

CASE STUDY

How Missouri State University Leveraged Data to Grow Their Advancement Shop

BACKGROUND

Missouri State University (MSU) is a public doctoral professional university in Springfield, Missouri. Founded in 1905, its mission is to educate students to be global citizen scholars.

OPPORTUNITY

MSU's advancement shop needed data to demonstrate their ROI and make the case for growth to the Board

The MSU advancement leadership team faced heightened pressures from their board to cut costs within their already lean advancement shop. They knew they needed a third-party perspective to provide credibility and prove that investment in advancement will help move the institution toward its strategic goals.



KEY RESULTS

- ▶ **36% increase in total fundraising dollars** over five years
- ▶ **42% increase in total ROI**
- ▶ **30% improvement in cents to raise a dollar** over six years
- ▶ **Restructured organization** according to best practice
 - Moved annual giving to the alumni engagement division
 - Hired a leadership annual giving FTE

SOLUTION

EAB provided MSU with data and advice to demonstrate and further improve their department's ROI

MSU's advancement leaders participated in the Advancement Investment and Performance Initiative (AIPI), EAB's best-in-class KPI benchmarking program. AIPI provided them with staffing and investment data with peer comparisons, helping them understand their shop's ROI and where they could improve.

IMPACT

MSU identified the most impactful investment areas and convinced the Board of advancement's strong ROI

Armed with staffing and investment data and backed by the Board, MSU's advancement shop has increased their ROI, grown their fundraising production, and decreased their cost to raise a dollar.

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“Reviewing EAB's ROI and Fundraiser Productivity data with the Board is part of our annual planning process, and **the Board now proactively asks for it.** This initiative alone **makes the whole partnership worth it.**”

Brent Dunn, Vice President for University Advancement
Missouri State University

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Uncover the Investments that Drive ROI

HOW MSU MEASURED SUCCESS WITH BEST-IN-CLASS KPI BENCHMARKING

MSU benefited from EAB's Advancement Investment and Performance Initiative, which provides an "apples-to-apples" comparison against peer institutions. The reports include 60+ KPIs such as:

- FTEs by division and role
- Personnel and operating expenditures
- ROI and fundraising productivity
- Visits, proposals, and gifts
- Portfolio composition and churn
- Tenure and fundraiser compensation



ACCELERATE PROGRESS TOWARD YOUR STRATEGIC GOALS

EAB's Advancement Advisory Services provides best practice research and analytics to help you retain top fundraising talent, engage alumni, and increase fundraising production, giving you and your organization an edge as you compete for alumni and donor mindshare and dollars. Our comprehensive support for Chief Advancement Officers and their teams will help you:



Set Long Term, Future-Proof Strategy

- Compete for "big ideas" in an overcrowded marketplace
- Address top challenges and priorities to strengthen each stage of the campaign



Grow and Support Your Team

- Build your internal talent pipeline
- Work with Academic Affairs to drive major and principal gifts



Leverage Data-Driven Insights

- Manage Board expectations
- Adjust organizational design
- Understand the drivers of performance

Take the first step toward leveraging data to drive ROI in your shop at <https://eab.com/products/advancement-research/>