donorperfect

Fundraising Big Data

A look inside the data from the DonorPerfect Fundraising Growth Platform

Presenters

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- Executive Board Member, Giving USA Foundation
- 20th AFP International Conference

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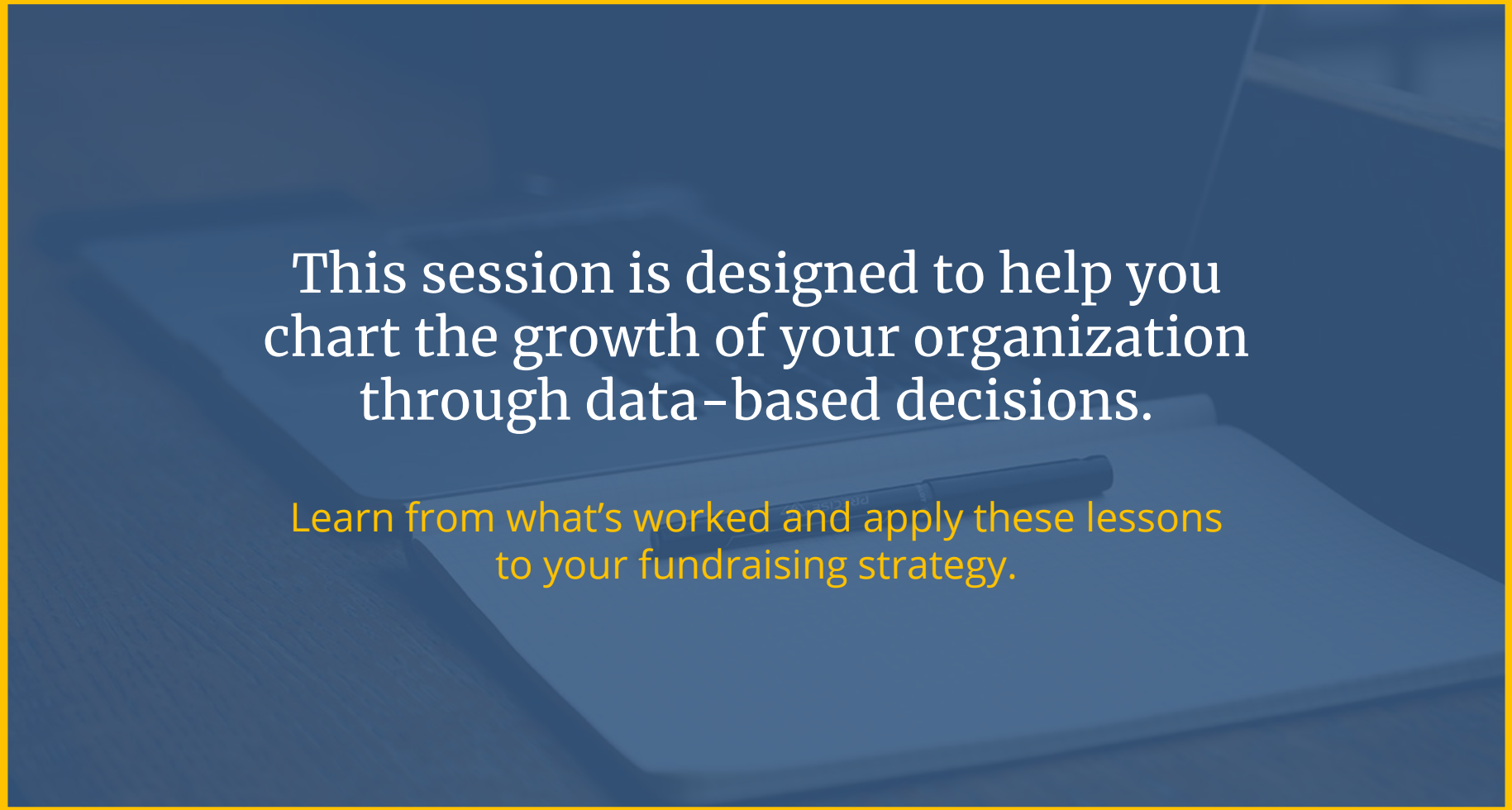

This session is designed to help you chart the growth of your organization through data-based decisions.
Learn from what's worked and apply these lessons to your fundraising strategy.

Research Topics

1. Donor Behavior
2. Pyramid of Gifts
3. Reactivating Lapsed Donors
4. Online vs. Offline Giving

The Data

- Entire donor history for over 77 million donors to specific organizations
- Over 224 million transactions
- Analyzed a 1% sample (2.24 million gift transactions): Entire donor history for 427,000 donors
- 95% Confidence level

Demographics

Donors and Organizations

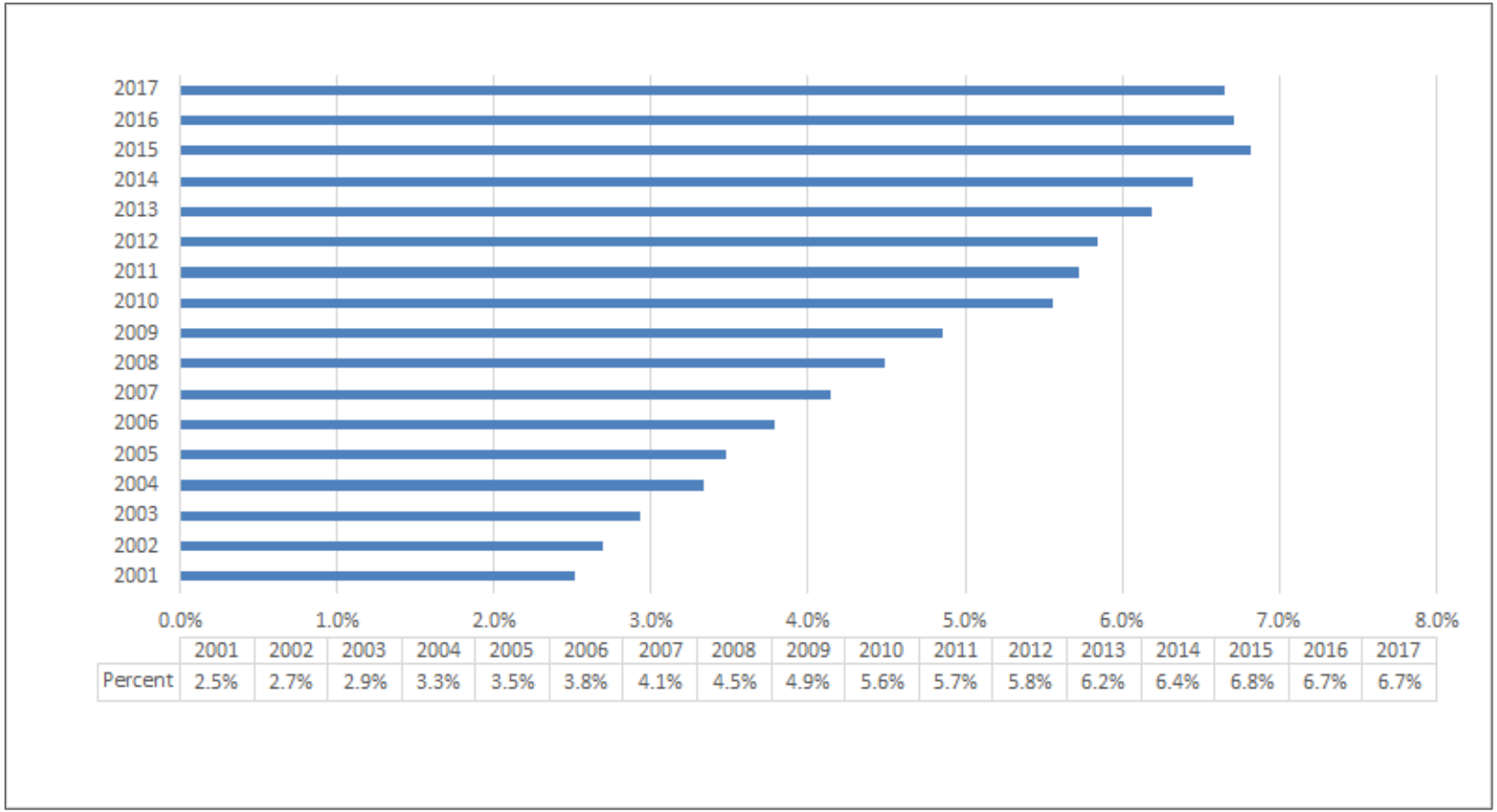
Donor Support by Nonprofit Subsector

Subsector	Number	Percent
Human Services	17,025	23.0%
Health	9,362	12.7%
Religion	8,806	11.9%
Animal-Related	5,296	7.2%
Educational Institutions	4,004	5.4%
Arts	3,812	5.2%
Philanthropy	3,172	4.3%
Environmental Quality Protection	2,859	3.9%
Youth Development	2,493	3.4%
Housing	1,079	1.5%
Civil Rights	710	1.0%

Engaging Donors

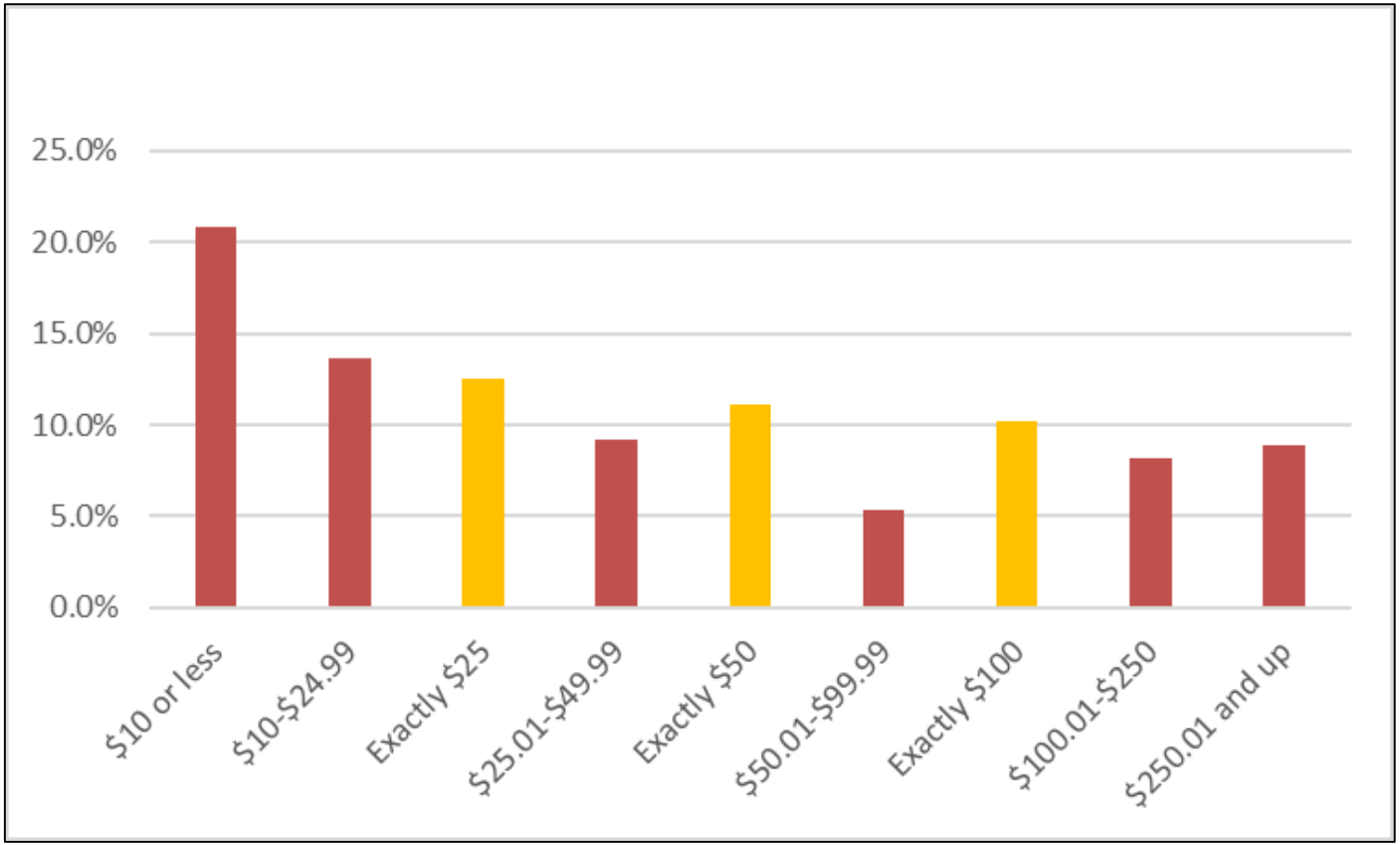
- First time donors
- Thanking donors
- Recapturing donors

% of First-Time Donors by Year

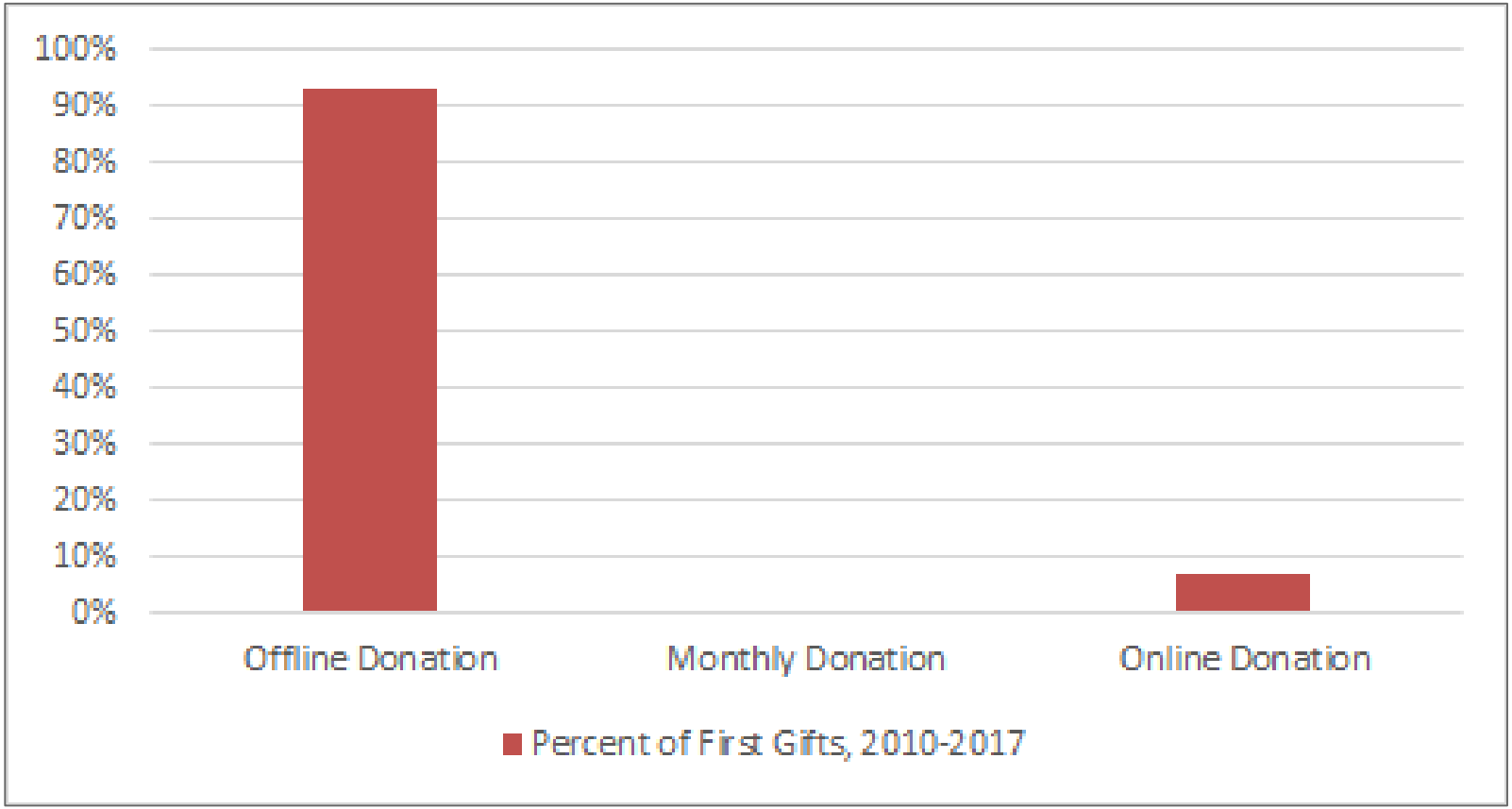


	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017
Percent	2.5%	2.7%	2.9%	3.3%	3.5%	3.8%	4.1%	4.5%	4.9%	5.6%	5.7%	5.8%	6.2%	6.4%	6.8%	6.7%	6.7%

Amount of First Gift



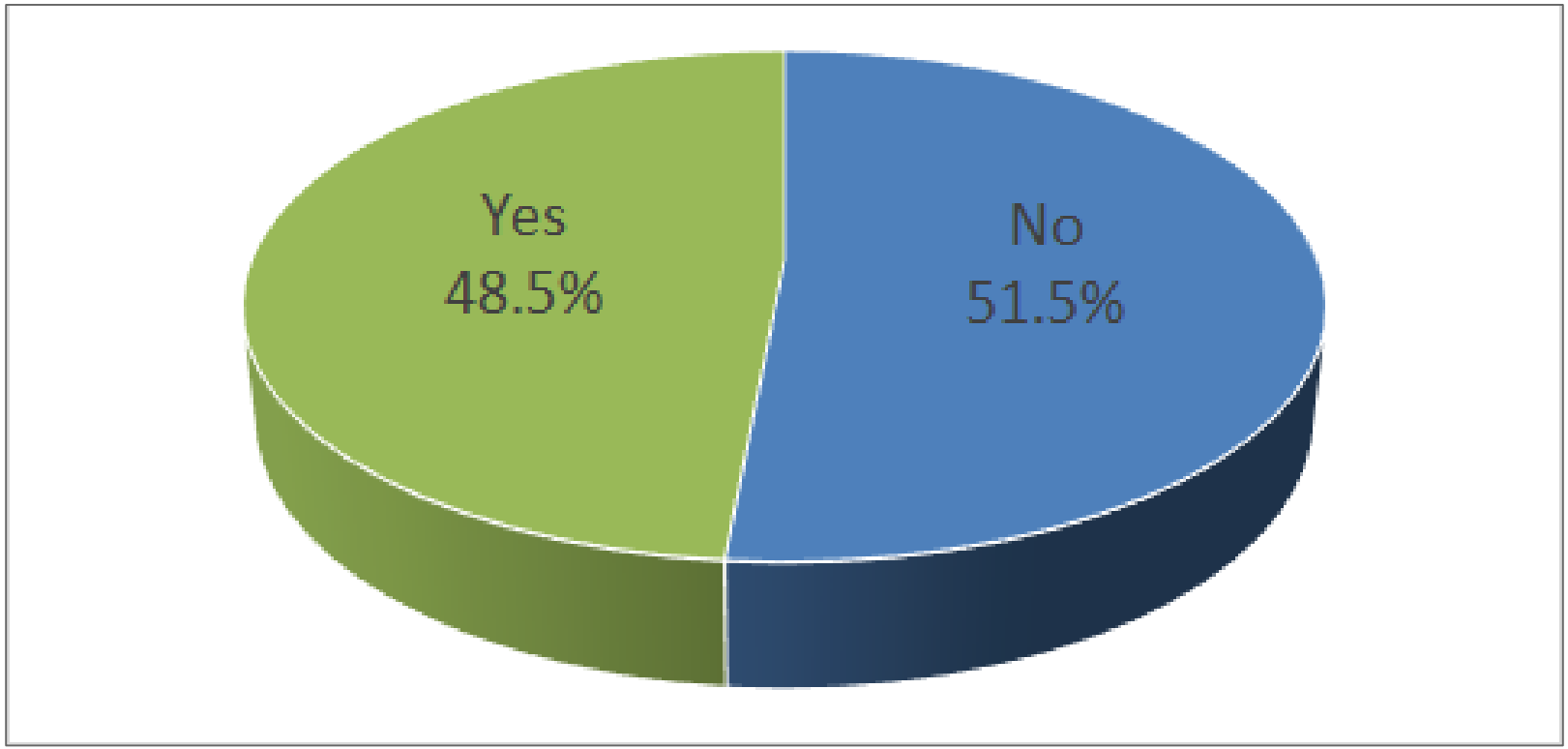
Channels of Choice for First-Time Donors



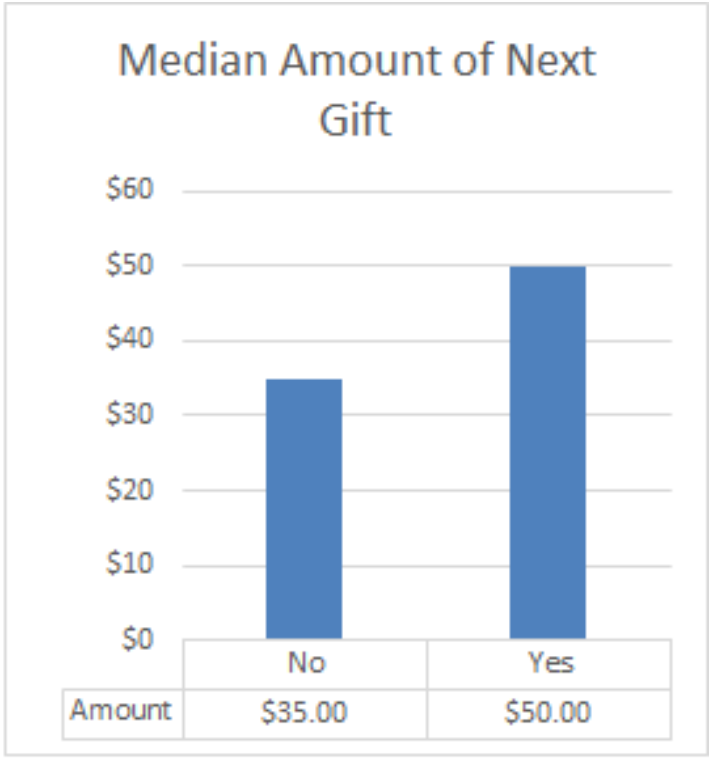
Median Amount of First Gift

	1980 or earlier	1981 through 1990	1991 through 2000	2001 through 2005	2006 through 2010	2011 through 2017
Median Gift	$25.00	$25.00	$25.00	$29.00	$35.00	$40.00

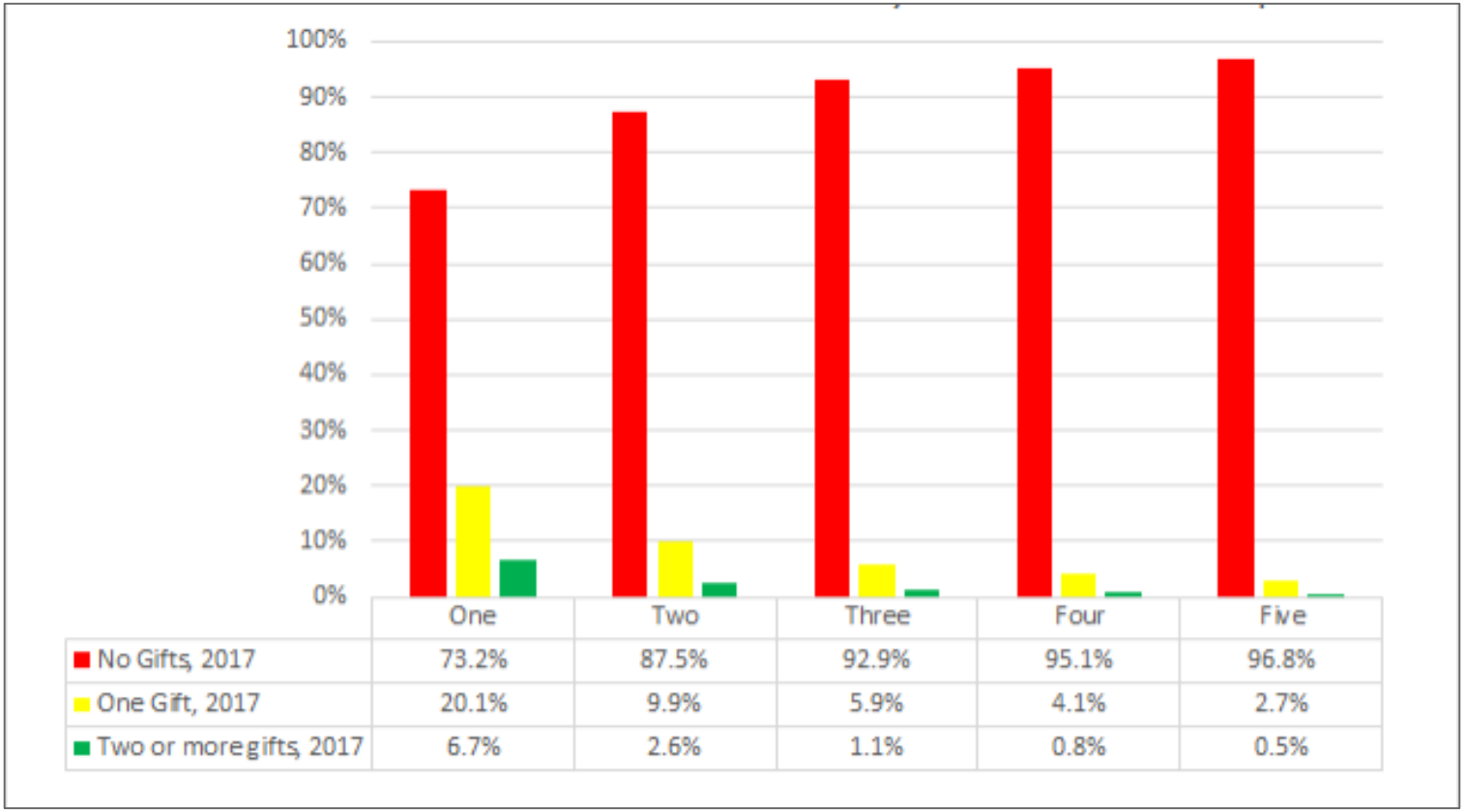
Was The Donor Thanked?



Thanking Donors



Recapturing Lapsed Donors: 2017 Gifts by Years Lapsed

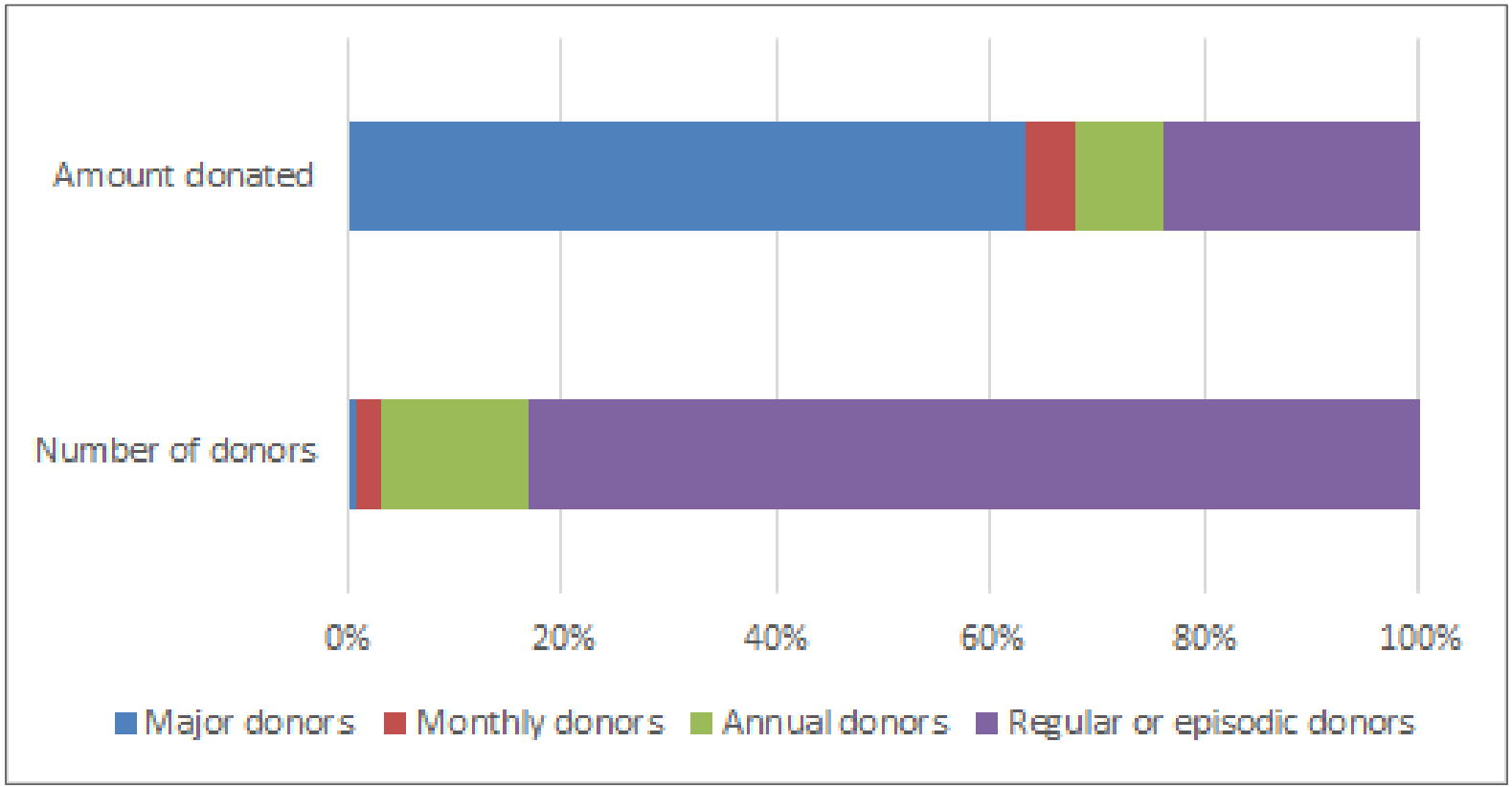


	One	Two	Three	Four	Five
No Gifts, 2017	73.2%	87.5%	92.9%	95.1%	96.8%
One Gift, 2017	20.1%	9.9%	5.9%	4.1%	2.7%
Two or more gifts, 2017	6.7%	2.6%	1.1%	0.8%	0.5%

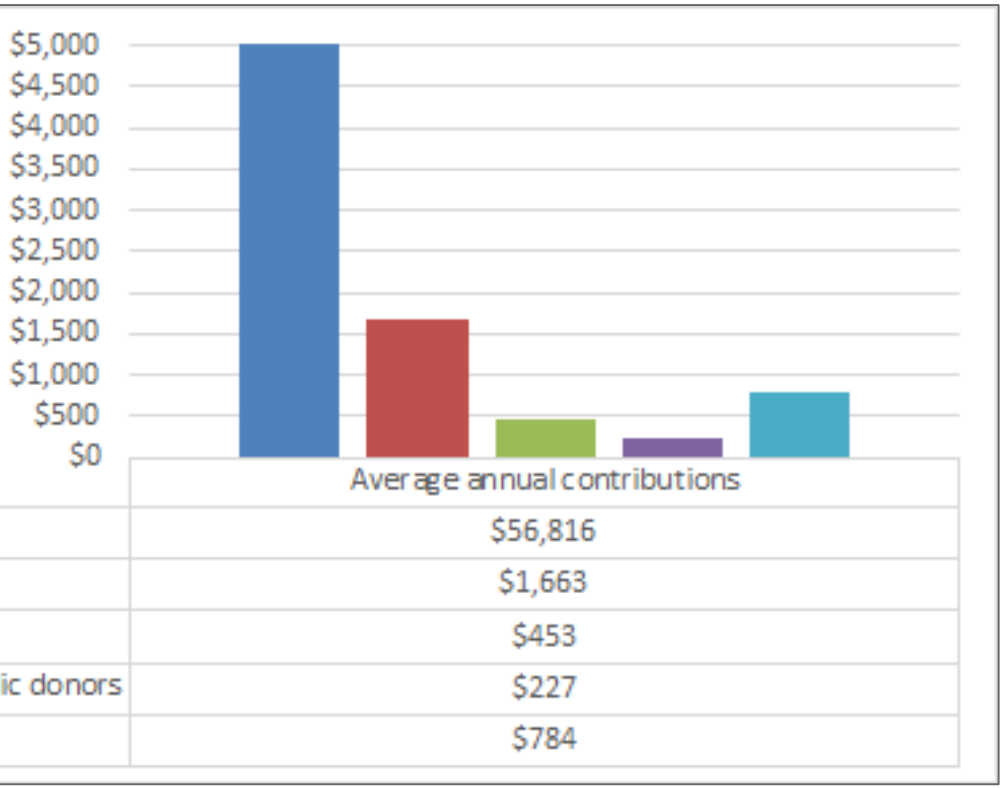
Donor Types

- Pyramid of Gifts
- Major Donors
- Upgraders, Downgraders, & Repeat Givers

Donor Types and Contributions to Overall Giving

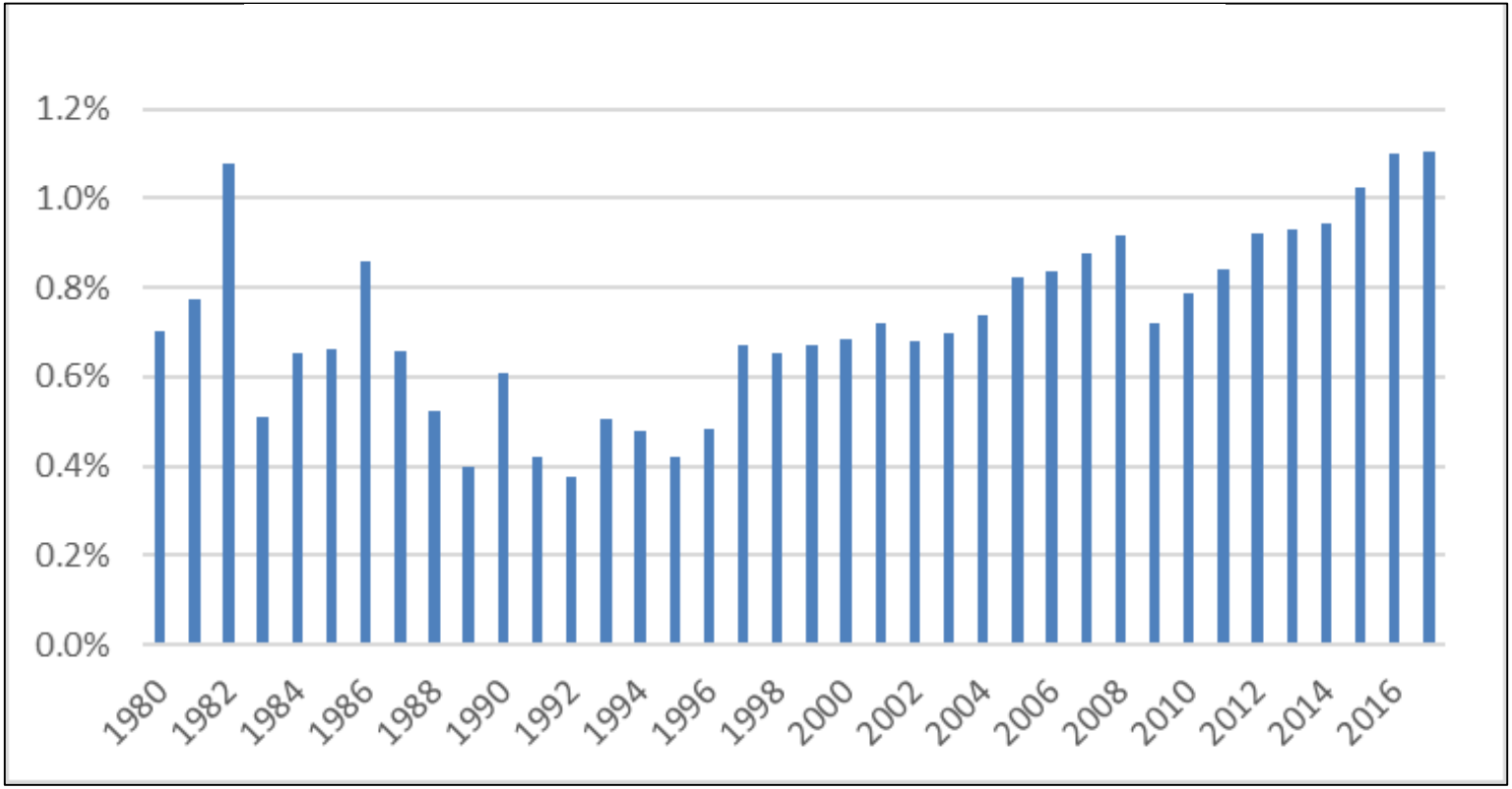


Donor Types and their Contributions to Overall Giving



	Average annual contributions
Major donors	$56,816
Monthly donors	$1,663
Annual donors	$453
Regular or episodic donors	$227
Total	$784

How Many Donors Made Gifts of $10,000+?

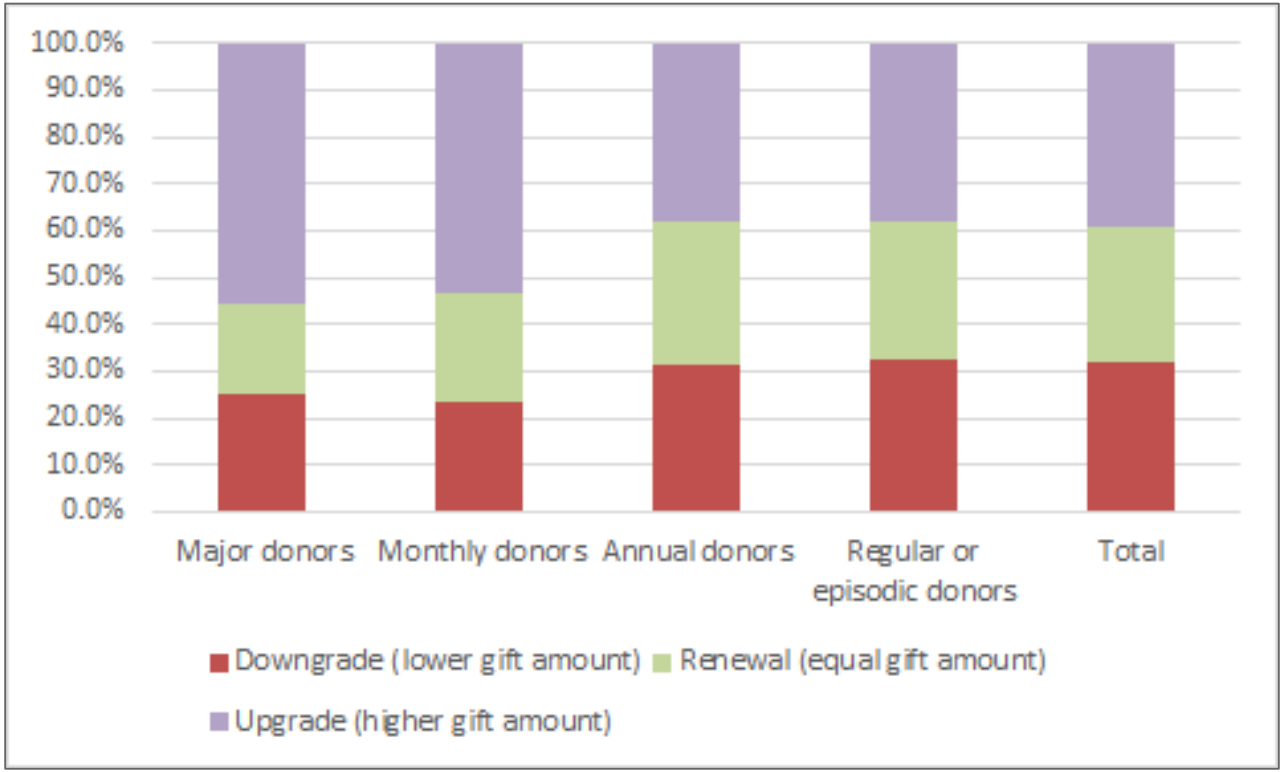


Major Donors ($10,000+) Size of First Gift

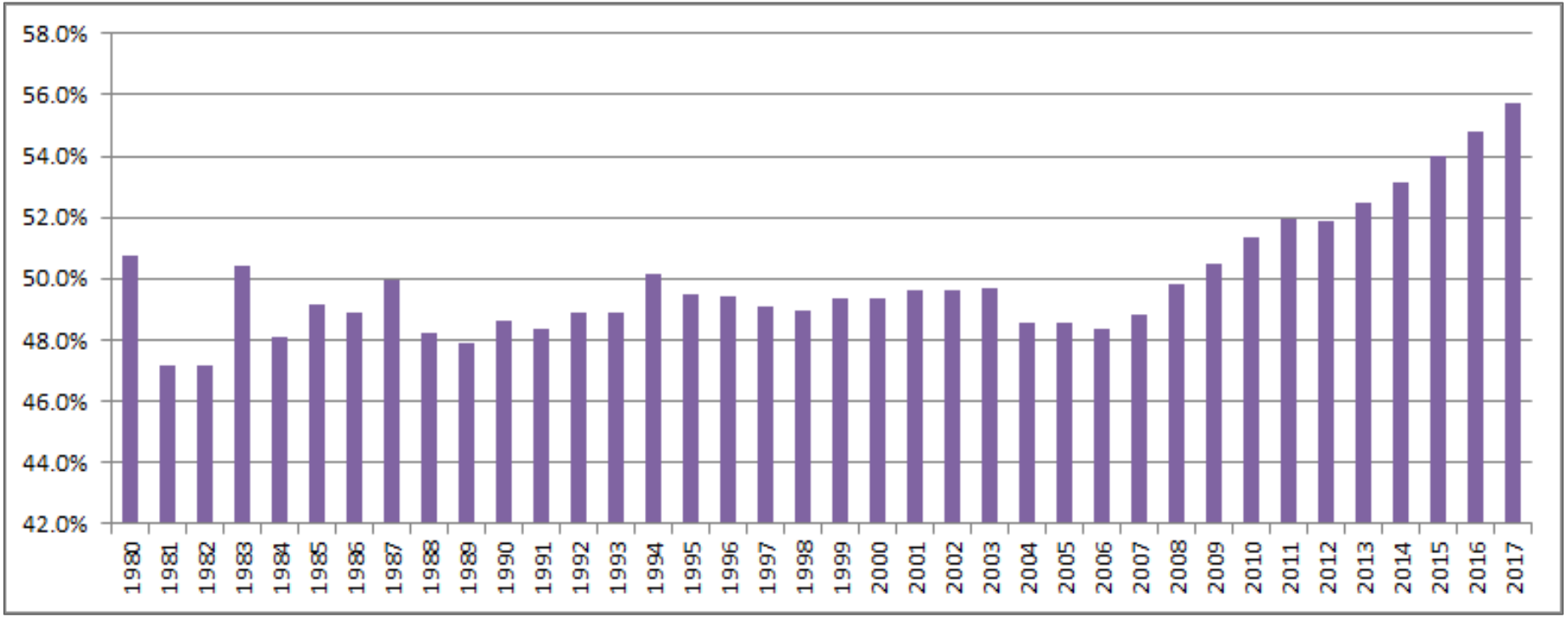
Major Donors by Nonprofit Subsector

Subsector	Number	Percent
Human Services	826	20.9%
Health	431	10.9%
Religion	330	8.4%
Youth Development	326	8.3%
Arts	284	7.2%
Philanthropy	175	4.4%
Environmental	163	4.1%
Animal Related	101	2.6%

Upgrades, Downgrades, Renewals By Donor Group



Gift Renewals are Increasing



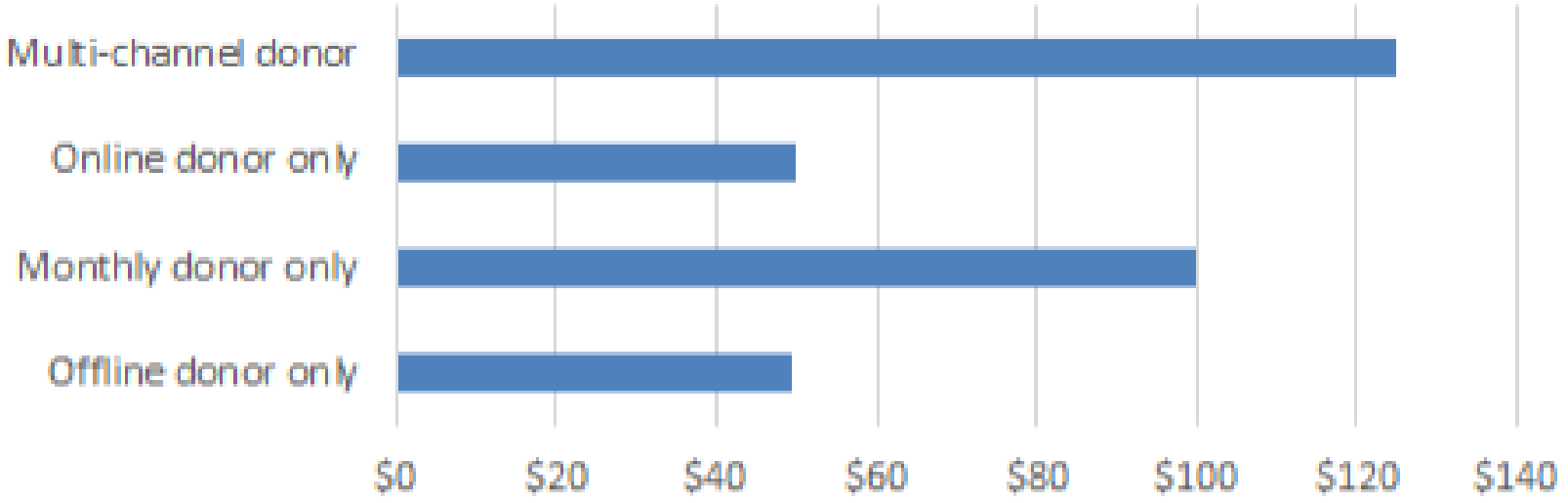
Donor Behavior

- Online only
- Offline only
- Monthly only
- Multichannel

Modes of Giving: Historical Trends (2010, 2014, 2017)

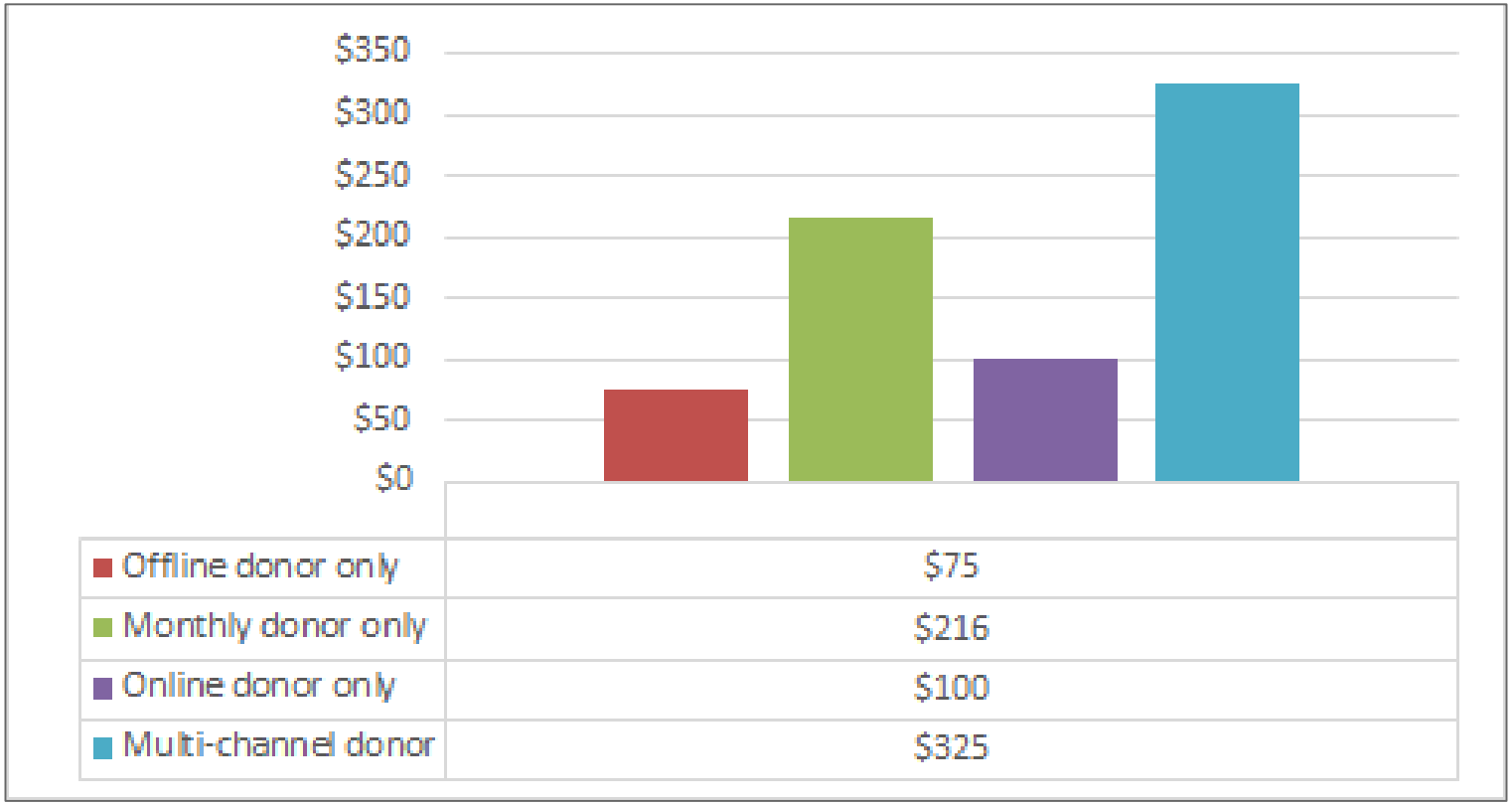
Year	Offline donors	Monthly donors	Online donors	Multichannel donors
2010	99.1%	0.1%	0.6%	0.2%
2014	94.5%	0.3%	4.2%	1.0%
2017	89.4%	0.6%	7.9%	2.1%

Median Annual Amount (Lifetime) By Mode



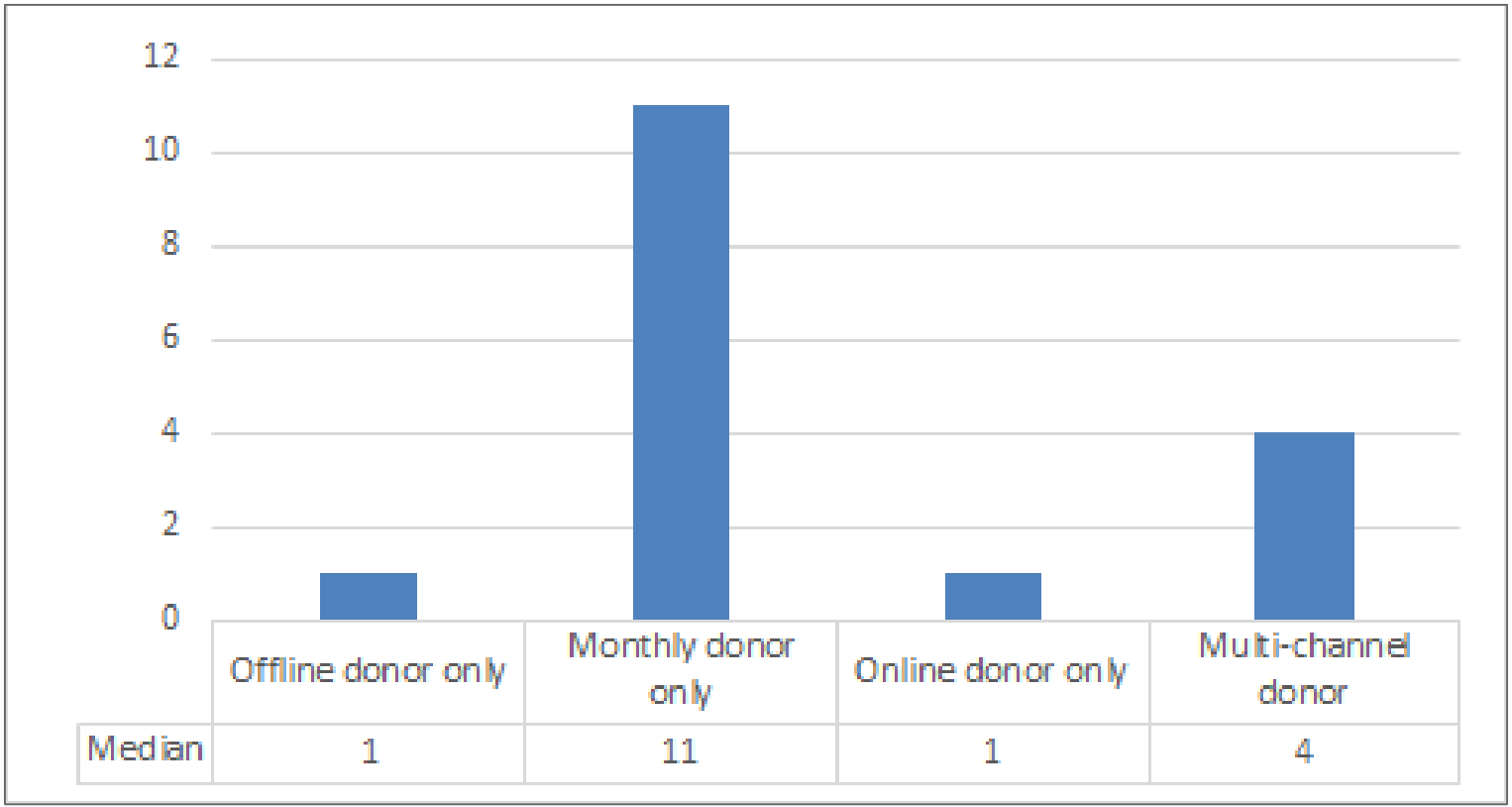
	Offline donor only	Monthly donor only	Online donor only	Multi-channel donor
Median annual amount	$49.44	$100.00	$50.00	$125.00

Median Annual Amount By Mode

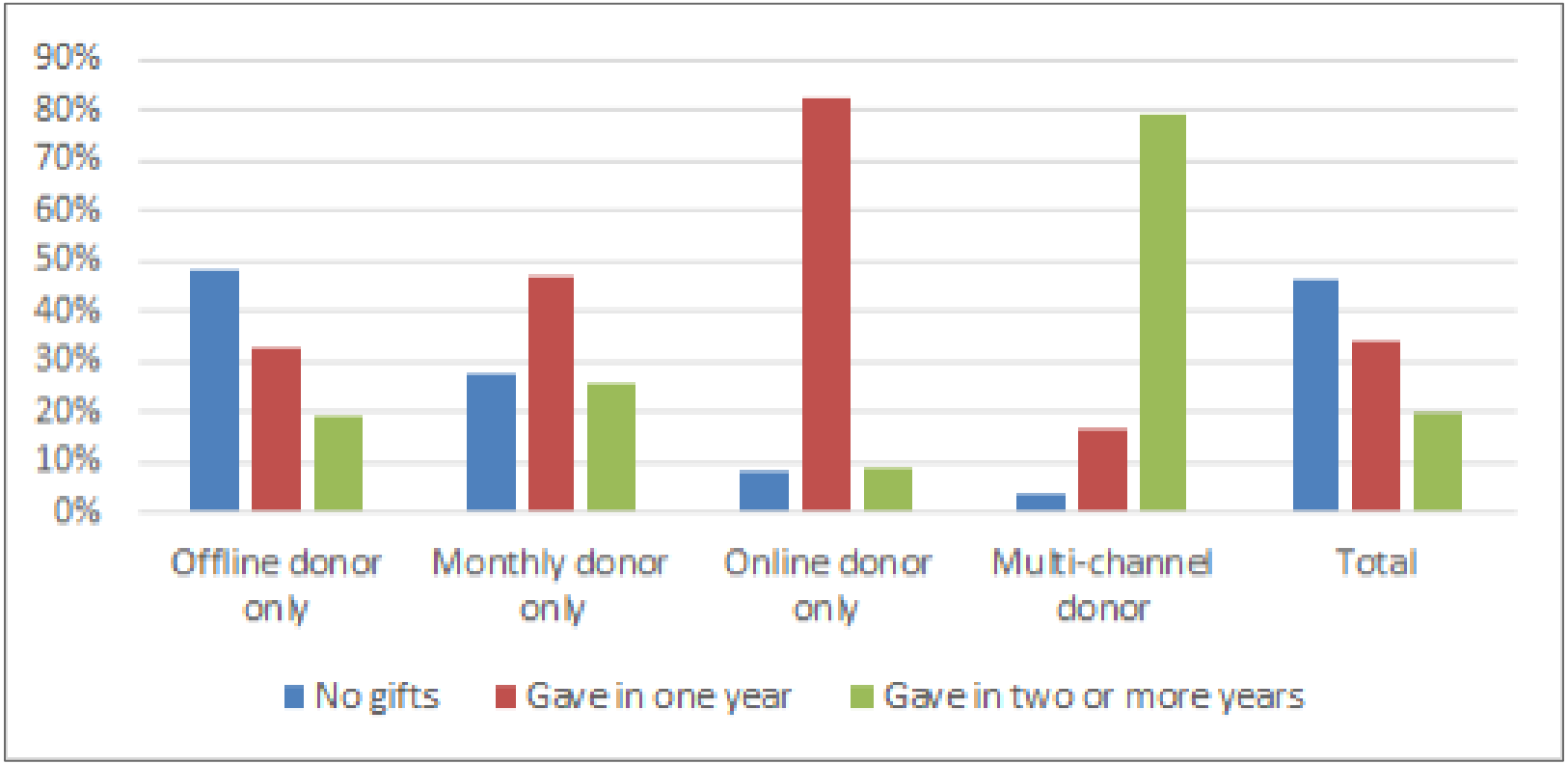


Offline donor only	$75
Monthly donor only	$216
Online donor only	$100
Multi-channel donor	$325

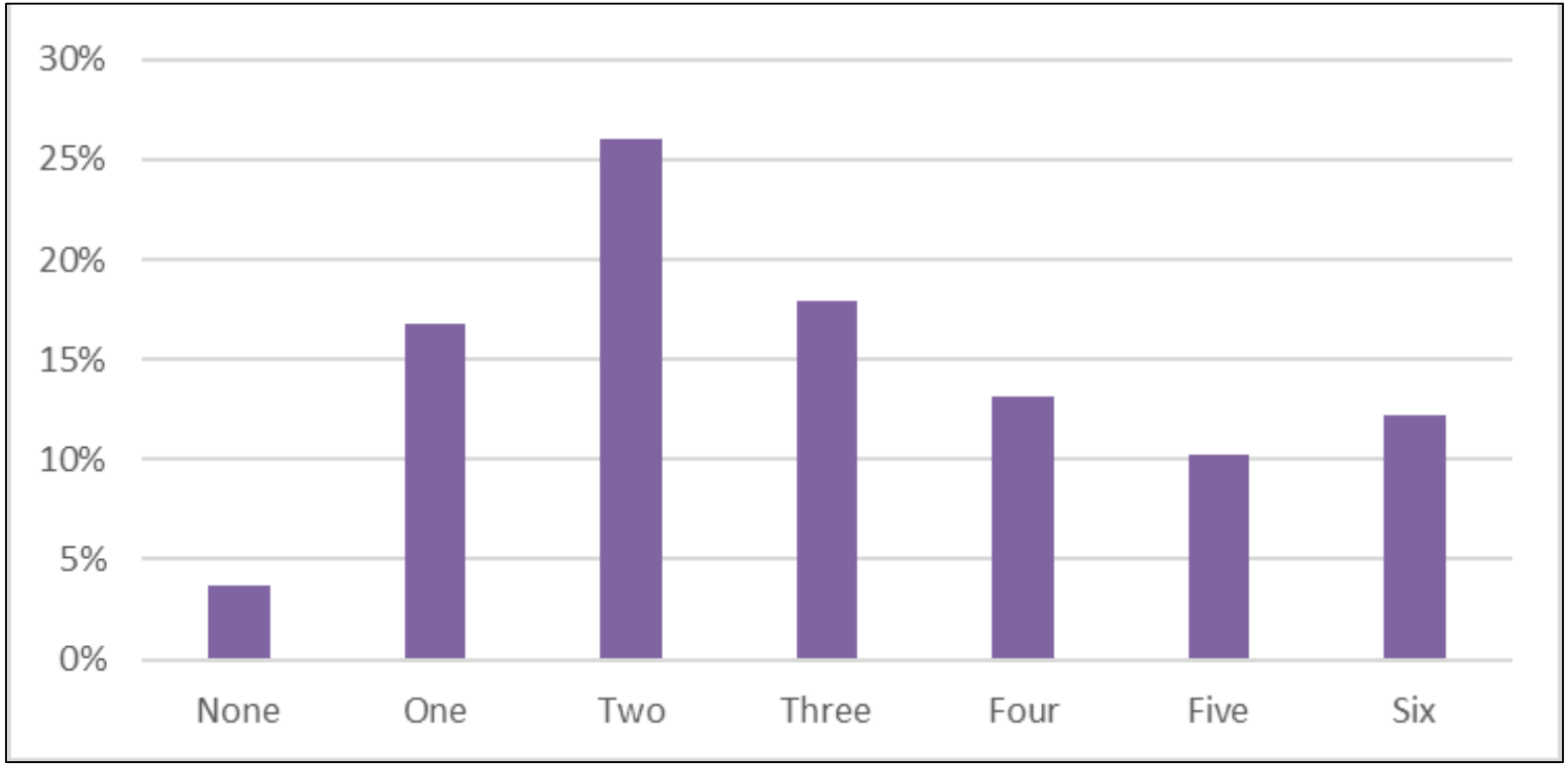
Median Number of Gifts By Mode

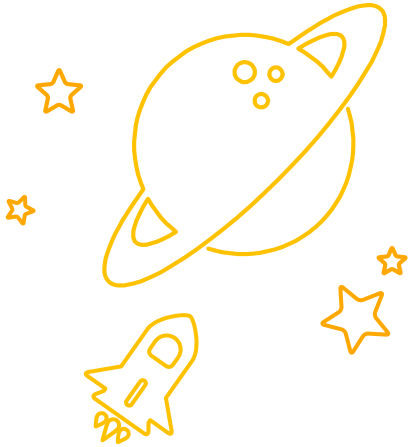


Number of Years Donors Gave (2012 – 2017) By Mode



Multichannel Donors: Number of Years They Have Given





Key Takeaways

What you can do to raise more money for your organization

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Three Keys To Fundraising Success

KEY TAKEAWAY #1

Major donors contribute an outsized percentage of your organization's total contribution revenue.

Major Donors

Research and engage the major givers in your network.

Identify prospects for major giving

- Giving history and segmentation of individuals, corporations, and foundations
- Comprehensive wealth screening and prospect research
- Your organization's appropriate major gift threshold

Create a major gift portfolio

- Structured visits for Executive Director, Board, and staff
- Scheduled appointments and action lists in your donor management system for tiers of donors within your top targets

Measure, optimize, and expand your program

- Benchmark reporting
- Campaign analysis and refinement strategies
- Program expansion and new prospect engagement

KEY TAKEAWAY #2

Monthly giving programs help you retain donors and raise more money.

Monthly Donors

Improve donor retention by enabling people to effortlessly pledge recurring gifts.

- Convince your board to start a recurring donor program
- Administrate your recurring donor program efficiently with donor CRM software
- Calculate the impact of converting 3% to 15% of your episodic donors
- Organize your processes and recognition to maximize impact
- Set up monthly donation processing options

KEY TAKEAWAY #3

Multichannel donor engagement generates the greatest results.

Multichannel Fundraising

Be everywhere. Let donors engage on their own terms.

Empower your donors to give when they want, the way they want to, in the amount that they prefer.

- Direct Mail
- Email
- Face-to-Face
- Text
- Social Media
- Events

What story is your data telling you?

- Your donor demographics
- Your most effective campaigns
- Your next best move

Make the most of your data with fundraising software that helps you maximize donor engagement, donor retention, and donor development.

Learn more at

donorperfect.com