

# HIGHER EDUCATION

This Higher Education Sector Spotlight is adapted from CCS's 2024 *Philanthropy Pulse* report to provide an in-depth look at the data provided by 56 survey respondents from that sector.



**63%**  
Saw a revenue increase



**45%**  
Acquired new donors

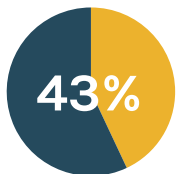


**50%**  
Retained over half of new donors

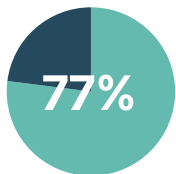
29% of higher education organizations increased their fundraising staff, while 75% increased staff pay by 1-10% over the past three years.

77% of respondents believe DEI is important to define their school's values.

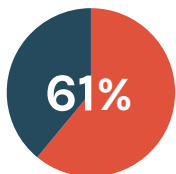
## RESPONDING HIGHER EDUCATION INSTITUTIONS REPORT



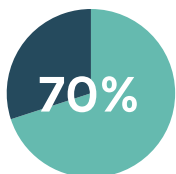
43% get 20% or less of their giving in the form of noncash assets.



77% expect major and mid-level gifts and annual appeals to increase in 2024.



61% describe their organization's reporting and analytics capabilities at a leading level or higher of sophistication.

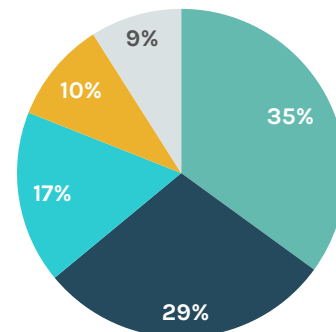


70% have not addressed the use of AI technology in their operations.



The top three alum engagement strategies include alum reunions/events (59%), annual giving campaigns (50%), and targeted digital communications (43%).

## GIVING SOURCES



- Major Gifts
- Foundation and Corporate Grants
- Annual Fund
- Planned (Deferred) Gifts
- Other