



# Higher Education

This Higher Education Sector Spotlight is adapted from CCS's 2025 *Philanthropy Pulse* report to provide an in-depth look at the data provided by 53 survey respondents from that sector.

58% of higher education organizations increased their fundraising staff, while 53% increased staff pay by 4% or more over the past three years. 51% of respondents believe DEIB aligns with their institution's values, mission, and social justice goals.



81%

Saw a revenue increase



51%

Acquired new donors



50%

Retained over half of new donors

## RESPONDING HIGHER EDUCATION ORGANIZATIONS REPORT

63%



63% get 20% or less of their giving in the form of noncash assets.

77%



77% expect major and mid-level gifts and annual appeals to increase in 2025.

61%



61% describe their organization's reporting and analytics capabilities at a leading level or higher of sophistication.

70%



70% have not addressed the use of AI technology in their operations.

## PRIORITY ALUMNI ENGAGEMENT STRATEGIES



## TYPES OF HIGHER EDUCATION INSTITUTIONS IN THE 2025 PULSE REPORT

