Learning Objectives:

1. How metrics and measurement can drive fundraising activity and major gift solicitations.
2. How to incorporate insights into your fundraising.
Strength and potential are starting points.
Excellence is achieved through evidence.
Donations by Month
Giving by Fundraising Type
Giving by Donors (Dollars)

- **2015**:
  - Corporations: 60%
  - Foundations: 28%
  - Individuals: 8%

- **2016**:
  - Corporations: 42%
  - Foundations: 35%
  - Individuals: 14%

- **2017**:
  - Corporations: 62%
  - Foundations: 21%
  - Individuals: 15%

- **2018**:
  - Corporations: 50%
  - Foundations: 33%
  - Individuals: 14%

- **2019**:
  - Corporations: 43%
  - Foundations: 42%
  - Individuals: 12%

Legend:
- Corporations
- Foundations
- Individuals
Giving by Donors (Numbers)

<table>
<thead>
<tr>
<th>Year</th>
<th>Corporations</th>
<th>Foundations</th>
<th>Individuals</th>
</tr>
</thead>
<tbody>
<tr>
<td>2015</td>
<td>7%</td>
<td>1%</td>
<td>92%</td>
</tr>
<tr>
<td>2016</td>
<td>6%</td>
<td>2%</td>
<td>92%</td>
</tr>
<tr>
<td>2017</td>
<td>11%</td>
<td>2%</td>
<td>81%</td>
</tr>
<tr>
<td>2018</td>
<td>11%</td>
<td>4%</td>
<td>81%</td>
</tr>
<tr>
<td>2019</td>
<td>4%</td>
<td>1%</td>
<td>92%</td>
</tr>
</tbody>
</table>
Adaptability is our advantage.
Impact is the end game.
Balanced Activity

- Steward: 25%
- Qualify: 25%
- Solicit: 25%
- Cultivate: 25%
Stewardship Focused Activity

- Steward: 30%
- Solicit: 20%
- Cultivate: 40%
- Identify: 5%
- Qualify: 5%
Acquisition Focused Activity

- Identify: 25%
- Solicit: 25%
- Cultivate: 15%
- Qualify: 25%
- Steward: 10%
Plan, don’t panic
THE FABRIC OF FUNDRAISING

CELEBRATING 25 YEARS