



**TRINITY EXECUTIVE PARTNERSHIP**

# **NATIONAL CATHOLIC DEVELOPMENT CONFERENCE**

**2016 COMPENSATION AND BENEFITS  
STUDY AT CATHOLIC FUNDRAISING  
ORGANIZATIONS**

**MISSION ✦ MOTIVATION ✦ MANAGEMENT**

# 2016 NCDC COMPENSATION AND BENEFITS STUDY AT CATHOLIC FUNDRAISING ORGANIZATIONS

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# Respondents & Demographics

Total Responses 69 from over 30 states and two international sites

Women's Religious	35%
Men's Religious	21%
International Charities	8%
Dioceses	5%
Colleges	0%

## Respondents & Demographics (cont'd)

### Number of Full Time Employees:

Over 30	8
10 - 25	11
Most under 10	

### Funds Raised Annually:

Less than \$1 Million	42.0%
\$1 - 5 Million	37.5%
\$5 - 15 Million	14.0%

## Respondents & Demographics (cont'd)

### Incumbent Leaders

Lay Person	47.0%
Religious	38.0%
Clergy	15.0%

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Male	39.0%
Female	61.0%

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Years in Fundraising Over 10	55.0%
Years with Current Organization	32.0%

# Fundraising Methods

	<u>2016</u>	<u>2010</u>
Direct Mail	84%	92%
Internet	73%	58%
Annual Giving	64%	62%
Major Gifts	70%	55%
Capital Campaign	10%	22%
Special Events	45%	52%
Planned Giving	67%	70%
Foundations/Grants	42%	53%
Endowment	23%	19%
Telemarketing	6%	9%

# Planning Ahead

- Have you lost any key employees in the past two years? Yes 40% - No 60%
- Hired from outside
- Total reorganization
- Not replaced - death/retirement
- Unhappy - low pay, employee feels unappreciated
- Took over a year to replace - first hire not a fit

# Economy

How has the economy affected your organization in regards to staffing level the past two years, i.e., additions and/or reductions?

Comments mostly stagnant:

- Added two part time employees
- Employees leaving for higher incomes
- Slight increase in revenue enabled some additions
- Increase in online website donations
- Eliminated some positions



## Economy (cont'd)

Have you outsourced any functions in past two years?

Yes	49%
No	51%

If so, which ones:

- Mailing process
- Web design
- Direct mail
- IT
- Printing
- Credit card processing

## Economy (cont'd)

Have you had any across the board salary or benefit deductions to meet budget constraints?

Yes	3%
No	97%

### Comments:

- Increased salaries to come to a just wage
- Increased cost of health care
- Eliminated 401K (60% answered this question)

# Succession Plan

Do you have a succession plan in place?

Yes	24%
No	76%

(59% responded)

Comments:

- Created a succession plan to fill expected three vacancies in next five years
- Training a successor presently
- Currently working on it - may be replaced by lower level
- Board is reviewing procedures
- Hoping currently employees will step up

# Use of Social Media

	<u>%</u>
➤ Facebook	82
➤ Interactive Website	77
➤ LinkedIn	63
➤ Twitter	51
➤ YouTube	40
➤ Google	40
➤ Pintrest	22

65% responded to the question

# % Income Received Electronically

	<u>%</u>
➤ More than 25	7
➤ 21 - 25	14
➤ 15 - 20	7
➤ 11 - 15	6
➤ 5 - 10	14
➤ Less than 5	64

64% responded to the question

# Salary Analysis

- Various Titles of Executive Director
  - Average \$76, 500
  - Range \$36,000 - \$176,000
  - 2010 Average \$91,000
  
- Chief Operating Officer
  - Average \$82, 000
  - Range \$42,000 - \$172,000
  - Did not survey in 2010
  
- Director of Development (or VP of Institutional Advancement)
  - Average \$85,950
  - Range \$30,000 - \$172,000
  - 2010 Average \$92,860

64% responded to the question

## Salary Analysis (cont'd)

➤ Planned Giving Officer

- Average \$68,000
- Range \$30,000 - \$115,000
- 2010 Average \$57,440

(9 of 69 responded)

➤ Director of Major Gifts

- Average \$74,600
- Range \$31,200 - \$116,000
- 2010 Average 69,020

(Only 4 of 69 responded. Mostly incorporated into other titles)

➤ Director of Annual Appeal (Direct Mail)

- Average \$76,777
- Range \$39,500 - \$116,000
- 2010 Average \$67,500

## Salary Analysis (cont'd)

- Director of Communications (Public Relations)
  - Average \$66,500
  - Range \$38,000 - \$95,000
  - 2010 Average \$65,000
  
- Director of Social Networking
  - Average \$51,500
  - Range \$48,100 - \$55,000
  - Not surveyed in 2010

(Only 2 of 69 responded)

- Database Manager (IT Director)
  - Average \$54,180
  - Range \$35,000 - \$100,200
  - 2010 Average \$65,277



## Salary Analysis (cont'd)

- Director of Finance (CFO)
  - Average \$79,455
  - Range \$37,000 - \$105,000
  - 2010 Average \$74,868
  
- Director of Special Events
  - Average \$75,000
  - Range \$70,800
  - Not surveyed in 2010
  
- Donor Relations Manager
  - Average \$56,333
  - Range \$30,000 - \$101,000 (Supervisor)
  - 2010 Average \$62,232

# Benefits & Perquisites

## Vacation

- 50% has vacation policy
- normal 2-3 weeks
- Some up to 4 weeks

## Incentive Bonus

- Yes 5%
- Basis - new business
- Revenue above expenses
- VP to 2/3 of gross

## Pension

- 403B - 70%
- 401K - 44%
- Defined Benefits - 54%

## Benefits & Perquisites (cont'd)

### Paid Holidays/Holy Days

- 6 Minimum
- 22 Maximum

(57% responded)

### Insurance Coverage

- Health - 90%
- Dental - 78%
- Life - 68%
- Normal 1 - 1.5 annual salary)

Automobile - 15%

Family Education Assistance - Partial - 8%

### Work from Home:

- Yes - 5%
- Occasionally 43%

# Summary

- Disappointed in responses
- Methods:
  - Increase in Planned Giving
  - Increase in Internet giving
  - Emphasis on Major Gifts
  - Slight decrease in Special Events
- Salaries seem to be a little lower than previously
- Benefits seem very competitive

A full report will be available later this month.