



NEWS RELEASE

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## Bay Area professional fundraisers fare well, CompAnalysis survey shows

OAKLAND, Calif. (July 10, 2008) From telephone solicitors to writers of formal grant applications to managers of fundraising programs, Bay Area employees whose job function requires asking others for contributions are in high demand these days, and are paid rather well, a new study has found.

“An apparent shortage of Bay Area fundraising professionals has increased market demand for these positions,” said Shari Dunn, Managing Principal of CompAnalysis, an Oakland-based compensation consulting firm. “So we developed local pay data as a service to San Francisco Bay Area nonprofits. In all, 105 organizations participated. To me, their participation demonstrates this industry’s acknowledgment of the need for information to pay competitively.”

The survey report, which was distributed free of charge to participants includes compensation and benefits data by responsibility level and job function, and reports pay information by size and type of organization within the nonprofit sector.

Some notable survey results:

- Generally, major gifts and planned giving job functions receive the highest salaries, averaging \$88,802 and \$107,141 respectively for the supervisor responsibility level.
- Average base pay for an entry-level employee working for a philanthropy-related nonprofit organization is \$39,500, and this nonprofit type pays more than others.
- Silicon Valley is the highest-paying geographical region within the Bay Area, among all responsibility levels and job functions, and the Central Coast is the lowest-paying, in general.
- On average, heads of development are paid the most in Silicon Valley (avg. \$119,359), senior professionals most in the North Bay (avg. \$79,600), and fundraising professionals most in the outer East Bay (avg. \$57,961).
- On average, professional-level employees working for nonprofits with annual fundraising revenues of \$2-5 million earn \$52,570.
- 9% of fundraising employees receive incentive pay (performance-related cash incentives), and 4% receive bonus pay (extra compensation at year’s end unrelated to performance).

CompAnalysis ([www.compensation.com](http://www.compensation.com)), an independent compensation and performance management consulting firm, has assisted more than 750 clients since 1980. The firm works with a broad variety of industries, and specializes in custom pay and performance management plans for mid-sized organizations. The firm also conducts its annual *Greater San Francisco Bay Area*

(more)

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*Compensation Survey*—which reports pay and benefits data on 87 jobs for local industries of all types and sizes ([www.salarysurveys.com](http://www.salarysurveys.com)).

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