

Quarterly Fundraising Report™

Year-to-Date Nonprofit Sector Trends
Q4 2023 (JAN 1, 2023 - DEC 31, 2023)

Key Insights

- In 2023, we observed a modest decline in fundraising metrics across most donor categories, including dollars raised, donor counts, and retention rates.
- Small organizations performed the best in terms of dollars raised, remaining flat or slightly positive, with the largest organizations seeing the greatest decrease in fundraising.
- The International, Foreign Affairs cause area saw a noticeable boost in Q4 of 2023, likely attributed to aid and assistance campaigns relating to international conflicts.



DONORS

-3.4%

(+/- 0.5%)

YOY change



DOLLARS

-2.8%

(+/- 0.5%)

YOY change



RETENTION

-2.5%

(+/- 0.5%)

YOY change

- Visit <https://data.givingtuesday.org/fep-report/> for the most detailed version of this report, which includes additional data splits and organization-focused insights.
- In this report, we compare data compiled from previous years to data from the full year of 2023.

Current Dataset

Year-to-Date Nonprofit Sector Trends
 Q4 2023 (JAN 1, 2023 - DEC 31, 2023)

⚠️ Key Limitations

- Data in our panel is limited to organizations with ≥ 3 years of data, with \$5K - \$25M received in the prior year, via the Growth in Giving database.
- Data is weighted across size of organization as determined by amount fundraised, including organizations raising between \$5K - \$25M.
- Data is also weighted by NTEE (National Taxonomy of Exempt Entities) codes utilized by the IRS to determine organization type and/or cause.
- A significant amount of data arrives late, so we estimate the difference for top-line metrics by reviewing historical patterns of delayed data. Throughout this report, ranges for each metric express uncertainty in the estimates.



DONORS

4.8M
in 2023



DOLLARS

\$6.5B
in 2023



ORGANIZATIONS

8,103
in 2023

- 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 241 million transactions from more than 26,000 organizations since 2005.



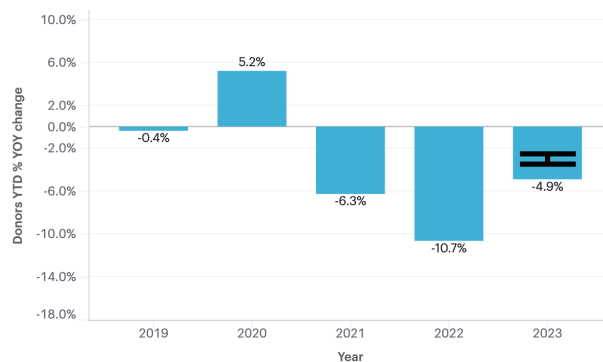
Donors: Time Series

Year-to-Date Nonprofit Sector Trends
Q4 2023 (JAN 1, 2023 - DEC 31, 2023)

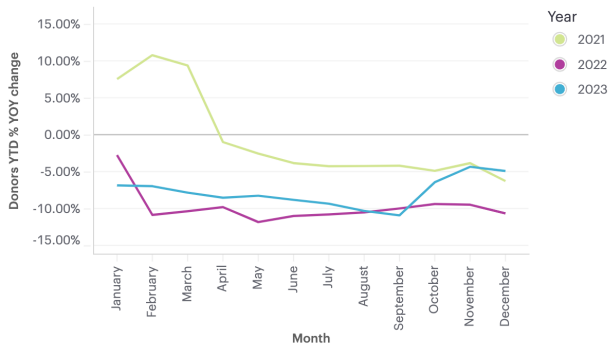
Key Insights

- Donor count dropped -4.9% in Q4, when not accounting for late data. After adjusting for delays in data reporting, we estimate the actual decrease to be -3.4%.
- The decline indicates a continued downward trend of donors since the peak in 2020.

Donors Growth (Yearly)



Donors (Monthly)



- 2023 saw a continued decrease in donors from 2020, with a notable uptick starting in October through year-end.

NOTE: The panel for each year differs based on our panel rules (stable organizations over the past 3 years w/ \$5K - \$25M received in the prior year, via the Growth in Giving database). This ensures consistent historical data & avoids biasing past results by filtering on future data.



Donors by Donor Size

Year-to-Date Nonprofit Sector Trends
Q4 2023 (JAN 1, 2023 - DEC 31, 2023)

Key Insights

- The observed decrease in donors contributing less than \$500 was responsible for 79.3% of the overall decrease in donors.
- While the number of donors fell across donors of all sizes, supersize donors experienced the largest decrease, falling by 7.4% year-over-year.



MICRO
(\$1 - \$100)

-5.6%
YOY Change

53.5%
% of total donors



SMALL
(\$101 - \$500)

-3.0%
YOY Change

29.7%
% of total donors



MIDSIZE
(\$501 - \$5K)

-6.0%
YOY Change

14.1%
% of total donors



MAJOR
(\$5K - \$50K)

-6.8%
YOY Change

2.3%
% of total donors



SUPERSIZE
(\$50K+)

-7.4%
YOY Change

0.3%
% of total donors

All year-over-year (YOY) changes are computed on year-to-date (YTD) totals. Donor size segments were chosen to span both dollars and donors, with each segment representing 1-50% of the total. Estimates for late data only apply to top-line donors, dollars, and retention. Thus, these more granular breakdowns underestimate year-over-year growth.

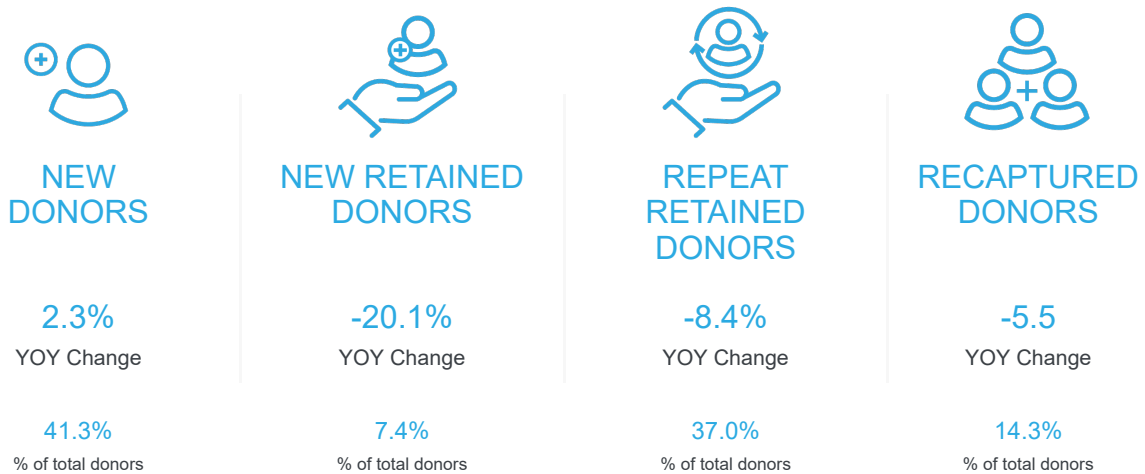


Donors by Life Cycle

Year-to-Date Nonprofit Sector Trends
Q4 2023 (JAN 1, 2023 - DEC 31, 2023)

Key Insights

- Repeat-retained donors constituted 37.0% of all donors, dropping from 41.9% in Q3.
- New-retained donors dropped by -20.1%, now representing just 7.4% of all donors, down from 8.5% in Q3.
- The number of new donors rose year-over-year, increasing by 2.3%. This is the first time new donor counts have risen since Q1 2021.



NEW DONORS - never gave to this organization before.

NEW RETAINED DONORS - gave last year to the organization, but never before.

REPEAT RETAINED DONORS - gave last year to the organization, but not for the first time.

RECAPTURED DONORS - did not give last year to the organization, but had given in the past.

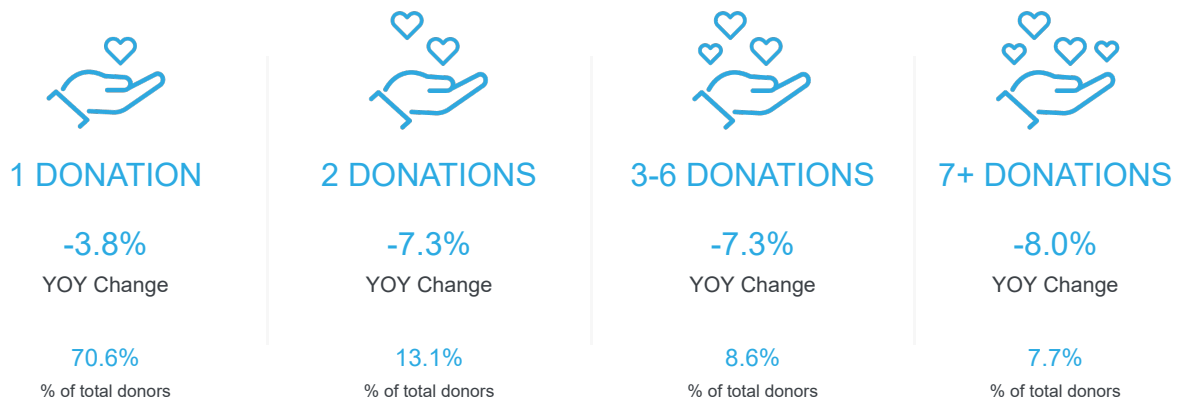


Donor by Donation Count

Year-to-Date Nonprofit Sector Trends
Q4 2023 (JAN 1, 2023 - DEC 31, 2023)

Key Insights

- One-time donors were the largest donor group, accounting for 70.6% of donors.
- The number of donors who gave 2 or more gifts declined at nearly twice the rate as those giving 1 gift.



Donation count segments were selected to best illustrate the distribution of total donors and dollars across the giving spectrum. A donor's donation count includes all contributions made year-to-date.



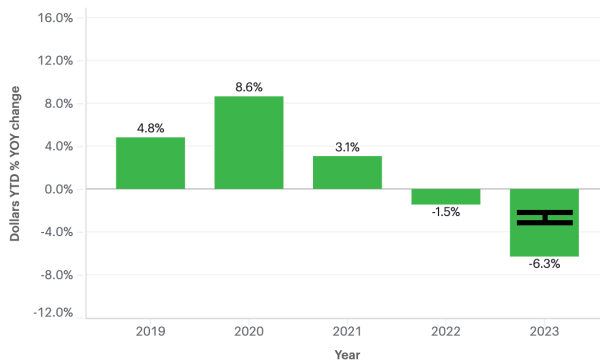
Dollars: Time Series

Year-to-Date Nonprofit Sector Trends
Q4 2023 (JAN 1, 2023 - DEC 31, 2023)

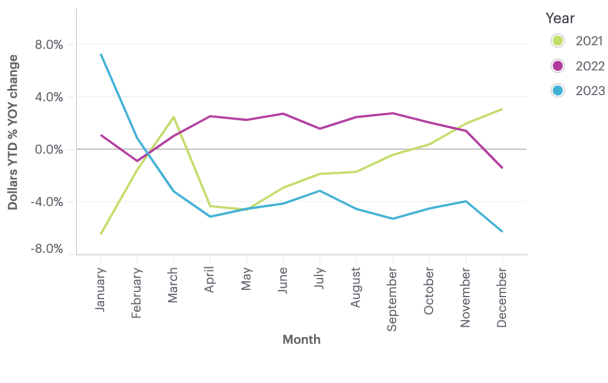
Key Insights

- Fundraising dollars decreased by -6.3% in Q4, but after adjusting for delays in data reporting, we estimate dollars decreased by -2.8% in Q4 compared to 2022.
- This represents the second consecutive year of decreased fundraising since the peak in 2021.

Dollars (Yearly)



Dollars (Monthly)



- Despite a very strong start at the beginning of the year, fundraising saw a steep decline in March and April, stabilizing for the remainder of the year.



Dollars by Donor Size

Year-to-Date Nonprofit Sector Trends
Q4 2023 (JAN 1, 2023 - DEC 31, 2023)

Key Insights

- Dollars donated decreased across donors of all sizes, dropping between -4.0% and -7.1%.
- Donors contributing over \$5K accounted for 76.4% of all dollars donated, despite only representing 2.6% of all donors.



MICRO
(\$1 - \$100)

-6.8%
YOY Change

1.9%
% of total dollars



SMALL
(\$101 - \$500)

-4.0%
YOY Change

5.4%
% of total dollars



MIDSIZE
(\$501 - \$5K)

-5.9%
YOY Change

16.4%
% of total dollars



MAJOR
(\$5K - \$50K)

-7.1%
YOY Change

25.2%
% of total dollars



SUPERSIZE
(\$50K+)

-6.3%
YOY Change

51.2%
% of total dollars

Donor size is computed on a donor's total year-to-date dollars given.

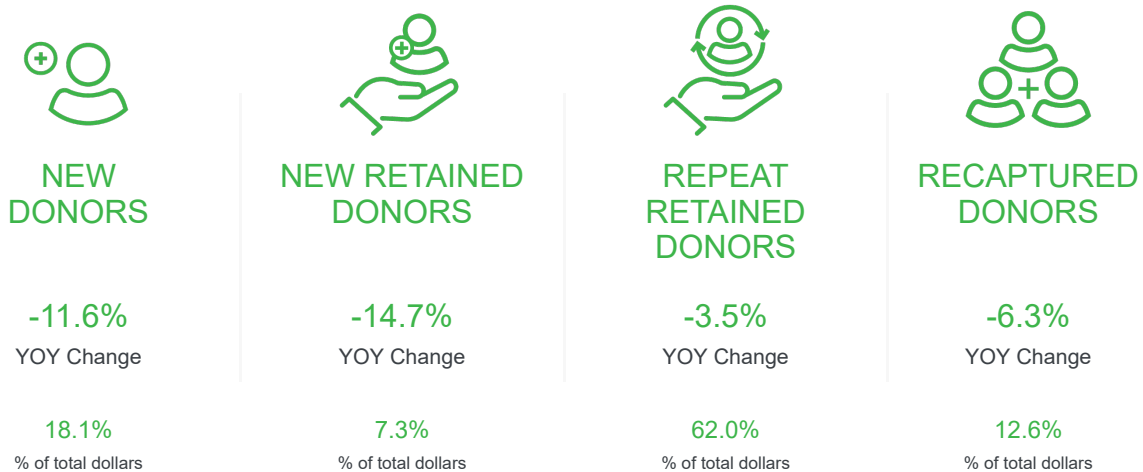


Dollars by Life Cycle

Year-to-Date Nonprofit Sector Trends
Q4 2023 (JAN 1, 2023 - DEC 31, 2023)

Key Insights

- New donor and New Retained donor groups saw double digit decreases in total dollars donated (-11.6% and -14.7%, respectively). When combined, these two donor groups accounted for 67.8% of the decrease in total dollars donated.



NEW DONORS - never gave to this organization before.

NEW RETAINED DONORS - gave last year to the organization, but never before.

REPEAT RETAINED DONORS - gave last year to the organization, but not for the first time.

RECAPTURED DONORS - did not give last year to the organization, but had given in the past.

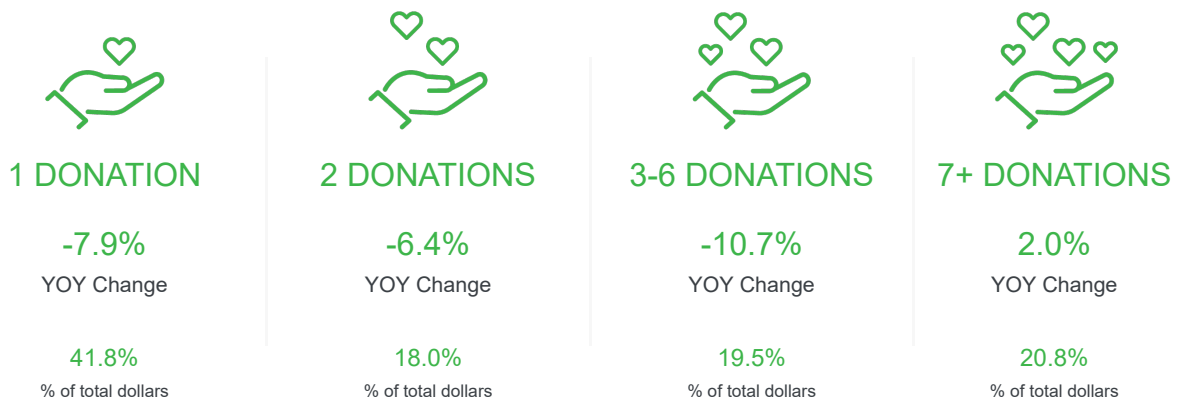


Dollars by Donation Count

Year-to-Date Nonprofit Sector Trends
Q4 2023 (JAN 1, 2023 - DEC 31, 2023)

Key Insights

- Even though the one-time donors accounted for 70.6% of donors, they only contributed 41.8% of the dollars donated.
- 3-6 time donors gave -10.7% less compared to last year, experiencing the largest year-over-year decrease in dollars donated.
- Donations from the 7+ donor group were the only ones to increase in terms of total dollars donated. Combined with donors contributing 3-6 times per year, these groups accounted for only 16.3% of donors yet accounted for 40.3% of all donations.



Donation count segments were selected to best illustrate the distribution of total donors and dollars across the giving spectrum. A donor's donation count includes all contributions made year-to-date.



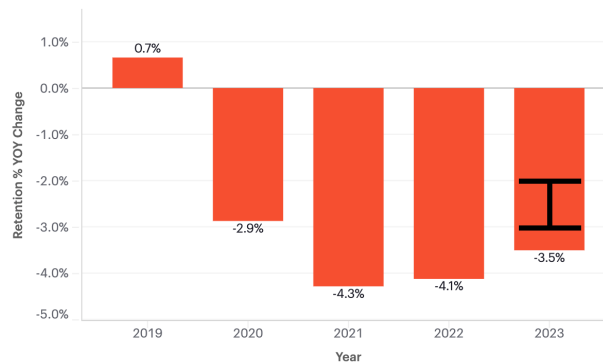
Retention Rate: Time Series

Year-to-Date Nonprofit Sector Trends
Q4 2023 (JAN 1, 2023 - DEC 31, 2023)

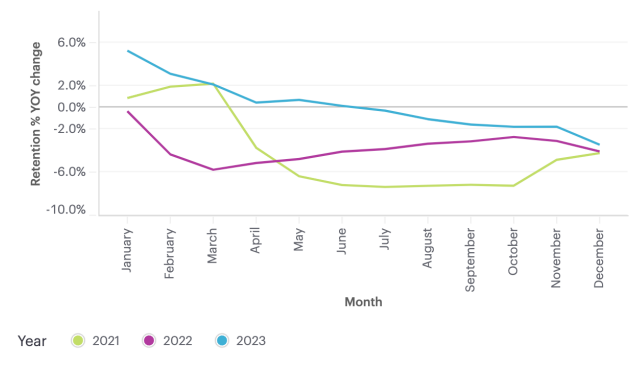
Key Insights

- Retention decreased by -3.5% in Q4, but after adjusting for late data, we anticipate retention was at -2.5% in Q4 compared to 2022.
- In 2023, retention continued the downtrend which began in 2020, though the rate of decline has been slowing since its low point in 2021.

Retention (Yearly)



Retention (Monthly)



- While 2023 began with stronger retention, gains tapered off by June, with July showing a slight negative change.

RETENTION - Retention is computed year-to-date. It represents – out of the people who donated last year year-to-date – the ratio of people who donated again this year year-to-date.



Retention Rate: Donor Type

Year-to-Date Nonprofit Sector Trends
Q4 2023 (JAN 1, 2023 - DEC 31, 2023)

Key Insights

- Retention decreased across all donor types captured in Q4.
- While Repeat Donor Retention rates remained stable from 2022 to 2023, Recapture rates had the largest decrease of -8.7%.



NEW DONOR RETENTION RATE

-7.5%

YOY Change

18.5%

retained YTD



REPEAT DONOR RETENTION RATE

-1.1%

YOY Change

58.2%

retained YTD



RECAPTURE RATE

-8.7%

YOY Change

5.5%

retained YTD

NEW DONORS - Never gave to this organization before.

REPEAT DONORS - Donors who gave last year to the organization, and were not new last year.

RECAPTURED DONORS - Donors who did not give last year to the organization, but had given in the past.



Retention Rate by Donor Size

Year-to-Date Nonprofit Sector Trends
Q4 2023 (JAN 1, 2023 - DEC 31, 2023)

Key Insights

- All donor size segments had a lower retention rate compared to last year.
- Major and Supersize donors, which together constituted 76.4% of all dollars donated, suffered the biggest decreases, although these donors were the most likely to be retained year-over-year.



MICRO
\$1-\$100

-4.2%
YOY Change

31.4%
retained YTD



SMALL
(\$101 - \$500)

-5.1%
YOY Change

50.6%
retained YTD



MIDSIZE
(\$501 - \$5K)

-5.4%
YOY Change

61.7%
retained YTD



MAJOR
(\$5K - \$50K)

-6.0%
YOY Change

65.8%
retained YTD



SUPERSIZE
(\$50K+)

-5.6%
YOY Change

67.9%
retained YTD

Donor size segments were chosen to span both dollars and donors, with each segment representing 1-50% of the total.

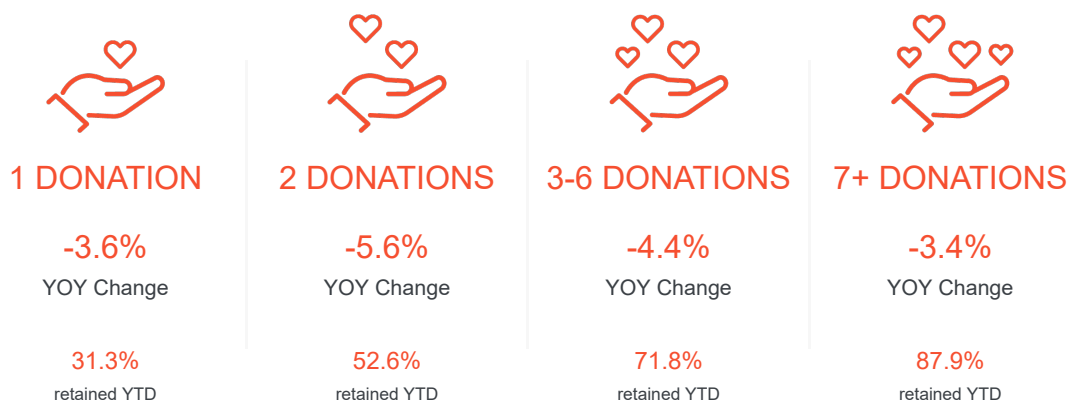


Retention Rate by Donation Count

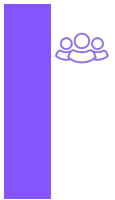
Year-to-Date Nonprofit Sector Trends
Q4 2023 (JAN 1, 2023 - DEC 31, 2023)

Key Insights

- Retention decreased across all donation count groups.
- Overall, the most active donors still had the highest retention rate.



Donation count segments were selected to best illustrate the distribution of total donors and dollars across the giving spectrum. A donor's donation count includes all contributions made year-to-date.



Organizations

Year-to-Date Nonprofit Sector Trends
Q4 2023 (JAN 1, 2023 - DEC 31, 2023)

Key Insights

- Organization size (based on amount raised) had a more direct impact on fundraising success in 2023 than in 2022.
- In Q4, organization cause had a more significant effect on fundraising, compared to last year at this time.
- The proportion of organizations not reporting data between January and December 2023 was smaller than in 2022 and 2021.



Organization Size Impact

12.7%

YOY Change



Organization Cause Impact

120.5%

YOY Change



Organizations Not Reporting

0.02%*

Not Reported

Our 'impact' metrics measure the importance of size and cause on organization results. These are meant to be more directional than quantitative, but numbers help track these trends year-over-year.

* The methodology for calculating this metric changed in Q3, and will be documented in a forthcoming methodology document.



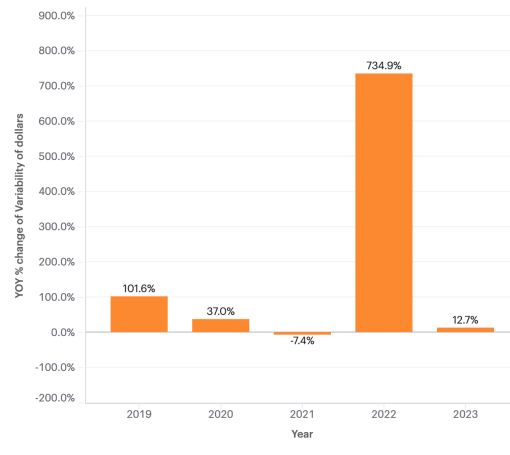
Organization Size Impact: Time Series

Year-to-Date Nonprofit Sector Trends
Q4 2023 (JAN 1, 2023 - DEC 31, 2023)

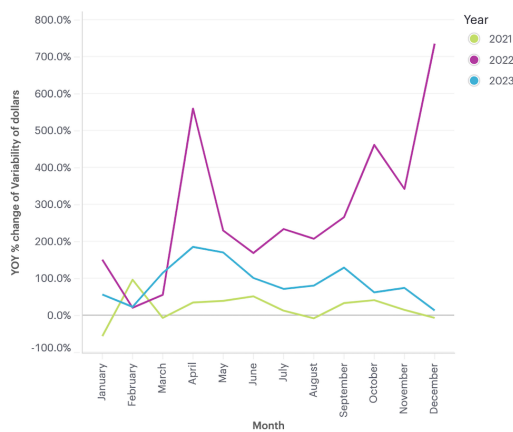
Key Insights

- In Q4, there was a notable increase in the variability of dollars raised across organizations of different sizes compared to the previous year.
- This metric should be viewed directionally. It shows that there is more variance in fundraising across organizations of different sizes.

Organization Size Variability (Yearly)



Organization size variability (Monthly)



- This trend of increasing organization size variability means organization size is becoming a greater determining factor in fundraising performance.

Organization Size Variability can be seen as the uniformity of fundraising performance across organization size.

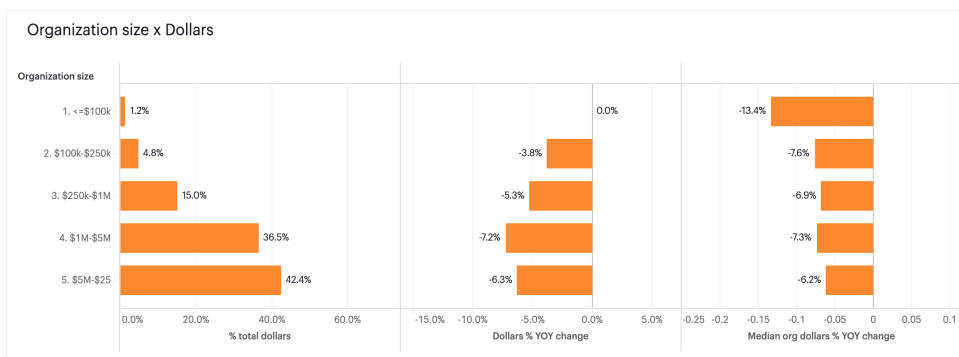


Organization Size Impact: Splits

Year-to-Date Nonprofit Sector Trends
Q4 2023 (JAN 1, 2023 - DEC 31, 2023)

Key Insights

- Organizations of all sizes — except for those in the smallest bracket (raising less than \$100K) — experienced declines in their year-over-year fundraising performance.
- Very large organizations (raising more than \$1M) represented a larger share of the total donations and suffered the largest decrease on average.



% DOLLAR GROWTH (MEAN) - Year-over-year dollar growth for organizations, grouped by an organization's budget size. Trends in the mean are more informative of the sector as a whole.

% DOLLAR GROWTH (MEDIAN) - The median year-over-year dollar growth for organizations, grouped by an organization's budget size. Trends in the median are more indicative of a typical organization's fundraising experience.



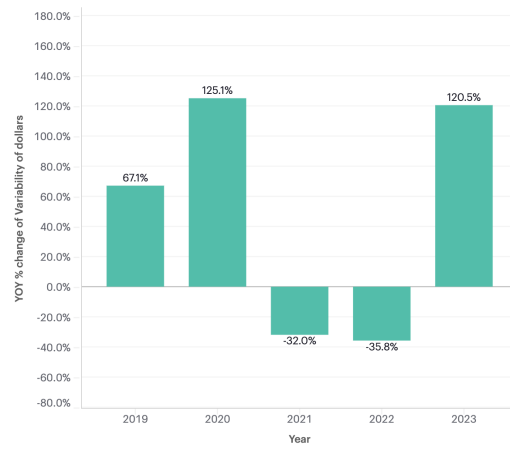
Organization Cause: Time Series

Year-to-Date Nonprofit Sector Trends
Q4 2023 (JAN 1, 2023 - DEC 31, 2023)

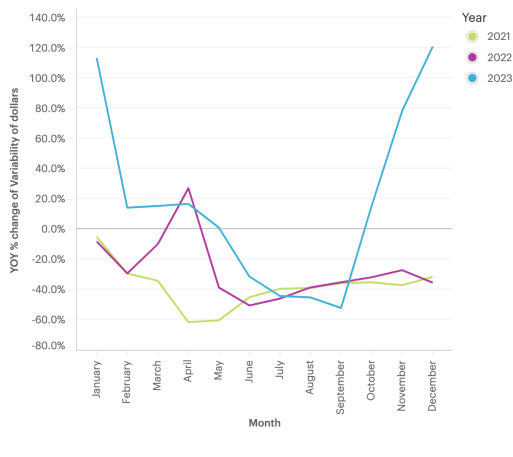
Key Insights

- In 2023, there was a rebound in the variability of donations to organizations based on cause, with a substantial increase of 120.5% after two years of decline.
- This impact spike in 2023 was likely due to international conflict driving more donations towards International, Foreign Affairs compared to other causes.

Organization Cause Variability (Yearly)



Organization cause variability (Monthly)



- Monthly variability in funding based on organizational cause saw extreme fluctuations in 2023, with a dramatic increase towards the end of the year.

Organization Cause Variability can be seen as the uniformity of fundraising performance across organization cause.

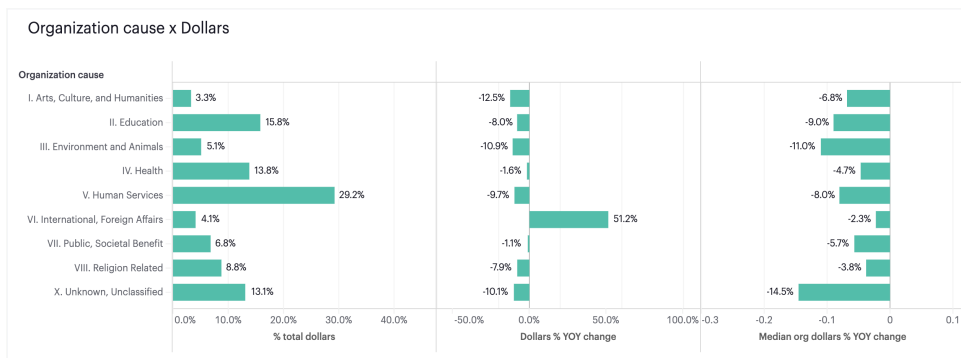


Organization Cause: Split

Year-to-Date Nonprofit Sector Trends
Q4 2023 (JAN 1, 2023 - DEC 31, 2023)

Key Insights

- All causes experienced a decrease in dollars donated, except International, Foreign Affairs, which saw a very large spike in October that continued until the end of the year.
- Dollars raised for Health and Public Societal Benefit causes decreased relatively less (-1.6% and -1.1%, respectively) compared to other causes.
- Human Services organizations represented the largest share of dollars in our dataset in 2022, so their -9.7% decrease was a substantial driver of the overall decrease in dollars raised.



% DOLLAR GROWTH (MEAN) - Year-over-year dollar growth for all organizations of this NTEE major group. More informative about the sector as a whole.

% DOLLAR GROWTH (MEDIAN) - The median year-over-year dollar growth across each organization of this NTEE major group. More indicative of a typical organization's fundraising experience.

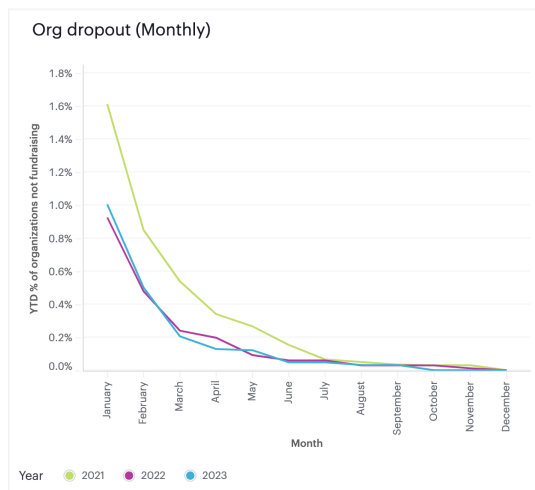
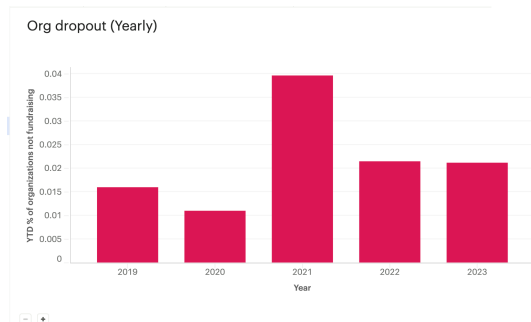


Organizations Not Reporting: Time Series

Year-to-Date Nonprofit Sector Trends
Q4 2023 (JAN 1, 2023 - DEC 31, 2023)

Key Insights

- The dropout rate of fundraising organizations stabilized in 2023, but remained higher than the rates seen in 2019 and 2020.



- Of all the organizations who reported in 2022, 0.02% had not yet report as of Q4.

Year-To-Date Dropout - Captures the percentage of organizations that did not show up at any point in the year, having shown up in the previous year.

Month-Specific Dropout - Captures the percentage of organizations which did not show in a given month, after having shown up in that same month the previous year.

FUNDRAISING EFFECTIVENESS PROJECT

The Fundraising Effectiveness Project (FEP) — first established in 2006 — is administered jointly by the Association of Fundraising Professionals and GivingTuesday. The Growth in Giving database is the world’s largest public record of donation activity, with more than 241 million donation transactions, and is continuously updated by top fundraising software partners. The FEP offers quarterly views of the current year’s fundraising data in aggregate, serving as a benchmark for nonprofit executives, development staff, and researchers to examine key fundraising and donor metrics. For more information about how you or your fundraising software provider can participate, please visit <https://afpglobal.org/>.

METHODOLOGY

We removed organizations that did not have a minimum of 25 donors and \$5,000 in revenue in each of the previous three years. We removed organizations at either tail of the revenue growth curve. If revenue growth was more than 300% or less than -66% in any of the past three years, organizations were removed. We also excluded individual contributions above \$10M. We weighted our data by organization size and NTEE major group to make it reflective of 2018 IRS filers in the \$5K - \$25M range of contributions. In 2018, there were 222K IRS filers in this contributions range and passing our growth and size filters, making this report representative of 3.9% of the total relevant filers. Details regarding estimation methodology for late reported data can be found [here](#).



DATA PROVIDERS

The FEP wouldn’t be possible without data. These software providers make the collection of data in support of the project possible.



DATA REPORTING

The FEP wouldn’t be possible without data analysis and additional support provided by Bonterra.

