

Benchmarking Survey 2016–2018

Early findings and how they should inform your programme

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Overview of headline statistics

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Our view

- ▶ Complexity?
- ▶ Similar trends
- ▶ Outliers

Four-year trends

Four-year trends

Findings

- ▶ c.50% of schools participated in both surveys
- ▶ 59% increase in donor numbers: 192 to 305
- ▶ Just over half increased income from 14–16 to 16–18
- ▶ But the increase was significant: £254k to £535k
- ▶ Two schools went from <£200k to >£1m
- ▶ Less reliance on big gifts at high-performing schools

Four-year trends

Our view

- ▶ Stability and evidence of growth – both modest and rapid
- ▶ Work out how to leverage more MG activity
- ▶ Taking part in benchmarking is good for your programme!

Leadership

Leadership Findings

- ▶ Heads are still involved or very involved (71%)
- ▶ Depth of involvement seems to have decreased
- ▶ Expansion in the fundraising team beyond the development office
- ▶ A little more leadership time can go a long way (£120k)

Leadership Findings



- ▶ Encouraging signs regarding major gift fundraising & strategy
- ▶ Asking itself is bottom amongst the associated activities

Leadership

Our view

- ▶ Focused use of the Head is paramount
- ▶ Use other staff and volunteers effectively, not administratively
- ▶ Facilitate more time to get them hooked on asking

Resources & their application

Resources & application

Findings

- ▶ 53% of schools spend the most time on alumni relations, raising £521k on average
- ▶ 20% of schools spend the most time on major gifts, raising £848k on average
- ▶ Where schools spend >50% of their time on outward-facing activity
 - Major gift focus = £884k
 - Regular giving focus = £230k
 - Alumni relations focus = £465k

Resources & application Findings

- ▶ The £500k gap is widening
- ▶ Increasing budget
- ▶ Increasing FTE
- ▶ Greater focus on major gifts

Resources & application

Our view



- ▶ Application of resources is probably the most important question for schools to consider
- ▶ Not a one-size-fits-all model
- ▶ Understand your audience, your projects, and your resources, and develop your strategy accordingly

A changing case for schools

The Case for Support Findings

- ▶ Funds raised for bursaries has increased across almost all income levels
- ▶ £500k–£999k schools have seen a dramatic shift
- ▶ £1m+ schools still (slight) majority funds raised for capital

The Case for Support Summary

- ▶ Sector mood music is changing
- ▶ Are you a project-led or prospect-led school?
- ▶ Are you engaging all of your audiences?
- ▶ Establish your business as usual

Questions



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