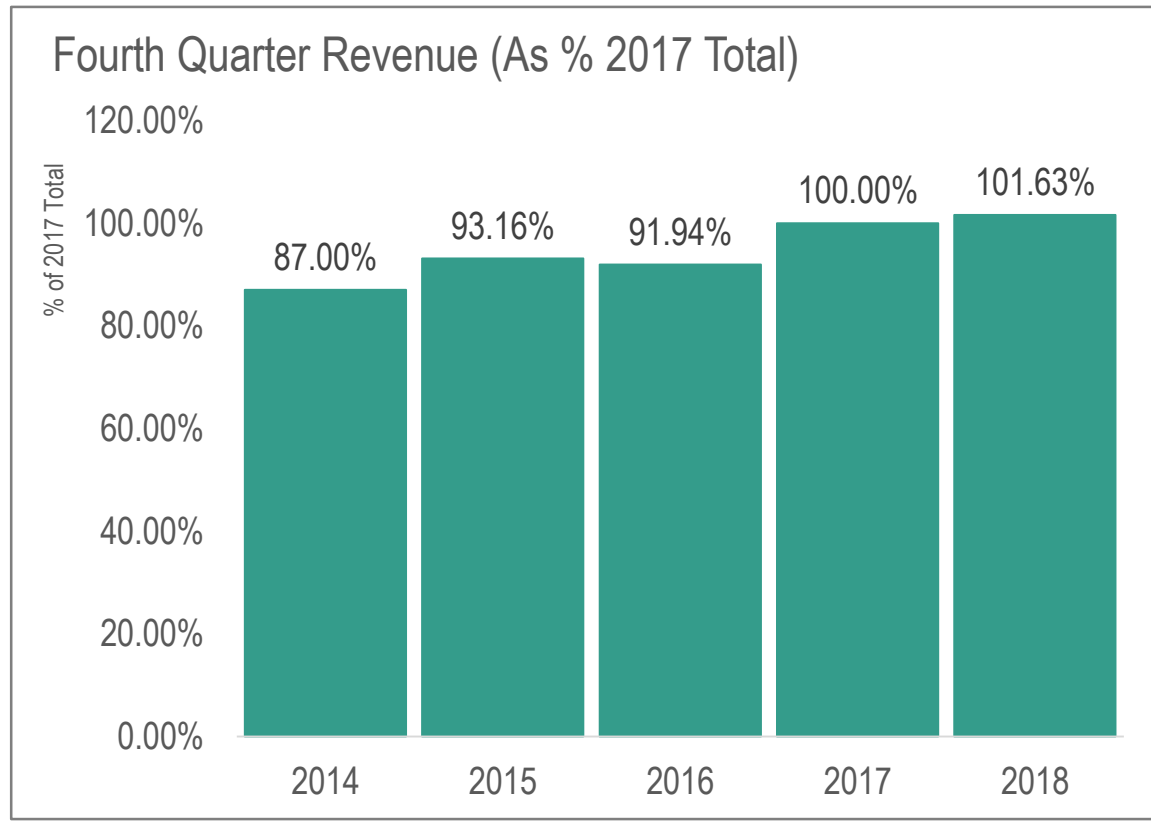
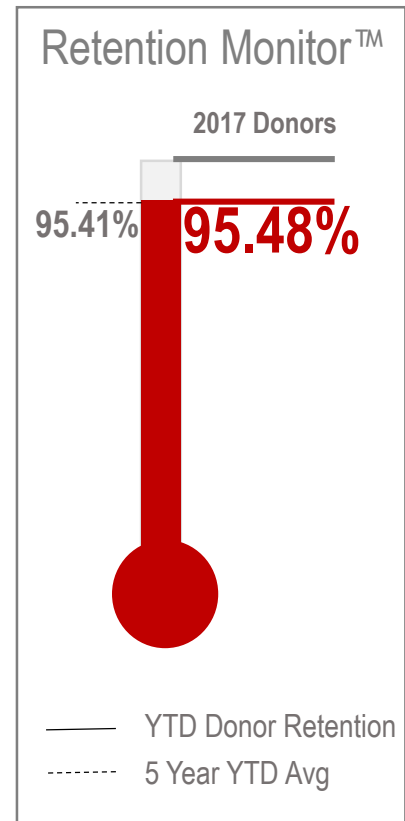
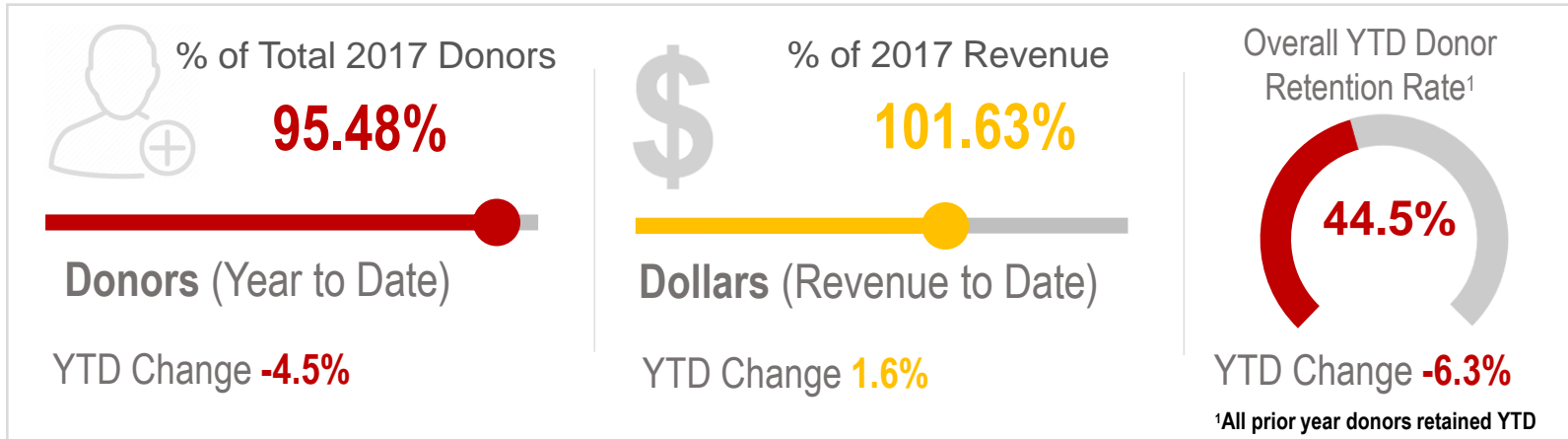


# Fundraising Effectiveness Project

Year to date nonprofit sector trends  
01/01/2018 to 12/31/2018

## Quarterly Fundraising Report™

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 154 million transactions from 17,597 organizations and \$68 billion in donations since 2005.





# Fundraising Effectiveness Project Retention

Year to date nonprofit sector trends  
01/01/2018 to 12/31/2018

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

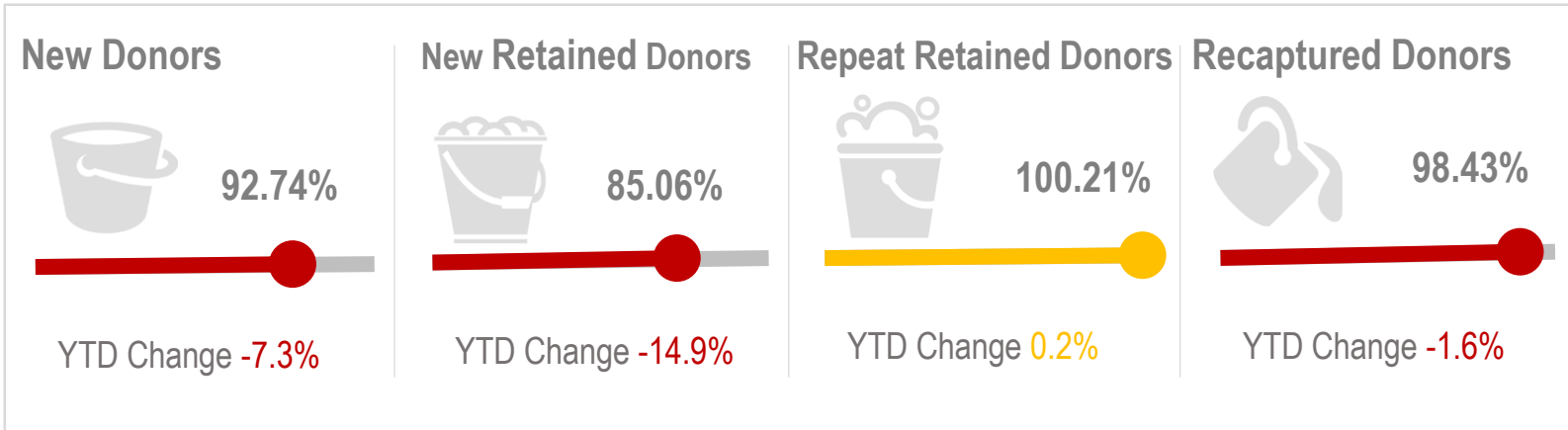
## Donors Giving YTD

**95.48% donors YTD**

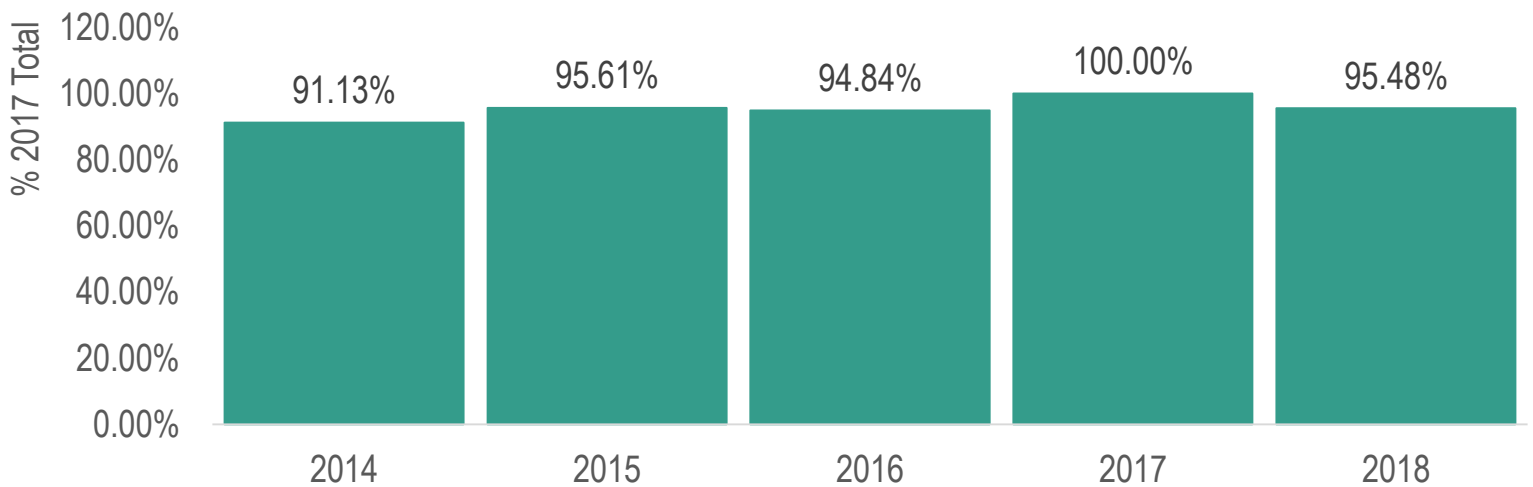
(% of Donors at end of 2017)

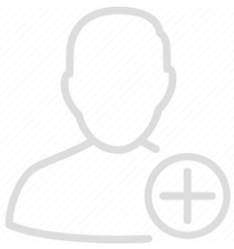
## Retention YTD by Donor Type

Donors that gave at the end of 2017



## Fourth Quarter Donors YTD (As % 2017 Total)



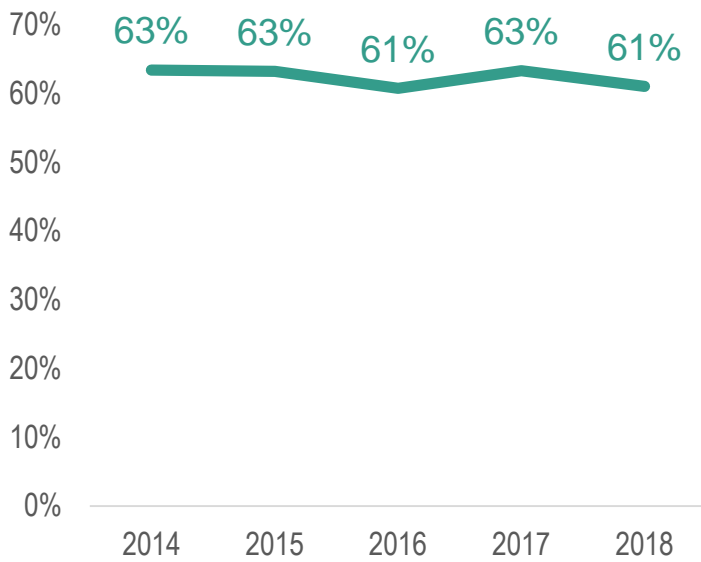


# Fundraising Effectiveness Project Retention

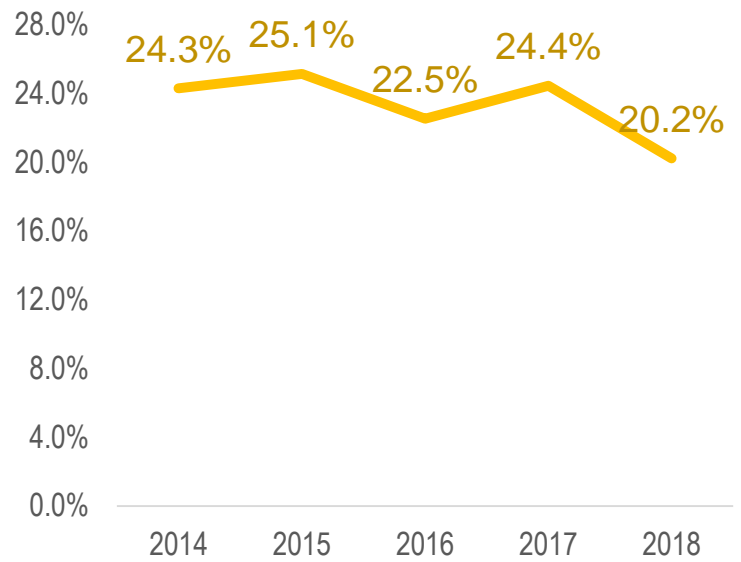
Year to date nonprofit sector trends  
01/01/2018 to 12/31/2018

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

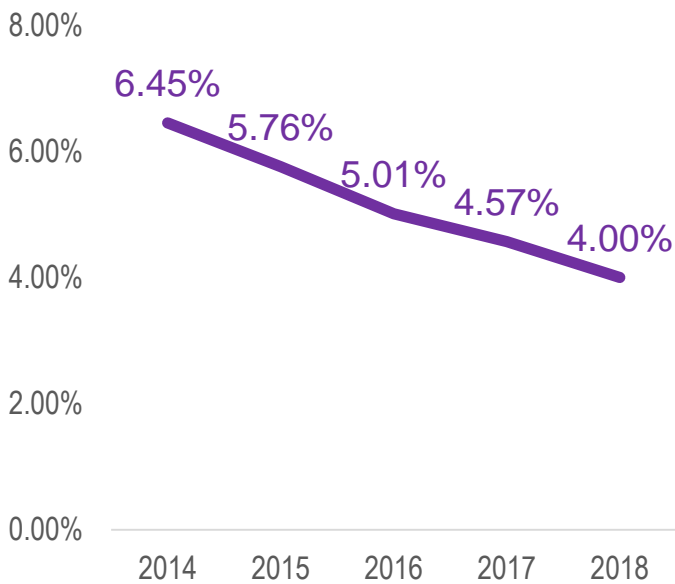
### Repeat Retention Rate YTD



### New Donor Retention Rate YTD



### Recapture Rate YTD



## Definitions

**Repeat Retention Rate YTD** = How many donors who gave in the full prior year, excluding new donors and have given this year to date divided by the number of donors who gave in the full prior year, excluding new donors.

**New Donor Retention Rate YTD** = How many donors whose first gift was last year and have given this year to date divided by the number of donors whose first gift was last year

**Recapture Rate YTD** = The percent [%] of previously lapsed donors who have given a gift from the beginning of the year through the date noted on the top of the report.





# Fundraising Effectiveness Project Revenue

Year to date nonprofit sector trends  
01/01/2018 to 12/31/2018

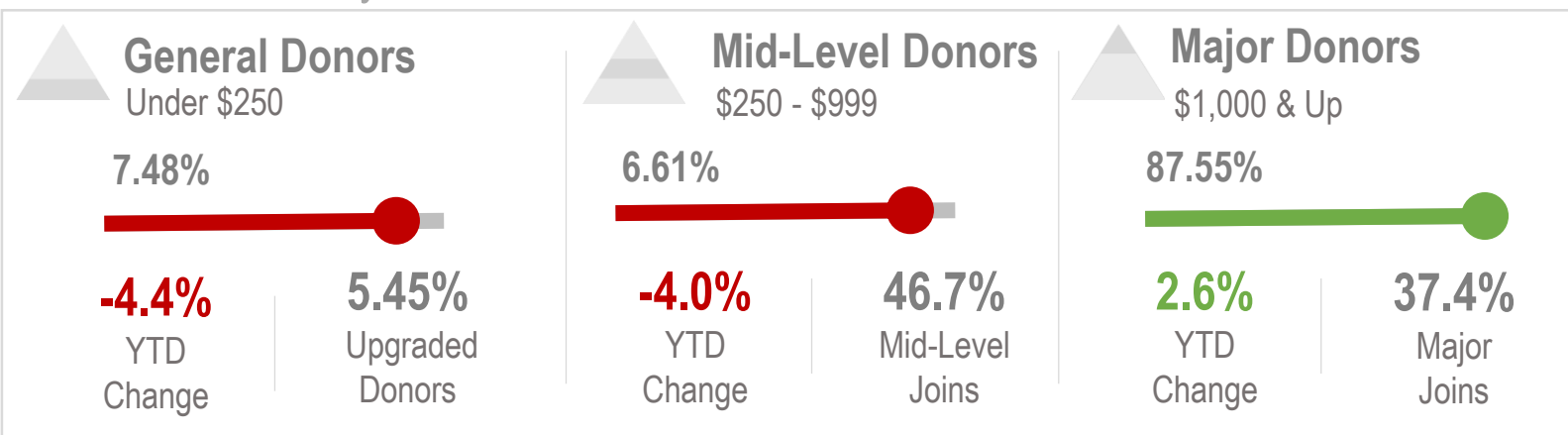
Year to-date revenue metrics indicate the value of general, mid-level, and major donors.

## Revenue YTD

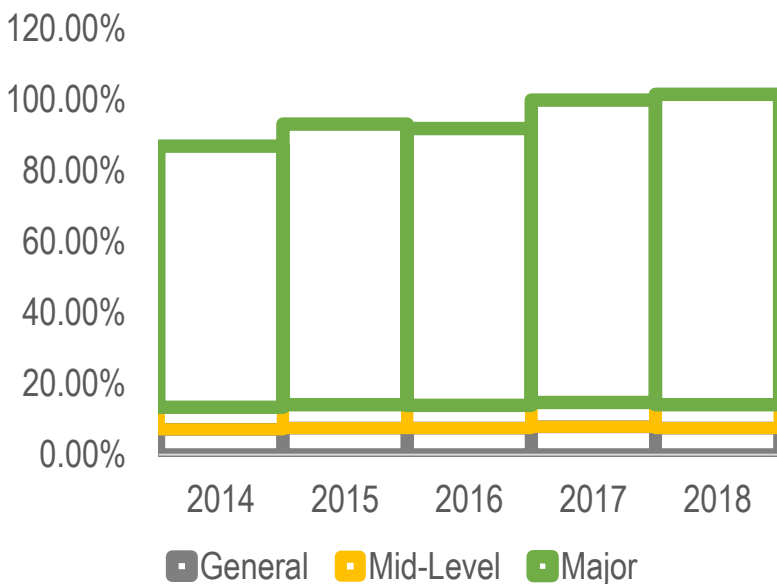
**101.63%**

(% of Revenue at end of 2017)

## Revenue YTD by Donor Level



## Revenue YTD by Donor Level



## Revenue YTD by Gift Range

Year	General	Mid-Level	Major
2014	7.13%	6.20%	73.67%
2015	7.49%	6.58%	79.09%
2016	7.48%	6.46%	78.01%
2017	7.82%	6.88%	85.29%
2018	7.48%	6.61%	87.55%



Upgraded Donors = % of under \$250 donors that increased their giving.  
Mid-Level Joins = % of \$250-\$999 donors with first gift in that range.  
Major Joins = % of \$1,000+ donors with first gift in that range.

# The Fundraising Effectiveness Project (FEP)

In 2006, the Association of Fundraising Professionals (AFP) and the Center on Nonprofits and Philanthropy at the Urban Institute established the Fundraising Effectiveness Project (FEP) to conduct research on fundraising effectiveness and help nonprofit organizations increase their fundraising results at a faster pace.



## 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. Organizations included in the panel\* for the quarterly reports have raised \$5,000 or more, with 25 or more donors in each of the last 6 years. Revenue figures have been adjusted for inflation.

