

# How Healthy is Your Fundraising Program? Using Data & Technology To Know.

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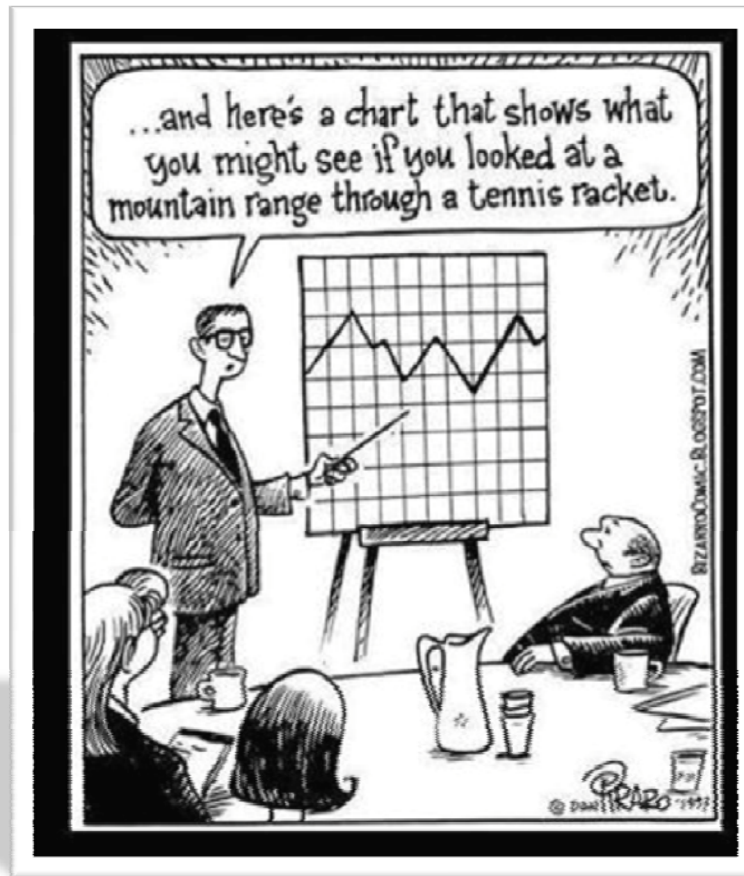
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# ABOUT ME



# Welcome! Who's In the Room?



## Trivia

What US state is the most charitable?



## If fundraising is about relationships, why do I need to look at my data?



- Data helps your fundraising efforts be proactive
- You can't fix a problem that you don't know about
- Knowing your situation will help you articulate the current state of affairs, lobby for resources, make data-driven decisions, and communicate with leadership.
- Analytics will help sophisticate your program by helping you understand what works and what doesn't for acquisition, retention, upgrades, annual & major giving, and planned giving.
- You'll also know which prospects and fundraising efforts to focus on for the highest, most fruitful opportunities.

Case Study #1: Individual Giving Campaigns Looked Great, but Retention wasn't



## Case Study #2: Acquire Donors Through Events



**Case Study #3: Focused only on AG and not graduating individuals to the MG level**





## Case Study #4: Meeting Goal vs Financial Sustainability



# Indicators of Health

Database & Portfolio

Retention Rate

Donor Pyramid

Revenue Mix

Pipeline



## Database & Portfolio

Size of your donor base



**Small orgs:**

~16,000 records in their database, 26% are "active."

**Medium orgs:**

~90,000 records with 38% being "active."

**Large orgs:**

~450,000 records and 23% are "active."



The key is active donors! Ensure to keep your retention efforts proactive and engage your long-lapsed through communications efforts, direct mail, and event invitations.

## Database & Portfolio

What is the churn year-over-year?



<i>(5 yr avg)</i>	Small	Med	Large
Acquisition	37%	50%	31%
Attrition	48%	45%	51%
Recaptured	8%	12%	11%

There will always be attrition – it's part of the process. The key is bringing new donors on, keeping them, and pursuing lapsed donors.

## Database & Portfolio

What are your growth goals and how are you doing at reaching them?



There's a difference between proactive fundraising and reactive fundraising. We see that most small nonprofits do not put effort into growth and acquisition because they are too focused on meeting budget.

As a fundraiser, you might not have room in your plans for growth, but know that your program department is planning to grow!



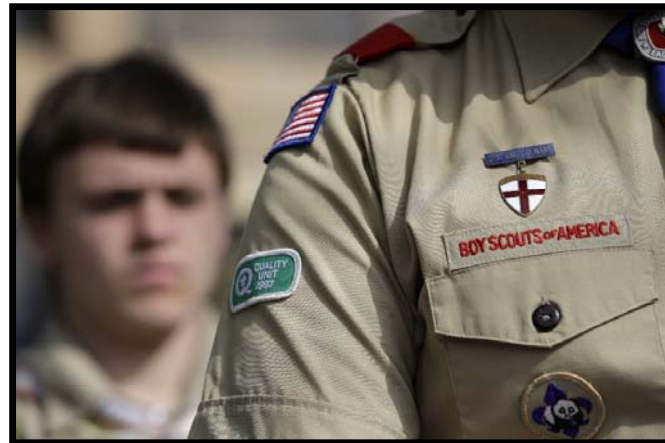
No matter your revenue budget, donor pyramid, or database size, make sure you do at least one acquisition effort.

- Purchase a list
- Have a "friend-raiser"
- Engage your board

Note: Make sure to have your stewardship system in place so you can retain your new donors.

## Trivia

Of the twelve men to walk on the Moon, eleven had this in common.



# Retention Rate

What is your retention rate?



Small – 39%

Medium – 38%

Large – 41%

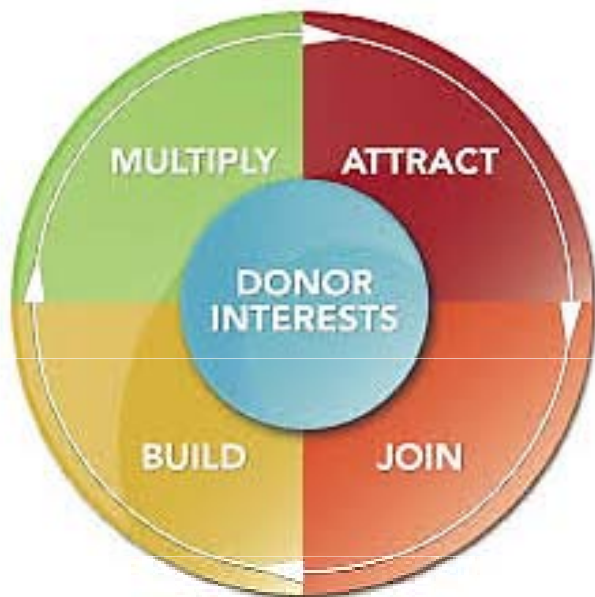


Stewardship is key to retaining donors. **Tell them how their gift has made an impact** and tell them often!

- Send them written thank you letters... fast and ask again
- Thank-a-thon and notes (board and volunteers)
- Mission-centered event with no ask
- Interview them
- Share an article that affects the org's mission
- Ask them to co-author an op-ed with you

# Retention Rate

Are you retaining donors at all giving levels?



We find that organizations pay the most attention to one subset of donors (or lack there of) – they are hyper-focused on that group and their retention reflects that (if current annual or major or corporate donors)



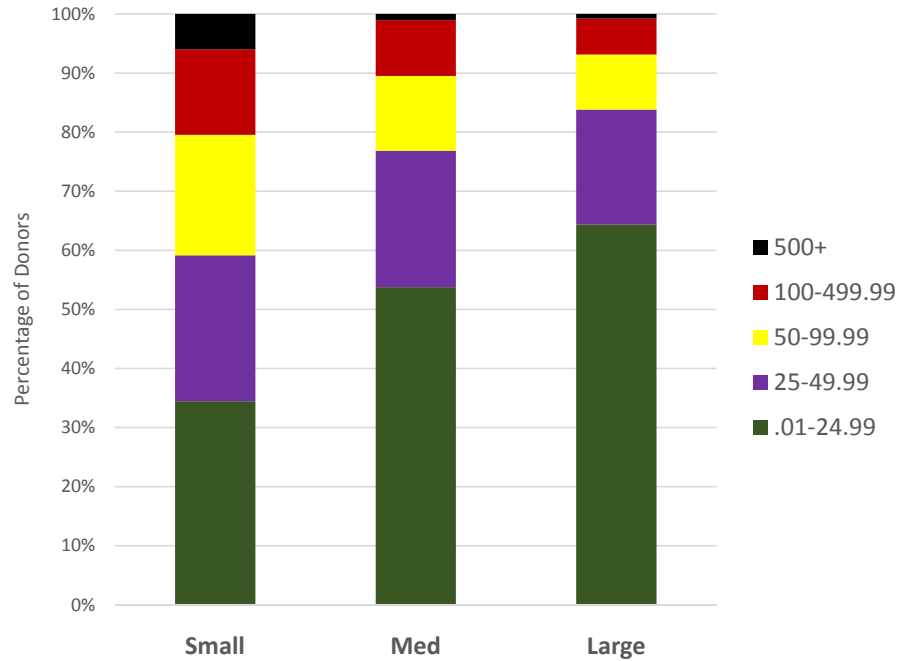
To ensure retention at all levels, build a plan to communicate meaningful messages to ALL donor subgroups. Plan your work and work your plan!

Segment your donors and tailor your communication for EACH group.



# Donor Pyramid & Revenue Mix

Is your donor pyramid structurally sound or is it lopsided?



Your organization should mirror the small organization. Work to ensure you have a good mix of donors at all levels.

## Donor Pyramid & Revenue Mix

Is your revenue mix diversified,  
which leads to financial  
sustainability?



We find that organizations are shocked when they see their gift pyramid mapped out alongside their revenue mix. The key to sustainability is that both are healthy and diverse.



When you build your annual prospect list, make sure to include the following constituency groups at ALL giving levels: foundations, corporations, events, annual giving, major giving, and any other groups.

Look at how revenue came in last year, define how you'd like it to come in this year, and figure out how to bridge the gap.

# Pipeline

Should I invest in acquisition?



Small – 38.6%

Medium – 49.8%

Large – 30.1%



Engage donors in a fund way:

- Utilize social media
- Drive people to your website
- Direct mail
- Radio interview
- Get personal!

# Pipeline

Are donors increasing their giving and/or graduating to the major gift level?



Small – 14%

Medium – 14%

Large – 15%



When asking donors to make a gift, make your best case for your mission and give them options of increasing – you'll be surprised what you get.

## Trivia

What is the longest running public service advertising campaign in history? It began in 1944 and is still in use today.



## Case Study Conclusions



## Case Study Conclusions



## Case Study Conclusions





## Case Study Conclusions



## Case Study Conclusions



## Advanced Metrics

- Conversion to multi-donor from single
- How quickly do donors convert?
- Gift officer performance & Portfolio ratio
- Donor Pyramid matrix over multiple departments
- Zip code analysis
- Does donor engagement affect giving?
- What is your lifetime value?

# Questions



I'd love to hear from you!



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