

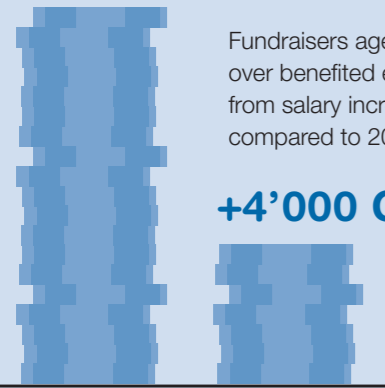
Profile: Professional Fundraisers 2025

Key facts and figures

Salary Change

By age:

+12'000 CHF

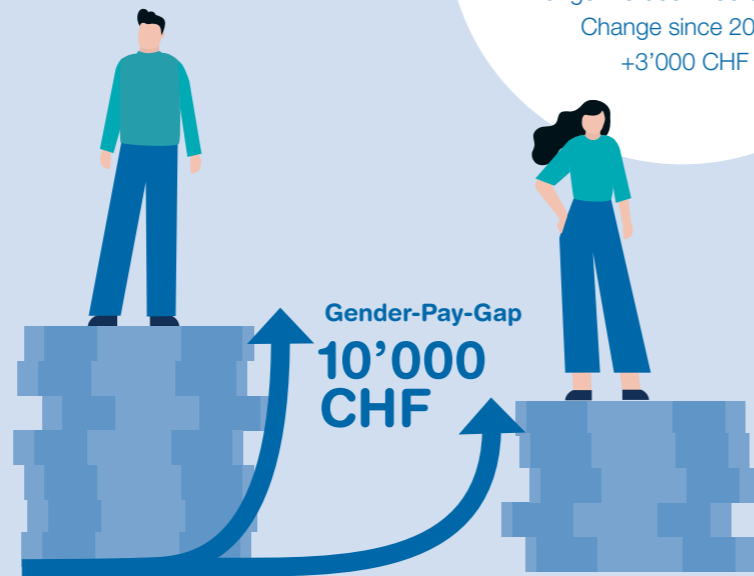


Fundraisers aged 60 and over benefited especially from salary increases compared to 2020.

+4'000 CHF

From age 60 Up to age 40

By gender:



104'400 CHF

Median¹ Gross annual salary

Range: 40'000–290'000 CHF
Change since 2020: +3'000 CHF

Both women and men earned more in 2023 than in 2020, but the wage increase was significantly greater for men, resulting in a gender pay gap of CHF 10,000 (2020: CHF 5,000). This difference can largely be explained by experience, function, and level of responsibility.

Career Path

Fundraising is still not a profession many deliberately choose.

4%

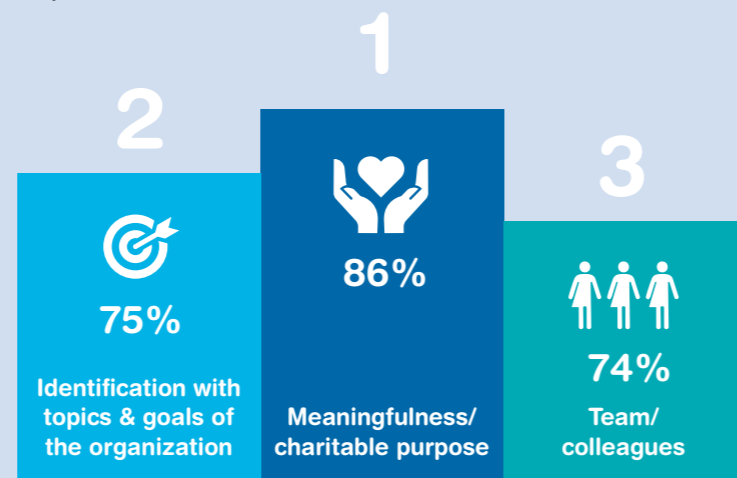
always wanted to work as fundraisers.

Nearly **30%**

entered the profession by chance.

Motivational Factors

Top 3



Trends & Developments

Openness to the future

Key influences of the future profile of professional fundraisers

- Competition in the donation market
- Digitalization
- Increased pressure for donations
- Change in the donation market through new generations.
- Change through AI

Positive perception towards digitalization, AI, and New Work.

The Top 5 Competencies



Competence area:

- Personal skills
- Social & communication skills
- Professional & methodological skills

Types of Fundraisers



Typ 1
Generalist

- Management function**
frequent
- Field of activity**
broad
- Training**
Business administration/marketing
- Budget responsibility**
Ø: 800'000 CHF
- Staff management**
3–4 employees
- Ranking competences**
1. Donor orientation
2. Strategic thinking
3. Identification with the organization



Typ 2
Specialist

- Management function**
rarely
- Field of activity**
focussed
- Training**
specific fundraising training
- Budget responsibility**
Ø: 210'000 CHF
- Staff management**
virtually none
- Ranking competences**
1. Identification with the organization
2. Communication skills
3. Donor orientation



¹ The median or central value is a mean value for distributions in statistics. It means that half the answers or values are lower, and the other half are higher than this value. The difference between the arithmetic mean (average) and the median is that the median is more robust against outliers (extremely deviating values) than the average.