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AAMC Webinar Series

The Annual AAMC Development Program Survey Process

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TODAY'S DISCUSSION POINTS

- Observations about trends in healthcare philanthropy
- Brief highlights of the AAMC 2012 survey observations
- Benchmarking
- A look at the “drill-downs” in the AAMC Web site
- Survey data reports that can be developed
- Your thoughts about survey refinements and improvements

2012 SURVEY HIGHLIGHTS

Private Support	Average Fundraising Cost
Current Operations	Personnel Cost
Donor Sources	Cost Per Dollar Raised v. ROI
Scholarship Support	Extraordinary Gifts
Development Staff	Campaign Activity



BENCHMARKING: CHALLENGES

- Purpose of the benchmarking project
- What elements should be compared
- Context for the benchmarking group
- How much data should be compiled
- Audiences for the benchmarking information

BENCHMARKING: SEVERAL EXAMPLES OF COMPARISON POINTS

- Total private support by donor type and gift purpose (current operations, endowment, facilities, etc.)
- Staffing size
- Budget expenditures and cost sharing of development expenditures
- Cost per dollar raised and ROI
- Compensation of development leadership



BENCHMARKING: DATA SOURCES

- Association of American Medical Colleges (AAMC)
- Council for Aid to Education (CAE)/ Voluntary Support of Education (VSE)—
Council for Advancement and Support of Education (CASE)
- Association for Healthcare Philanthropy (AHP)




BENCHMARKING: FORMING A COHORT

- Institution Size
- Budget
- Geography
- Age
- Institution Type



SURVEY DATA IN THE AAMC WEBSITE

- Executive Summaries, 1999 through 2012
- Additional Data Analysis beginning with the 2007 survey
- Data comparison tools, survey data by institution, compensation summaries, and Excel download feature



**EXAMPLES OF THE
“ADDITIONAL DATA ANALYSIS”
INFORMATION**

TOTAL PRIVATE SUPPORT FOR MEDICAL SCHOOL TOP PERFORMERS*

	Total Private Support
Medical Schools - Group 1:	
Median	\$137,405,552
Mean	\$140,655,124
Medical Schools - Group 2:	
Median	\$32,441,896
Mean	\$31,169,839
Medical Schools - Group 3:	
Median	\$26,599,207
Mean	\$28,926,053
All Medical Schools (N=57):	
Median	\$14,463,496
Mean	\$32,079,558

*The term "Top Performers" refers to the 5 institutions with the highest Total Private Support by Institution Type and Operating Budget (ranges for Operating Budget below):

Medical School - Group 1 (n=19): \$493,066,686- \$2,956,915,000

Medical School - Group 2 (n=19): \$169,923,735 - \$474,040,000

Medical School - Group 3 (n=19): \$10,039,833 - \$158,211,143

Source: AAMC 2012 Annual Development Survey

PERCENT DISTRIBUTION OF PRIVATE SUPPORT BY GIFT DESIGNATION FOR MEDICAL SCHOOL TO PERFORMERS*

	Current Operations, Restricted	Current Operations, Unrestricted	Endowment	Capital Gifts	Realized Bequests
Medical Schools - Group 1:					
Median	58.5%	1.7%	20.6%	5.5%	7.4%
Mean	58.3%	2.2%	19.5%	10.7%	9.2%
Medical Schools - Group 2:					
Median	50.4%	4.4%	23.2%	0.0%	8.5%
Mean	53.1%	13.2%	23.0%	2.7%	8.1%
Medical Schools - Group 3:					
Median	10.5%	4.3%	8.4%	0.1%	1.4%
Mean	32.6%	21.2%	24.0%	3.5%	18.8%
All Medical Schools (N=57):					
Median	53.9%	4.4%	17.9%	0.3%	5.6%
Mean	50.8%	10.9%	22.3%	4.7%	11.3%

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- Medical School - Group 1 (n=19): \$493,066,686- \$2,956,915,000
- Medical School - Group 2 (n=19): \$169,923,735 - \$474,040,000
- Medical School - Group 3 (n=19): \$10,039,833 - \$158,211,143

Source: AAMC 2012 Annual Development Survey

PERCENT DISTRIBUTION OF PRIVATE SUPPORT BY DONOR SOURCE FOR MEDICAL SCHOOL TOP PERFORMERS*

	Medical Alumni	Other Alumni	Faculty and Staff	Other Individuals	Corporations	Family Foundations	Other Foundations	Other Institutions
Medical Schools - Group 1:								
Median	2.2%	4.4%	0.1%	17.1%	6.2%	10.3%	24.7%	11.0%
Mean	2.7%	10.1%	1.9%	20.6%	10.3%	13.0%	23.8%	17.3%
Medical Schools - Group 2:								
Median	4.5%	0.0%	0.4%	16.9%	8.0%	9.5%	19.4%	21.6%
Mean	4.6%	1.7%	0.7%	25.8%	19.0%	8.8%	18.3%	21.1%
Medical Schools - Group 3:								
Median	15.4%	2.5%	0.2%	9.1%	6.4%	8.0%	6.1%	3.4%
Mean	25.3%	5.1%	0.3%	8.1%	19.2%	6.5%	22.9%	12.5%
All Medical Schools (N=57):								
Median	3.7%	1.9%	0.6%	17.0%	13.5%	4.2%	18.8%	6.3%
Mean	9.6%	5.6%	2.3%	23.3%	19.2%	7.6%	19.7%	12.2%

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Medical School - Group 3 (n=19): \$10,039,833 - \$158,211,143

Source: AAMC 2012 Annual Development Survey

STAFFING DISTRIBUTION FOR MEDICAL SCHOOL TOP PERFORMERS*

	Professional Fundraising Staff	Other Professional Staff	Support Staff	Total Staff
Medical Schools - Group 1:				
Median	21.5	17.0	13.0	57.0
Mean	21.7	16.1	13.0	50.8
Medical Schools - Group 2:				
Median	10.0	6.0	6.0	27.0
Mean	13.5	6.4	7.1	26.9
Medical Schools - Group 3:				
Median	7.0	6.0	2.8	10.5
Mean	6.8	4.7	2.9	11.9
All Medical Schools (N=57):				
Median	6.5	4.9	3.5	10.5
Mean	8.3	5.6	5.2	16.9

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Medical School - Group 3 (n=19): \$10,039,833 - \$158,211,143

Source: AAMC 2012 Annual Development Survey

COST OF FUNDRAISING FOR MEDICAL SCHOOL TOP PERFORMERS*

	Total Private Support	Fundraising Costs	Cost Per Dollar Raised
Medical Schools - Group 1:			
Median	\$137,405,552	\$8,851,475	\$0.05
Mean	\$140,655,124	\$7,327,156	\$0.05
Medical Schools - Group 2:			
Median	\$32,441,896	\$3,501,848	\$0.08
Mean	\$31,169,839	\$4,882,707	\$0.15
Medical Schools - Group 3:			
Median	\$26,599,207	\$1,588,763	\$0.04
Mean	\$28,926,053	\$1,325,518	\$0.07
All Medical Schools (N=57):			
Median	\$14,463,496	\$1,588,848	\$0.10
Mean	\$32,079,558	\$2,713,458	\$0.20

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Source: AAMC 2012 Annual Development Survey