



## BOARD OF REGENTS

### SUMMARY OF ITEM FOR ACTION, INFORMATION OR DISCUSSION

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**TOPIC:** Cost of Fundraising Summary

**COMMITTEE:** Advancement Committee

**DATE OF COMMITTEE MEETING:** February 5, 2014

**SUMMARY:** The attached table shows a summary of the cost to raise a dollar, as well as return on investment, across all USM institutions. The summary shows data for the cost/return for the entire advancement program (alumni relations included), and for development only.

**ALTERNATIVE(S):** This is an information item.

**FISCAL IMPACT:** This is an information item.

**CHANCELLOR'S RECOMMENDATION:** This is an information item.

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COMMITTEE ACTION:

DATE:

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BOARD ACTION:

DATE:

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SUBMITTED BY: Leonard R. Raley, 301-445-1945, raley@usmd.edu

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## 2013 COST OF FUNDRAISING SUMMARY

**REVISED**

USM AVERAGES	FY13*	FY12	FY11	FY10	FY09	FY08	FY07	FY06	FY05	FY04	FY03
<b>Costs Based on Alumni &amp; Development Costs</b>											
<b>Cost to Raise \$1</b>	\$0.17	\$0.16	\$0.16	\$0.17	\$0.15	\$0.16	\$0.18	\$0.15	\$0.14	\$0.15	\$0.16
<b>\$'s Raised for each \$ Spent</b>	\$5.88	\$6.26	\$6.20	\$5.75	\$6.59	\$6.17	\$5.58	\$6.50	\$7.38	\$6.72	\$6.38
<b>Costs Based on Development Costs Only</b>											
<b>Cost to Raise \$1</b>	\$0.14	\$0.13	\$0.10	\$0.14	\$0.12	\$0.13	\$0.15	\$0.12	\$0.11	\$0.12	\$0.13
<b>\$'s Raised for each \$ Spent</b>	\$6.98	\$7.58	\$10.16	\$7.07	\$8.11	\$7.48	\$6.88	\$8.06	\$9.20	\$8.45	\$7.59

The method for calculating Cost of Fundraising has changed slightly since the USM adopted the standards developed by the Council for Advancement of Education's Voluntary Support of Education survey after FY11.

\*Excludes data for Bowie State University.