



Association of Advancement
Services Professionals
Fueling nonprofits. Advancing careers.



aasp, BWF, and Lindauer Release Results of 2023 Advancement Services Career and Salary Survey

More than 1,500 professionals from across the advancement services field participated in a comprehensive career and salary survey conducted by aasp, BWF, and Lindauer.

The survey collected valuable insights on a range of topics, including the future of advancement services careers, opportunities for skill development, expectations regarding hybrid and remote work, the relationship between data analytics and frontline fundraising, and the role DEI initiatives play in the industry and the workplace.

The survey was last conducted in 2020. In the three years since, nonprofit organizations and employees have navigated seismic shifts caused by the global pandemic, Great Resignation and Great Reconsideration phenomena, and workforce demands for increased focus on equity and inclusion.

“The results of the 2023 survey illustrate what has changed—as well as what has remained consistent—as advancement services leaders help their organizations adapt to new modes of work and reevaluate skills that will fuel success in their current roles and larger career development,” said Lindauer CEO Deb Taft. “This study offers nonprofits actionable data that can help inform strategies for recruiting, developing, and retaining high-performing fundraising and advancement teams.”

“The business of philanthropy has become increasingly sophisticated over the last few decades and the future of advancement services is clearly adapting with it,” said BWF COO and President of Philanthropy Services Katrina Klaproth. “High-performing advancement services professionals are in demand now more than ever, especially as technology, specializations, and skills requirements evolve. The results of the survey highlight essential insights to continue building, investing, and innovating to achieve a growth mindset in advancement services.”

“The members of the Association of Advancement Services Professionals have been telling us that their priorities in both their work lives and personal lives have changed over the past several years, and this survey reflects those changes,” said aasp President Jessica LaBorde.

“Especially meaningful is the importance of a hybrid work environment, and it’s notable that our non-Advancement Services colleagues felt that our teams were successful in a hybrid environment. There is a lot of great information here that organizations and individual practitioners will be able to use to drive change and confirm best practices around our most important asset—our people.”

Key Findings

- **Remote and Hybrid Work.** 68% of managers strongly agree that hybrid or remote workers can be successful in advancement services roles.
- **Career Paths.** 58% of respondents reported not feeling optimistic about the career opportunities at their current organization.
- **Retention.** In the past 12 months, 46% of respondents have considered or been recruited for roles outside of philanthropy.
- **DEI Initiatives.** While respondents believe that their organizations are making meaningful efforts to support DEI initiatives, they do not feel that the advancement services community is keeping up.

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About aasp

aasp is the preeminent network of current and aspiring leaders in advancement services who inform the strategy and direct the operations that fuel and fund nonprofit organizations. To learn more, view our website at advserv.org.

About BWF

BWF is a nonprofit solutions company that provides a full suite of services. BWF serves nonprofits in the areas of campaign management, high-net-worth fundraising, organizational consulting, data science, strategic communications, digital marketing, and technology. Clients include universities, health systems, arts & culture organizations, and NGOs throughout North America, Europe, Australia, and the Pacific Rim. As a truly comprehensive fundraising consulting firm, BWF has a team of consultants with extensive background and experience in every facet of philanthropy. For more information, please visit [b wf.com](http://bwf.com).

About Lindauer

Lindauer is one of the world's leading retained executive search firms focused on nonprofits. Perennially recognized on Forbes' list of best executive recruiting firms, Lindauer has been a recruitment partner and trusted advisor to organizations of all sizes and maturities across the arts, education, healthcare, science, advocacy, policy, and charity sectors. Long known as a fierce champion for diversity, equity, inclusion, and belonging, Lindauer continues to drive values of inclusive hiring and talent advancement across the nonprofit sector.

For more information, visit <https://www.lindauerglobal.com/>.