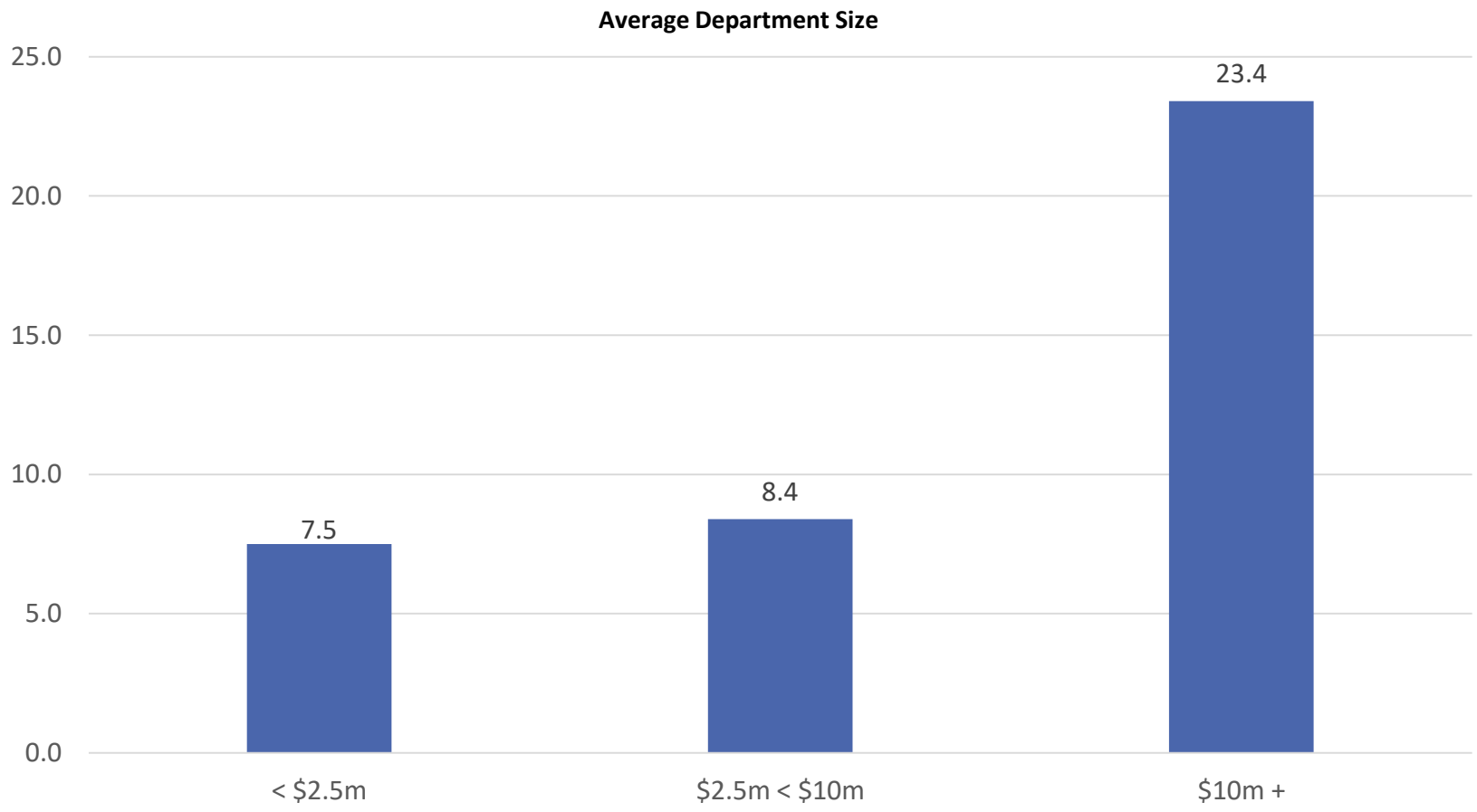

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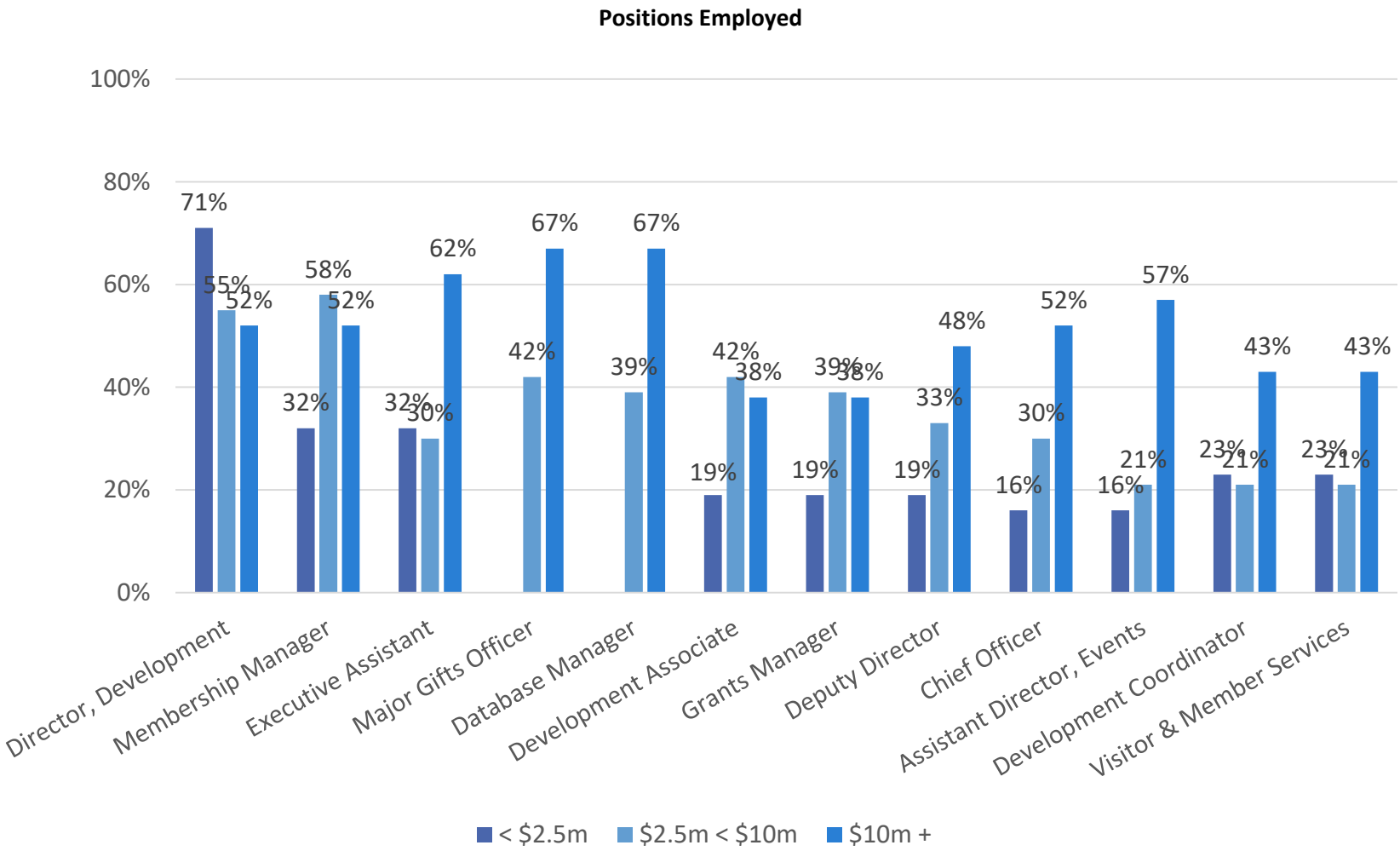

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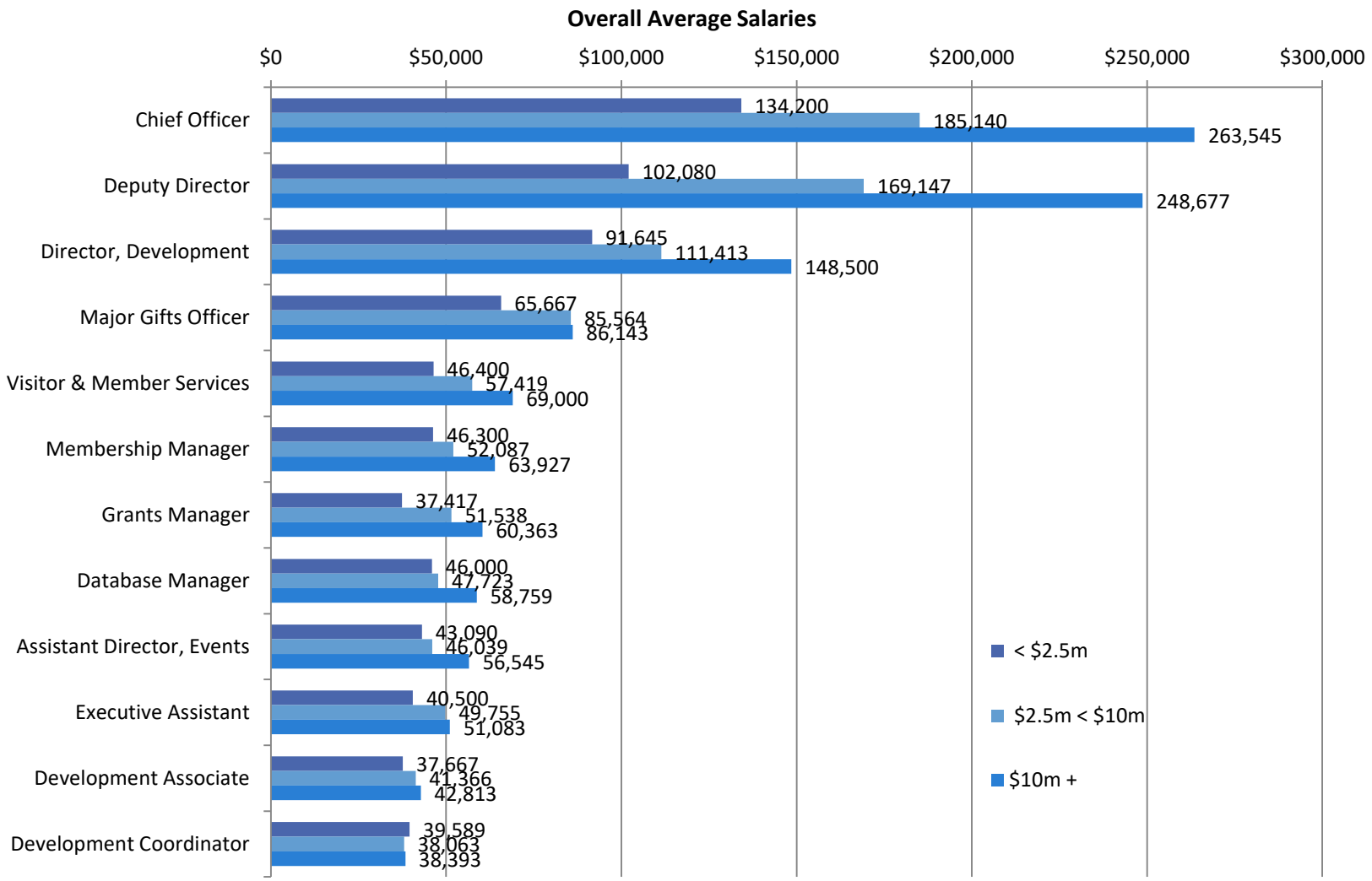

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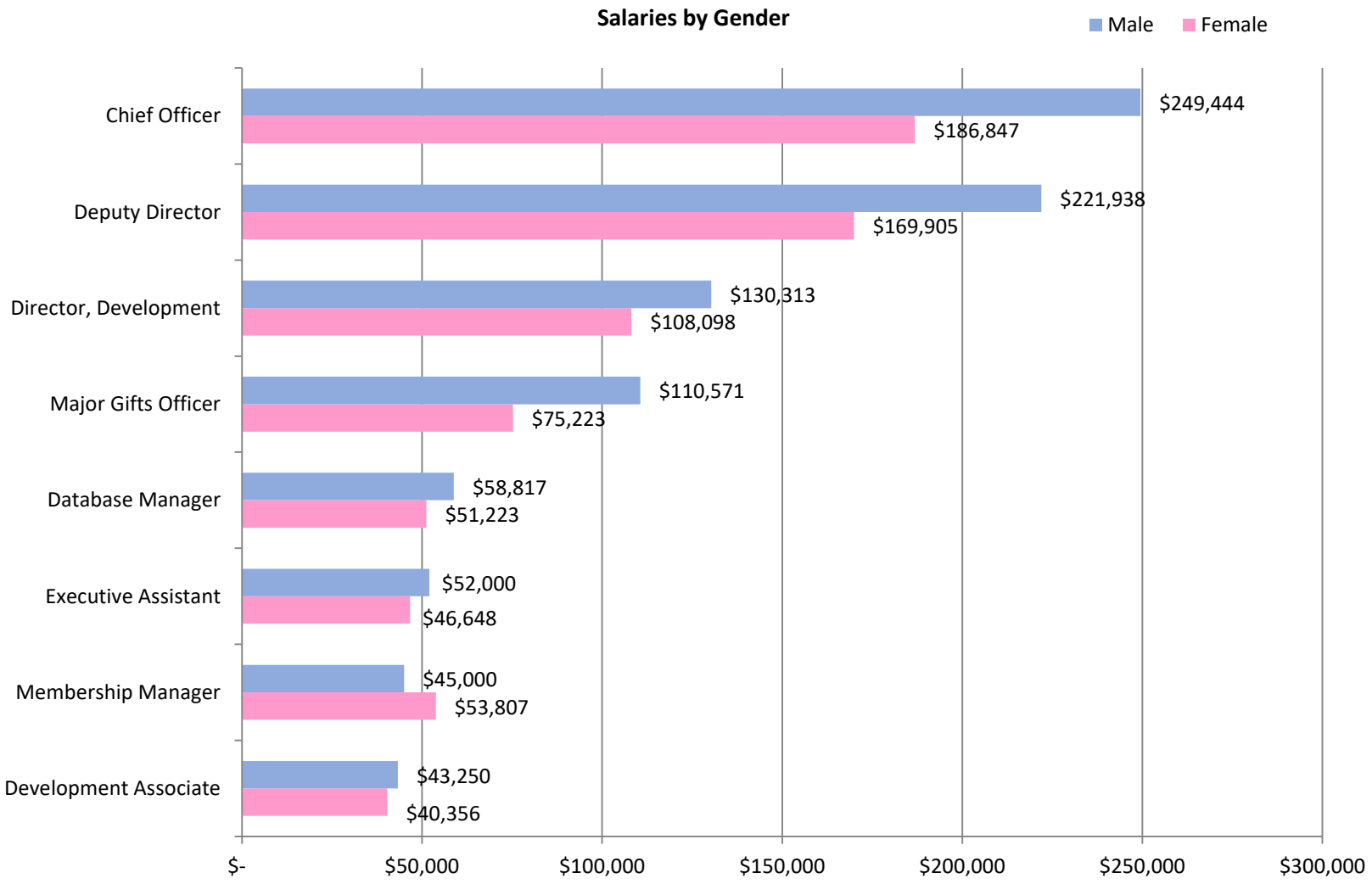

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What's Broken?

- There are two rule books:
  - Non-Profits
  - The Rest of the world

- Non-Profits are discriminated against in several ways.
  - Salary
  - Investment in infrastructure and systems
  - Taking Risk in pursuit of new ideas for generating revenue
  - Time
  - Profit used as investment

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The “Overhead” Conundrum

- “What percent of my donation goes to paying overhead?”
- Makes us think that “overhead” is not part of the cause.
- The myth that the less money spent on fundraising, the more money for the “cause.”
- Forces us to forgo what our organizations need to grow

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Culture of Philanthropy

- It's about more than one person.
- Is development and philanthropy widely understood and valued in the organization?
- Are its fundraising efforts "donor-centric" and focused on building deep relationships over time, not just asking for money when it's needed?

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Culture of Philanthropy

- Some key questions…
  - Does your organization invest in fundraising capacity?
  - Is internal technology up to date and are the right systems in place?
  - Are the Board, Chief Executive, and staff deeply engaged in fundraising as ambassadors and, sometimes, solicitors?
  - Is Development and Philanthropy understood and valued across the organization?
  - Is the Development Director viewed as a key leader and partner, and integrally involved in organizational planning and strategy?

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Parting Thoughts

The seven last words of a dying organization:
Because we've always done it that way.

Money Follows Vision

Annual Fund Raising isn't about solving problems, but problems get solved along the way.

Campaigns aren't about building buildings or raising endowments, but buildings and endowments get built along the way.

What's the BIG IDEA?

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