

Quarterly Fundraising Report™

Year-to-Date Nonprofit Sector Trends 01/01/2020–06/30/2020



Highlights

Giving from the first quarter of 2020 was 6% behind first quarter giving in 2019. Charitable giving has increased over the first half of 2020, compared to the first half of 2019. Notably, the number of gifts of less than \$250 increased by 19.2% over 2019.

- Donors showed up in the second quarter with a 12-point swing in donations.
- More donors gave to the same organization to which they had previously given.
- Donations and number of donors are the highest in 5 years.



Donors
(Year-to-date) **56%**

↑ **+7.2%**
YTD Change



Donations
(Year-to-date) **47.3%**

↑ **+7.5%**
YTD Change



Donor Retention¹
(Year-to-date) **27.1%**

↑ **+1.8%**
YTD Change

Donation 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 204 million transactions from more than 20,000 organizations and **\$80 billion in donations** since 2005.

Donors

Year-to-Date Nonprofit Sector Trends 01/01/2020–06/30/2020

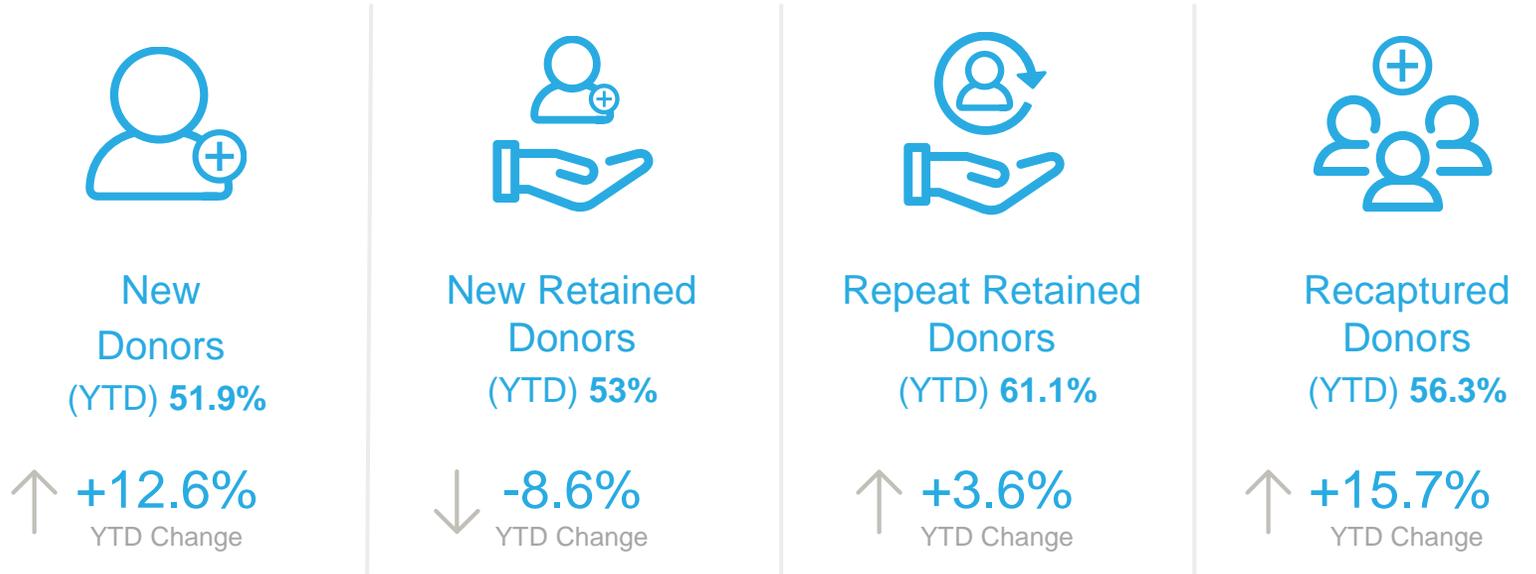


Highlights

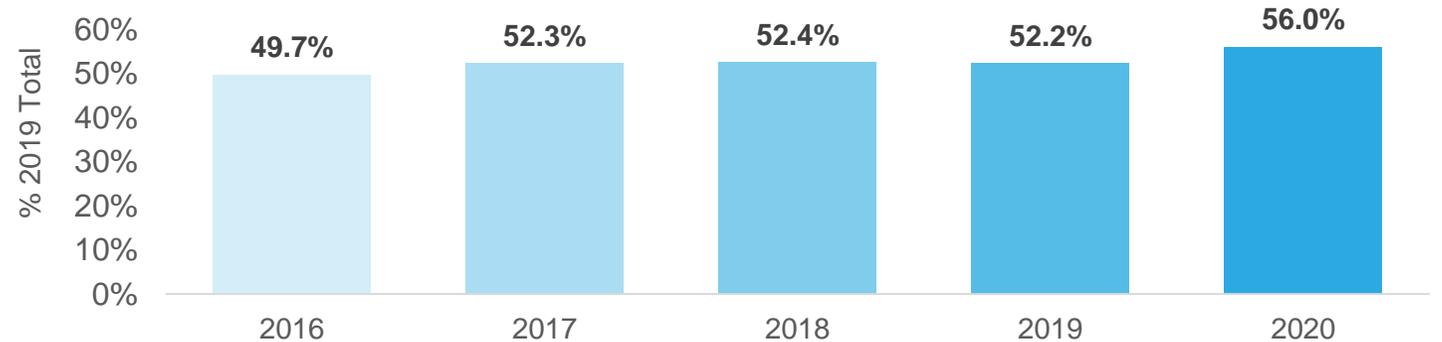
The number of new and recaptured donors increased sharply in the second quarter, adding to the pool of active supporters for 2020.

The latest data shows that despite a sharp decline in the number of new 2019 donors retained in 2020, the number of repeat donors retained or recaptured from previous years increased.

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



Second Quarter Donors YTD (As % 2019 Total)



Retention

Year-to-Date Nonprofit Sector Trends 01/01/2020–06/30/2020



Highlights

The increase in the number of repeat donors retained offset the decline in new donors retained for an overall increase of 1.8% in donor retention.

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

Year-to-date retention metrics indicate what percentage of existing and lapsed donors from previous years are giving again.



Repeat Donor Retention Rate (YTD) **37.5%**

↑ **+2.5%**
YTD Change



New Donors Retention Rate (YTD) **11.5%**

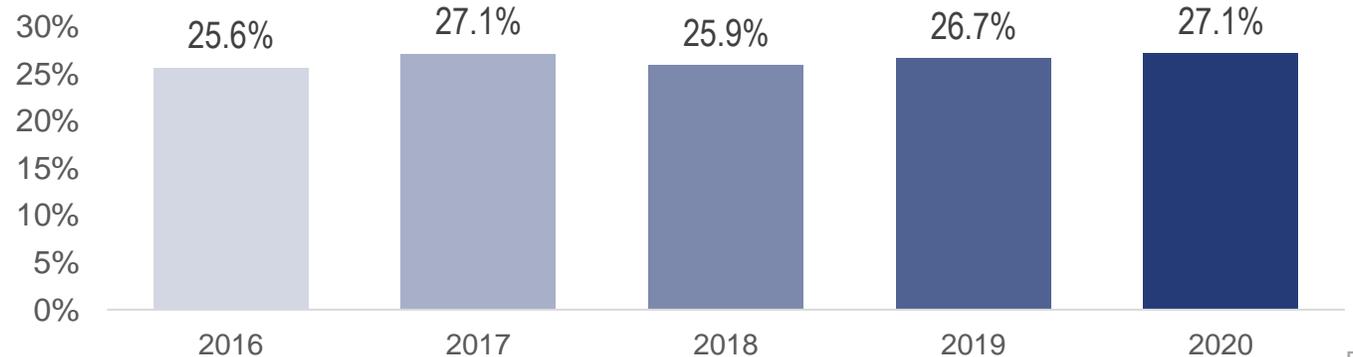
↓ **-6.0%**
YTD Change



Recapture Rate (YTD) **2.1%**

↓ **-2.1%**
YTD Change

Overall Donor Retention YTD



Donations

Year-to-Date Nonprofit Sector Trends 01/01/2020–06/30/2020



Highlights

Leading the charge, general donors giving gifts less than \$250 have come out in a huge way during the pandemic. While gains are apparent across all levels of giving, the greatest increase in the number of gifts is seen among donors giving smaller gifts.



General Donor
(Under \$250)
(YTD) **4.1%**

↑ **+19.2%**
YTD Change



Mid-Level Donor
(\$250–\$999)
(YTD) **3.3%**

↑ **+8.1%**
YTD Change

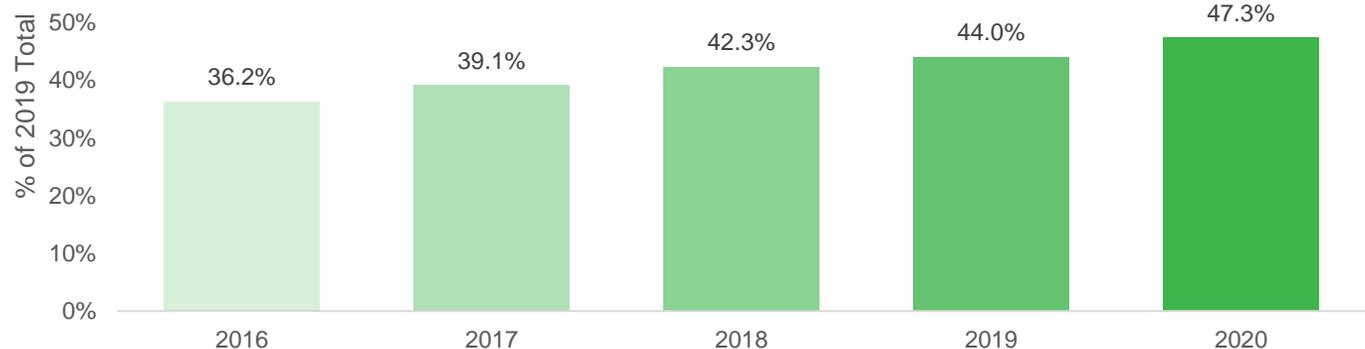


Major Donor
(\$1,000+)
(YTD) **39.9%**

↑ **+6.4%**
YTD Change

Year-to-date donor level metrics indicate how the number of gifts from all donor levels has changed from the previous year.

Second Quarter Donations (As % 2019 Total)



Fundraising Effectiveness Project

The Fundraising Effectiveness Project publishes quarterly and annual reports that examine key fundraising metrics, serving as a benchmark for nonprofit executives, development staff and researchers. The Fundraising Effectiveness Project and the Growth in Giving database are both administered by the Association of Fundraising Professionals in collaboration with GivingTuesday.

The Growth in Giving database, created in 2012, 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:



Data Reporting:

