

Quarterly Fundraising Report™

Year-to-Date Nonprofit Sector Trends 01/01/2020–12/31/2020



Highlights

Overall giving increased by 10.6% in 2020 as compared to 2019, spurred by an increase in new and reactivated donors. However, donor retention continued to decline in 2020, dropping 4.1%.

- Donations remain the highest in 5 years.
- Annual sum given by each donor increased during 2020.
- The number of new donors has increased, but retention is still an issue across the sector.



Donors
(Year-to-date) **107.3%**

↑ **+7.3%**
YTD Change



Donations
(Year-to-date) **110.6%**

↑ **+10.6%**
YTD Change



Donor Retention¹
(Year-to-date) **43.6%**

↓ **-4.1%**
YTD Change

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

Donors

Year-to-Date Nonprofit Sector Trends 01/01/2020–12/31/2020



Highlights

New and recaptured donors represent additions to the total pool of supporters and both categories saw huge upswings in 2020.

New and repeat retained donors illustrate how many donors continue to give to the same organization. The decline in new retained donors was much larger than repeat retained.

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



New Donors
(YTD) **118.5%**

↑ **+18.5%**
YTD Change



New Retained Donors
(YTD) **88.4%**

↓ **-11.6%**
YTD Change



Repeat Retained Donors
(YTD) **97.2%**

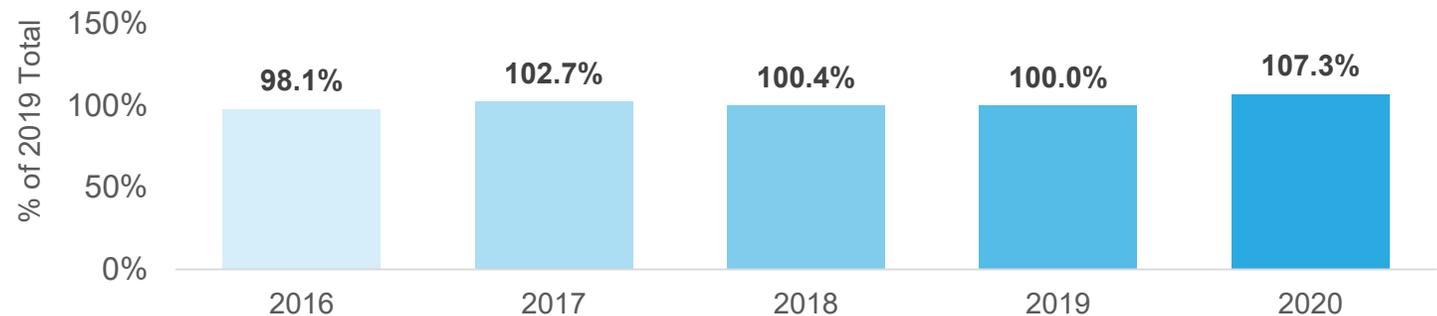
↓ **-2.8%**
YTD Change



Recaptured Donors
(YTD) **113.7%**

↑ **+13.7%**
YTD Change

Fourth Quarter Donors YTD (As % 2019 Total)



Retention

Year-to-Date Nonprofit Sector Trends 01/01/2020–12/31/2020



Highlights

Compared to the metrics on the prior page, these retention metrics are reporting on the changes in the percentages and not the number of donors in each category.

With fluctuations in the numbers of donors these retention metrics are illustrative of how effective we are at engaging our 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) **59.6%**

↓ **-3.9%**
YTD Change



New Donors Retention Rate
(YTD) **19.3%**

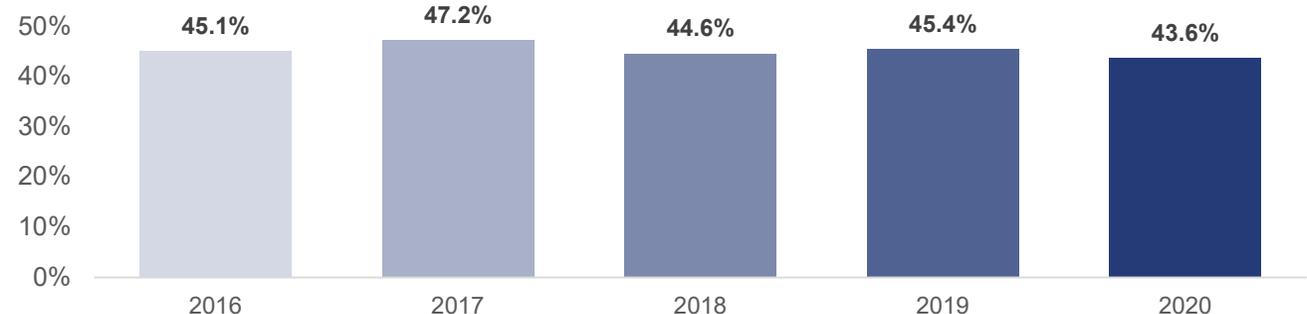
↓ **-9.2%**
YTD Change



Recapture Rate
(YTD) **4.3%**

↑ **+1.8%**
YTD Change

Overall Donor Retention YTD



Donations

Year-to-Date Nonprofit Sector Trends 01/01/2020–12/31/2020



Highlights

In the surge of giving sparked by the pandemic, donors at all levels were taking action and giving more in 2020.

While donors giving gifts of less than \$250 have seen the biggest increase over 2019, this growth had not been the largest driver of the overall lift in total dollars donated.



General Donor
(Under \$250)
(YTD) **8.0%**

↑ **+15.3%**
YTD Change



Mid-Level Donor
(\$250–\$999)
(YTD) **6.8%**

↑ **+8.0%**
YTD Change

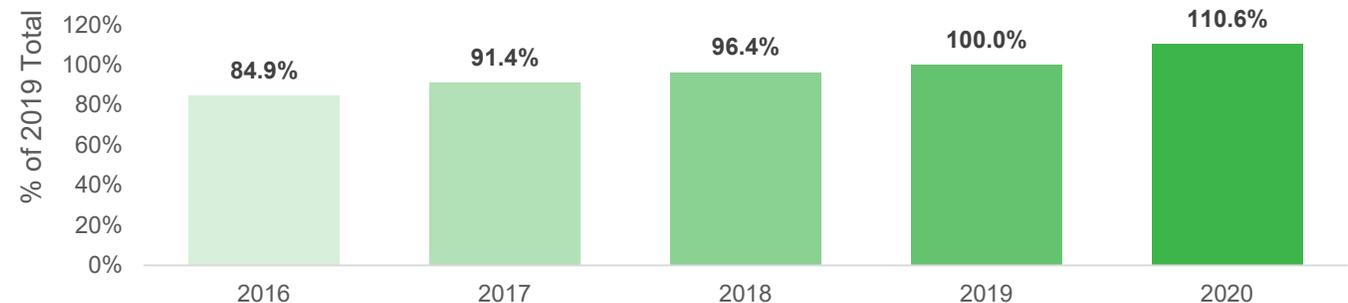


Major Donor
(\$1,000+)
(YTD) **85.1%**

↑ **+10.4%**
YTD Change

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

Fourth Quarter Revenue (As % 2019 Total)



Footnote

¹All prior year donors retained YTD

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 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.

