



COUNCIL FOR ADVANCEMENT
AND SUPPORT OF EDUCATION

Annual Fund

What we've seen
in 2021.

And a look at 2022 and beyond...



INTRODUCTIONS



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(CASE)





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OUR OBJECTIVES

1

Look at annual giving from 2015–December 31, 2020. We will use several sources to look at big trends over time.

2

Think about what factors are impacting philanthropy and at ways to consider our annual fund goals.

3

Talk together about the future of our work. This presentation is only about 35 minutes, and we'll use the rest of our time to talk together about the future and raise important questions.



AN ESSENTIAL QUESTION



"What are you seeing for next year in the data to help schools budget and set annual giving goals? My annual fund seems to be up, and my board is excited. Should we increase our fundraising goals in light of the pandemic?"

Background →



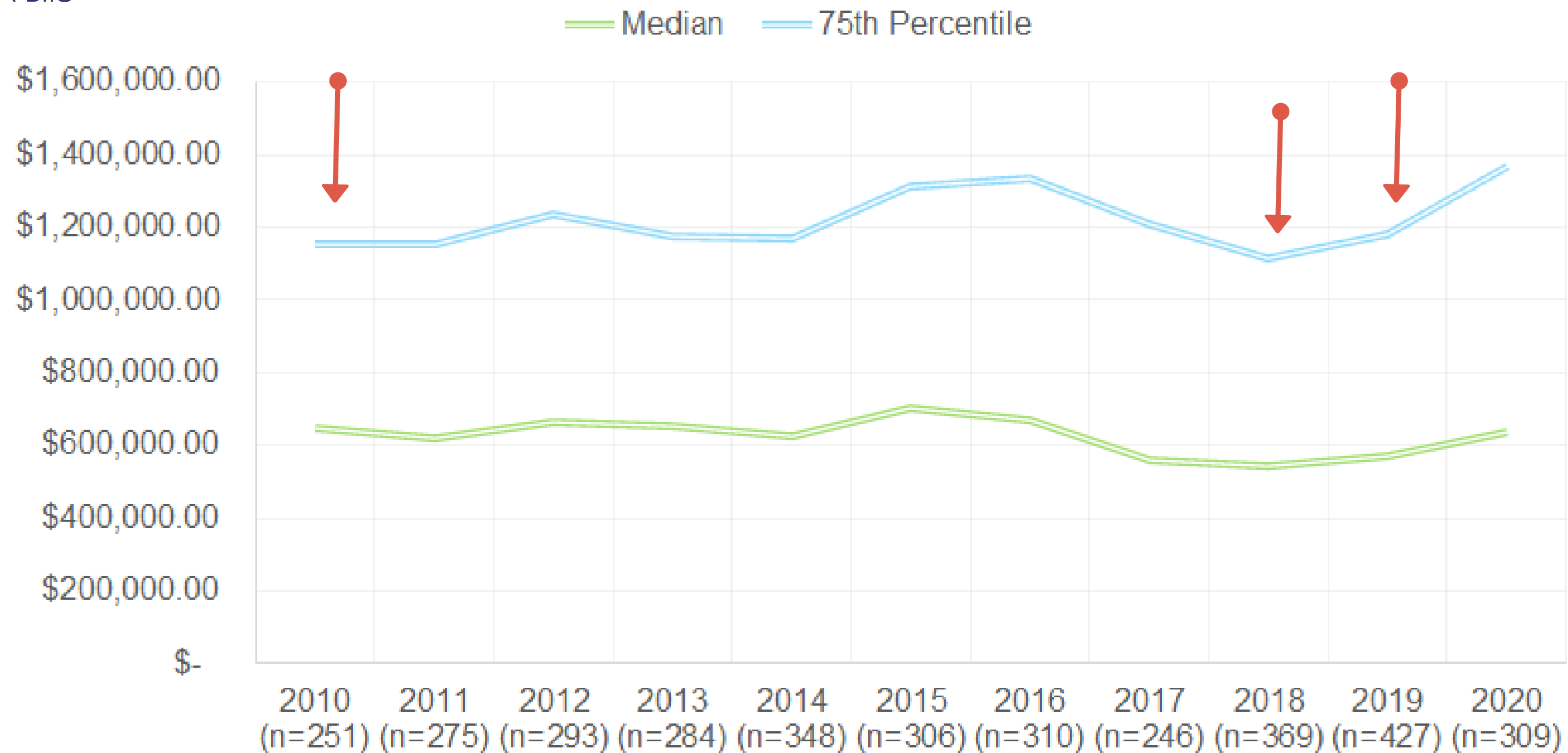
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DIVING IN A LOOK AT ANNUAL GIVING



TREND IN ANNUAL GIVING OVER TIME

SOURCE: NBOA BIIS

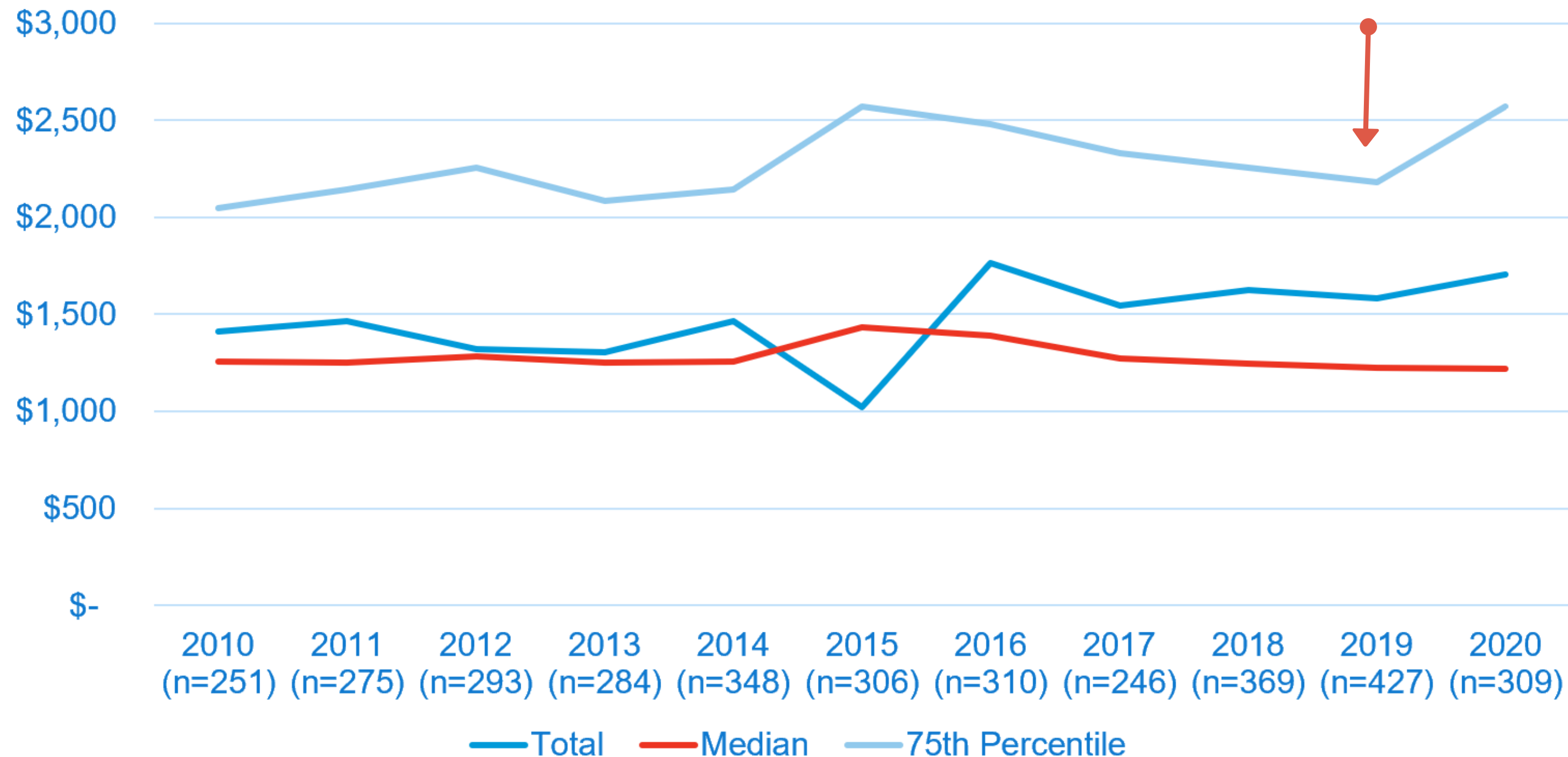




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TREND: ANNUAL GIVING PER STUDENT

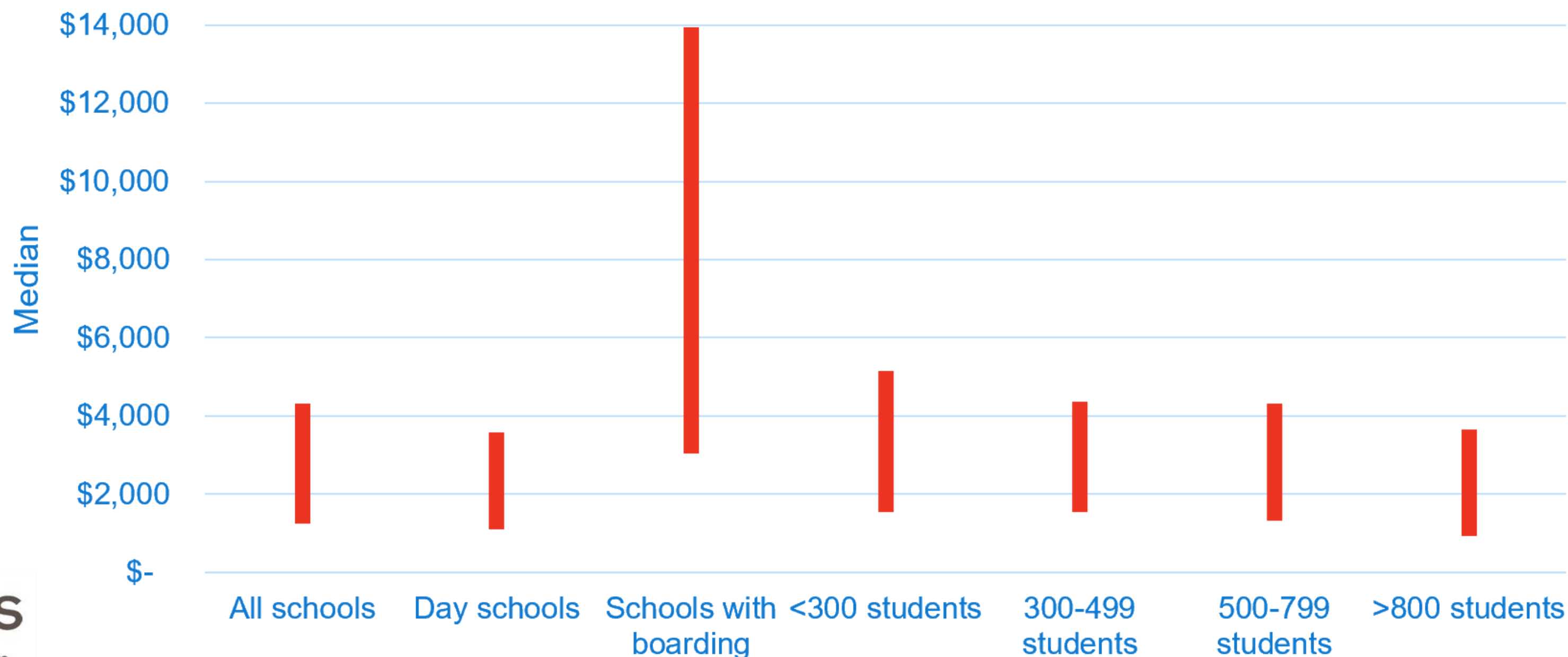
SOURCE: NBOA BIIS





THE "GAP" PER STUDENT AND ANNUAL GIVING

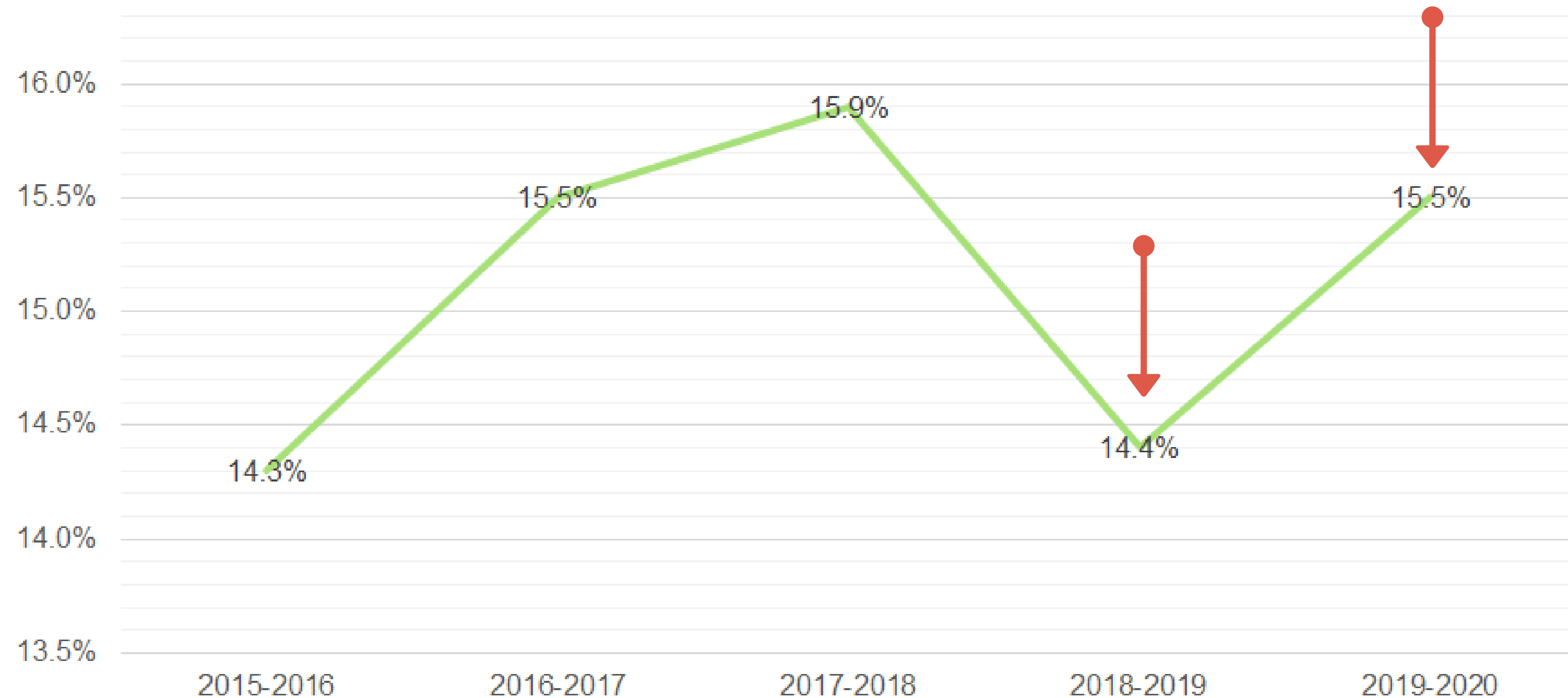
SOURCE: NBOA BIIS





PARENT PARTICIPATION 2015-2020

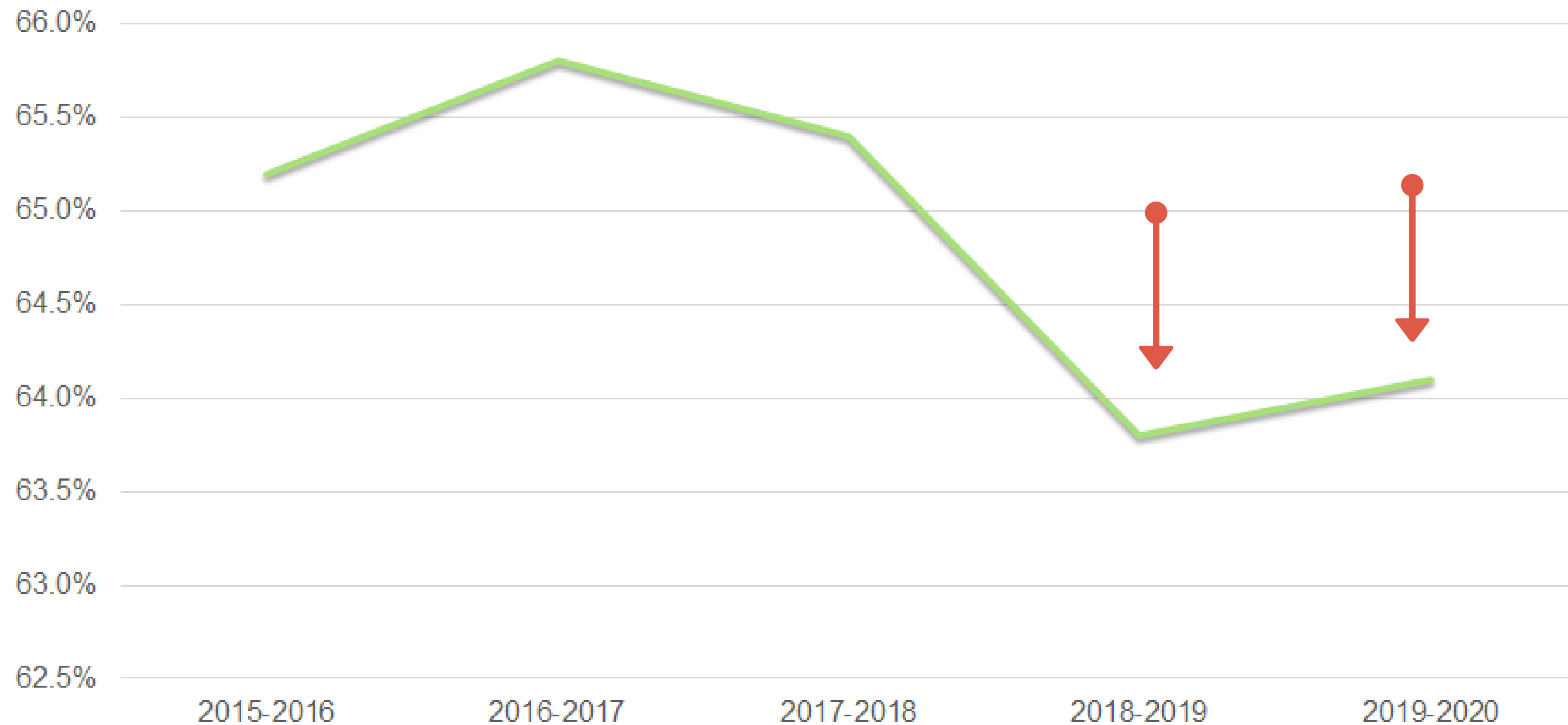
SOURCE: NAIS-DASL

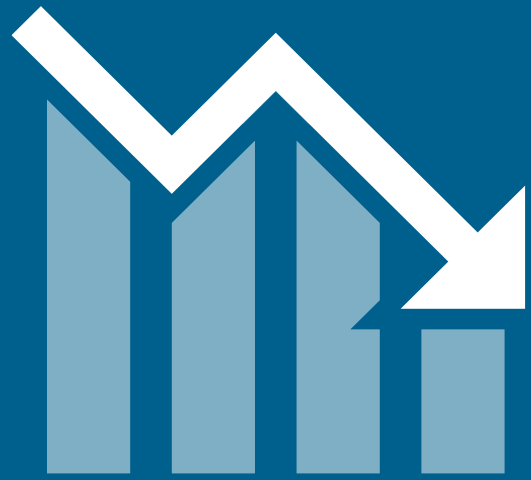




ALUMNI PARTICIPATION 2015-2020

SOURCE: NAIS-DASL





2.7%



At the end of FY 20, gifts had declined by 2.7% in schools (VSE)



- At the end of FY 2020, most people stopped asking for money for a period of time
- 2020 yielded incredible uncertainty
- Only those who had 50-75% of their annual fund raised or pledged prior to winter break of 2019-20 actually met or exceeded goals

WHERE
ARE WE
NOW?



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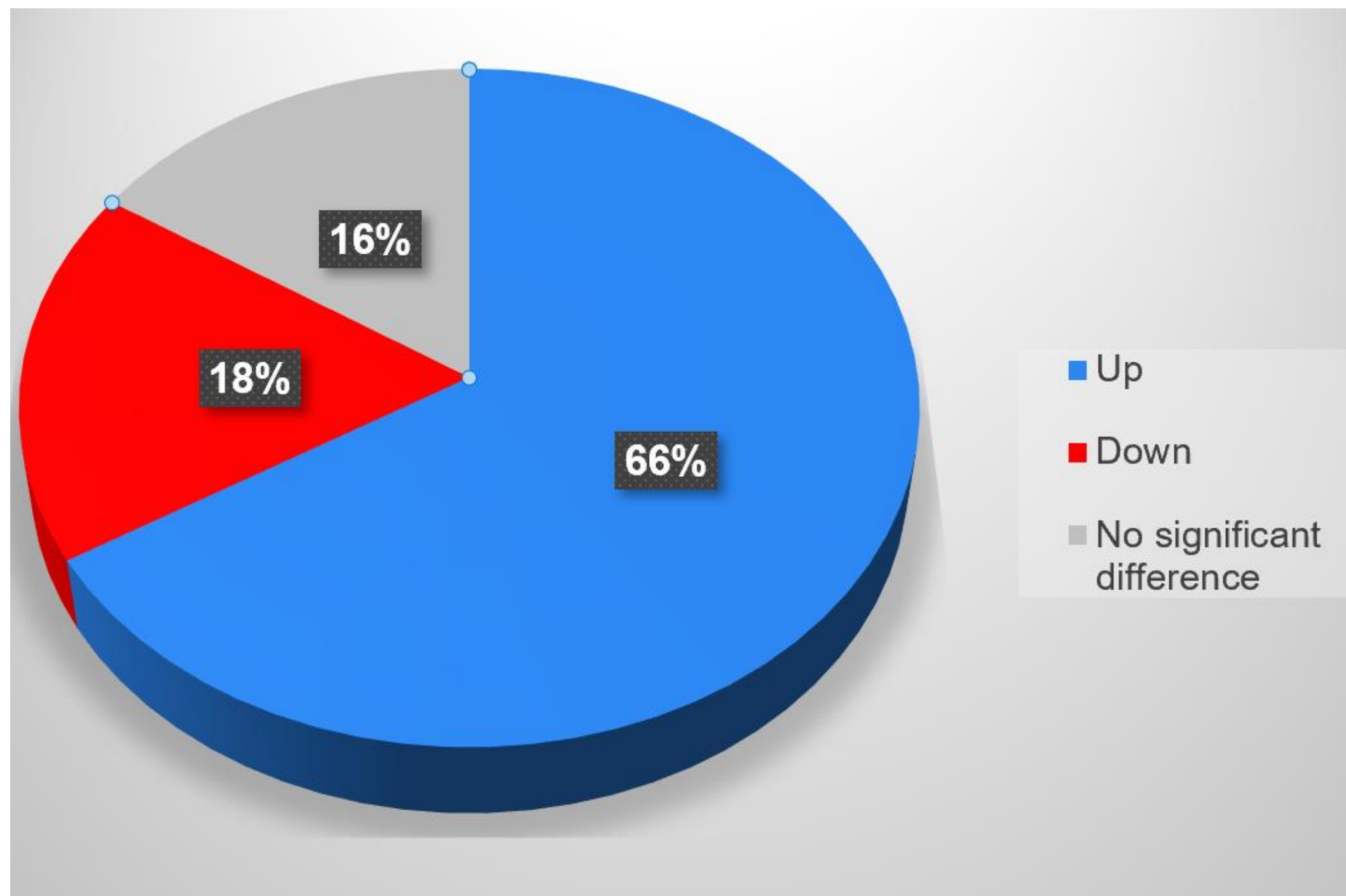
THE FLASH
SURVEY:
DECEMBER 2019
TO DECEMBER
2020



THE ANNUAL FUND 2021

SOME GOOD NEWS

66% OF SCHOOLS REPORT THEIR AF IS UP
18% REPORT IT'S DOWN
16% REPORT NO CHANGE





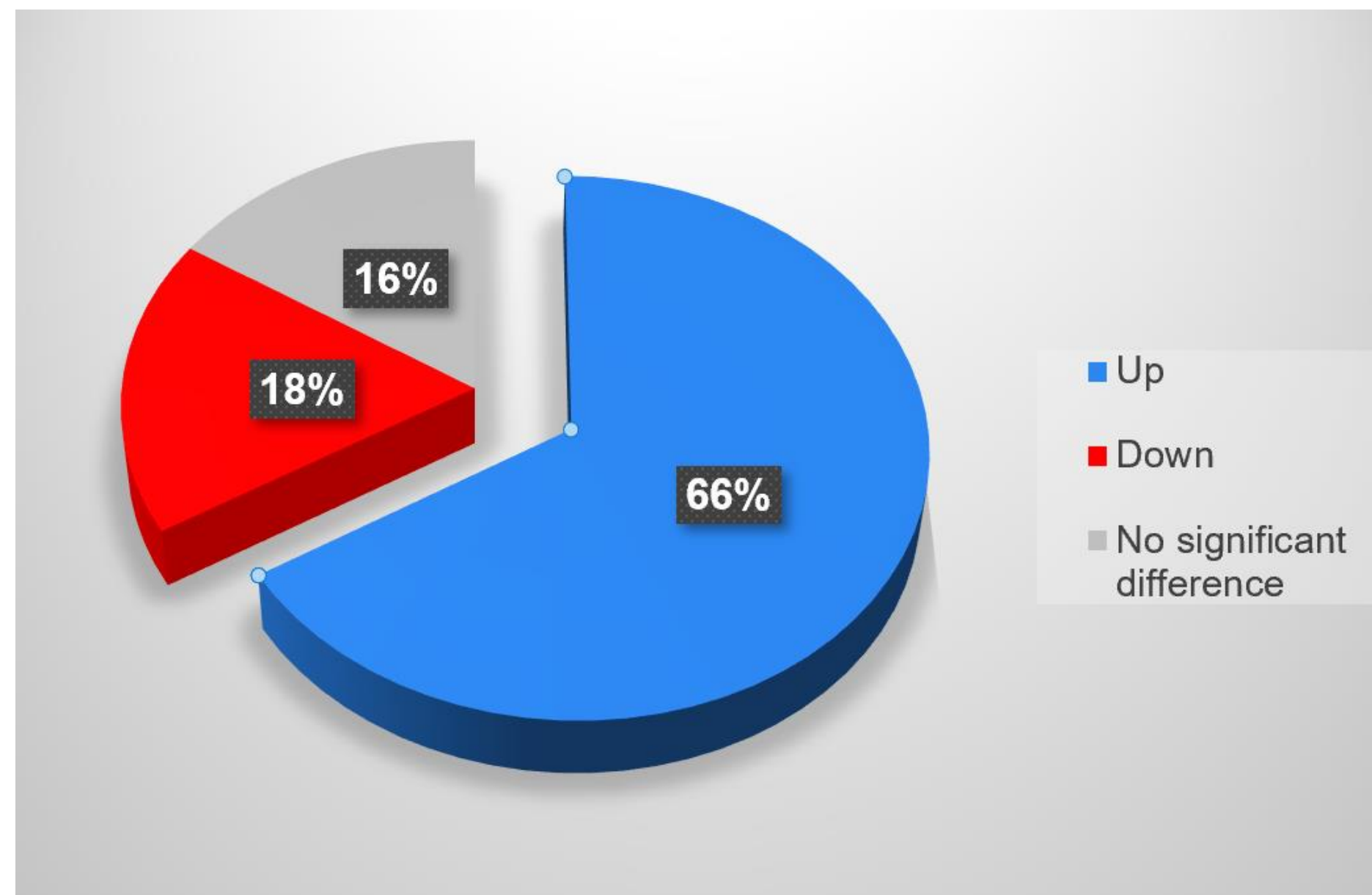
THE ANNUAL FUND 2021

HOW FAR UP ARE WE?

Of those who are up, the average is 11%

Boarding schools: 14%

Day schools: 9%

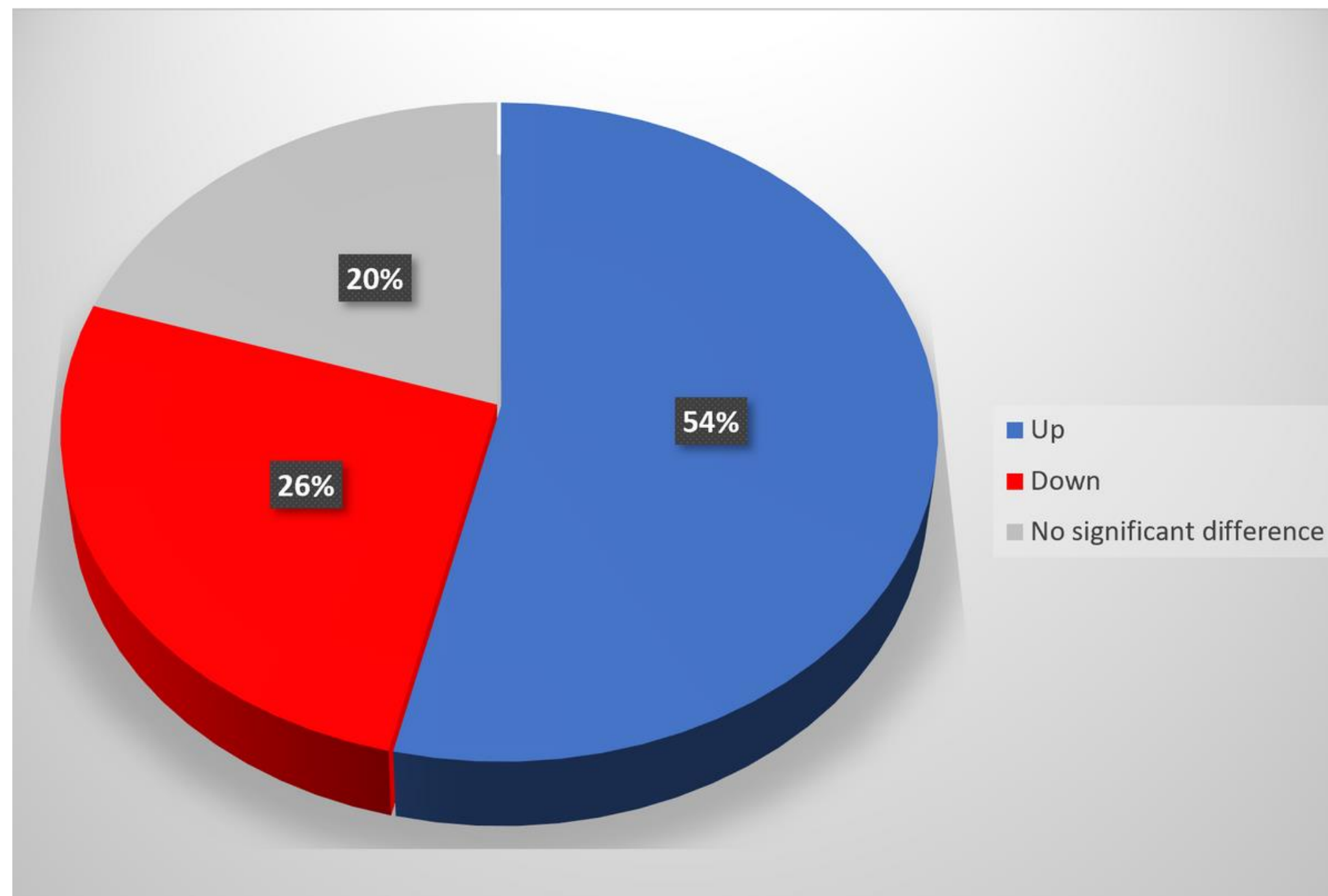




PARENT GIVING 2021

54% of schools report parent giving is up by an average of 7% per school

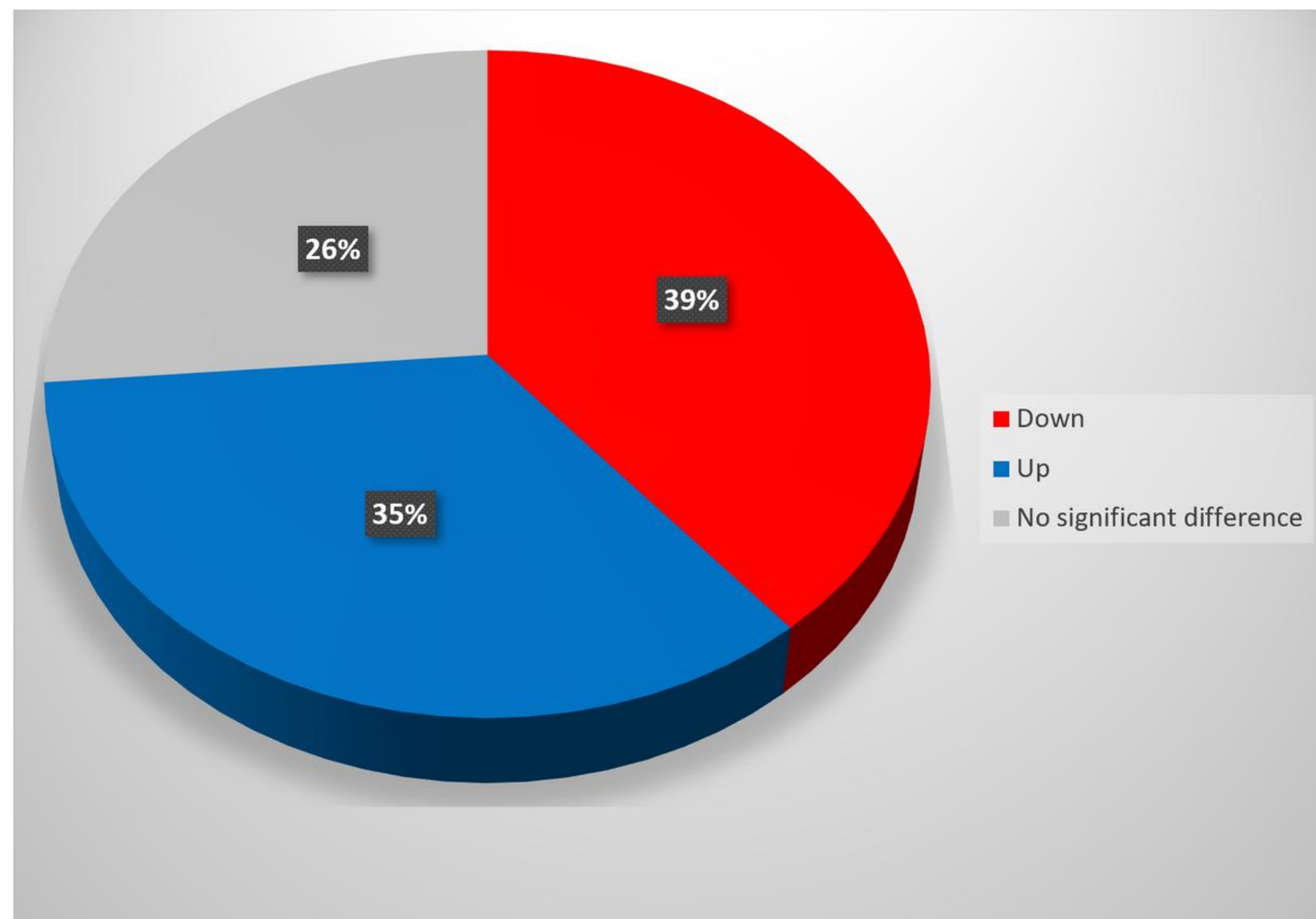
But wait, there's more!





PARENT PARTICIPATION 2021

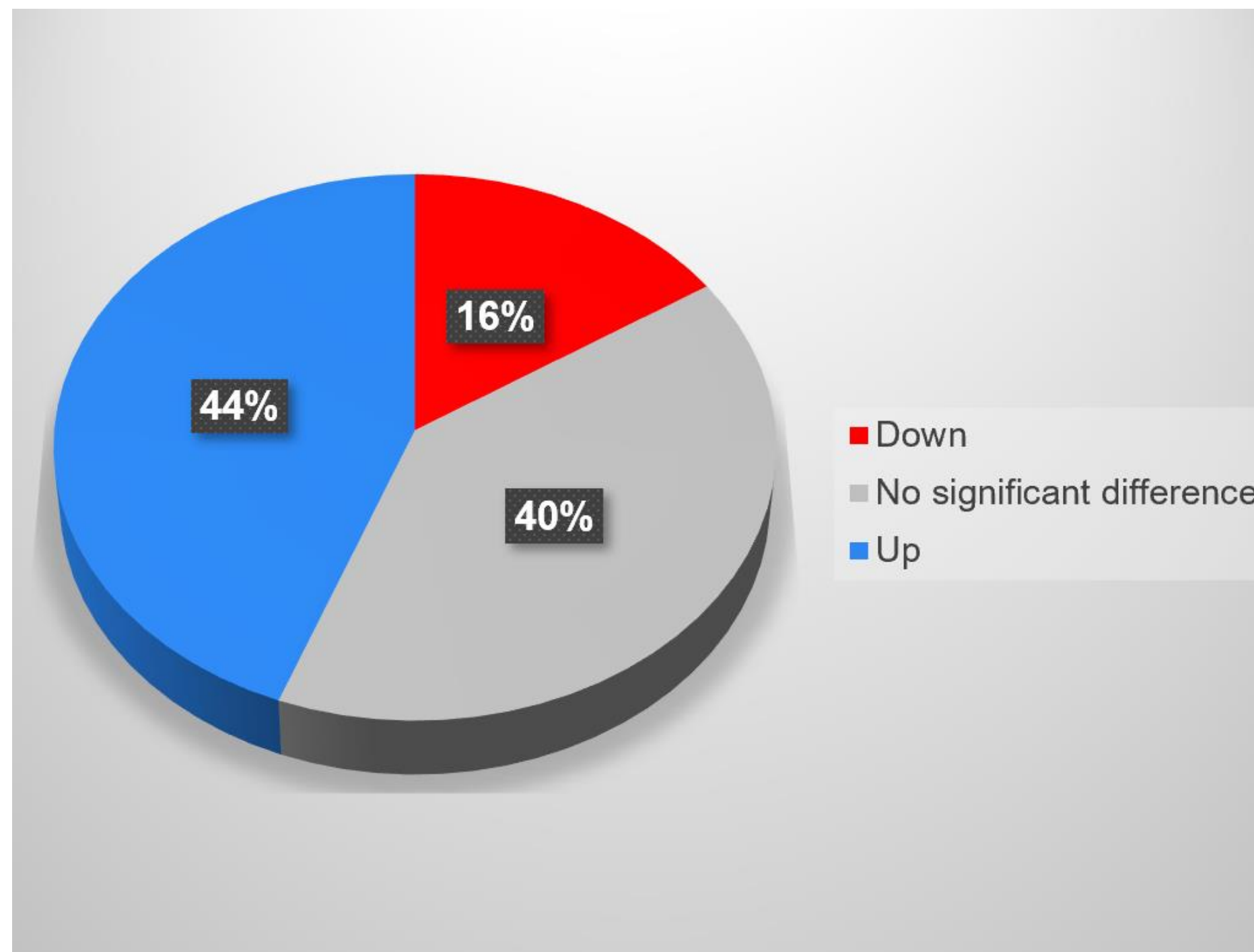
39% of schools say that parent participation is down.





ALUMNI GIVING 2021

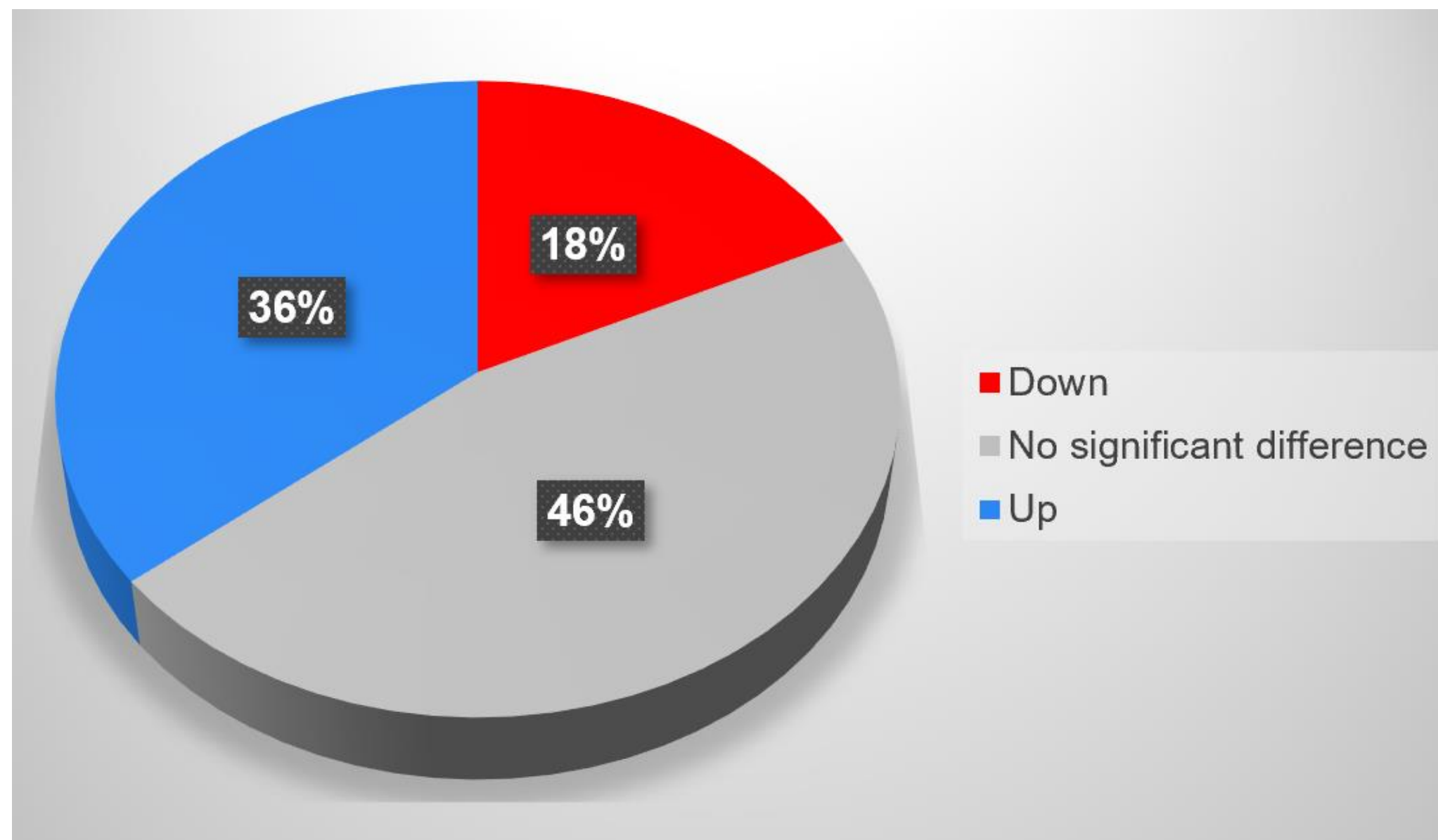
More variable than parent giving.





ALUMNI PARTICIPATION 2021

This trend should look familiar.





THE DONOR IS STILL DISAPPEARING



GIVING AND PARTICIPATION
ARE NOT THE SAME



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THE DONOR IS STILL **DISAPPEARING**

We will have to work harder to continue to raise our annual funds in the future. It's essential that we use every strategic tool in our toolbox in order to drive both \$ raised and participation.

You have **two paths** to consider, but maybe not time to pursue both:

- Figure out who your top 5% are and pursue them intensely.
- Figure out how to re-engage those who no longer give.



WHAT ELSE SHOULD WE BE THINKING ABOUT?



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WHERE IS YOUR SCHOOL?

We see schools moving into one of three positions coming out of the pandemic. In any of these cases we have to seriously consider our goals moving forward.



1

WEAKEST POSITION

Revenue v. expenses is a challenge. Let staff go. Didn't capitalize on a crisis. Enrollment may or may not meet budget. Cut from revenue-producing offices.

2

STRONGER POSITION

Grateful parents have given generously. Enrollment high, but applications are down. Participation and/or engagement have increased slightly. No clear idea about how to capitalize or move forward, but the desire is there.

3

STRONGEST POSITION

Excellent management of the pandemic, and never stopped asking for funds. Has worked hard to engage families and alumni, converting them into a pipeline. Thinking strategically about next steps.



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2021 BUBBLES



ENROLLMENT

Schools had increased demand, due to the pandemic. Everyone was full this year. EMA confirms that applications are down for next year by about 9%.

ENGAGEMENT

We all saw virtual engagement increase. It buoyed everyone's spirits and begged the question of whether engagement translates into dollars. It turns out it doesn't (not yet, anyway).

FUNDRAISING

Schools saw an average increase of 11% to their annual funds in the past year (December 31 2020, compared to December 31, 2019). But how long will it last?



BUT WHAT ABOUT NEXT YEAR?



- When the perceived threat or risk to the school is gone, so will post-pandemic giving levels.
- If parents move their children out of your school, it will happen in or after 2022-23



SO HOW DO WE SET GOALS KNOWING THIS?

- The giving spike will fall before enrollment does.
- Look closely at your annual fund from 2017-2019
- Budget low, but keep your foot on the gas. No CBO has ever complained about exceeding goals.

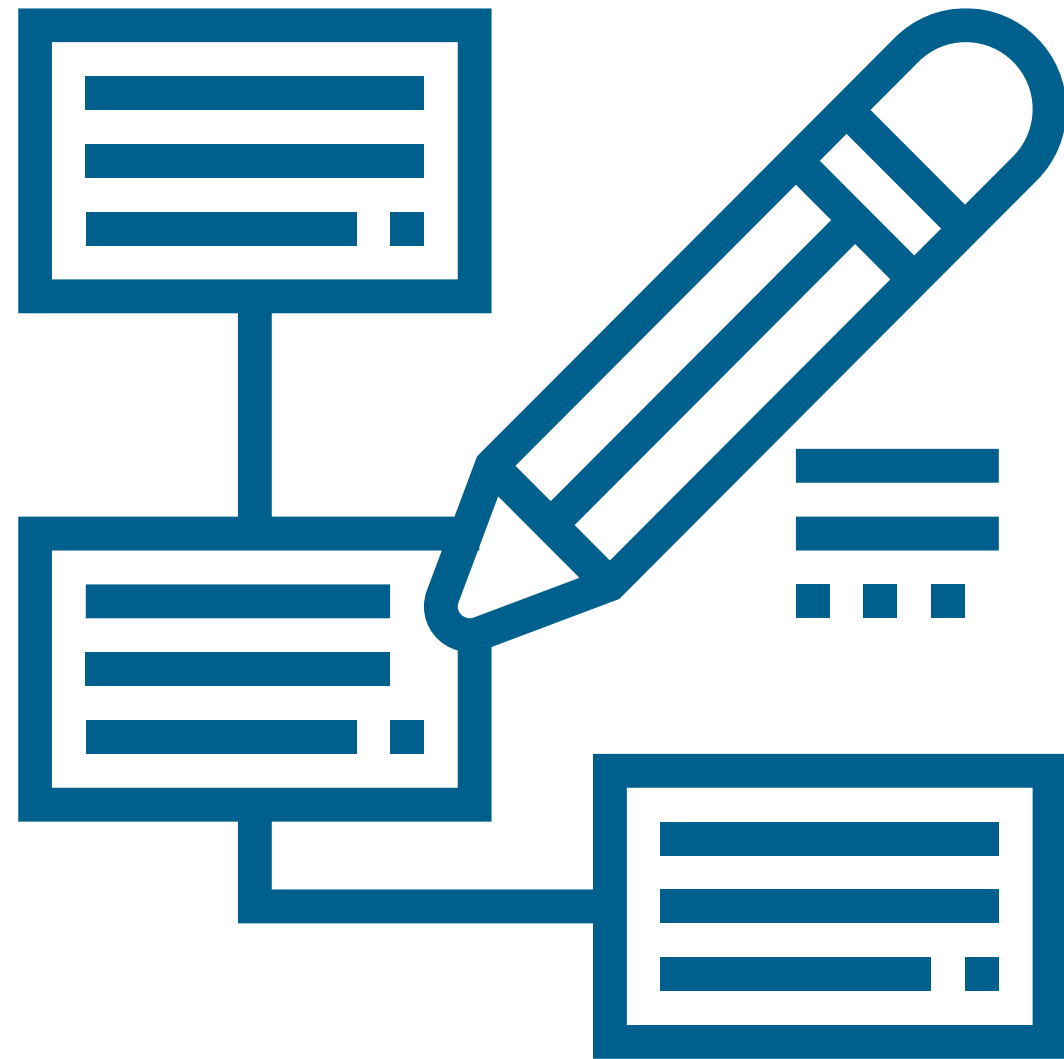


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REMEMBER →

- The longevity of these "bubbles" we're in is partially up to you. Grateful parents and alumni are generous parents and alumni
- Work together (business office and advancement) to tell the true story of your impact on families and students

NEXT



Use a long-range
planning model.

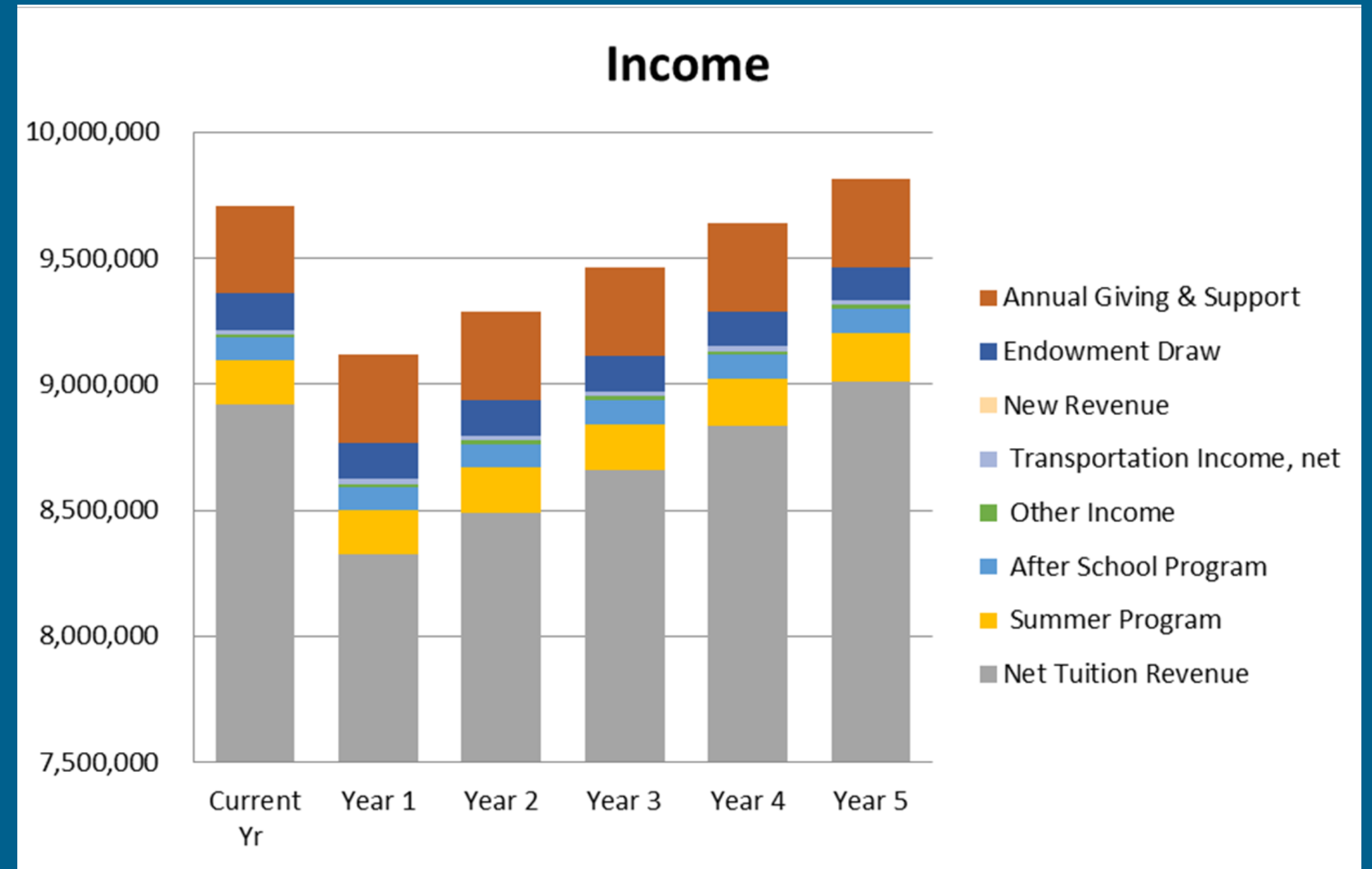
Recommended Options:
NBOA

Use Model To:

Model income:

- Best Case
- Most Likely
- Worst Case

Try plugging in the annual fund as a constant for three years, given past data.



THEN →

Use **every strategic tool**
you can to ensure
maximum annual fund
growth.

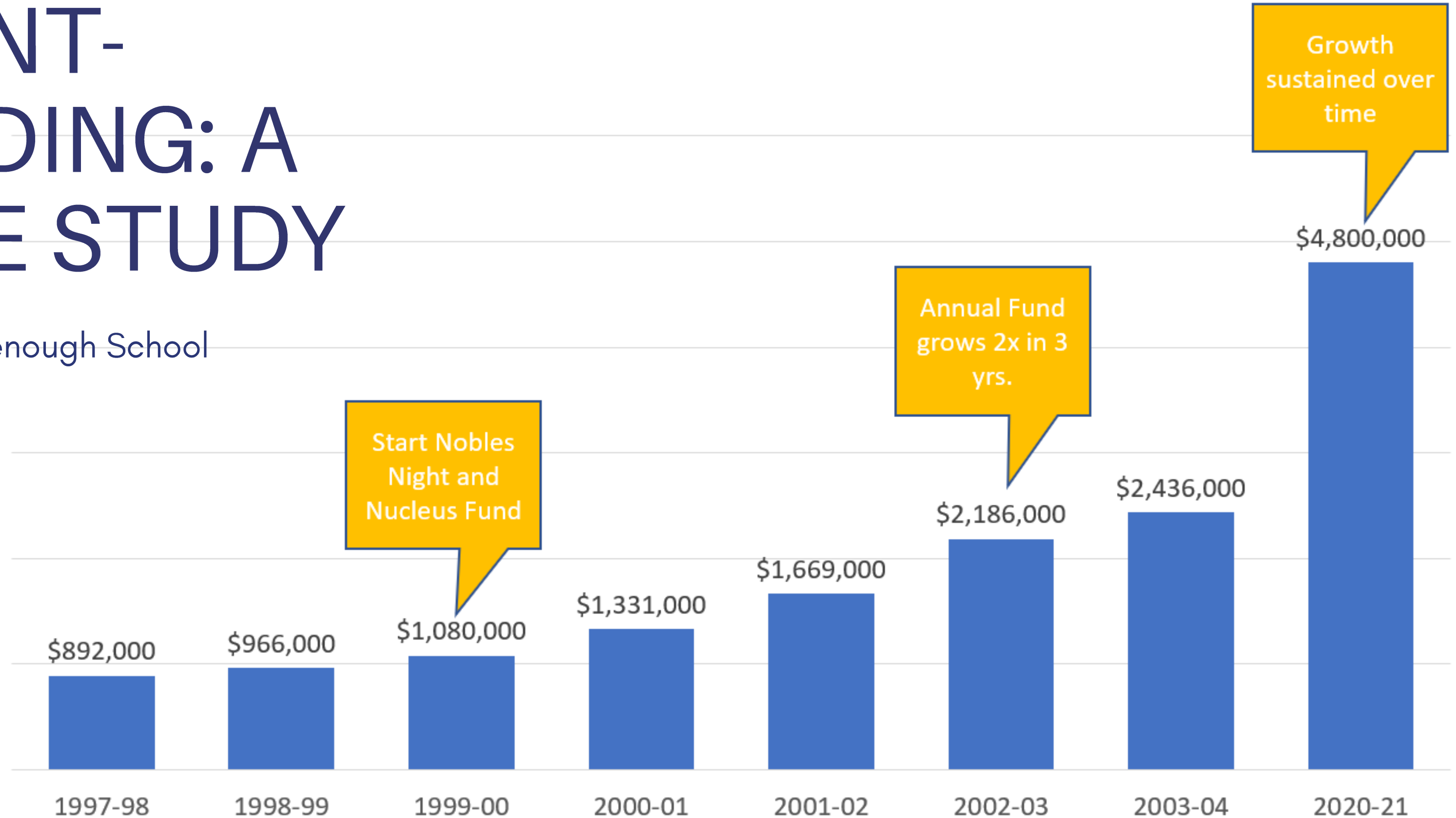


*Front-loading Your School's Annual
Fund: Strategies for Long-term
Success*



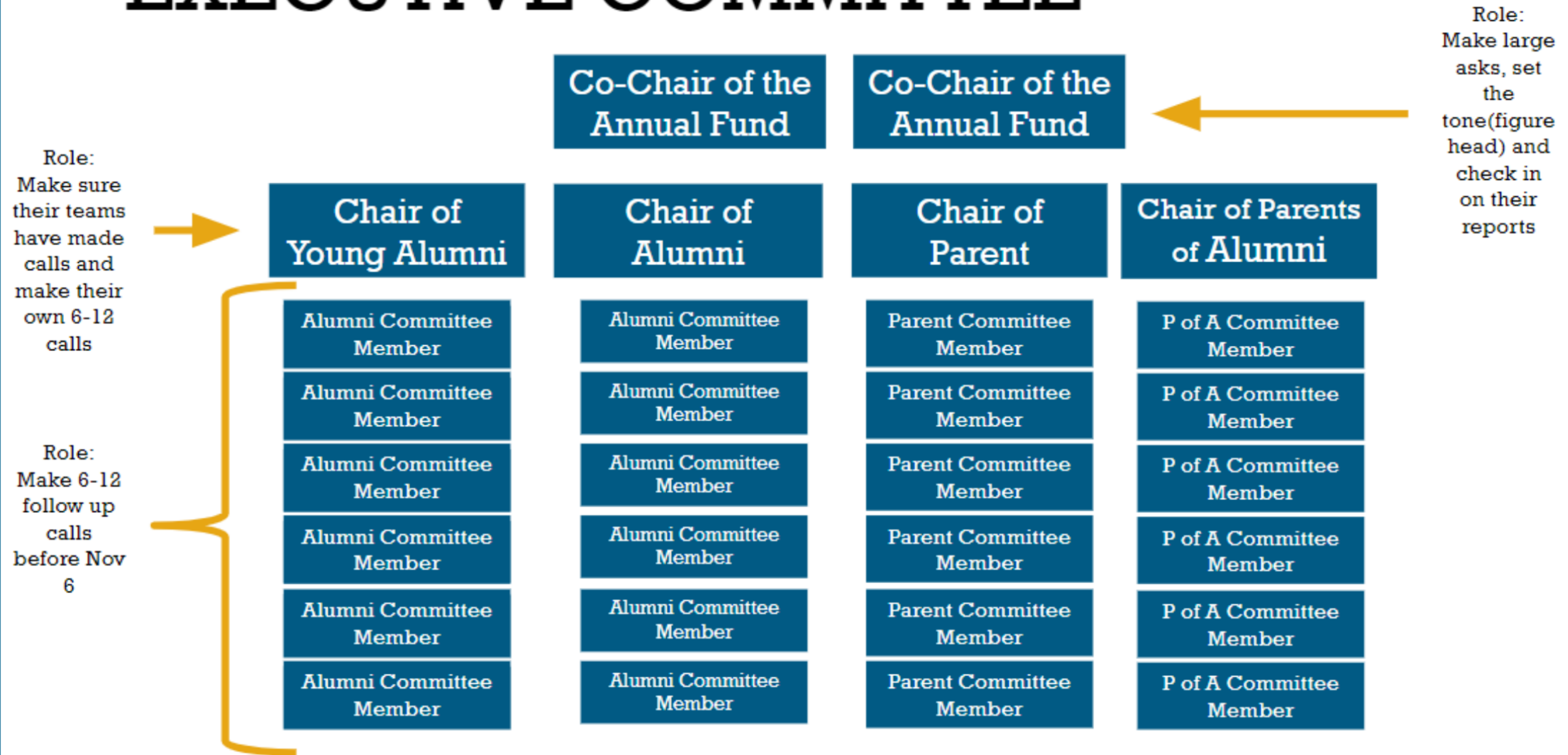
FRONT-LOADING: A CASE STUDY

Noble & Greenough School



Volunteer Annual Fund Executive Committee

VOLUNTEER ANNUAL FUND EXECUTIVE COMMITTEE



Annual Fund **Staffing** Model

Role:
70 asks.
\$25K+

Director of
Advancement

Director of the
Annual Fund

- Role
- Key Liaison with volunteer structure
 - Oversee implementation of staff efforts
 - Portfolio of 25

Role:
Portfolios
of 20-70
people

Major Gift
Officer

Annual Fund
Gift Officer





Major Gift
Officer

Annual Fund
Gift Officer

Major Gift
Officer

Annual Fund
Gift Officer

A CASE STUDY IN FRONT LOADING: TAMPA PREP

	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	May		DOLLARS RAISED
Annual Fund											TOTAL: 4 MOS.	\$415K
Gala											TOTAL: 5 MOS.	\$229K
Golf											TOTAL: 3 MOS.	\$38K
											TOTAL RAISED:	\$682K
19-20 CALENDAR												
Annual Fund											TOTAL: 7 MOS.	\$440K
Gala											TOTAL: 5 MOS.	\$320K
Golf											TOTAL: 3 MOS.	\$25K
											TOTAL RAISED:	\$785K



SUMMARY

Things look “good” now (as good as anything can inside a pandemic) but will they always?

Budget conservatively for your annual fund for the coming year. You are very unlikely to regret it!



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1

TRENDS OVER TIME

Think seriously about what your annual fund looked like from 2017-2019 and budget nearer to that than to 2020 or 2021.

2

CONSIDER YOUR POSITION

How strong is your market position? How have you *actually performed* in the pandemic. Are parents happy? Does retention look good?

3

CONSIDER YOUR STRATEGY

Do you have tools lined up to make your annual giving as strong as it can be next year? Your budget should reflect how confident you are in your ability to meet the moment.

QUESTION AND ANSWER



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CONTACT AND LINKS →



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- [Front loading the Annual Fund](#): A CASE Seminar
- [Advancement at Independent Schools](#): A CASE Subject Guide
- [Annual Giving](#): A CASE Subject Guide
- [Long-range Financial Planning](#): NBOA



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