

Quarterly Fundraising Report™

Year-to-Date Nonprofit Sector Trends 01/01/2020–12/31/2020



Highlights

Giving in 2020 saw a sharp increase as compared to 2019. This increase was spurred in large part by new and reactivated donors, as we continued to see a decline in overall donor retention.

- The average donation amount increased during 2020.
- Fewer donors gave to the same organization.
- Donations remain the highest in 5 years.



Donors

(Year-to-date) **107.3%**

↑ **+7.3%**
YTD Change



Donations

(Year-to-date) **110.6%**

↑ **+10.6%**
YTD Change



Donor Retention¹

(Year-to-date) **43.6%**

↓ **-4.1%**
YTD Change

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.

Donors

Year-to-Date Nonprofit Sector Trends 01/01/2020–12/31/2020



Highlights

New and recaptured donors represent additions to the proverbial fundraising bucket and both of these saw huge upswings in 2020.

New and repeat retained donors illustrate how many donors continue to give to the same organization. The decline in new retained donors was much larger than repeat retained.

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



New Donors
(YTD) **118.5%**

↑ **+18.5%**
YTD Change



New Retained Donors
(YTD) **88.4%**

↓ **-11.6%**
YTD Change



Repeat Retained Donors
(YTD) **97.2%**

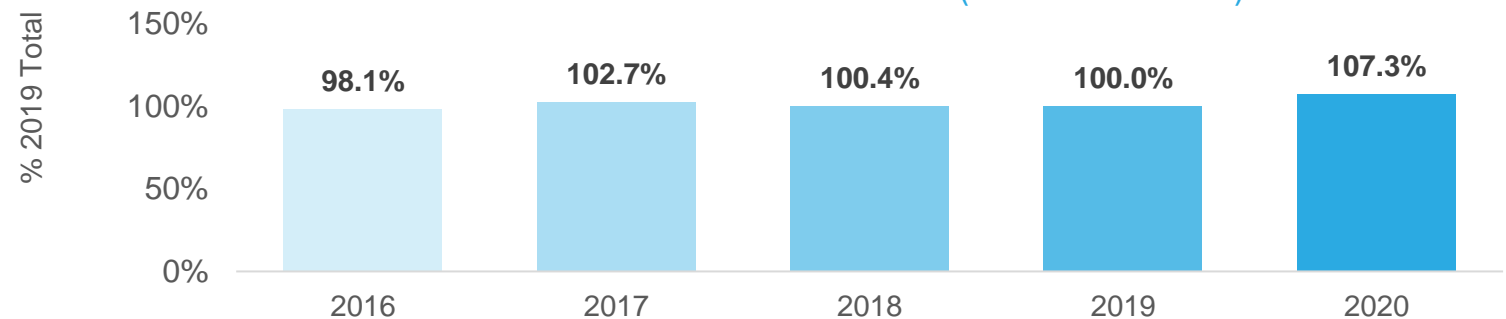
↓ **-2.8%**
YTD Change



Recaptured Donors
(YTD) **113.7%**

↑ **+13.7%**
YTD Change

Fourth Quarter Donors YTD (As % 2019 Total)



Retention

Year-to-Date Nonprofit Sector Trends 01/01/2020–12/31/2020



Highlights

Compared to the metrics on the prior page, these retention metrics are reporting on the changes in the percentages and not the number of donors in each category.

With fluctuations in the numbers of donors these retention metrics are illustrative of how effective we are at engaging our donors.

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



Repeat Donor Retention Rate
(YTD) **59.6%**

↓ **-3.9%**
YTD Change



New Donors Retention Rate
(YTD) **19.3%**

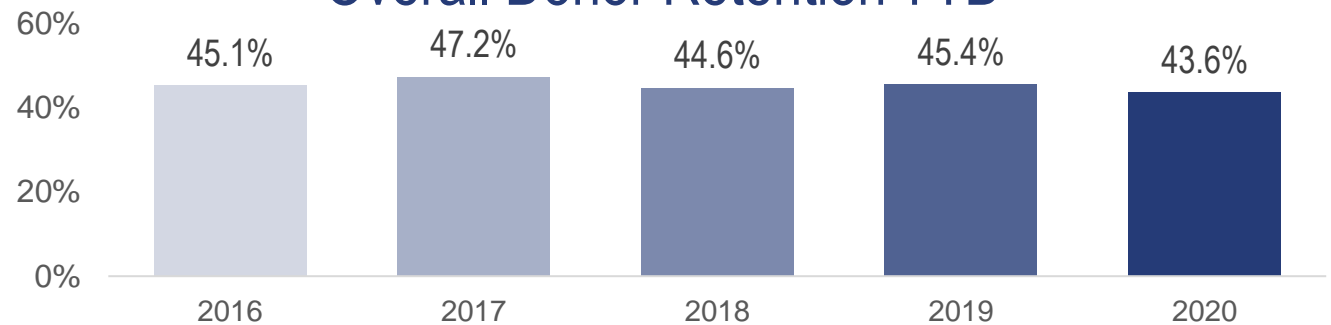
↓ **-9.2%**
YTD Change



Recapture Rate
(YTD) **4.3%**

↑ **+1.8%**
YTD Change

Overall Donor Retention YTD



Donations

Year-to-Date Nonprofit Sector Trends 01/01/2020–12/31/2020



Highlights

Leading the charge, general donors giving less than \$250 have come out in a huge way during the pandemic. Most impacted by the economic instability, these donors outperformed the Major donors giving \$1,000 or more.

Across the board we see donors coming together during this crisis.

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



General Donor
(Under \$250)
(YTD) **8.0%**

↑ **+15.3%**
YTD Change



Mid-Level Donor
(\$250–\$999)
(YTD) **6.8%**

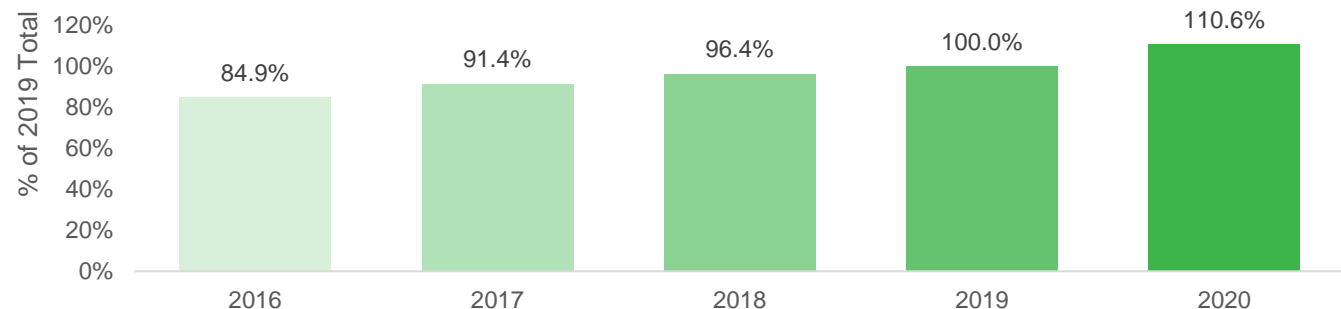
↑ **+8.0%**
YTD Change



Major Donor
(\$1,000+)
(YTD) **85.1%**

↑ **+10.4%**
YTD Change

Fourth Quarter Revenue (As % 2019 Total)





Fundraising Effectiveness Project

The Fundraising Effectiveness Project (first established in 2006) and the Growth in Giving database (created in 2012) are both administered by the Association of Fundraising Professionals. The Growth in Giving database is the world's largest public record of donation activity, with more than 204 million donation transactions, and is continuously updated by leading fundraising software thought leaders (in alphabetical order) Bloomerang, DonorPerfect, and NeonCRM. Additional partners include the 7th Day Adventists, The Biedermann Group, DataLake Nonprofit Research, and

DonorTrends (a division of EveryAction). For more information and how you or your fundraising software provider can participate, please visit www.afpfep.org.

Methodology

We removed organizations that did not have a minimum of 25 donors and \$5,000 in revenue in each of the previous five years. We removed the fringe organizations at either tail of the growth curve for donors and dollars. If 2019 revenue growth was more than 300% or less than -75% or 2019 donor growth was more than 275% and less than -70% organizations were removed. From this now available universe of organizations we

randomly sampled organizations from each of the four organization sizes based on 2019 annual revenue. A) \$100,001 - \$250,000; B) \$250,001 - \$1,000,000; C) \$1,000,001 - \$5,000,000; and D) \$5,000,001 - \$10,000,000 so that we achieved a balanced stratification that was reflective of the IRS filers. We left a minimum of 10% of organizations within these ranges to be used for replacements in the event that any organizations leave the data pool. The final number of organizations this report is now based on is 2,496 and that represents 1.65% of the organizations at large in this size range.



ORGANIZING SPONSORS



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.