

# ARE YOU DOING EVERYTHING YOU CAN TO ENSURE YOUR GIFT OFFICERS SUCCEED?

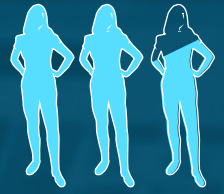
## A gift officer's job is challenging



LESS THAN **50%** of gift officers raised \$500K in 2017

The average tenure for a gift officer is

LESS THAN **3 years**



Or less than 2 years if the officer struggles

The average time to first major gift is

**4.9 YEARS**



YEAR 5  
YEAR 4  
YEAR 3  
YEAR 2  
YEAR 1

## Turnover hurts

Replacing a gift officer CAN COST UP TO

**2X**

THEIR ANNUAL SALARY



**43%** of prospects remain unmatched, even after new officer arrives



Departing officers bring in

**2.5X** MORE DOLLARS than new ones



## Look for common signs of impending departure

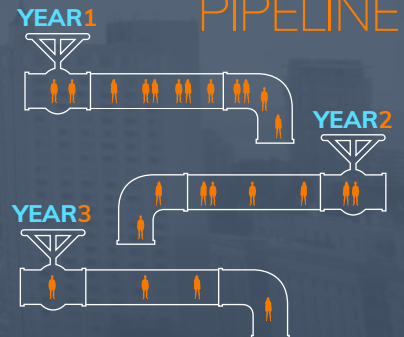
A Drop in **VISITS**



A Drop in **PROPOSALS**



Shrinking Donor **PIPELINE**



SOURCE: Reeher Community Report, 2018 "Fundraising at the Speed of Life"