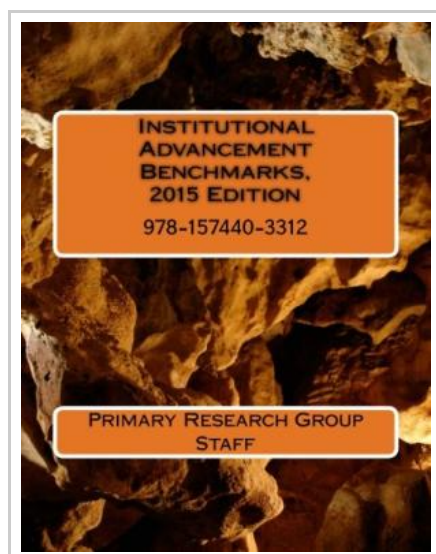




Institutional Advancement Benchmarks, 2015 Edition (Paperback)

By -

Primary Research Group, 2015. Paperback. Book Condition: New. 273 x 216 mm. Language: English . Brand New Book. The 185-page study presents highly detailed data from a survey of the advancement offices of 35 North American colleges and universities. The report helps its readers to answer questions such as: What are trends in advancement office budgets? Number of positions allocated? Spending on various fundraising vehicles or methods? How much are colleges spending on direct mail? Telephone solicitation? On web-based methods? How successful are the pursuit of bequests? Brick campaigns? What is the marginal cost of funds raised for various institutions? How effective are appeals to faculty, staff and students? How much do such campaigns raise? Data in the report is broken out by type and size of college, by level of tuition and other variables for easier benchmarking. Just a few of the report's many findings are that: Mean spending on telephone solicitation for the colleges sampled was \$31,814 in the past year. The median was \$8,000 and the range, 0 to \$255,550. Athletic booster clubs in private colleges raised a mean \$2,563,700.00 and median \$50,000 with a range of \$0-\$17,255,863.00. Public colleges, on the other hand, raised a mean...



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Reviews

Merely no phrases to describe. Better then never, though i am quite late in start reading this one. Its been written in an extremely easy way which is merely following i finished reading this publication through which in fact transformed me, change the way in my opinion.

-- **Pedro Renner**

This publication is wonderful. I actually have go through and i am sure that i am going to going to study once more once more down the road. I am easily could get a enjoyment of studying a written book.

-- **Mozelle Halvorson**