

Donor Revenue Analysis Legend

Donors are by default Members/Individuals/Organizations/ or anyone in our database system with a record that has made a contribution. (filters can be used to narrow down as needed)	What fields mean and how they are calculated
Active Donors	
Number of Active Donors	Number of All Donors For the Year
Total Revenue	Total Gift Amount For the Year
Number of Gifts	Count of All Gifts For the Year
Revenue Per Donor (Year to Date)	Total Revenue/Active Donors
Revenue Per Gift (Average Gift)	Total Revenue / Number of Gifts
Gifts Per Donor	Number of Gifts / Number of Active Donors
Number of 2+ givers for year	Number of Donors who have 2+ gifts During the Year
Retained Donors	
Number of Retained Donors	Number of Donors who gave This Year and Last Year
Donor Retention Rate	Number of Retained Donors / Number of Active Donors in the Previous Year
Retained Donor Revenue	Total Gift Amount From Retained Donors
Revenue Retention Rate	Retained Donor Revenue / Total Revenue
Revenue per Retained Donor	Retained Donor Revenue / Number of Retained Donors
Average Donor Lifetime	Length in time (Years) form donors initial gift to their last gift
Lifetime Donor Value	AVG. Donor Lifetime * Revenue Per Donor of Active Donors
New Donors	
Number of New Donors	Number of Donors Who Gave Their First Gift This Year
New Donor Revenue	Total Gift Amount of New Donors
Number of New Donor Gifts	Total Number of Gifts from New Donors
Revenue per New Donor	New Donor Revenue / Number of New Donors
Revenue per New Donor Gift	Revenue per New Donor / Number of New Donor Gifts
Gifts per New Donor	Number of New Donor Gifts/ Number of new Donors
Reactivated Donors	
Reactivated Donors	Donor who gave two or more years ago, Didn't give last year, then gave this year
Reactivated Donor Revenue	Total Gift Amount from Reactivated Donors
Number of Reactivated Gifts	Total number of Gifts from Reactivated Donors
Revenue per Reactivated Donor	Reactivated Donor Revenue / Number Reactivated Donors
Revenue per Reactivated Gift	Revenue per Reactivated Donor / Number of Reactivated Donor Gifts
Attrition	
Attrition Rate	Donor who gave last year but not this year / All Donors who gave Last Year
Number of Donors Active Last 2 years	Total Number of Donors who gave this year and Last Year
Number of Donors Active Last 3+ years	Total Number of Donors who have given in the Last 3 Years or More
Number of Donors lost from Last Year	Total Number of Donors Who Gave Last Year but not This Year
Number of 2yr Donors lost from Last Year	Total Number of Donors Who Gave Last Year and any other Prior years but not this year