

## Comprehensive Donor Revenue Analysis as of 10/19/2018

Run On: 10/19/2018

	Current Year 10/19/2018	Prior Year 10/19/2017	Two Years Ago 10/19/2016	Amount Difference Current Year vs. Prior Year	Percent Change Current Year vs. Prior Year
<b>Active Donors</b>					
Number of Active Donors	<a href="#">4,795</a>	<a href="#">4,869</a>	<a href="#">4,522</a>	-74	-1.52%
Total Revenue	2,363,230.34	2,985,597.16	2,061,715.63	-622,366.82	-20.85%
Number of Gifts	5,753	5,827	5,520	-74	-1.27%
Revenue Per Donor (Year to Date)	492.85	613.18	455.93	-120.33	-19.62%
Revenue Per Gift (Average Gift)	410.78	512.37	373.50	-101.59	-19.83%
Gifts Per Donor	1.20	1.20	1.22	0.00	0.00%
Number of 2+ givers for year	<a href="#">616</a>	<a href="#">657</a>	<a href="#">719</a>	-41	-6.24%
<b>Retained Donors</b>					
Number of Retained Donors	<a href="#">3,223</a>	<a href="#">3,095</a>	<a href="#">2,707</a>	128	4.14%
Donor Retention Rate	66.19%	68.44%	64.88%	-2.25%	-3.29%
Retained Donor Revenue	1,959,421.31	1,887,979.63	1,669,419.22	71,441.68	3.78%
Revenue Retention Rate	82.91%	63.24%	80.97%	19.67%	31.10%
Revenue per Retained Donor	607.95	610.01	616.70	-2.06	-0.34%
Average Donor Lifetime	2.96	3.17	2.85	-0.21	-6.62%
Lifetime Donor Value	1,458.84	1,943.78	1,299.40	-484.94	-24.95%
<b>New Donors</b>					
Number of New Donors	<a href="#">993</a>	<a href="#">1,026</a>	<a href="#">927</a>	-33	-3.22%
New Donor Revenue	186,304.18	215,246.87	156,949.64	-28,942.69	-13.45%
Number of New Donor Gifts	1,077	1,141	1,042	-64	-5.61%
Revenue per New Donor	187.62	209.79	169.31	-22.17	-10.57%
Revenue per New Donor Gift	172.98	188.65	150.62	-15.67	-8.31%
Gifts per New Donor	1.08	1.11	1.12	-0.03	-2.70%
<b>Reactivated Donors</b>					
Reactivated Donors	<a href="#">579</a>	<a href="#">748</a>	<a href="#">888</a>	-169	-22.59%
Reactivated Donor Revenue	217,504.85	882,370.66	235,346.77	-664,865.81	-75.35%

Number of Reactivated Gifts	689	866	1,052	-177	-20.44%
Revenue per Reactivated Donor	375.66	1,179.64	265.03	-803.98	-68.15%
Revenue per Reactivated Gift	315.68	1,018.90	223.71	-703.22	-69.02%
<b>Attrition</b>					
Attrition Rate	33.81%	31.56%	35.12%	2.25%	7.13%
Number of Donors Active Last 2 years	<u>3,223</u>	<u>3,095</u>	<u>2,707</u>	128	4.14%
Number of Donors Active Last 3+ years	<u>2,459</u>	<u>2,145</u>	<u>1,970</u>	314	14.64%
Number of Donors lost from Last Year	<u>1,646</u>	<u>1,427</u>	<u>1,465</u>	219	15.35%
Number of 2yr Donors lost from Last Year	<u>958</u>	<u>873</u>	<u>909</u>	85	9.74%