

## Primary & Secondary Education

This Primary and Secondary Education Sector Spotlight is adapted from CCS's 2025 *Philanthropy Pulse* report to provide an in-depth look at the data provided by 94 survey respondents from that sector.

17% of primary and secondary schools increased their fundraising staff, while 52% increased staff pay by 4% or more over the past three years.



**45%** Saw a revenue

increase



54%
Acquired new donors



Retained over half of new donors

## RESPONDING PRIMARY & SECONDARY EDUCATION ORGANIZATIONS REPORT



62% get 20% or less of their giving in the form of noncash assets.



61% of participants expect major gifts to increase in 2025.

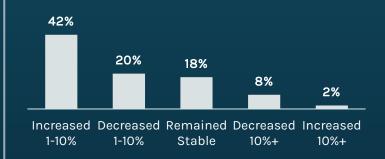


51% of donors prioritize tuition assistance and scholarships in their endowment gifts.



52% of primary and secondary schools use AI technology in their operations, an uptick from 45% in the previous year.

## ANNUAL FUND CHANGES DURING MOST RECENT CAMPAIGN



## SOURCES OF ANNUAL FUND SUPPORT

