

## Chapter 1. Promotional Vehicles

**Table 1 What was the total quantity of pieces mailed in the past year in order to raise funds for the college from all potential donors? (If the college did 10 mailings at 5,000 pieces each then the answer would be 50,000).**

**Table 1.1.1 Total Quantity of Pieces Mailed to Raise Funds in the 2011-12 academic year**

	<b>Mean</b>	<b>Median</b>	<b>Minimum</b>	<b>Maximum</b>
Entire sample	53,805.20	26,000.00	1,000.00	901,593.00

**Table 1.1.2 Total Quantity of Pieces Mailed to Raise Funds in the 2011-12 academic year Broken out by Total Enrollment Count**

<b>Total Enrollment Count</b>	<b>Mean</b>	<b>Median</b>	<b>Minimum</b>	<b>Maximum</b>
Under 2,000	31,940.77	26,000.00	4,000.00	86,000.00
2,000 – 5,000	32,321.05	25,000.00	1,000.00	75,000.00
Over 5,000	107,069.54	40,000.00	3,500.00	901,593.00

**Table 1.1.3 Total Quantity of Pieces Mailed to Raise Funds in the 2011-12 academic year Broken out by Type of College**

<b>Type of College</b>	<b>Mean</b>	<b>Median</b>	<b>Minimum</b>	<b>Maximum</b>
Community College	14,922.22	6,250.00	1,000.00	75,000.00
4-Year or MA Granting College	45,776.50	50,000.00	5,000.00	86,000.00
PHD Level College or University	68,877.75	3,8350.00	9,000.00	189,811.00
Level 1 or Level 2 Research University	32,0531.00	45,000.00	15,000.00	901,593.00

**Table 1.1.4 Total Quantity of Pieces Mailed to Raise Funds in the 2011-12 academic year Broken out by Private or Public College**

<b>Private or Public College</b>	<b>Mean</b>	<b>Median</b>	<b>Minimum</b>	<b>Maximum</b>
Private	40,111.50	38,000.00	4,000.00	86,000.00
Public	67,250.17	15,000.00	1,000.00	901,593.00

**Table 1.1.5 Total Quantity of Pieces Mailed to Raise Funds in the 2011-12 academic year Broken out by Total Value of College Endowment**

<b>Total Value of College Endowment</b>	<b>Mean</b>	<b>Median</b>	<b>Minimum</b>	<b>Maximum</b>
\$25 Million and Under	27,808.57	16,700.00	1,000.00	86,000.00
Over \$25 Million	144,793.40	52,000.00	16,530.00	901,593.00

**Table 1.1.6 Total Quantity of Pieces Mailed to Raise Funds in the 2011-12 academic year Broken out by Total Cost of Tuition**

<b>Total Cost of Tuition</b>	<b>Mean</b>	<b>Median</b>	<b>Minimum</b>	<b>Maximum</b>
Under \$5,000	17,564.71	7,500.00	1,000.00	75,000.00
\$5,000 – \$20,000	112,338.77	45,000.00	4,000.00	901,593.00
Over \$20,000	44,148.67	45,000.00	9,000.00	86,000.00

**Table 1.2.1 Total Quantity of Pieces Mailed to Raise Funds in the 2012-13 academic year**

	<b>Mean</b>	<b>Median</b>	<b>Minimum</b>	<b>Maximum</b>
Entire sample	46,514.27	35,000.00	1,000.00	581,053.00

**Table 1.2.2 Total Quantity of Pieces Mailed to Raise Funds in the 2012-13 academic year Broken out by Total Enrollment Count**

<b>Total Enrollment Count</b>	<b>Mean</b>	<b>Median</b>	<b>Minimum</b>	<b>Maximum</b>
Under 2,000	29,743.08	22,000.00	3,000.00	98,000.00
2,000 – 5,000	36,963.16	40,000.00	1,000.00	90,000.00
Over 5,000	77,244.77	40,000.00	5,000.00	581,053.00

## Chapter 4. Best Fundraising Vehicles

**Table 12 Please rate the following types of fundraising methods. Has their effectiveness increased or decreased for your institution over the past two years?**

**Table 12.1.1 Effectiveness of Direct Mail Over the Past Two Years**

	<b>No Answer</b>	<b>Seems to have grown less effective</b>	<b>Somewhat useful but no real change in effectiveness</b>	<b>Has become more effective for us in recent years</b>	<b>Has become far more effective for us in recent years</b>
Entire sample	13.33%	4.44%	40.00%	37.78%	4.44%

**Table 12.1.2 Effectiveness of Direct Mail Over the Past Two Years Broken out by Total Enrollment Count**

<b>Total Enrollment Count</b>	<b>No Answer</b>	<b>Seems to have grown less effective</b>	<b>Somewhat useful but no real change in effectiveness</b>	<b>Has become more effective for us in recent years</b>	<b>Has become far more effective for us in recent years</b>
Under 2,000	23.08%	0.00%	30.77%	38.46%	7.69%
2,000 – 5,000	10.53%	5.26%	31.58%	47.37%	5.26%
Over 5,000	7.69%	7.69%	61.54%	23.08%	0.00%

**Table 12.1.3 Effectiveness of Direct Mail Over the Past Two Years Broken out by Type of College**

<b>Type of College</b>	<b>No Answer</b>	<b>Seems to have grown less effective</b>	<b>Somewhat useful but no real change in effectiveness</b>	<b>Has become more effective for us in recent years</b>	<b>Has become far more effective for us in recent years</b>
Community College	0.00%	5.56%	55.56%	33.33%	5.56%
4-Year or MA Granting College	30.00%	0.00%	30.00%	35.00%	5.00%
PHD Level College or University	0.00%	25.00%	25.00%	50.00%	0.00%
Level 1 or Level 2 Research University	0.00%	0.00%	33.33%	66.67%	0.00%

**Table 12.1.4 Effectiveness of Direct Mail Over the Past Two Years Broken out by Private or Public College**

<b>Private or Public College</b>	<b>No Answer</b>	<b>Seems to have grown less effective</b>	<b>Somewhat useful but no real change in effectiveness</b>	<b>Has become more effective for us in recent years</b>	<b>Has become far more effective for us in recent years</b>
Private	20.00%	0.00%	30.00%	45.00%	5.00%
Public	4.17%	8.33%	50.00%	33.33%	4.17%

**Table 12.1.5 Effectiveness of Direct Mail Over the Past Two Years Broken out by Total Value of College Endowment**

<b>Total Value of College Endowment</b>	<b>No Answer</b>	<b>Seems to have grown less effective</b>	<b>Somewhat useful but no real change in effectiveness</b>	<b>Has become more effective for us in recent years</b>	<b>Has become far more effective for us in recent years</b>
\$25 Million and Under	8.57%	2.86%	48.57%	34.29%	5.71%
Over \$25 Million	30.00%	10.00%	10.00%	50.00%	0.00%

**Table 12.1.6 Effectiveness of Direct Mail Over the Past Two Years Broken out by Total Cost of Tuition**

<b>Total Cost of Tuition</b>	<b>No Answer</b>	<b>Seems to have grown less effective</b>	<b>Somewhat useful but no real change in effectiveness</b>	<b>Has become more effective for us in recent years</b>	<b>Has become far more effective for us in recent years</b>
Under \$5,000	0.00%	5.88%	64.71%	23.53%	5.88%
\$5,000 – \$20,000	15.38%	7.69%	23.08%	53.85%	0.00%
Over \$20,000	26.67%	0.00%	26.67%	40.00%	6.67%

**Table 15.1 Approximately what percentage of funds raised by and from booster clubs went directly to the college's athletic programs? Please give a percentage and not a dollar amount.**

	<b>Mean</b>	<b>Median</b>	<b>Minimum</b>	<b>Maximum</b>
Entire sample	71.55	100.00	0.00	100.00

**Table 15.2 Approximately what percentage of funds raised by and from booster clubs went directly to the college's athletic programs? Please give a percentage and not a dollar amount. Broken out by Total Enrollment Count**

<b>Total Enrollment Count</b>	<b>Mean</b>	<b>Median</b>	<b>Minimum</b>	<b>Maximum</b>
Under 2,000	56.43	95.00	0.00	100.00
2,000 – 5,000	63.67	100.00	0.00	100.00
Over 5,000	96.44	100.00	70.00	100.00

**Table 15.3 Approximately what percentage of funds raised by and from booster clubs went directly to the college's athletic programs? Please give a percentage and not a dollar amount. Broken out by Type of College**

<b>Type of College</b>	<b>Mean</b>	<b>Median</b>	<b>Minimum</b>	<b>Maximum</b>
Community College	60.93	89.00	0.00	100.00
4-Year or MA Granting College	89.50	100.00	0.00	100.00
PHD Level College or University	42.50	35.00	0.00	100.00
Level 1 or Level 2 Research University	100.00	100.00	100.00	100.00

**Table 15.4 Approximately what percentage of funds raised by and from booster clubs went directly to the college's athletic programs? Please give a percentage and not a dollar amount. Broken out by Private or Public College**

<b>Private or Public College</b>	<b>Mean</b>	<b>Median</b>	<b>Minimum</b>	<b>Maximum</b>
Private	76.54	100.00	0.00	100.00
Public	67.94	99.00	0.00	100.00



**Table 15.5 Approximately what percentage of funds raised by and from booster clubs went directly to the college's athletic programs? Please give a percentage and not a dollar amount. Broken out by Total Value of College Endowment**

<b>Total Value of College Endowment</b>	<b>Mean</b>	<b>Median</b>	<b>Minimum</b>	<b>Maximum</b>
\$25 Million and Under	65.54	100.00	0.00	100.00
Over \$25 Million	92.14	100.00	70.00	100.00

**Table 15.6 Approximately what percentage of funds raised by and from booster clubs went directly to the college's athletic programs? Please give a percentage and not a dollar amount. Broken out by Total Cost of Tuition**

<b>Total Cost of Tuition</b>	<b>Mean</b>	<b>Median</b>	<b>Minimum</b>	<b>Maximum</b>
Under \$5,000	65.62	98.00	0.00	100.00
\$5,000 – \$20,000	58.75	85.00	0.00	100.00
Over \$20,000	89.50	100.00	0.00	100.00

**Table 16.1 What percentage of the college's athletic booster clubs are directly managed by the Office of Advancement or Fundraising?**

	<b>Mean</b>	<b>Median</b>	<b>Minimum</b>	<b>Maximum</b>
Entire sample	32.12	0.00	0.00	100.00

## Chapter 10. Auctions

**Table 32.1 Approximately how much did the college raise through auctions in the past year?**

	<b>Mean</b>	<b>Median</b>	<b>Minimum</b>	<b>Maximum</b>
Entire sample	42,393.55	2,000.00	0.00	615,000.00

**Table 32.2 Approximately how much did the college raise through auctions in the past year? Broken out by Total Enrollment Count**

<b>Total Enrollment Count</b>	<b>Mean</b>	<b>Median</b>	<b>Minimum</b>	<b>Maximum</b>
Under 2,000	76,444.44	2,000.00	0.00	615,000.00
2,000 – 5,000	21,766.67	3,100.00	0.00	200,000.00
Over 5,000	36,500.00	0.00	0.00	250,000.00

**Table 32.3 Approximately how much did the college raise through auctions in the past year? Broken out by Type of College**

<b>Type of College</b>	<b>Mean</b>	<b>Median</b>	<b>Minimum</b>	<b>Maximum</b>
Community College	23,575.00	4,600.00	0.00	200,000.00
4-Year or MA Granting College	62,454.55	2,000.00	0.00	615,000.00
PHD Level College or University	0.00	0.00	0.00	0.00
Level 1 or Level 2 Research University	125,000.00	125,000.00	0.00	250,000.00

**Table 32.4 Approximately how much did the college raise through auctions in the past year? Broken out by Private or Public College**

<b>Private or Public College</b>	<b>Mean</b>	<b>Median</b>	<b>Minimum</b>	<b>Maximum</b>
Private	49,857.14	1,000.00	0.00	615,000.00
Public	36,247.06	3,200.00	0.00	250,000.00

**Table 32.5 Approximately how much did the college raise through auctions in the past year? Broken out by Total Value of College Endowment**

<b>Total Value of College Endowment</b>	<b>Mean</b>	<b>Median</b>	<b>Minimum</b>	<b>Maximum</b>
\$25 Million and Under	42,848.00	2,000.00	0.00	615,000.00
Over \$25 Million	40,500.00	4,000.00	0.00	200,000.00

**Table 32.6 Approximately how much did the college raise through auctions in the past year? Broken out by Total Cost of Tuition**

<b>Total Cost of Tuition</b>	<b>Mean</b>	<b>Median</b>	<b>Minimum</b>	<b>Maximum</b>
Under \$5,000	24,371.43	3,100.00	0.00	200,000.00
\$5,000 – \$20,000	44,428.57	6,000.00	0.00	250,000.00
Over \$20,000	66,200.00	1,000.00	0.00	615,000.00

**Table 33.1 Has the college ever conducted an online auction, either stand alone or in conjunction with an auction held at a physical site?**

	<b>No Answer</b>	<b>Yes</b>	<b>No</b>
Entire sample	28.89%	11.11%	60.00%