

SECTION II

Compensation

This section examines the role played by gender, years of experience, type of organization, and level of education on salary levels in fundraising and presents the mean or average salaries, as well as the median or middle salaries for all respondents. They include the 2,389 United States and 402 Canadian respondents.

Compensation Summary

United States Respondents

Table 2 provides the salary data for the 2,389 United States respondents and indicates the following:

- The mean (average) salary for all respondents is \$70,880. The median (middle value) salary is \$62,000. The top 25 percent of respondent fundraisers earn more than \$85,000, and the bottom 25 percent earn \$47,200 or less.
- There is a dramatic difference in the compensation of males and females. The average salary of male fundraisers is reported to be \$88,169. Females are paid an average of \$69,134.
- There is a strong correlation between years of experience and compensation. Fundraisers with less than 10 years of experience reported average salaries of \$50,324--\$68,923. Those with 10-24 years of experience reported average salaries of \$76,347--\$89,411. Those with 20 or more years of experience reported averages of \$100,648--\$117,908.
- Within the 6 regions of the United States, average salaries for all survey respondents ranged from \$66,753 in the Southwest area to \$73,095 in the Northwest region.
- Fundraisers working in national and international organizations reported higher average salaries than those affiliated with state/regional or local organizations.
- Expected strong positive correlations were noted between average compensation and the size of an organization's budget and the amount of funds raised.
- There was also a strong positive correlation between average compensation and level of education. Those who reported a doctorate degree had the highest average compensation at \$85,530, followed closely by those holding a law degree at \$82,829.
- The possession of a certification credential correlates positively with salary. In the United States sample, CFREs reported average salaries nearly \$24,000 higher than the average for respondents with no certification. Those who hold the ACFRE reported average salaries nearly \$40,000 higher than noncredentialed individuals. The following table shows that relationship.

| Average and Median Salary* by Certification, U.S. Respondents | | | |
|--|----------------------------|---------------------------|------------------------------|
| | Average Salary 2015 | Median Salary 2015 | Number of Respondents |
| CFRE | \$90,870 | \$85,000 | 368 |
| ACFRE | \$107,018 | \$120,000 | 11 |
| FAHP | \$125,500 | \$125,500 | 2 |
| No Professional Certification | \$67,146 | \$60,000 | 1,432 |

*Mean and median calculations exclude 99th percentile cases

Canadian Respondents

Table 3 provides the salary data (in Canadian dollars) for the 402 Canadian respondents and indicates the following:

- The mean (average) salary reported in the Canadian sample was \$78,380. The median (middle) value for all Canadian respondents was \$73,000. The top 25 percent of respondent fundraisers earn more than \$93,213, and the bottom 25 percent earn \$54,000 or less.
- There is a difference of nearly \$14,000 in the compensation of males and females. Males averaged \$94,269; females \$80,538.
- Years of professional experience correlated with salaries. Those with less than 10 years of experience reported average salaries of \$63,634--\$72,966. Those with 10-24 years' experience averaged \$73,979--\$106,106. The highest salaries were reported in the 25-29 years of experience range, with an average of \$120,340.
- Within the three regions of Canada, average salaries for all respondents ranged from \$72,709 in the Western provinces area to \$92,324 in the Eastern provinces.
- Fundraisers in organizations that were provincial/regional in scope reported the highest average salaries (\$81,907), followed by national organizations with an average of \$81,126. Organizations with a local scope reported the lowest average salaries: \$74,419.
- There was a positive correlation between average compensation and size of an organization's budget and funds raised.
- There was also a positive correlation between average compensation and level of education. Individuals with a professional (law) degree were the highest earners, with an average salary of \$97,029, followed by those with an MBA, with salaries of \$95,815.
- The possession of a certification credential correlates positively with salary. CFREs reported average salaries nearly \$30,000 higher than the average for respondents with no certification. The following table shows that relationship.

| Average and Median Salary* by Certification, Canadian Respondents | | | |
|--|----------------------------|---------------------------|------------------------------|
| | Average Salary 2015 | Median Salary 2015 | Number of Respondents |
| CFRE | \$100,317 | \$90,000 | 101 |
| No Professional Certification | \$70,468 | \$68,000 | 225 |

Table 2: Compensation: All U.S. Respondents (U.S. Dollars)

| | 2014 Mean | 2015 Mean | % Change (14-15) | 2014 Median | 2015 Median | % Change (14-15) | Percentile 25 | Percentile 75 | Count |
|-----------------------------------|-----------|-----------|------------------|-------------|-------------|------------------|---------------|---------------|-------|
| Whole Sample | \$75,913 | \$70,880 | -6.6 | \$65,000 | \$62,000 | -4.6 | \$47,200 | \$85,000 | 2365 |
| Organizational Focus | | | | | | | | | |
| Arts/Cultural | \$63,804 | \$62,295 | -2.4 | \$55,000 | \$55,000 | 0.0 | \$40,000 | \$73,000 | 297 |
| Higher Educational | \$90,556 | \$76,446 | -15.6 | \$75,000 | \$70,000 | -6.7 | \$51,250 | \$90,000 | 426 |
| Prim/Sec Educational | \$69,510 | \$71,990 | 3.6 | \$65,000 | \$64,200 | -1.2 | \$48,000 | \$86,500 | 78 |
| Religion-Related | \$68,838 | \$70,420 | 2.3 | \$64,000 | \$59,750 | -6.6 | \$50,000 | \$85,000 | 48 |
| Civic/Public Affairs | \$73,261 | \$77,908 | 6.3 | \$58,000 | \$69,750 | 20.3 | \$54,500 | \$97,000 | 54 |
| Health Problem | \$79,532 | \$76,726 | -3.5 | \$70,000 | \$68,640 | -1.9 | \$52,000 | \$92,000 | 337 |
| Health Services | \$82,922 | \$64,053 | -22.8 | \$70,000 | \$58,500 | -16.4 | \$45,000 | \$79,000 | 547 |
| Social Service | \$69,897 | \$61,980 | -11.3 | \$60,000 | \$54,000 | -10.0 | \$42,000 | \$75,000 | 111 |
| Environmental | \$76,739 | \$68,820 | -10.3 | \$67,600 | \$57,000 | -15.7 | \$41,000 | \$87,700 | 20 |
| Public Broadcasting | \$80,494 | \$90,005 | 11.8 | \$67,500 | \$75,000 | 11.1 | \$53,000 | \$120,000 | 33 |
| Scientific or Research | \$81,112 | \$75,015 | -7.5 | \$70,000 | \$71,000 | 1.4 | \$55,000 | \$86,000 | 31 |
| Association Foundation | \$91,956 | \$68,500 | -25.5 | \$82,375 | \$53,500 | -35.1 | \$41,000 | \$78,000 | 14 |
| Federated Appeals | \$65,308 | \$74,626 | 14.3 | \$49,000 | \$59,000 | 20.4 | \$55,000 | \$68,880 | 7 |
| Government | \$62,600 | \$94,460 | 50.9 | \$62,000 | \$86,750 | 39.9 | \$58,000 | \$125,000 | 66 |
| Consulting Agency | \$107,137 | \$69,310 | -35.3 | \$80,000 | \$61,500 | -23.1 | \$50,000 | \$92,000 | 34 |
| Emergency Relief/Humanitarian Aid | \$70,972 | \$68,118 | -4.0 | \$64,500 | \$62,000 | -3.9 | \$49,200 | \$85,000 | 236 |
| Community Development | \$61,579 | | N/A | \$59,000 | | N/A | | | 0 |
| Intl Development/Overseas Aid | \$71,519 | \$62,743 | -12.3 | \$65,000 | \$60,356 | -7.1 | \$40,500 | \$77,000 | 20 |
| Organizational Scope | | | | | | | | | |
| International | \$92,016 | \$76,808 | -16.5 | \$74,000 | \$68,000 | -8.1 | \$51,700 | \$97,500 | 225 |
| National | \$89,338 | \$80,983 | -9.4 | \$75,000 | \$72,000 | -4.0 | \$51,000 | \$100,000 | 333 |
| State//Regional | \$75,573 | \$69,083 | -8.6 | \$65,000 | \$60,000 | -7.7 | \$46,000 | \$85,000 | 744 |
| Local | \$68,638 | \$66,696 | -2.8 | \$60,000 | \$60,000 | 0.0 | \$45,000 | \$81,000 | 1,059 |

*Mean and median calculations exclude 99th percentile cases to avoid skewness error.

Table 2: Compensation: All U.S. Respondents (U.S. Dollars)

| | 2014 Mean | 2015 Mean | % Change (14-15) | 2014 Median | 2015 Median | % Change (14-15) | Percentile 25 | Percentile 75 | Count |
|---------------------------------------|-----------|-----------|------------------|-------------|-------------|------------------|---------------|---------------|-------|
| Whole Sample | \$75,913 | \$70,880 | -6.6 | \$65,000 | \$62,000 | -4.6 | \$47,200 | \$85,000 | 2365 |
| Funds Raised by Organization FY 2015 | | | | | | | | | |
| Less than \$100,000 | \$51,212 | \$51,298 | 0.2 | \$49,500 | \$45,000 | -9.1 | \$35,000 | \$65,000 | 99 |
| \$100,000 - \$249,999 | \$53,625 | \$52,609 | -1.9 | \$51,125 | \$52,000 | 1.7 | \$38,000 | \$61,050 | 150 |
| \$250,000 - \$499,000 | \$62,108 | \$58,735 | -5.4 | \$60,000 | \$56,000 | -6.7 | \$44,000 | \$71,000 | 235 |
| \$500,000 - \$749,999 | \$63,996 | \$60,784 | -5.0 | \$60,000 | \$58,650 | -2.3 | \$43,151 | \$71,000 | 201 |
| \$750,000 - \$1,499,000 | \$65,847 | \$65,826 | 0.0 | \$62,000 | \$60,000 | -3.2 | \$47,000 | \$81,000 | 410 |
| \$1,500,000 - \$2,999,999 | \$75,744 | \$70,058 | -7.5 | \$70,000 | \$62,000 | -11.4 | \$49,000 | \$88,000 | 350 |
| \$3,000,000 - \$9,999,999 | \$82,088 | \$77,118 | -6.1 | \$71,650 | \$70,000 | -2.3 | \$51,000 | \$95,000 | 461 |
| \$10,000,000 - \$99,999,999 | \$101,681 | \$87,728 | -13.7 | \$80,000 | \$80,000 | 0.0 | \$59,000 | \$110,000 | 321 |
| \$100 million or more | \$102,307 | \$87,076 | -14.9 | \$84,000 | \$80,000 | -4.8 | \$58,000 | \$104,000 | 69 |
| Size of Organizational Budget FY 2015 | | | | | | | | | |
| Less than \$250,000 | \$54,702 | \$50,901 | -6.9 | \$50,500 | \$50,000 | -1.0 | \$37,000 | \$63,500 | 96 |
| \$250,000 - \$499,999 | \$62,408 | \$62,151 | -0.4 | \$54,000 | \$54,080 | 0.1 | \$41,250 | \$73,400 | 136 |
| \$500,000 - \$999,999 | \$65,727 | \$59,337 | -9.7 | \$60,000 | \$55,000 | -8.3 | \$41,000 | \$72,000 | 224 |
| \$1,000,000- \$2,999,999 | \$65,917 | \$61,602 | -6.5 | \$60,000 | \$55,000 | -8.3 | \$45,000 | \$74,000 | 510 |
| \$3,000,000 - \$4,999,999 | \$70,494 | \$65,149 | -7.6 | \$65,000 | \$60,000 | -7.7 | \$45,000 | \$80,000 | 233 |
| \$5,000,000 - \$9,999,999 | \$73,307 | \$72,656 | -0.9 | \$66,000 | \$66,900 | 1.4 | \$50,000 | \$90,000 | 297 |
| \$10,000,000 - \$49,999,999 | \$79,724 | \$76,796 | -3.7 | \$70,000 | \$67,950 | -2.9 | \$52,127 | \$91,400 | 503 |
| \$50,000,000 - \$74,999,999 | \$95,963 | \$82,703 | -13.8 | \$77,750 | \$72,275 | -7.0 | \$55,000 | \$95,000 | 87 |
| \$75 million or more | \$115,162 | \$95,738 | -16.9 | \$89,338 | \$86,000 | -3.7 | \$62,000 | \$117,000 | 184 |
| Location of Organization (US) | | | | | | | | | |
| Northeast U.S. | \$83,194 | \$72,200 | -13.2 | \$70,000 | \$62,000 | -11.4 | \$48,000 | \$85,140 | 495 |
| Southeast U.S. | \$72,184 | \$69,624 | -3.5 | \$62,000 | \$63,000 | 1.6 | \$45,000 | \$85,000 | 457 |
| North Central U.S. | \$72,703 | \$69,135 | -4.9 | \$63,331 | \$60,000 | -5.3 | \$46,750 | \$82,000 | 577 |
| South Central U.S. | \$70,864 | \$69,259 | -2.3 | \$62,000 | \$61,350 | -1.0 | \$45,000 | \$85,000 | 341 |
| Northwest U.S. | \$77,865 | \$73,095 | -6.1 | \$70,000 | \$67,500 | -3.6 | \$50,000 | \$91,468 | 393 |
| Southwest U.S. | \$70,825 | \$66,753 | -5.7 | \$65,000 | \$58,000 | -10.8 | \$48,500 | \$80,000 | 112 |
| Metropolitan Area Population | | | | | | | | | |
| Fewer than 50,000 | \$66,759 | \$63,882 | -4.3 | \$60,000 | \$55,000 | -8.3 | \$41,124 | \$75,354 | 216 |
| 50,000-999,999 | \$68,584 | \$66,059 | -3.7 | \$60,000 | \$59,900 | -0.2 | \$46,350 | \$80,000 | 1,016 |
| 1,000,000-2,999,999 | \$76,460 | \$72,403 | -5.3 | \$70,000 | \$66,000 | -5.7 | \$47,000 | \$88,400 | 591 |
| 3,000,000 or more | \$91,555 | \$78,865 | -13.9 | \$74,000 | \$70,000 | -5.4 | \$52,000 | \$95,500 | 533 |

Table 2: Compensation: All U.S. Respondents (U.S. Dollars)

| | 2014 Mean | 2015 Mean | % Change (14-15) | 2014 Median | 2015 Median | % Change (14-15) | Percentile 25 | Percentile 75 | Count |
|--|-----------|-----------|------------------|-------------|-------------|------------------|---------------|---------------|-------|
| Whole Sample | \$75,913 | \$70,880 | -6.6 | \$65,000 | \$62,000 | -4.6 | \$47,200 | \$85,000 | 2389 |
| Current Position | | | | | | | | | |
| Chief Executive Officer | \$89,423 | \$83,356 | -6.8 | \$75,300 | \$75,354 | 0.1 | \$55,000 | \$100,000 | 226 |
| Chief Development Officer | \$84,705 | \$82,901 | -2.1 | \$73,500 | \$72,000 | -2.0 | \$55,000 | \$98,000 | 1030 |
| Deputy Development Officer | \$72,647 | \$66,950 | -7.8 | \$63,000 | \$60,000 | -4.8 | \$48,000 | \$78,000 | 253 |
| Program Manager | \$61,064 | \$63,995 | 4.8 | \$57,600 | \$56,000 | -2.8 | \$46,000 | \$72,100 | 453 |
| Other Staff Position | \$45,194 | \$44,232 | -2.1 | \$42,000 | \$40,000 | -4.8 | \$34,500 | \$52,000 | 298 |
| Consultant/Principal | \$112,446 | \$112,557 | 0.1 | \$80,000 | \$109,000 | 36.3 | \$60,000 | \$140,000 | 50 |
| Consultant/Other | \$75,583 | \$57,125 | -24.4 | \$71,000 | \$62,500 | -12.0 | \$35,000 | \$75,250 | 12 |
| Other Positions | \$69,150 | \$70,951 | 3% | \$59,500 | \$60,000 | 1% | \$40,000 | \$88,000 | 43 |
| None (Unemployed) | \$52,000 | \$92,625 | 78% | \$68,000 | \$58,000 | -15% | \$48,500 | \$136,750 | 6 |
| NO ANSWER | \$87,667 | \$45,000 | -49% | \$80,000 | \$45,000 | -44% | \$45,000 | \$45,000 | 3 |
| Full-Time Equivalent Employment Proportion | | | | | | | | | |
| 1-24% | \$59,438 | \$48,321 | -18.7 | \$52,000 | \$42,000 | -19.2 | \$34,000 | \$60,000 | 39 |
| 25-49% | \$49,636 | \$50,525 | 1.8 | \$48,000 | \$40,000 | -16.7 | \$27,500 | \$64,250 | 84 |
| 50-74% | \$62,143 | \$60,466 | -2.7 | \$55,000 | \$55,000 | 0.0 | \$40,000 | \$75,000 | 115 |
| 75-99% | \$78,279 | \$75,654 | -3.4 | \$68,000 | \$65,000 | -4.4 | \$50,000 | \$89,250 | 2062 |
| 100% | | | | | | | | | |
| Gender | | | | | | | | | |
| Male | \$97,821 | \$88,169 | -9.9 | \$80,000 | \$75,000 | -6.3 | \$52,254 | \$107,000 | 461 |
| Female | \$70,366 | \$69,134 | -1.8 | \$62,000 | \$60,000 | -3.2 | \$46,000 | \$82,000 | 1907 |
| Current Age | | | | | | | | | |
| Under Age 25 | \$35,214 | \$39,665 | 12.6 | \$35,250 | \$37,000 | 5.0 | \$32,000 | \$41,500 | 55 |
| 25-34 years old | \$54,017 | \$53,098 | -1.7 | \$50,000 | \$50,000 | 0.0 | \$40,000 | \$61,000 | 754 |
| 35-44 years old | \$76,268 | \$76,746 | 0.6 | \$70,000 | \$70,000 | 0.0 | \$53,000 | \$90,000 | 527 |
| 45-54 years old | \$88,865 | \$86,932 | -2.2 | \$78,625 | \$80,000 | 1.7 | \$59,000 | \$100,000 | 529 |
| 55-64 years old | \$87,543 | \$89,690 | 2.5 | \$76,000 | \$80,000 | 5.3 | \$58,000 | \$108,250 | 402 |
| 65 or more years old | \$115,383 | \$78,419 | -32.0 | \$84,500 | \$70,500 | -16.6 | \$50,000 | \$97,000 | 78 |

Table 2: Compensation: All U.S. Respondents (U.S. Dollars)

| | 2014 Mean | 2015 Mean | % Change (14-15) | 2014 Median | 2015 Median | % Change (14-15) | Percentile 25 | Percentile 75 | Count |
|----------------------------------|-----------|-----------|------------------|-------------|-------------|------------------|---------------|---------------|-------|
| Whole Sample | \$75,913 | \$70,880 | -6.6 | \$65,000 | \$62,000 | -4.6 | \$47,200 | \$85,000 | 2365 |
| Highest Education | | | | | | | | | |
| High school | \$53,000 | \$60,833 | 14.8 | \$45,000 | \$54,000 | 20.0 | \$51,000 | \$60,000 | 6 |
| Some college work | \$70,240 | \$62,413 | -11.1 | \$58,000 | \$55,000 | -5.2 | \$46,000 | \$75,000 | 55 |
| Associates degree | \$74,250 | \$61,641 | -17.0 | \$61,000 | \$60,000 | -1.6 | \$47,000 | \$80,000 | 83 |
| Baccalaureate degree | \$69,839 | \$66,740 | -4.4 | \$60,000 | \$58,000 | -3.3 | \$44,350 | \$80,000 | 939 |
| Post Graduate Work | \$82,400 | \$76,074 | -7.7 | \$72,400 | \$66,000 | -8.8 | \$52,000 | \$91,225 | 241 |
| MBA | \$90,301 | \$79,178 | -12.3 | \$79,000 | \$75,000 | -5.1 | \$58,000 | \$93,500 | 196 |
| MNA | \$68,201 | \$69,762 | 2.3 | \$65,000 | \$66,000 | 1.5 | \$51,000 | \$85,473 | 90 |
| Other Masters degree | \$75,736 | \$72,609 | -4.1 | \$65,000 | \$62,750 | -3.5 | \$48,000 | \$90,000 | 656 |
| Law degree | \$107,361 | \$82,829 | -22.9 | \$64,000 | \$70,000 | 9.4 | \$53,400 | \$111,000 | 54 |
| Doctoral degree | \$100,045 | \$85,530 | -14.5 | \$75,000 | \$72,000 | -4.0 | \$50,000 | \$100,000 | 43 |
| Years of Professional Experience | | | | | | | | | |
| Less than 4 years | \$48,628 | \$50,324 | 3.5 | \$44,000 | \$43,151 | -1.9 | \$36,000 | \$55,000 | 568 |
| 4-6 years | \$59,637 | \$58,991 | -1.1 | \$55,000 | \$54,000 | -1.8 | \$44,000 | \$68,000 | 447 |
| 7-9 years | \$70,007 | \$68,923 | -1.5 | \$65,000 | \$61,000 | -6.2 | \$53,000 | \$78,000 | 278 |
| 10-14 years | \$79,969 | \$76,347 | -4.5 | \$72,000 | \$70,000 | -2.8 | \$57,000 | \$90,000 | 379 |
| 15-19 years | \$88,594 | \$89,411 | 0.9 | \$81,750 | \$82,000 | 0.3 | \$65,000 | \$106,000 | 327 |
| 20-24 years | \$105,256 | \$100,648 | -4.4 | \$95,000 | \$88,000 | -7.4 | \$66,000 | \$111,000 | 185 |
| 25-29 years | \$118,103 | \$109,741 | -7.1 | \$100,000 | \$100,000 | 0.0 | \$65,000 | \$135,000 | 92 |
| 30 or more years | \$123,365 | \$117,908 | -4.4 | \$106,000 | \$104,000 | -1.9 | \$78,816 | \$145,000 | 105 |
| Years with Current Employer | | | | | | | | | |
| One year or less | \$66,934 | \$64,822 | -3.2 | \$60,000 | \$58,000 | -3.3 | \$43,000 | \$80,000 | 680 |
| 2 years | \$68,128 | \$65,403 | -4.0 | \$60,000 | \$56,000 | -6.7 | \$42,125 | \$75,500 | 460 |
| 3 years | \$70,147 | \$67,911 | -3.2 | \$63,000 | \$59,750 | -5.2 | \$45,000 | \$80,500 | 340 |
| 4 years | \$75,161 | \$77,258 | 2.8 | \$63,500 | \$64,678 | 1.9 | \$51,000 | \$87,500 | 172 |
| 5-6 years | \$79,810 | \$77,471 | -2.9 | \$70,500 | \$65,500 | -7.1 | \$50,000 | \$86,795 | 244 |
| 7-9 years | \$88,063 | \$77,920 | -11.5 | \$74,900 | \$70,000 | -6.5 | \$55,000 | \$88,250 | 180 |
| 10-14 years | \$88,787 | \$89,461 | 0.8 | \$75,000 | \$80,000 | 6.7 | \$60,000 | \$109,000 | 165 |
| 15 or more years | \$115,461 | \$109,308 | -5.3 | \$94,500 | \$96,000 | 1.6 | \$64,273 | \$124,500 | 139 |