



**Using Donor Data to Make Good Decisions  
And Improve Your Fundraising Results**

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AFP Fundraising Effectiveness Project Working Group

## Today's Discussion

- AFP Fundraising Effectiveness Project (FEP)
- 2019 FEP Annual Survey Report on 2018 Giving
- 2016 FEP Donor Retention Supplement Report
- 2018 FEP 4<sup>th</sup> Quarter Report (01/-1/18 to 12/31/18)
- AFP/PSI Fundraising Fitness Test Reports and Analysis
- FEP/FFT 2018 Data Analysis from 10,640 small to medium-sized Nonprofits (Tables 1 – 7)

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



**10,640**  
organizations

### Data Partners

(donor software firms currently providing monthly data for the growth in giving database, in alpha order)



### Additional Data Partners

(donor software firms currently providing annual data extracts for the FEP annual report)



Thank you FEP partners!

Data Reporting Powered by:



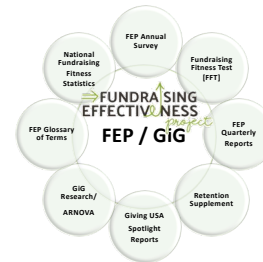
## Nonprofit Sector Groups Endorsing the Project



COUNCIL FOR ADVANCEMENT  
AND SUPPORT OF EDUCATION®



NATIONAL ASSOCIATION of Charitable Gift Planners



### Growth in Giving

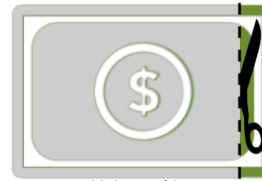


**+1.8%**

2017	2018
\$8.965 billion	\$9.126 billion

FEP 2019 Annual Survey

### Revenue Retention



\$100 gained  
was offset by  
\$93 in losses.

FEP 2019 Annual Survey

### Growth in Donors



**-2.8%**

2017	2018
8.58 million	8.34 million

FEP 2019 Annual Survey

### Growth in Donors



For every 100  
donors gained,  
105 were lost  
through attrition.

FEP 2019 Annual Survey

### Overall 2018 Donor Retention

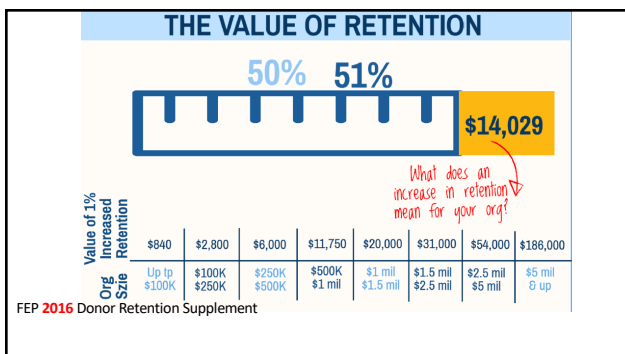
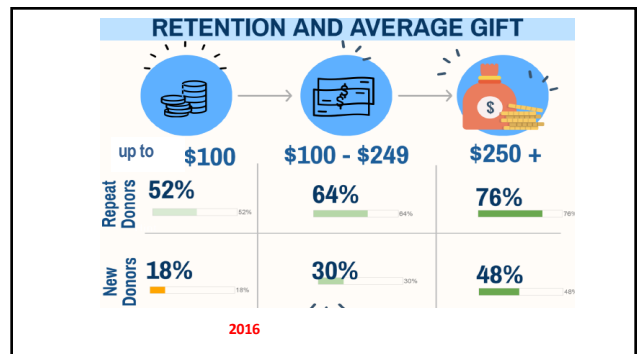
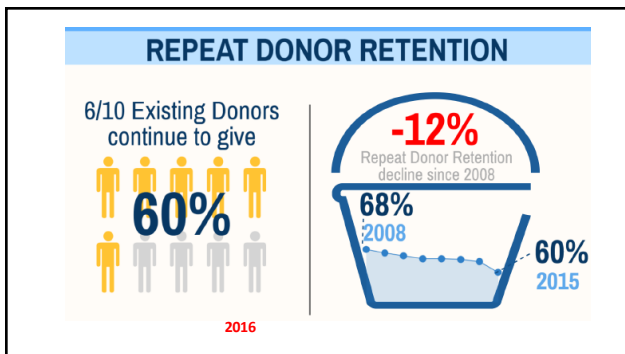
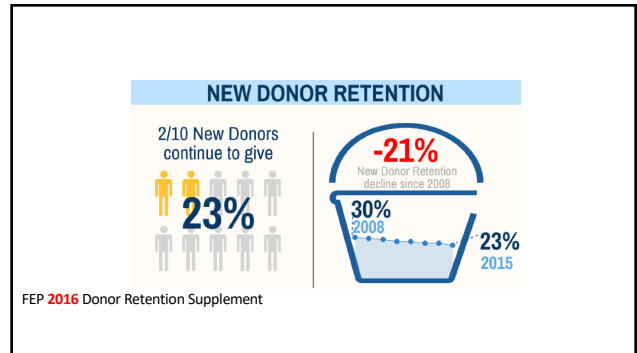
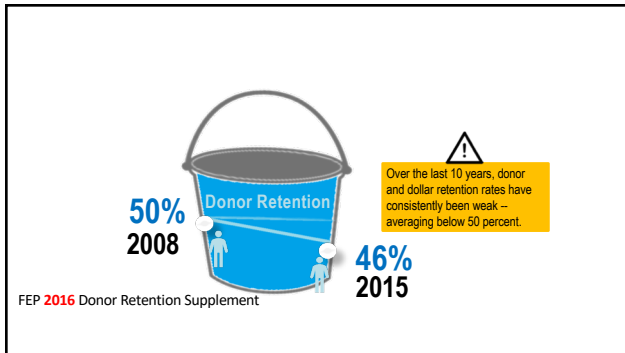


**43%**

FEP 2019 Annual Survey

⇒ FUNDRAISING  
EFFECTIVENESS  
Project

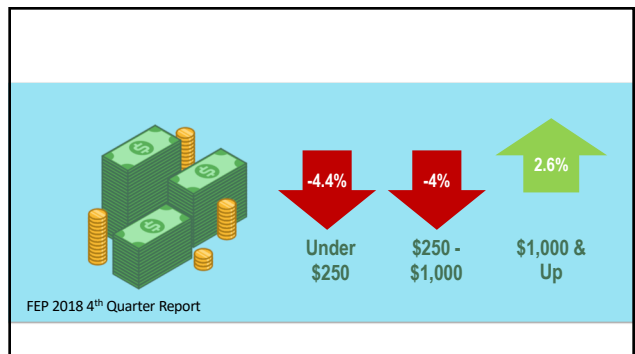
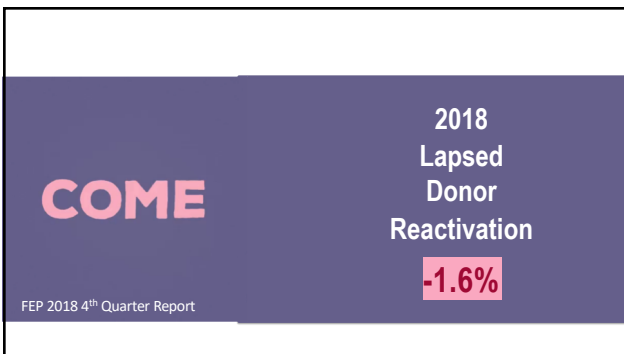
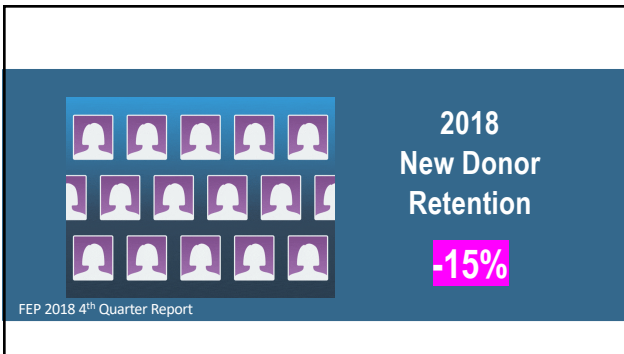
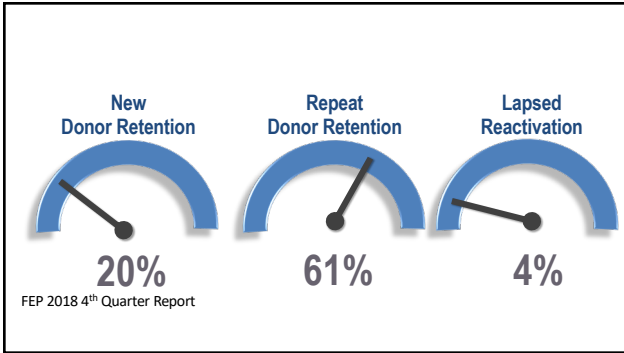
Fundraising Effectiveness Project  
“2016 Donor Retention Supplement Report”



⇒ FUNDRAISING EFFECTIVENESS *Project*

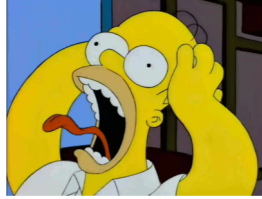
Fundraising Effectiveness Project

"2018 Summary Report"



### Donor Trends

- Competition – over 1 million 501(C)3 non-profits.
- Shrinking Donor Pool.
- Acquisition declines.
- More donations coming from fewer donors.



### Take Action!

- Benchmark your success
- Evaluate investment strategies
- Set your goals and track monthly



### PSI Fundraising Fitness Test

### PSI Fundraising Fitness Test

In collaboration with PSI/Adventist, FEP has developed the downloadable Excel-based Fundraising Fitness Test that allows nonprofits to measure and evaluate their fundraising programs against a set of more than 150 performance indicators by five donor giving levels.

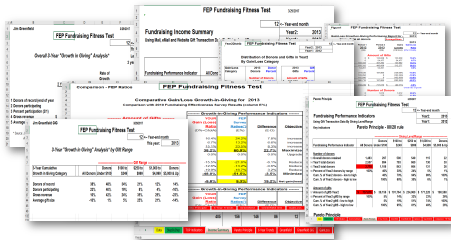
In addition, these several FEP/FFT Reports in Excel-based format provide concise, informative pictures of renewal statistics, new donor acquisition, gains and losses, growth in giving analysis, upgrades and downgrades, etc., all in a simple, reader-friendly format that your executive staff and board members can understand.

Source: [www.afpfp.org/Tools](http://www.afpfp.org/Tools)

GIG/FEP analysis reports, articles, etc., are available at: [www.afpfp.org](http://www.afpfp.org)



Indicator	2016	2015	2014	2013	2012	2011
1. Total Revenue	275	275	275	275	275	275
2. Total Expenses	275	275	275	275	275	275
3. Total Revenue	275	275	275	275	275	275
4. Total Expenses	275	275	275	275	275	275
5. Total Revenue	275	275	275	275	275	275
6. Total Expenses	275	275	275	275	275	275
7. Total Revenue	275	275	275	275	275	275
8. Total Expenses	275	275	275	275	275	275
9. Total Revenue	275	275	275	275	275	275
10. Total Expenses	275	275	275	275	275	275
11. Total Revenue	275	275	275	275	275	275
12. Total Expenses	275	275	275	275	275	275
13. Total Revenue	275	275	275	275	275	275
14. Total Expenses	275	275	275	275	275	275
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22. Total Expenses	275	275	275	275	275	275
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24. Total Expenses	275	275	275	275	275	275
25. Total Revenue	275	275	275	275	275	275
26. Total Expenses	275	275	275	275	275	275
27. Total Revenue	275	275	275	275	275	275
28. Total Expenses	275	275	275	275	275	275
29. Total Revenue	275	275	275	275	275	275
30. Total Expenses	275	275	275	275	275	275
31. Total Revenue	275	275	275	275	275	275
32. Total Expenses	275	275	275	275	275	275
33. Total Revenue	275	275	275	275	275	275
34. Total Expenses	275	275	275	275	275	275
35. Total Revenue	275	275	275	275	275	275
36. Total Expenses	275	275	275	275	275	275
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41. Total Revenue	275	275	275	275	275	275
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46. Total Expenses	275	275	275	275	275	275
47. Total Revenue	275	275	275	275	275	275
48. Total Expenses	275	275	275	275	275	275
49. Total Revenue	275	275	275	275	275	275
50. Total Expenses	275	275	275	275	275	275
51. Total Revenue	275	275	275	275	275	275
52. Total Expenses	275	275	275	275	275	275
53. Total Revenue	275	275	275	275	275	275
54. Total Expenses	275	275	275	275	275	275
55. Total Revenue	275	275	275	275	275	275
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63. Total Revenue	275	275	275	275	275	275
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65. Total Revenue	275	275	275	275	275	275
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67. Total Revenue	275	275	275	275	275	275
68. Total Expenses	275	275	275	275	275	275
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73. Total Revenue	275	275	275	275	275	275
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75. Total Revenue	275	275	275	275	275	275
76. Total Expenses	275	275	275	275	275	275
77. Total Revenue	275	275	275	275	275	275
78. Total Expenses	275	275	275	275	275	275
79. Total Revenue	275	275	275	275	275	275
80. Total Expenses	275	275	275	275	275	275
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83. Total Revenue	275	275	275	275	275	275
84. Total Expenses	275	275	275	275	275	275
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86. Total Expenses	275	275	275	275	275	275
87. Total Revenue	275	275	275	275	275	275
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89. Total Revenue	275	275	275	275	275	275
90. Total Expenses	275	275	275	275	275	275
91. Total Revenue	275	275	275	275	275	275
92. Total Expenses	275	275	275	275	275	275
93. Total Revenue	275	275	275	275	275	275
94. Total Expenses	275	275	275	275	275	275
95. Total Revenue	275	275	275	275	275	275
96. Total Expenses	275	275	275	275	275	275
97. Total Revenue	275	275	275	275	275	275
98. Total Expenses	275	275	275	275	275	275
99. Total Revenue	275	275	275	275	275	275
100. Total Expenses	275	275	275	275	275	275
101. Total Revenue	275	275	275	275	275	275
102. Total Expenses	275	275	275	275	275	275
103. Total Revenue	275	275	275	275	275	275
104. Total Expenses	275	275	275	275	275	275
105. Total Revenue	275	275	275	275	275	275
106. Total Expenses	275	275	275	275	275	275
107. Total Revenue	275	275	275	275	275	275
108. Total Expenses	275	275	275	275	275	275
109. Total Revenue	275	275	275	275	275	275
110. Total Expenses	275	275	275	275	275	275
111. Total Revenue	275	275	275	275	275	275
112. Total Expenses	275	275	275	275	275	275
113. Total Revenue	275	275	275	275	275	275
114. Total Expenses	275	275	275	275	275	275
115. Total Revenue	275	275	275	275	275	275
116. Total Expenses	275	275	275	275	275	275
117. Total Revenue	275	275	275	275	275	275
118. Total Expenses	275	275	275	275	275	275
119. Total Revenue	275	275	275	275	275	275
120. Total Expenses	275	275	275	275	275	275
121. Total Revenue	275	275	275	275	275	275
122. Total Expenses	275	275	275	275	275	275
123. Total Revenue	275	275	275	275	275	275
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125. Total Revenue	275	275	275	275	275	275
126. Total Expenses	275	275	275	275	275	275
127. Total Revenue	275	275	275	275	275	275
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129. Total Revenue	275	275	275	275	275	275
130. Total Expenses	275	275	275	275	275	275
131. Total Revenue	275	275	275	275	275	275
132. Total Expenses	275	275	275	275	275	275
133. Total Revenue	275	275	275	275	275	275
134. Total Expenses	275	275	275	275	275	275
135. Total Revenue	275	275	275	275	275	275
136. Total Expenses	275	275	275	275	275	275
137. Total Revenue	275	275	275	275	275	275
138. Total Expenses	275	275	275	275	275	275
139. Total Revenue	275	275	275	275	275	275
140. Total Expenses	275	275	275	275	275	275
141. Total Revenue	275	275	275	275	275	275
142. Total Expenses	275	275	275	275	275	275
143. Total Revenue	275	275	275	275	275	275
144. Total Expenses	275	275	275	275	275	275
145. Total Revenue	275	275	275	275	275	275
146. Total Expenses	275	275	275	275	275	275
147. Total Revenue	275	275	275	275	275	275
148. Total Expenses	275	275	275	275	275	275
149. Total Revenue	275	275	275	275	275	275
150. Total Expenses	275	275	275	275	275	275



### FFT 2018 Summary Results

Funds raised in 2018: \$ 9,127,176,764  
 Growth in Giving:  
 + 3% in donors  
 - 3% donor participation  
 + 4% in gross revenue  
 + 7% in avg. gift size

Tables 1-7 provide benchmarking guidelines from 10,640 small to mid-size nonprofits that can be used by other nonprofits to conduct comparative results analysis and performance measurement, based on their own Fundraising Fitness Test data.

### Detailed FFT Results Analysis of 10,640 Small to Medium Nonprofits (Tables 1-7)

#### FFT Summary Results

Table 1: 3-Year Growth in Giving Analysis (2016-2018)  
 Table 2: 2018 Summary Donor Retention by Gift Range  
 Table 3: 2018 Summary Revenue Analysis by Gift Range  
 Table 4: 2017-2018 Donor Retention Analysis by Gift Range  
 Table 5: 2017-2018 Repeat Donor Revenue Analysis  
 Table 6: 2017-2018 Donor Acquisition Analysis by Gift Range  
 Table 7: Donor Analysis of Gains and Losses by Gift Range

Table 1: 3-Year "Growth in Giving" Analysis: 2016-2018

	2 Years Ago 2016	Last Year 2017	Rate of Growth 2016-2017
Donors of Record	23,882,703	27,891,295	17%
Donors Participating	8,087,421	8,578,870	6%
Percent Participating	34%	31%	- 8%
Gross Revenue	\$8,011,177,103	\$8,755,465,355	9%
Average Gift Size	\$991	\$1,021	3%
	This Year 2018	Rate of Growth 2017-2018	3-Yr Cumulative Rate of Growth
Donors of Record	31,541,513	13%	30%
Donors Participating	8,341,254	- 3%	3%
Percent Participating	26%	-14%	-22%
Gross Revenue	\$9,127,176,764	4%	13%
Average Gift Size	\$1,094	7%	10%

#### Anonymous Local AFP Member Data

	2 Years Ago 2016	Last Year 2017	Rate of Growth 2016-2017
Donors of Record	2,199	4,547	107%
Donors Participating	2,199	3,486	59%
Percent Participating	100%	77%	- 23%
Gross Revenue	\$693,558	\$979,532	41%
Average Gift Size	\$315	\$281	- 11%
	This Year 2018	Rate of Growth 2017-2018	3-Yr Cumulative Rate of Growth
Donors of Record	6,126	35%	179%
Donors Participating	3,529	1%	60%
Percent Participating	58%	-25%	- 42%
Gross Revenue	\$1,630,424	66%	135%
Average Gift Size	\$362	64%	46%

Table 2: 2018 Summary Donor Retention Analysis by Gift Range

	All Donors	Under \$100	\$100-\$249
Donors of record	31,541,513	16,963,470	7,863,336
Donors participating	8,341,254	3,493,934	2,153,340
Percent participation	26%	21%	28%
Percent by gift range	100%	42%	26%
Gross revenue	\$9,127,176,754	\$123,241,814	\$249,887,648
Average gift size	\$1,094	\$35	\$116
	\$250-\$999	\$1,000-\$4,999	\$5,000 & up
Donors of record	4,314,371	1,986,095	714,241
Donors participating	1,544,772	815,661	333,547
Percent participation	36%	41%	47%
Percent by gift range	19%	10%	4%
Gross revenue	\$538,056,765	\$1,096,536,714	\$7,119,453,823
Average gift size	\$348	\$1,344	\$21,345

**Table 3: 2018 Summary Revenue Analysis by Gift Range**

	<u>All Donors</u>	<u>Under \$100</u>	<u>\$100-\$249</u>
Gross revenue	\$9,127,176,764	\$123,241,814	\$249,887,648
Percent of gross revenue	100%	1%	3%
Donors participating	8,341,264	3,493,934	2,163,340
Percent participation	100%	42%	26%
Average gift size	\$1,094	\$35	\$116
	<u>\$250-\$999</u>	<u>\$1,000-\$4,999</u>	<u>\$5,000 &amp; up</u>
Gross revenue	\$538,056,765	\$1,096,536,714	\$7,119,483,823
Percent of gross revenue	6%	12%	78%
Donors participating	1,544,772	815,661	333,547
Percent participation	19%	10%	4%
Average gift size	\$348	\$1,344	\$21,345

**Anonymous Local AFP Member Data****Table 3: 2018 Summary Revenue Analysis by Gift Range**

	<u>All Donors</u>	<u>Under \$100</u>	<u>\$100-\$249</u>
Gross revenue	\$1,630,424	\$67,371	\$94,930
Percent of gross revenue	100%	4%	6%
Donors participating	3,529	1,698	1,048
Percent participation	100%	48%	30%
Average gift size	\$462	\$40	\$91
	<u>\$250-\$999</u>	<u>\$1,000-\$4,999</u>	<u>\$5,000 &amp; up</u>
Gross revenue	\$95,051	\$165,456	\$1,207,615
Percent of gross revenue	6%	10%	74%
Donors participating	439	192	152
Percent participation	12%	5%	4%
Average gift size	\$217	\$862	\$7,945

**Table 4: 2017-2018 Donor Retention Analysis by Gift Range**

	<u>All Donors</u>	<u>Under \$100</u>	<u>\$100-\$249</u>
New donors acquired	4,008,895	2,241,287	969,017
New donor retention rate	22%	15%	25%
Repeat donors	4,570,275	1,309,963	1,265,495
Repeat donor retention rate	62%	51%	61%
Total donors	8,578,870	3,551,220	2,234,512
Overall Retention rate	<u>13%</u>	28%	45%
	<u>\$250-\$999</u>	<u>\$1,000-\$4,999</u>	<u>\$5,000 &amp; up</u>
New donors acquired	809,321	219,545	69,455
New donor retention rate	37%	43%	48%
Repeat donors	1,096,388	627,289	271,140
Repeat donor retention rate	68%	72%	75%
Total donors	1,605,709	846,834	340,595
Overall Retention rate	58%	64%	70%

**Table 5: 2017-2018 Repeat Donor & Revenue Analysis**

	<u>Repeat and Retention Donor Results</u>		<u>%</u>
1,390,506	2017 donors upgraded in 2018		37%
1,095,874	2017 donors gave same in 2018		29%
<u>1,240,138</u>	2017 donors downgraded in 2018		<u>33%</u>
3,726,518			100%
	<u>Repeat and Retention Revenue Results</u>		<u>%</u>
	<u>2017 Gifts</u>	<u>2018 Gifts</u>	<u>CIG</u>
Upgrade	\$1,686,549,344	\$3,599,752,537	60% 113%
Same	908,760,894	908,760,894	15% 0%
Downgraded	<u>2,237,151,750</u>	<u>1,521,715,358</u>	<u>25%</u> <u>-53%</u>
Total:	\$5,832,461,988	\$6,030,228,789	100% 3%

**Anonymous Local AFP Member Data****Table 5: 2017-2018 Repeat Donor and Revenue Analysis**

	<u>Repeat and Retention Donor Results</u>		<u>%</u>
620	2017 donors upgraded in 2018		34%
704	2017 donors gave same in 2018		49%
<u>473</u>	2017 donors downgraded in 2018		<u>26%</u>
1,797			100%
	<u>Repeat and Retention Revenue Results</u>		<u>%</u>
	<u>2017 Gifts</u>	<u>2018 Gifts</u>	<u>CIG</u>
Upgrade	\$150,415	\$563,137	70% 221%
Same	141,137	141,137	17% 0%
Downgraded	<u>203,443</u>	<u>108,156</u>	<u>13%</u> <u>-97%</u>
Total:	\$494,995	\$812,430	100% 53%

**Table 6: 2017-2018 Donor Acquisition Analysis by Gift Range**

	<u>All Donors</u>	<u>Under \$100</u>	<u>\$100-\$249</u>
New donors this year	3,650,220	2,131,031	856,954
New donor rate	43%	60%	38%
Recaptured donors	964,516	365,883	283,850
Recaptured donor rate	11%	10%	13%
Total donors acquired	4,614,736	2,496,914	1,140,804
Overall acquisition rate	54%	70%	51%
Total Donors	8,578,870	3,551,220	2,234,512
	<u>\$250-\$999</u>	<u>\$1,000-\$4,999</u>	<u>\$5,000 &amp; up</u>
New donors this year	429,390	176,541	56,304
New donor rate	27%	21%	17%
Recaptured donors	181,078	93,818	39,887
Recaptured donor rate	11%	11%	12%
Total donors acquired	610,468	270,359	96,191
Overall acquisition rate	<u>18%</u>	<u>32%</u>	<u>2%</u>
Total Donors	1,605,709	846,834	340,595

**Table 7: 2018 Donor Analysis of Gains and Losses by Gift Range**

	<u>All Donors</u>	<u>Under \$100</u>	<u>\$100-\$249</u>
Donor gains (new & recaptured)	4,614,736	2,496,914	1,140,804
Donor losses (new & repeat)	4,852,352	2,554,200	1,221,976
Net gain/loss in donors	(237,616)	(57,286)	(81,172)
Net gain in donors (%)	-5%	-2%	-7%
Donors lost for every 100 gained	105	102	107
	<u>\$250-\$999</u>	<u>\$1,000-\$4,999</u>	<u>\$5,000 &amp; up</u>
Donor gains (new & recaptured)	610,468	270,359	96,191
Donor losses (new & repeat)	671,405	301,532	103,239
Net gain/loss in donors	(60,937)	(31,173)	(7,048)
Net gain in donors (%)	-10%	-12%	-7%
Donors lost for every 100 gained	110	112	107

### Summary Review: Tables 1-7 Return on Investment in Fundraising

Growth in Giving (GIG) demonstrates positive results for a continued investment in fundraising based on data results. Gross revenue increased by **14%** over three years, thanks to an overall **10%** gain in average gift size, as seen in Table 1.

Despite positive revenue, the continuing concern is declining donor participation that dropped a cumulative **-22%** within 2016 - 2018.

Efforts at acquiring new donors and recapturing lapsed donors from 2017 to 2018 was positive at a combined **54%** participation level. Table 6 also illustrated a combined **28%**, **32%** and **28%** acquisition rate for donors at \$250, \$1,000, and \$5,000 and up respectively.

What are your "Take-Away's?"  
Submit your gift data for Fundraising Fitness Test results  
Focus your Energies and Strategies on  
Donor Retention and Donor Stewardship

Donor Stewardship Examples:  
48 Hour "Thank You" Rule  
Map and Track Each Giving Level  
Be Different Than the Rest (handwritten notes!)  
Share What these Gifts have Funded (Outcomes)  
Call or See Key Donors in Person as Often as Possible

Other resources are available -> -> -> ->

=> FUNDRAISING  
EFFECTIVENESS  
project



- 2019 Fundraising Effectiveness Survey Report ([www.afp.org/Report](http://www.afp.org/Report))
- 2018 FEP Quarterly Reports ([www.afp.org/Reports](http://www.afp.org/Reports))
- 2016 FEP Donor Retention Supplement ([www.afp.org/Report](http://www.afp.org/Report))
- "Growth in Giving Initiative Disrupts Sector with Groundbreaking Reports", Advancing Philanthropy (October 2018)
- "Make Sure Donors Know They Are Changing the World", Advancing Philanthropy (October 2018)
- "Interpreting Donor Giving to Raise More Money", Advancing Philanthropy (Spring 2017)
- "Benchmarking Giving to Human Services Organizations", *Philanthropy Spotlight*, Giving USA Institute (Issue 2, 2016)
- "The Pareto Principle: How Does It Apply to Fundraising", Advancing Philanthropy (Winter, 2016)
- "Fundraising Effectiveness Survey Report shows 5.3 Percent Growth in Giving", Advancing Philanthropy (Summer 2016)
- "So, What Do You Think of the FEP Fundraising Fitness Test?", Advancing Philanthropy (Fall 2016)
- Erik Daubert, Wilson Lewis, Cathlene Williams, "How Fit is Your Organization", Advancing Philanthropy (Winter 2016, p. 23-27)
- "A Better Measure of Success: How to Use AFP's Growth in Giving Reports to Improve Fundraising Importance", Advancing Philanthropy (March-April, 2011, p. 35-41)
- Tom Abasz and Simone Jorvan, *Keep Your Donor: The Guide to Better Communications & Stronger Relationships*, AFP Fund Development Series, John Wiley & Sons, 2008.

# THANK YOU

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