

## Press Release

### 2014 International Compensation and Benefits Survey For Fundraising Professionals

**Release date:** Sunday 23 March 2014  
**Embargoed till:** Monday 24 March 2014

Daryl Upsall Consulting International [www.darylupsall.com](http://www.darylupsall.com) in association with the Association of Fundraising Professionals [www.afpnet.org](http://www.afpnet.org) and Global Charity Jobs [www.globalcharityjobs.com](http://www.globalcharityjobs.com) have led the first and largest international survey on compensation and benefits for fundraising professionals.

With the participation of nearly 700 individuals from 70 different countries, we have created the largest knowledge share ever on everything from salaries to job motivation and career progression in the hopes that both organisations and fundraisers are well informed on the expectations and potential in the sector.

#### Highlights of results

- 64% of fundraisers are either satisfied or very satisfied with their overall compensation.
- Fundraisers in Switzerland, USA, UK and Canada were overall the highest paid. Senior fundraisers in **Canada earn slightly more than the USA**, with the average CDO salary at US\$130,000 as compared to US\$101,370 in the USA.
- Fundraisers in Spain earned between 27% - 55% less than their American counterparts for similar roles. Italian fundraisers earned between 18-27% less.
- Internationally **57% of respondents had salary increases in the last year**, 38% of which saw an increase of 4% or more!
- 31% of respondents in South Africa, 15% in Spain and 12% in Sweden saw **salary decreases** from 2012-2013; the majority of which were salary **decreases of over 10%**!
- Internationally **40%** of respondents have been with their current employers for **over 5 years and 16% for over 10 years**. Norwegians showed the greatest longevity, while only 4% of Canadians had been with their current organisation for more than 10 years!
- The **most desired and under-provided benefits are at no additional direct cost** to the organisation: **flexible work schedule and location, professional development leave**.

- 80% of respondents said that working remotely a desirable benefit with 13% unsure of the value. However, **84% of respondents work remotely at least occasionally.**
- Fundraisers are also very satisfied overall with their career: Over **77% are either somewhat or very satisfied!** Only 5% are either very or somewhat dissatisfied.
- **Insufficient understanding** or appreciation of fundraising **by leadership** and **insufficient staff** are the two most important factors that prevent fundraisers from doing better.
- **50% of fundraisers chose their current position to gain more responsibility and 42% to do more meaningful work.** Only 22% chose their role for greater pay and 16% for a better work-life balance.
- **56% have an advanced degree** including: MBA (9%), Master Nonprofit Administration (2.9%). Only 9% of respondents do not have a bachelor's degree and 4% have a doctoral degree.
- It is an international and open-minded group: **55% would relocate to a different country or region for the right role.** Only 19% would not consider moving from their current geographic location.

**Additional data sets available for analysis from the study include:**

- Satisfaction with quality of work life ( relations with co-workers, supervisors, board members, respect from community members, recognition, opportunity for advancement, job security and training opportunities).
- Field of endeavour prior to entering fundraising
- How fundraisers have found their jobs (e.g. Print ads, online, personal connections, executive recruiter)
- Prevalence of work contracts
- % pay difference between private and non-profit sector by country

These factors listed above and all others in the top-line report (including salary, benefits, motivations and career plans) can be compared and analysed by:

- country/city
- type, size, mission or geographic scope of organisation
- Role in organisation
- gender, age, years of experience, or educational attainment

**-Ends-**

**Please note: See additional summary reports appended to this press release, namely:**

- ADDENDUM: Supporting Graphs to the 2014 International Compensation and Benefits Survey

- Summary 2014 International Compensation and Benefits Survey for Fundraising Professionals

**Quotes for publication:****Andrew Watt FInstF, President and CEO, Association of Fundraising Professionals**

"AFP is pleased to be part of this remarkable study, and we thank Daryl and his staff for the work that has been done. The importance of this study is two-fold. One, fundraising is going to be one of the hottest, most needed jobs in the coming years. The number of charities is growing rapidly around the world, and we need qualified, enthusiastic professionals to fill these positions. Daryl's study presents the full scope of fundraising positions around the world, and is a great guide for those both currently in the field and those wishing to join it.

Second, and perhaps even more importantly, the study points to some key ways charities can keep their fundraisers happy and committed to their jobs. In a field where positions are many, turnover is often high, and it's expensive to train new staff. Charities should look very closely at the data about what fundraisers want in their jobs and professional lives, especially options such as flexible work schedules, teleworking and professional development leave. These choices can make a world of difference between constant turnover and committed, long-term staff, which in turn can make all the difference between mission success and failure."

**Emily Bracken, Senior International Consultant, Daryl Upsall Consulting International**

Emily led and managed the study. Contact: [emily@darylupsall.com](mailto:emily@darylupsall.com)

"This information will hopefully prove helpful to employers to understand what salaries and benefits are offered in the markets where they work or for new markets where they expand. I also hope that employees can use this information to gain the compensation they deserve when they make career choices."

"It is promising to see that most career choices faced by fundraisers in this study are based on finding positions that provide them with more motivation, more responsibility, or more meaningful work. Few are looking to changing positions due to poor work-life balance, ineffective leadership or to leave fundraising!"

**Daryl Upsall FInstF, Chief Executive, Daryl Upsall Consulting International**

"Having spent working in fundraising in some 50 countries over the last 30 years it is great to have some really data on the very significant differences in salaries and benefits that fundraisers are being offered around the world. It is also immensely rewarding data that the profession of fundraising around the world is attracting highly educated, highly motivated and committed professional whose motivations are driven by their desire to make a positive difference to the world we live in."