

Comprehensive Donor Revenue Analysis as of 10/11/2019

Run On: 10/11/2019

	Current Year 10/11/2019	Prior Year 10/11/2018	Two Years Ago 10/11/2017	Amount Difference Current Year vs. Prior Year	Percent Change Current Year vs. Prior Year
Active Donors					
Number of Active Donors	<u>4,997</u>	<u>4,800</u>	<u>4,827</u>	197	4.10%
Total Revenue	2,529,465.85	2,365,315.62	2,983,793.00	164,150.23	6.94%
Number of Gifts	6,699	6,288	6,186	411	6.54%
Revenue Per Donor (Year to Date)	506.20	492.77	618.15	13.43	2.73%
Revenue Per Gift (Average Gift)	377.59	376.16	482.35	1.43	0.38%
Gifts Per Donor	1.34	1.31	1.28	0.03	2.29%
Number of 2+ givers for year	<u>1,206</u>	<u>1,001</u>	<u>997</u>	205	20.48%
Retained Donors					
Number of Retained Donors	<u>3,301</u>	<u>3,208</u>	<u>3,144</u>	93	2.90%
Donor Retention Rate	68.77%	66.46%	68.57%	2.31%	3.48%
Retained Donor Revenue	1,842,850.39	1,966,081.51	1,896,866.91	-123,231.12	-6.27%
Revenue Retention Rate	72.86%	83.12%	63.57%	-10.26%	-12.34%
Revenue per Retained Donor	558.27	612.87	603.33	-54.60	-8.91%
Average Donor Lifetime	3.20	2.98	3.18	0.22	7.38%
Lifetime Donor Value	1,619.84	1,468.45	1,965.72	151.39	10.31%
New Donors					
Number of New Donors	<u>1,150</u>	<u>997</u>	<u>999</u>	153	15.35%
New Donor Revenue	173,715.41	184,507.20	216,597.48	-10,791.79	-5.85%
Number of New Donor Gifts	1,297	1,097	1,132	200	18.23%
Revenue per New Donor	151.06	185.06	216.81	-34.00	-18.37%
Revenue per New Donor Gift	133.94	168.19	191.34	-34.25	-20.36%
Gifts per New Donor	1.13	1.10	1.13	0.03	2.73%
Reactivated Donors					
Reactivated Donors	<u>546</u>	<u>595</u>	<u>684</u>	-49	-8.24%
Reactivated Donor Revenue	512,900.05	214,726.91	870,328.61	298,173.14	138.86%
Number of Reactivated Gifts	737	759	830	-22	-2.90%
Revenue per Reactivated Donor	939.38	360.89	1,272.41	578.49	160.30%
Revenue per Reactivated Gift	695.93	282.91	1,048.59	413.02	145.99%
Attrition					
Attrition Rate	31.23%	33.54%	31.43%	-2.31%	-6.89%
Number of Donors Active Last 2 years	<u>3,301</u>	<u>3,208</u>	<u>3,144</u>	93	2.90%
Number of Donors Active Last 3+ years	<u>2,589</u>	<u>2,501</u>	<u>2,251</u>	88	3.52%
Number of Donors lost from Last	<u>1,499</u>	<u>1,619</u>	<u>1,441</u>	-120	-7.41%

Year					
Number of 2yr Donors lost from Last Year	<u>845</u>	<u>949</u>	<u>904</u>	-104	-10.96%