

Databook Section 08: Advancement

This section describes trends and figures for annual and capital giving for your school and your selected comparison group. Data in this section describe advancement information for the school year preceding the year for which the report was run. The charts in this section are taken from the DASL Dashboard, where you can modify settings for the charts and dig more deeply into the data for this area.

Note: In your comparison group data, schools with missing information are removed before calculations are run.

Definitions:

- Annual giving:* All funds received through annual giving efforts
- Capital campaign:* All funds received during the year through a capital campaign
- Average:* The total for the data point across all schools in the group divided by the number of schools in the group
- Median:* The number for the school that falls in the middle of the list of schools when listed from highest to lowest values for the data point
- Hierarchy:* Role groups and their donations are counted in the highest group to which they belong. To see data for giving from the full Board of Trustees, refer to the All Trustees line in the table.

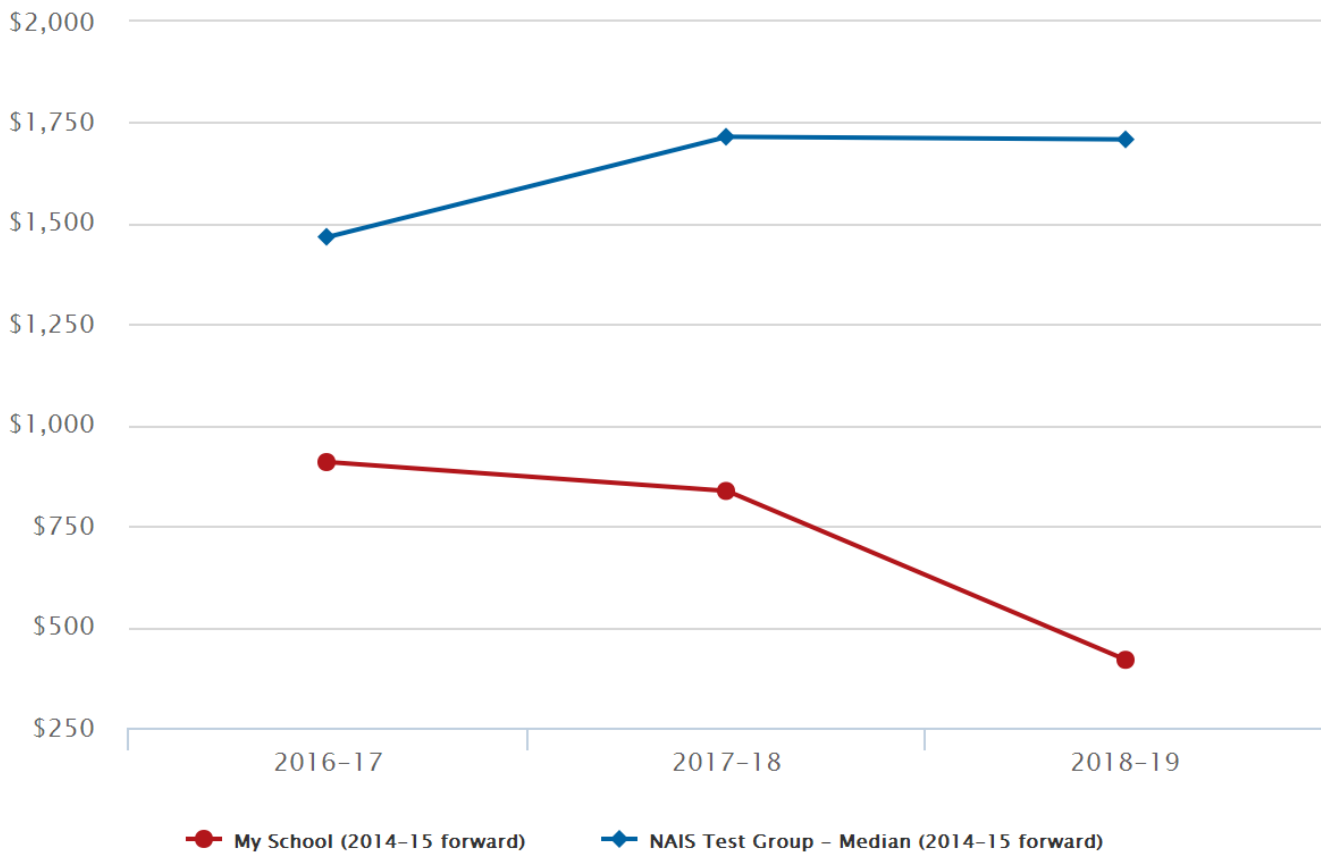
Year(s): 2018-19

School: NAIS Test School

Comparison Group(s): NAIS Test Group

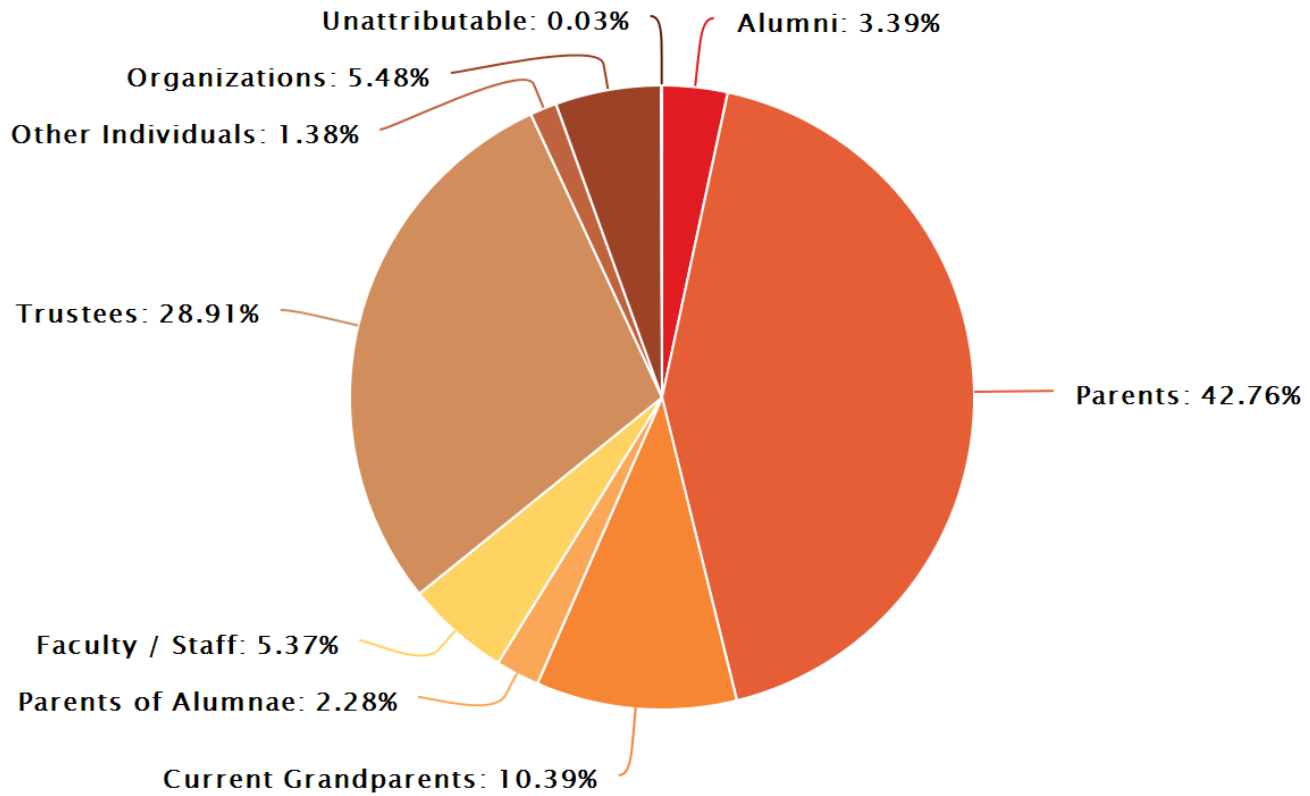
Annual Giving per Student

This chart presents the average annual giving per student at your school compared to the median of the average annual giving per student for the schools in your selected comparison group(s).



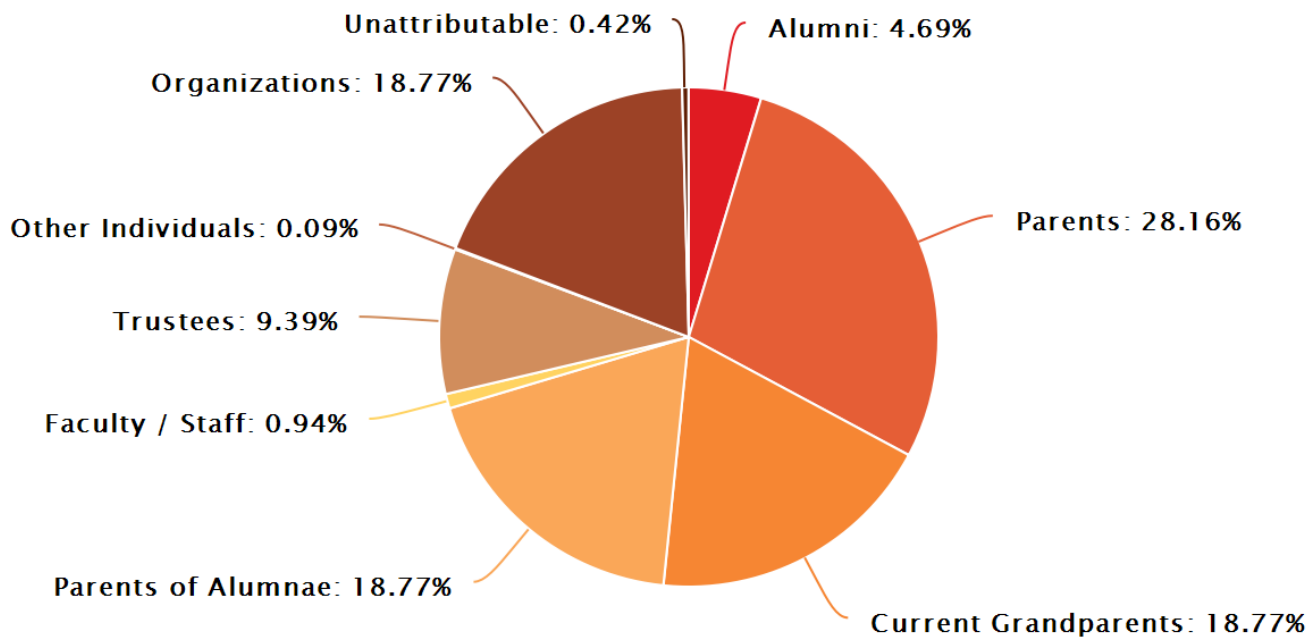
Percent of Annual Giving Donated by Role Groups

This chart shows the percent of all annual giving at your school contributed by parents, alumni/ae, and others for the year selected.



Percent of Capital Campaign Donated by Role Groups

This chart shows the percent of the total capital campaign at your school contributed by parents, alumni/ae, and others for the year selected.



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	NAIS Test School	NAIS Test Group
Annual Giving (preceding year)		
Annual Giving as a % of Operating Income	3.9%	6.1%
Median Annual Giving per Student	\$418	\$1,708
Average Annual Giving per Student	\$418	\$2,239
Median Annual Giving by All Trustees	\$5,785	\$4,689
Median Annual Giving % Participation by All Trustees	100.0%	100.0%
Annual Giving by Hierarchy		
Median Annual Giving Gift by Alumni/ae	\$152	\$531
Median Annual Giving Gift by Parents	\$1,030	\$1,563
Median Annual Giving Gift by Grandparents	\$1,001	\$634
Median Annual Giving Gift by Parents of Alumni/ae	\$455	\$779
Median Annual Giving Gift by Trustees	\$5,785	\$2,500
Median Annual Giving Gift by Faculty/Staff	\$229	\$143
Median Annual Giving Gift by Current Students	\$2	\$32
Median Annual Giving Gift by Other Individuals	\$211	\$454
Median Annual Giving Gift by Organizations	\$1,296	\$2,249
Median Annual Giving Gift by Other Constituencies	\$0	\$399
Percent Participation by Hierarchy		
Median Annual Giving % Participation by Alumni/ae	4.0%	8.8%
Median Annual Giving % Participation by Parents	36.4%	62.8%
Median Annual Giving % Participation by Grandparents	8.9%	12.0%
Median Annual Giving % Participation by Parents of Alumni/ae	2.4%	10.3%
Median Annual Giving % Participation by Trustees	100.0%	100.0%
Median Annual Giving % Participation by Faculty/Staff	100.0%	93.2%
Median Annual Giving % Participation by Current Students	100.0%	10.5%
Median Annual Giving % Participation by Other Individuals	100.0%	12.5%
Median Annual Giving % Participation by Constituencies	0.0%	100.0%
Median Annual Giving % Participation by Organizations	100.0%	69.6%
Annual Giving Appeals Methods		
Direct Mail - Used by Schools	1	47
Direct Mail - Median \$ Spent	\$0	\$8,382
Direct Mail - Median \$ Received	\$0	\$232,144
Email - Used by Schools	1	40
Email - Median \$ Spent	\$0	\$1,000
Email - Median \$ Received	\$0	\$87,827
Magazine - Used by Schools	1	19
Magazine - Median \$ Spent	\$0	\$7,250
Magazine - Median \$ Received	\$0	\$5,482
Personal Solicitation - Used by Schools	1	39
Personal Solicitation - Median \$ Spent	\$0	\$4,746
Personal Solicitation - Median \$ Received	\$0	\$140,138
Phonathon - Used by Schools	1	14
Phonathon - Median \$ Spent	\$0	\$137
Phonathon - Median \$ Received	\$0	\$10,460
Special Events - Used by Schools	1	28

	NAIS Test School	NAIS Test Group
Special Events - Median \$ Spent	\$0	\$35,000
Special Events - Median \$ Received	\$0	\$176,931
Website - Used by Schools	1	30
Website - Median \$ Spent	\$0	\$938
Website - Median \$ Received	\$0	\$81,500
Social Media - Used by Schools	1	28
Social Media - Median \$ Spent	\$0	\$110
Social Media - Median \$ Received	\$0	\$10,447
Other Methods - Used by Schools	0	17
Other Methods - Median \$ Spent	\$0	\$0
Other Methods - Median \$ Received	\$0	\$43,344
Capital Giving (preceding year)		
Median Capital Giving per Student	\$171	\$2,995
Median Capital Giving by All Trustees	\$0	\$42,021
Median Capital Giving % Participation by All Trustees	0.0%	100.0%
Capital Giving by Hierarchy		
Median Capital Giving Gift by Alumni/ae	\$0	\$14,389
Median Capital Giving Gift by Parents	\$0	\$19,394
Median Capital Giving Gift by Grandparents	\$1	\$11,951
Median Capital Giving Gift by Parents of Alumni/ae	\$0	\$12,786
Median Capital Giving Gift by Trustees	\$0	\$39,310
Median Capital Giving Gift by Faculty/Staff	\$0	\$545
Median Capital Giving Gift by Current Students	\$0	\$0
Median Capital Giving Gift by Other Individuals	\$0	\$1,727
Median Capital Giving Gift by Organizations	\$0	\$22,914
Median Capital Giving Gift by Other Constituencies	\$0	\$0
Percent Participation by Hierarchy		
Median Capital Giving % Participation by Alumni/ae	0.4%	90.9%
Median Capital Giving % Participation by Parents	19.1%	60.0%
Median Capital Giving % Participation by Grandparents	0.9%	75.2%
Median Capital Giving % Participation by Parents of Alumni/ae	1.6%	80.0%
Median Capital Giving % Participation by Trustees	2.0%	7.0%
Median Capital Giving % Participation by Faculty/Staff	23.9%	17.1%
Median Capital Giving % Participation by Current Students	0.0%	0.0%
Median Capital Giving % Participation by Other Individuals	0.2%	74.2%
Median Capital Giving % Participation by Organizations	100.0%	83.4%
Median Capital Giving % Participation by Other Constituencies	0.0%	0.0%

This report was generated by NAIS DASL on 5/13/2019.

Information subject to change.

Zeros indicate data not collected or applicable.

Dashes indicate that not enough schools responded to generate that statistic.

Two asterisks (**) indicate the current user does not have permission to view the data.