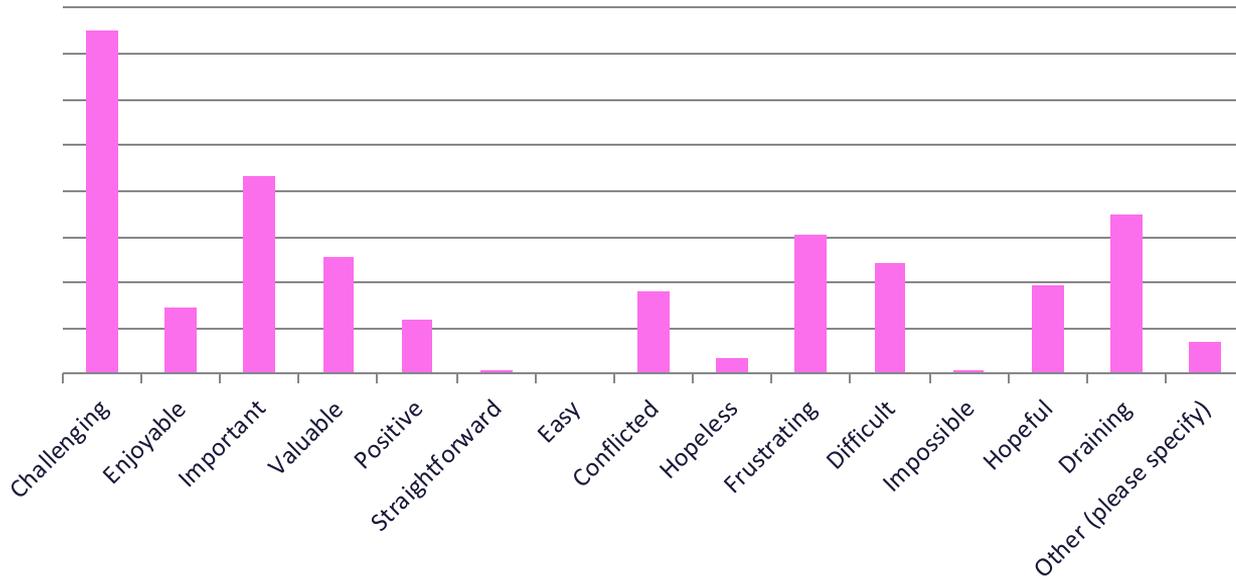


What are the top three words that best describe how you feel working in the charity sector right now?



Challenging

Important

Draining

Frustrating

Difficult

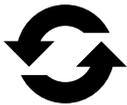
Turnover in fundraising



'Intention to leave' is high among fundraisers



59% of charity employees are likely to look for a new role within the next year



Since the pandemic, annual turnover in the charity sector has increased from 18% to 22%



Average length of service:
Community Fundraising - 3.9 years
(Compared to 4.2 years in 2023*)



'Push factors' include salary dissatisfaction, lack of flexibility, sustained unmanageable workload and poor organisational culture

Strategies – attracting candidates



Salary and benefits

Transparency on salary & benefits

Creative benefits i.e. more than just money

Clear pay progression



Flexibility & Work/Life

Hybrid & remote working practices

Compressed working hours

Clear policies & wellbeing support
e.g. maternity/paternity leave, menopause



Culture and purpose

An inclusive environment where all feel welcome

Clarity on values and how the organisation lives those values

Impact over income

Strategies – retaining fundraisers



Salary reviews

Clear pay progression
(provide a timeframe)

Benchmarking salaries
against sector averages

Considering Cost of Living
uplifts – this continues to
impact fundraisers



Development pathways

Invest in training and sector
opportunities

Opportunities for
secondments and cross team
movement – with support

Embed volunteering to
support with development,
capacity and engagement



Recognition and value

Celebrate successes

Champion increased
understanding and respect for
fundraising across the
organisation

Train line managers to be
equipped to effectively
manage teams