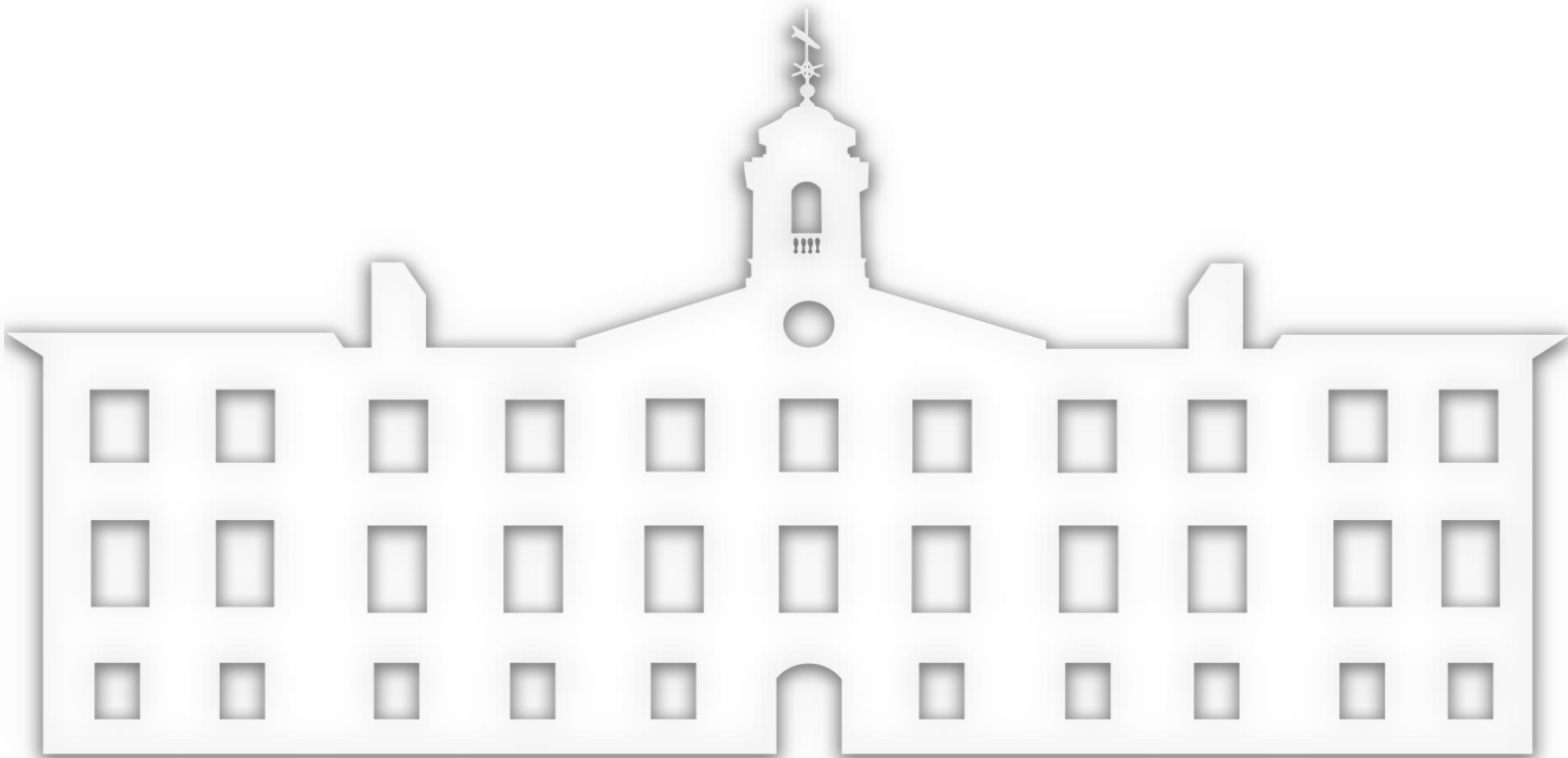




RUTGERS

UNIVERSITY FOUNDATION

# Non-Traditional Candidate Study



Created by the Rutgers University Foundation

*Office of Talent Management*

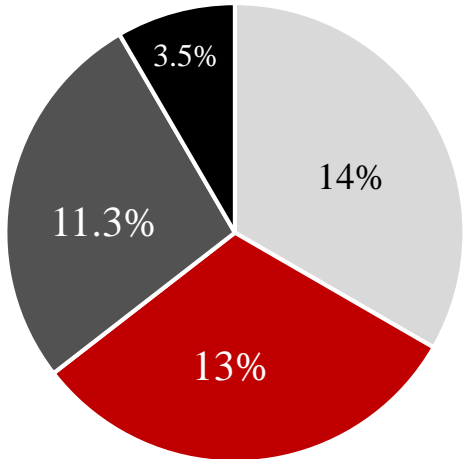
**This study** sought to understand why some successful fundraisers - who came to the higher education advancement arena from a non-traditional background - chose the profession, what motivation led them to the profession and what keeps them in their jobs. Consequently, the study aims to shed light on how we can increase non-traditional hires into our industry and what factors lead to successful careers and hires.



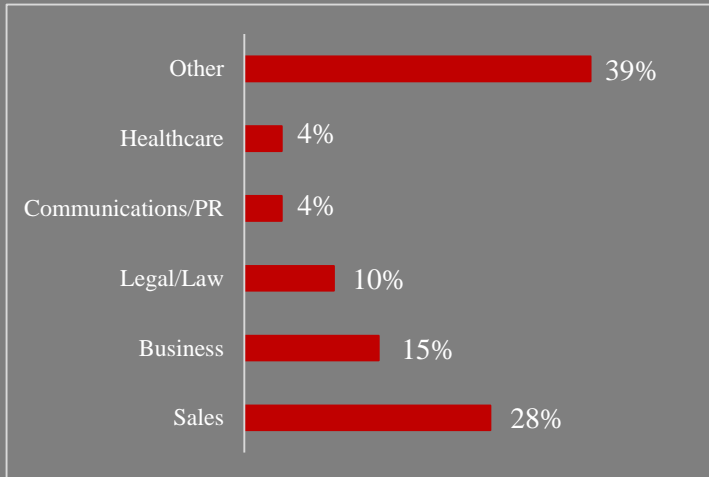
*\*Sample size was gathered using LinkedIn Recruiter to find people with current job titles and industries as being front line fundraisers in higher education and former industry being anything outside of higher education/nonprofits.*

## Results

### Current Job Department

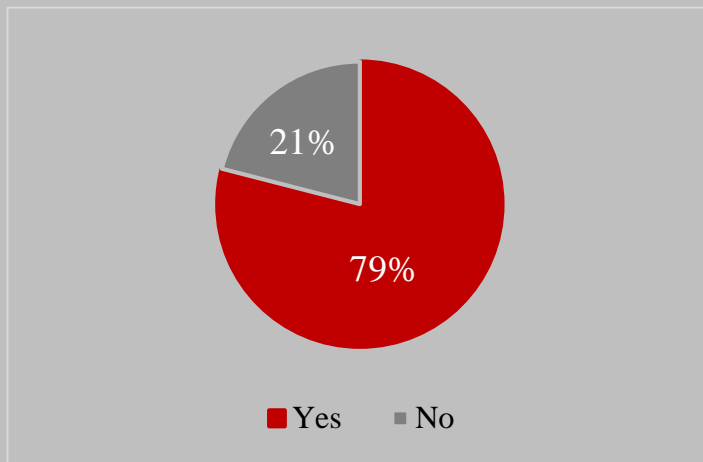


- Corporate and Foundation Relations
- Major Giving
- Planned Giving
- Other



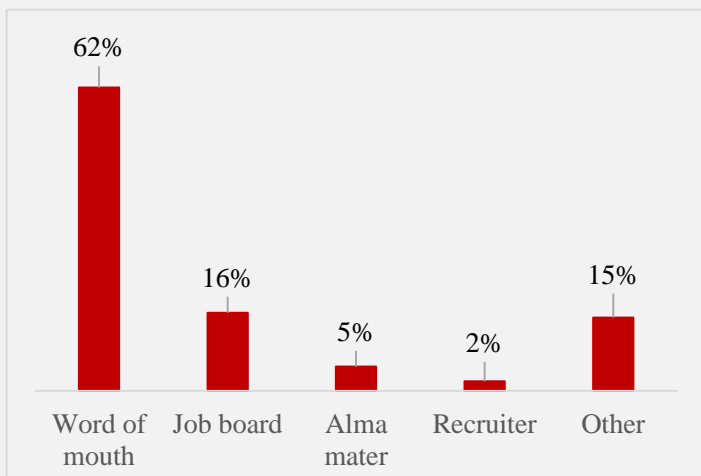
### What industry were you in prior to switching into development?

- These are the industries that were most frequently reported (>5 times)
- Industries reported infrequently (<5 times) were grouped in as “Other.”
- Most people were in some type of business related function. Industries correlate to current job department.



### Did you actively donate to any non-profit organization prior to switching into a fundraising career?

The results seem to indicate that pre-existing philanthropic inclination lends itself to interest in fundraising as a profession.



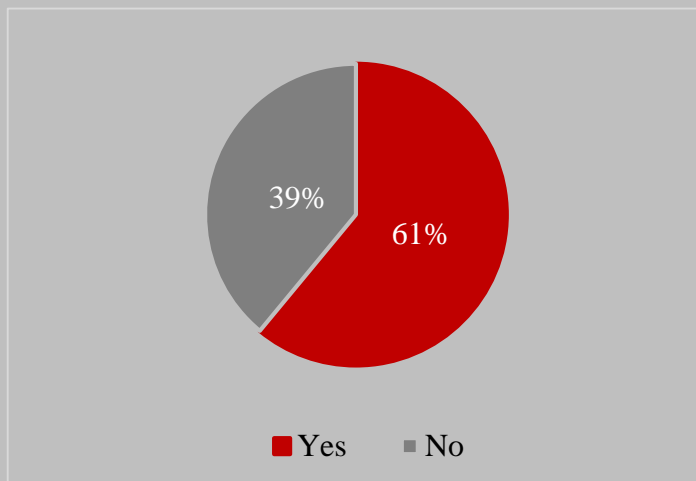
### How did you first learn about a career in development?

- People who reported “Other” did not specify.
- “Word of mouth” refers to:
  - Someone recommending that development is a good fit.
  - Participant knew someone working in development already.



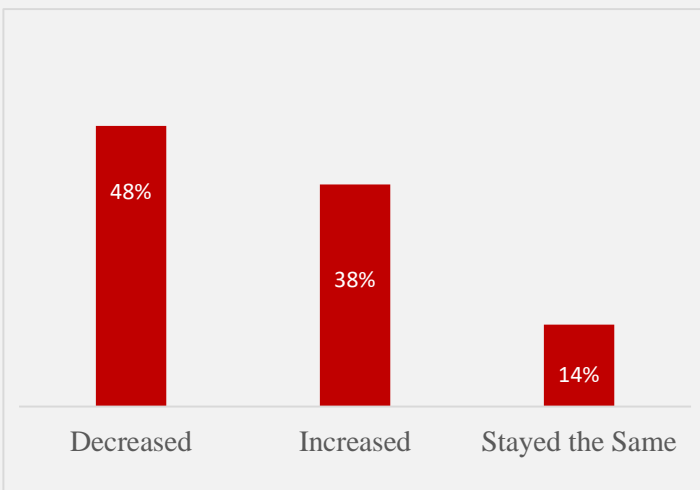
### What skills from your former industry do you feel were most transferrable to your current role in development?

- These were the top five skills mentioned.
- Other skills mentioned include: *self-motivation, entrepreneurial, persistence, strategic, analytical, organization, critical thinking, time management, ability to collaborate, patience, judgement, negotiation, professionalism, and persuasiveness.*



### Are you currently employed or have been employed at your alma mater in a development role?

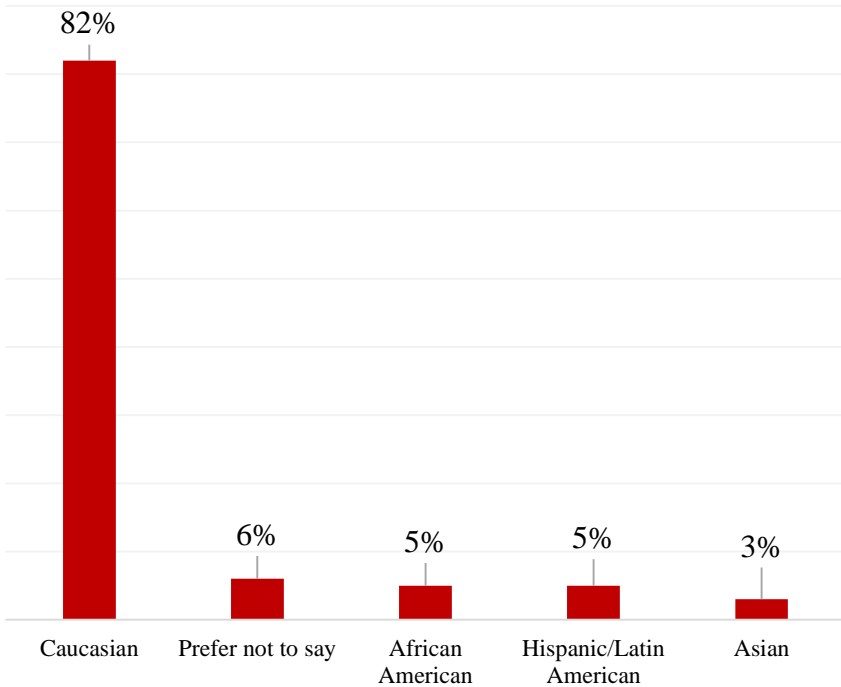
- 52% of people who said “Yes” reported that they engaged in college clubs and activities.
- Most people reported that they found development careers satisfying because it allowed them to make a change at their alma mater.



### How did your salary change after moving into a development role?

The lack of incentive pays, bonuses, and overall lower compensation were the most frequently reported discrepancies.

## Race/Ethnicity



## Gender

