

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>4,981</u>	<u>4,782</u>	<u>4,806</u>	199	4.16%
Total Revenue	1,014,865.85	876,565.62	1,018,280.00	138,300.23	15.78%
Number of Gifts	6,679	6,267	6,159	412	6.57%
Revenue Per Donor (Year to Date)	203.75	183.31	211.88	20.44	11.15%
Revenue Per Gift (Average Gift)	151.95	139.87	165.33	12.08	8.64%
Gifts Per Donor	1.34	1.31	1.28	0.03	2.29%
Number of 2+ givers for year	<u>1,203</u>	<u>999</u>	<u>994</u>	204	20.42%
Retained Donors					
Number of Retained Donors	<u>3,292</u>	<u>3,196</u>	<u>3,134</u>	96	3.00%
Donor Retention Rate	68.84%	66.50%	68.56%	2.34%	3.52%
Retained Donor Revenue	681,250.39	654,081.51	671,786.91	27,168.88	4.15%
Revenue Retention Rate	67.13%	74.62%	65.97%	-7.49%	-10.04%
Revenue per Retained Donor	206.94	204.66	214.35	2.28	1.11%
Average Donor Lifetime	3.21	2.99	3.18	0.22	7.36%
Lifetime Donor Value	654.04	548.10	673.78	105.94	19.33%
New Donors					
Number of New Donors	<u>1,148</u>	<u>993</u>	<u>997</u>	155	15.61%
New Donor Revenue	163,215.41	121,757.20	180,597.48	41,458.21	34.05%
Number of New Donor Gifts	1,295	1,093	1,130	202	18.48%
Revenue per New Donor	142.17	122.62	181.14	19.55	15.94%
Revenue per New Donor Gift	126.04	111.40	159.82	14.64	13.14%
Gifts per New Donor	1.13	1.10	1.13	0.03	2.73%
Reactivated Donors					
Reactivated Donors	<u>541</u>	<u>593</u>	<u>675</u>	-52	-8.77%
Reactivated Donor Revenue	170,400.05	100,726.91	165,895.61	69,673.14	69.17%
Number of Reactivated Gifts	731	756	821	-25	-3.31%
Revenue per Reactivated Donor	314.97	169.86	245.77	145.11	85.43%
Revenue per Reactivated Gift	233.11	133.24	202.07	99.87	74.95%
Attrition					
Attrition Rate	31.16%	33.50%	31.44%	-2.34%	-6.99%
Number of Donors Active Last 2 years	<u>3,292</u>	<u>3,196</u>	<u>3,134</u>	96	3.00%
Number of Donors Active Last 3+ years	<u>2,581</u>	<u>2,493</u>	<u>2,244</u>	88	3.53%
Number of Donors lost from Last	<u>1,490</u>	<u>1,610</u>	<u>1,437</u>	-120	-7.45%

Year					
Number of 2yr Donors lost from Last Year	<u>839</u>	<u>941</u>	<u>901</u>	-102	-10.84%