

Fundraising Effectiveness Project

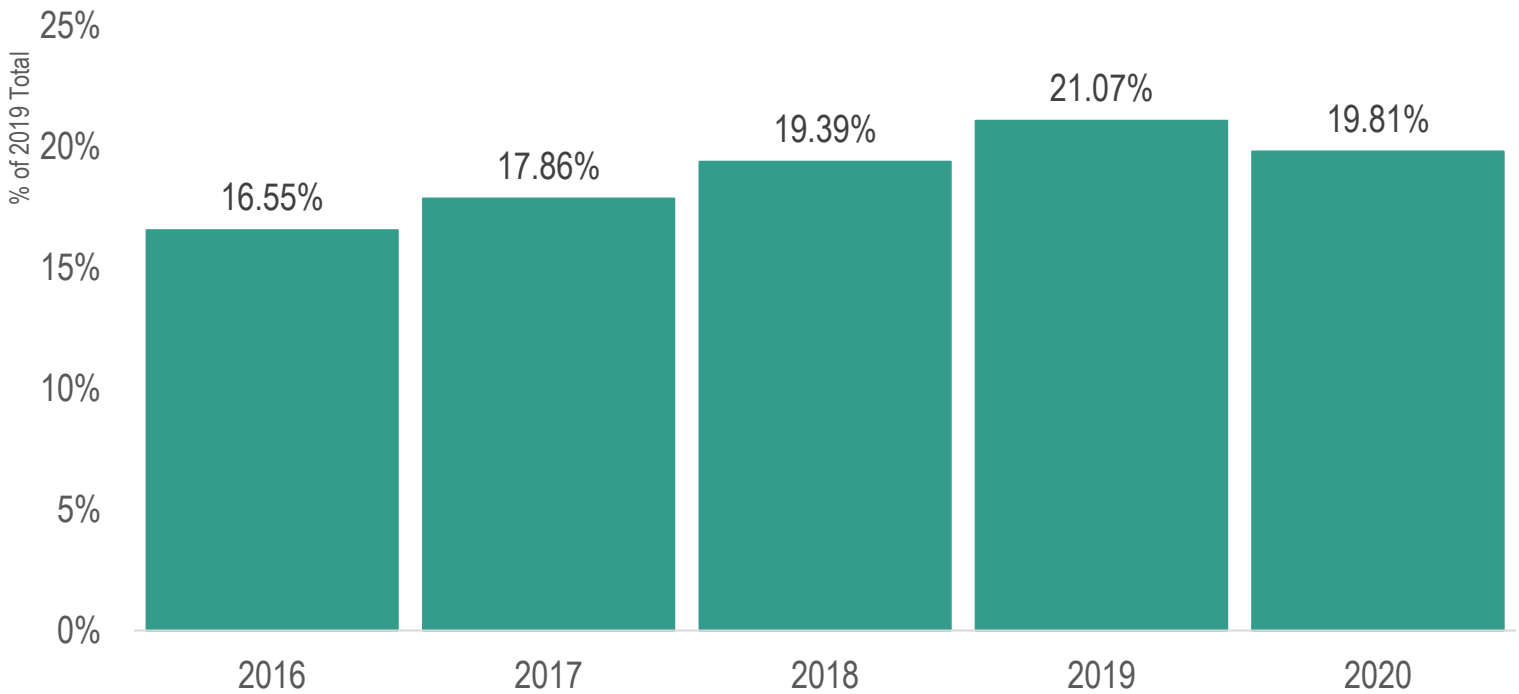
Year to date nonprofit sector trends
01/01/2020 to 03/31/2020

Quarterly Fundraising Report™

Revenue and retention metrics report on year-to-date (YTD) performance compared against the prior year total based on a panel* of organizations selected from the Growth in Giving Database of 176 million transactions from more than 20,000 organizations and \$80 billion in donations since 2005.

	<p>Donors -5.3% YTD Change</p>		<p>Donations -6.0% YTD Change</p>	<p>Overall YTD Donor Retention Rate¹</p>
<p>% of Total 2019 Donors</p>	<p>% of Total 2019 Donations</p>			<p>YTD Change -3.1%</p>
<p>Donors (Year to Date) 27.9%</p>	<p>Dollars (Year to Date) 19.8%</p>	<p>¹All prior year donors retained YTD</p>		

First Quarter Revenue (As % 2019 Total)





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Donors

Year to-date response and retention metrics indicate how new, single gift, existing, and lapsed donors are responding.

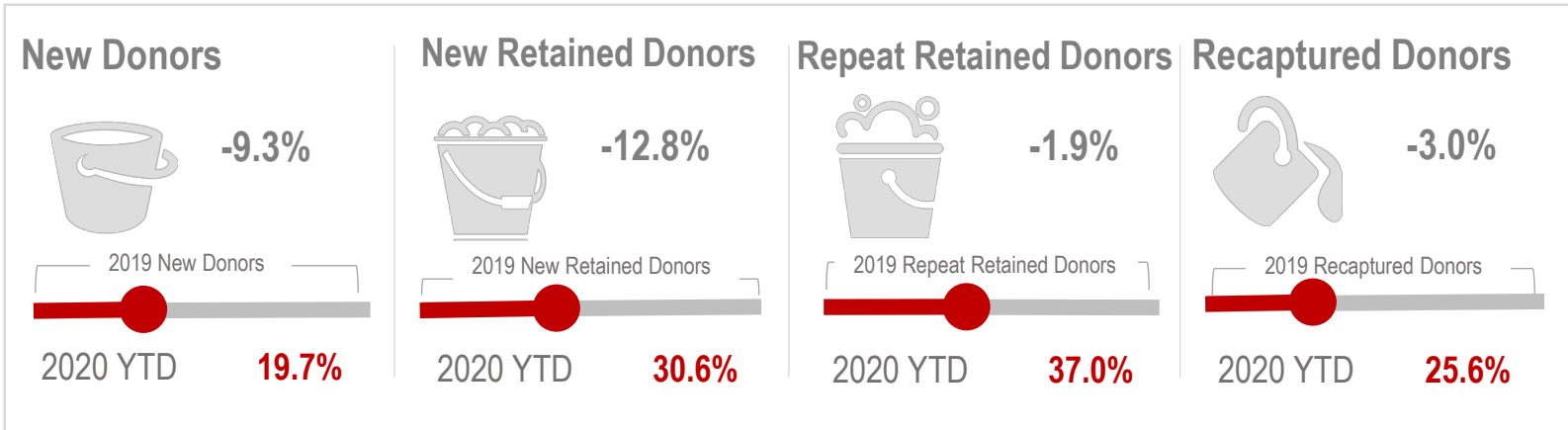
Donors Giving YTD

27.9% Donors YTD

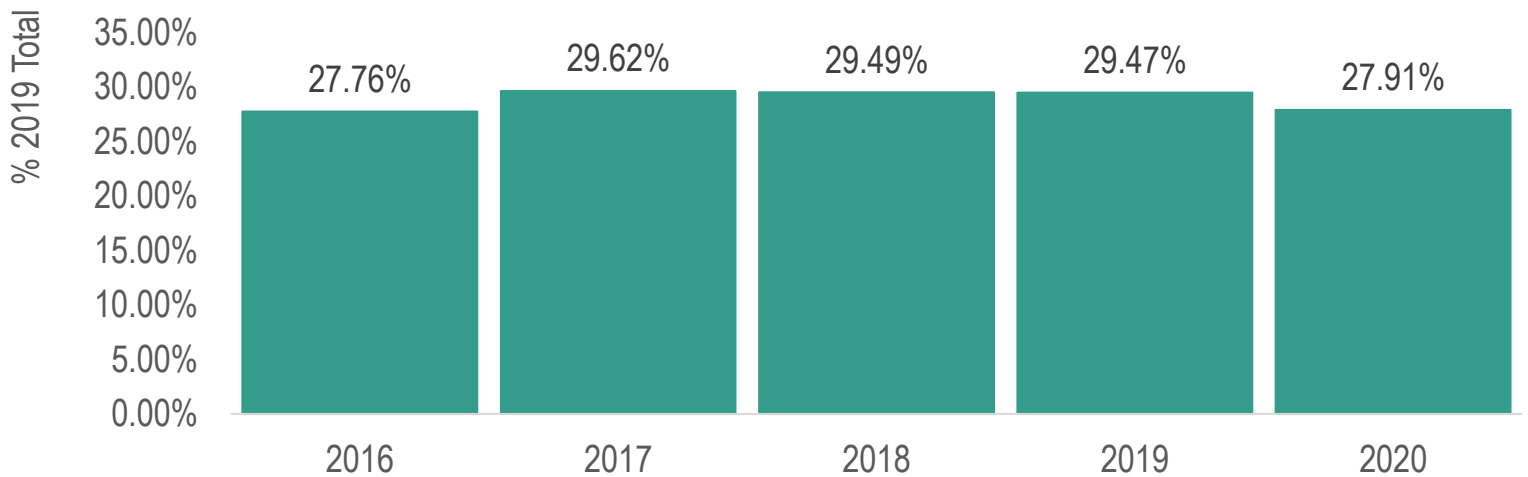
(% of Donors at end of 2019)

Donor Counts YTD by Donor Type

Donors that gave at the end of 2019



First Quarter Donors YTD (As % 2019 Total)



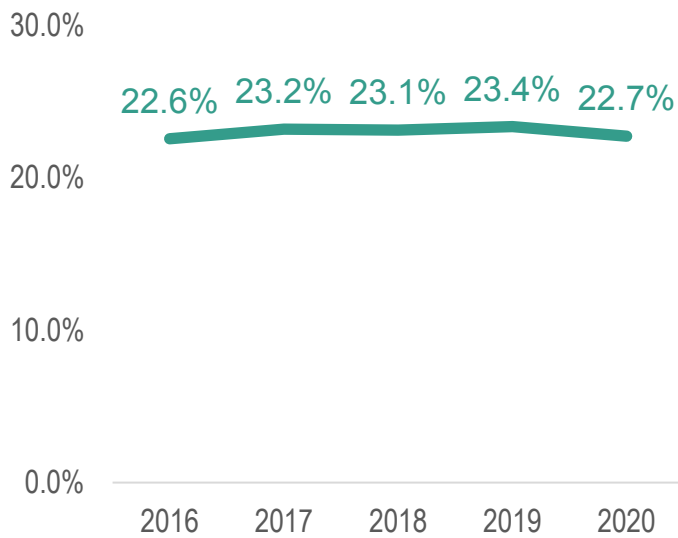


Fundraising Effectiveness Project Retention

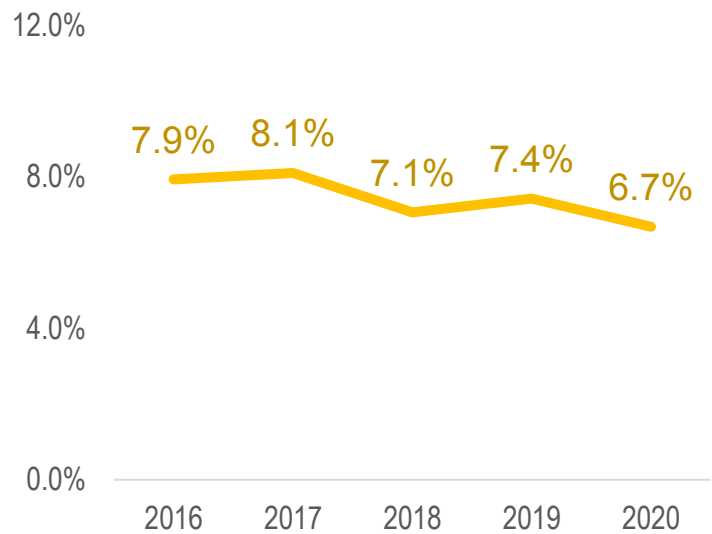
Year to date nonprofit sector trends
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Year to-date response and retention metrics indicate how new, single gift, existing, and lapsed donors are responding.

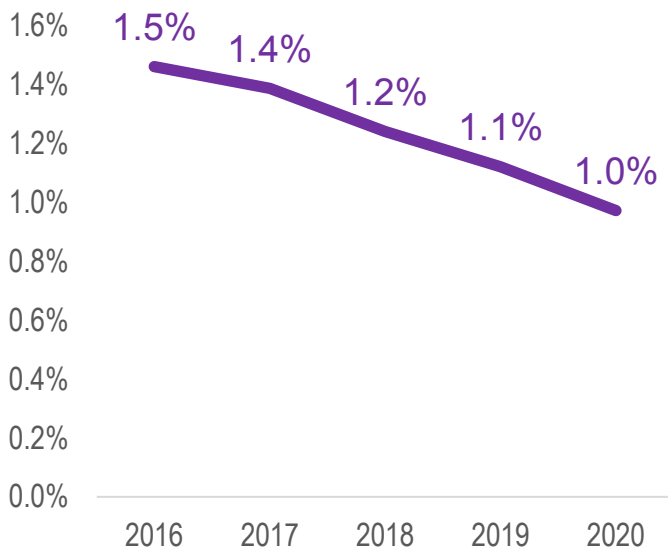
Repeat Donor Retention Rate YTD



New Donor Retention Rate YTD



Recapture Rate YTD



Definitions

Repeat Retention Rate YTD = How many donors who gave in the full prior year, excluding new donors and have given this year to date divided by the number of donors who gave in the full prior year, excluding new donors.

New Donor Retention Rate YTD = How many donors whose first gift was last year and have given this year to date divided by the number of donors whose first gift was last year

Recapture Rate YTD = The percent [%] of previously lapsed donors who have given a gift from the beginning of the year through the date noted on the top of the report.





Fundraising Effectiveness Project Revenue

Year to date nonprofit sector trends
01/01/2020 to 03/31/2020

Year to-date revenue metrics indicate the value of general, mid-level, and major donors.

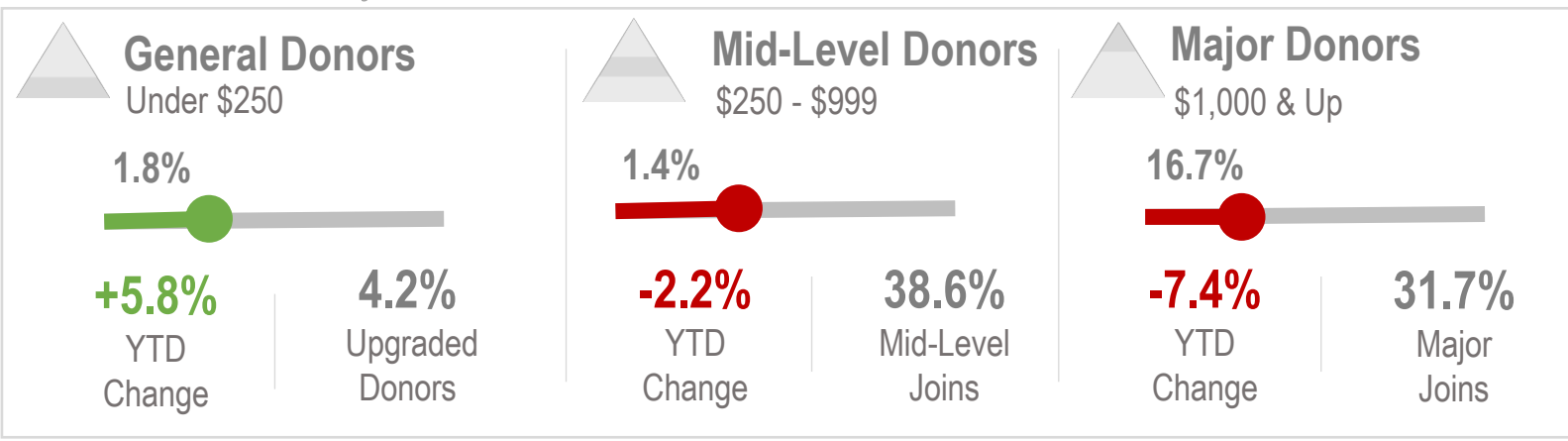
Revenue YTD

19.8%

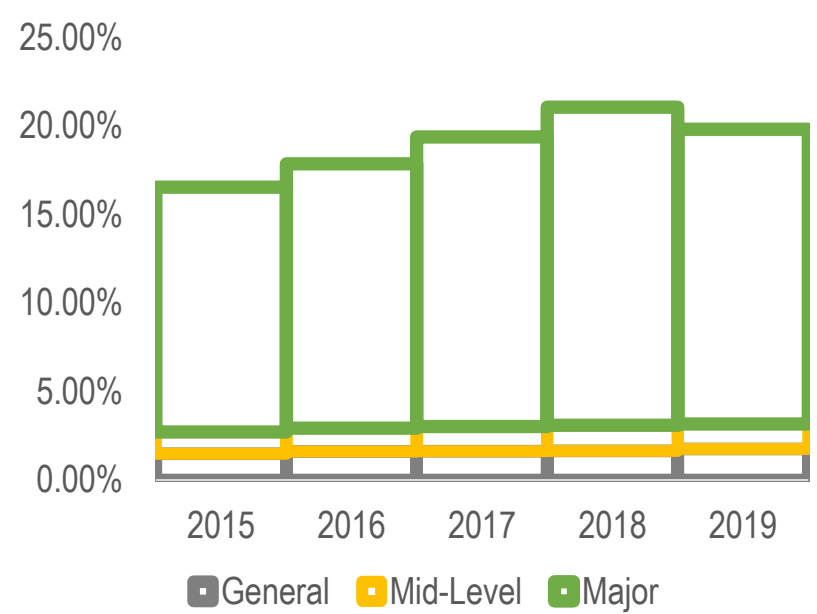
(% of Revenue at end of 2019)



Revenue YTD by Donor Level



Revenue YTD by Donor Level



Revenue YTD by Gift Range

Year	General	Mid-Level	Major
2015	1.48%	1.24%	13.84%
2016	1.60%	1.32%	14.93%
2017	1.63%	1.39%	16.37%
2018	1.65%	1.44%	17.98%
2019	1.75%	1.41%	16.65%



Upgraded Donors = % of under \$250 donors that increased their giving.
Mid-Level Joins = % of \$250-\$999 donors with first gift in that range.
Major Joins = % of \$1,000+ donors with first gift in that range.

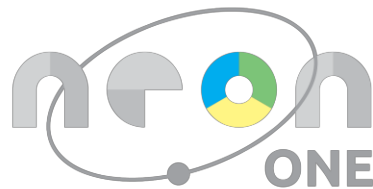
The Fundraising Effectiveness Project (FEP)

In 2006, the Association of Fundraising Professionals (AFP) and the Center on Nonprofits and Philanthropy at the Urban Institute established the Fundraising Effectiveness Project (FEP) to conduct research on fundraising effectiveness and help nonprofit organizations increase their fundraising results at a faster pace.



Data Providers

The FEP wouldn't be possible without data. These software providers make the collection of data for this analysis possible.



Data Reporting

The Quarterly Report wouldn't be possible without the data processing and analytics provided by these firms. The panel* consists of 4,456 organizations raising \$4,766,892,210 in 2018. Organizations included in the panel* for the quarterly reports have raised \$5,000 or more, with 25 or more donors in each of the last 6 years. *A change from prior quarterly reports, in this report revenue figures have NOT been adjusted for inflation.

