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.

**First Quarter Revenue (As % 2019 Total)**

- **2016**: 16.55%
- **2017**: 17.86%
- **2018**: 19.39%
- **2019**: 21.07%
- **2020**: 19.81%

*All prior year donors retained YTD*
Donors Giving YTD

**27.9% Donors YTD** (% of Donors at end of 2019)

Donor Counts YTD by Donor Type

<table>
<thead>
<tr>
<th>Donor Type</th>
<th>2019</th>
<th>2020 YTD</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>New Donors</td>
<td>-9.3%</td>
<td>19.7%</td>
<td></td>
</tr>
<tr>
<td>New Retained Donors</td>
<td>-12.8%</td>
<td>30.6%</td>
<td></td>
</tr>
<tr>
<td>Repeat Retained Donors</td>
<td>-1.9%</td>
<td>37.0%</td>
<td></td>
</tr>
<tr>
<td>Recaptured Donors</td>
<td>-3.0%</td>
<td>25.6%</td>
<td></td>
</tr>
</tbody>
</table>

First Quarter Donors YTD (As % 2019 Total)

<table>
<thead>
<tr>
<th>Year</th>
<th>% 2019 Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>2016</td>
<td>27.76%</td>
</tr>
<tr>
<td>2017</td>
<td>29.62%</td>
</tr>
<tr>
<td>2018</td>
<td>29.49%</td>
</tr>
<tr>
<td>2019</td>
<td>29.47%</td>
</tr>
<tr>
<td>2020</td>
<td>27.91%</td>
</tr>
</tbody>
</table>
Year to-date response and retention metrics indicate how new, single gift, existing, and lapsed donors are responding.

**Repeat Donor Retention Rate YTD**

- 30.0%
- 22.6% 23.2% 23.1% 23.4% 22.7%

**New Donor Retention Rate YTD**

- 12.0%
- 7.9% 8.1% 7.1% 7.4% 6.7%

**Recapture Rate YTD**

- 1.5% 1.4% 1.2% 1.1% 1.0%

**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.
Revenue YTD

19.8% (% of Revenue at end of 2019)

Revenue YTD by Donor Level

- **General Donors**
  - Under $250: 1.8%
    - +5.8% YTD Change
  - Mid-Level Donors: 1.4%
    - -2.2% YTD Change
  - $1,000 & Up: 16.7%
    - -7.4% YTD Change

- **Mid-Level Donors**
  - $250 - $999: 38.6%
    - 31.7% Major Joins

- **Major Donors**
  - $1,000 & Up: 31.7%
    - 31.7% Major Joins

Revenue YTD by Gift Range

<table>
<thead>
<tr>
<th>Year</th>
<th>General</th>
<th>Mid-Level</th>
<th>Major</th>
</tr>
</thead>
<tbody>
<tr>
<td>2015</td>
<td>1.48%</td>
<td>1.24%</td>
<td>13.84%</td>
</tr>
<tr>
<td>2016</td>
<td>1.60%</td>
<td>1.32%</td>
<td>14.93%</td>
</tr>
<tr>
<td>2017</td>
<td>1.63%</td>
<td>1.39%</td>
<td>16.37%</td>
</tr>
<tr>
<td>2018</td>
<td>1.65%</td>
<td>1.44%</td>
<td>17.98%</td>
</tr>
<tr>
<td>2019</td>
<td>1.75%</td>
<td>1.41%</td>
<td>16.65%</td>
</tr>
</tbody>
</table>

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.

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

Fundraising Effectiveness Project

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