

# DONOR RETENTION

DONORTRENDS

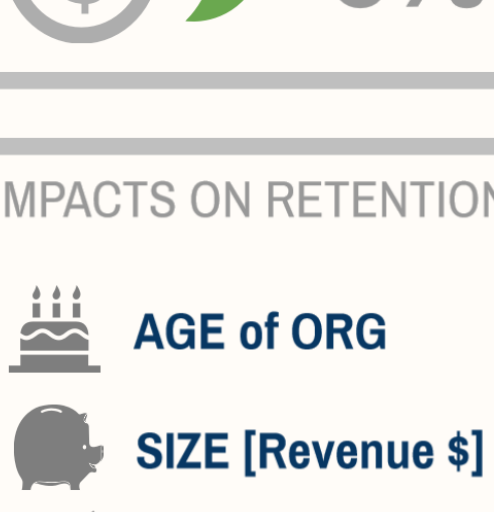
Highlights from the 2016 Fundraising Effectiveness Donor Retention Supplement.

## SURVEY SUMMARY

### WHO WAS ANALYZED

- ✓ \$8.6 billion in gifts
- ✓ 9,922 orgs
- ✓ 8.27 million donors
- ✓ gifts through 2015

### CHANGE 2014 to 2015



### 2015 DONOR RETENTION



### IMPACTS ON RETENTION

- AGE of ORG
- SIZE [Revenue \$]
- AVERAGE GIFT

## OVERALL DONOR RETENTION

% of donors who gave last year and again in the next year.

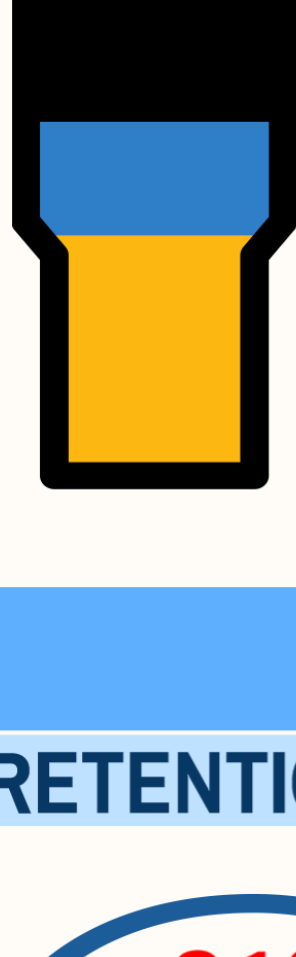


RETENTION HAS DECLINED 8% SINCE 2008

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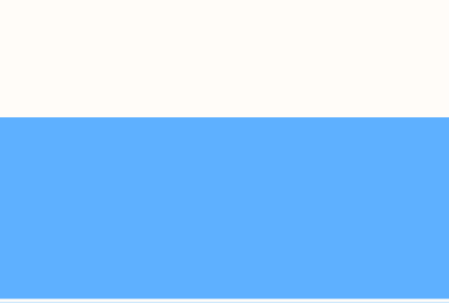
## DONOR FILE MAKEUP

4:1 For every one reactivated donor, 4 new donors were needed to offset attrition

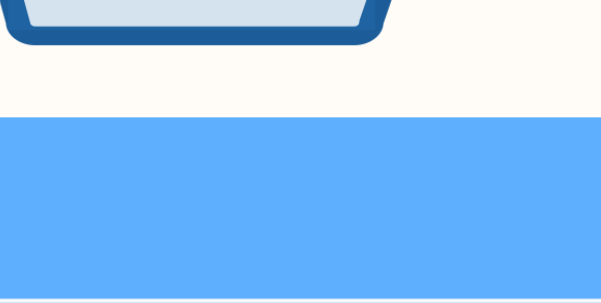


## NEW DONOR RETENTION

2/10 New Donors continue to give

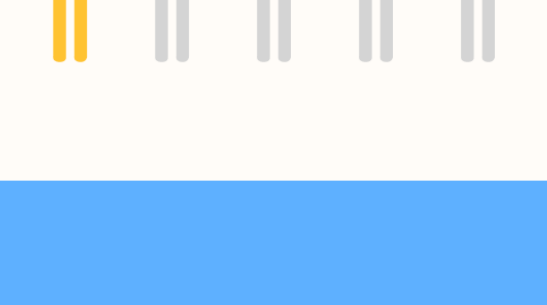


-21% New Donor Retention decline since 2008



## REPEAT DONOR RETENTION

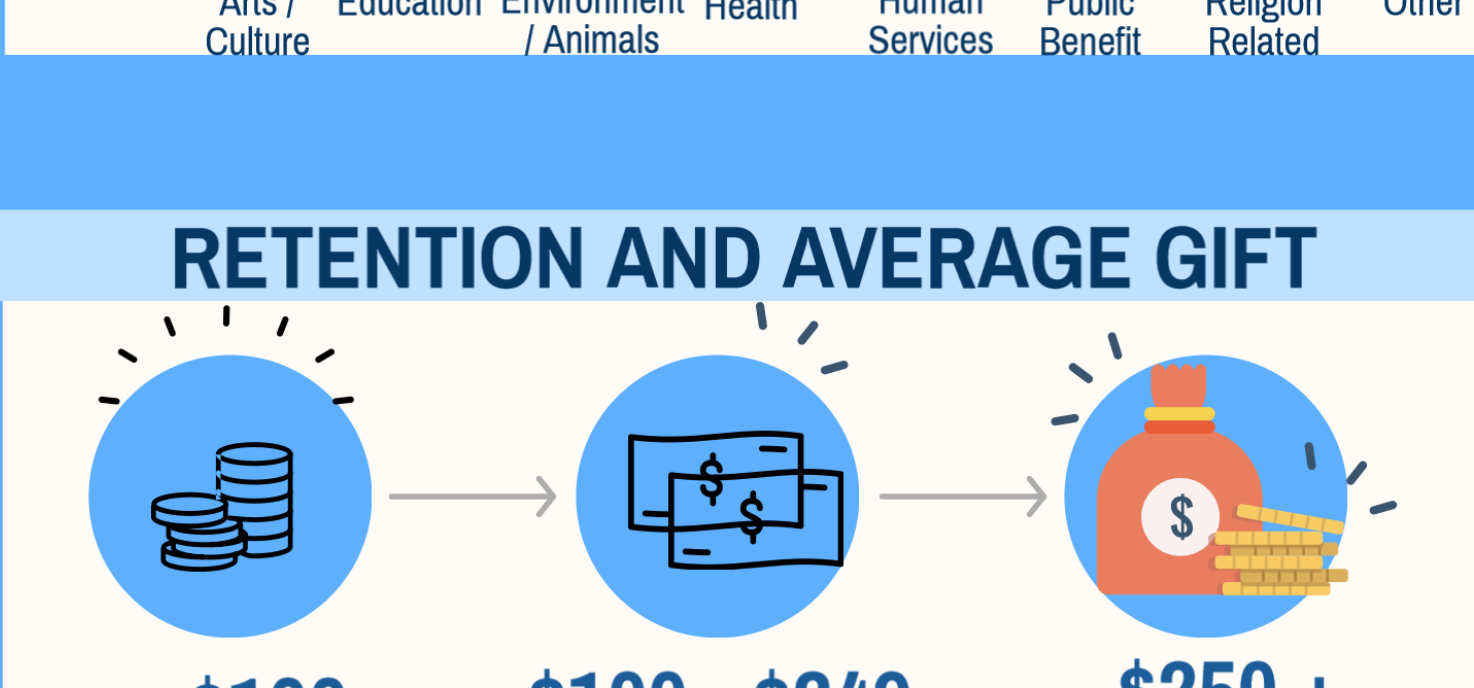
6/10 Existing Donors continue to give



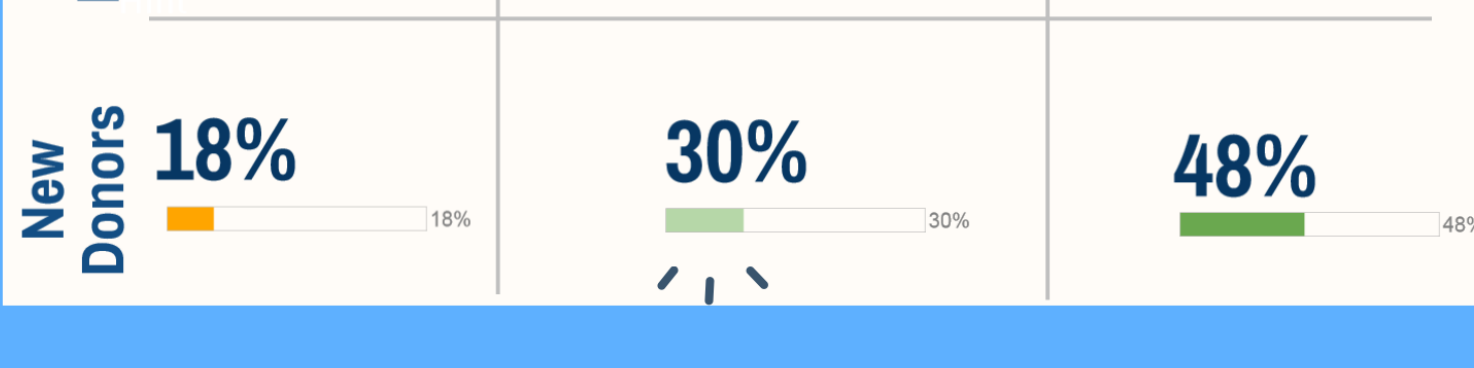
-12% Repeat Donor Retention decline since 2008



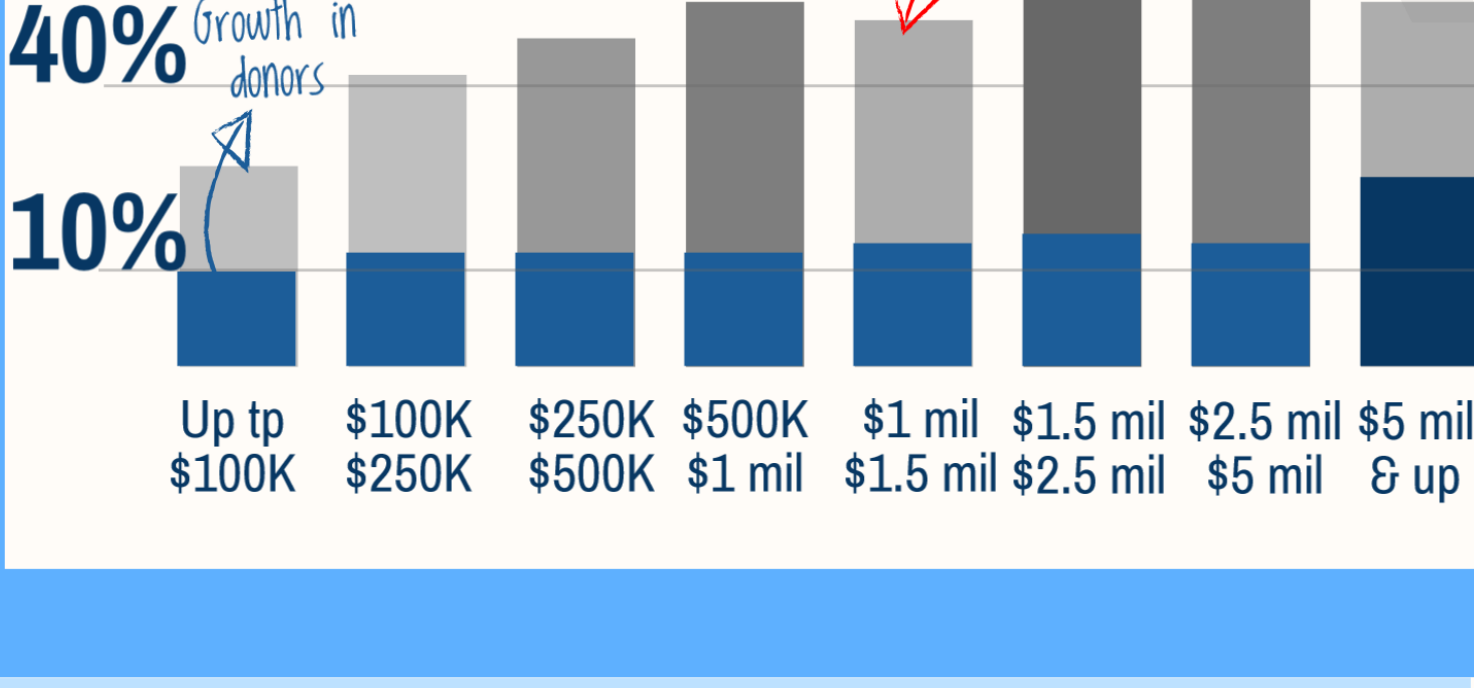
## RETENTION BY ORGANIZATION TYPE



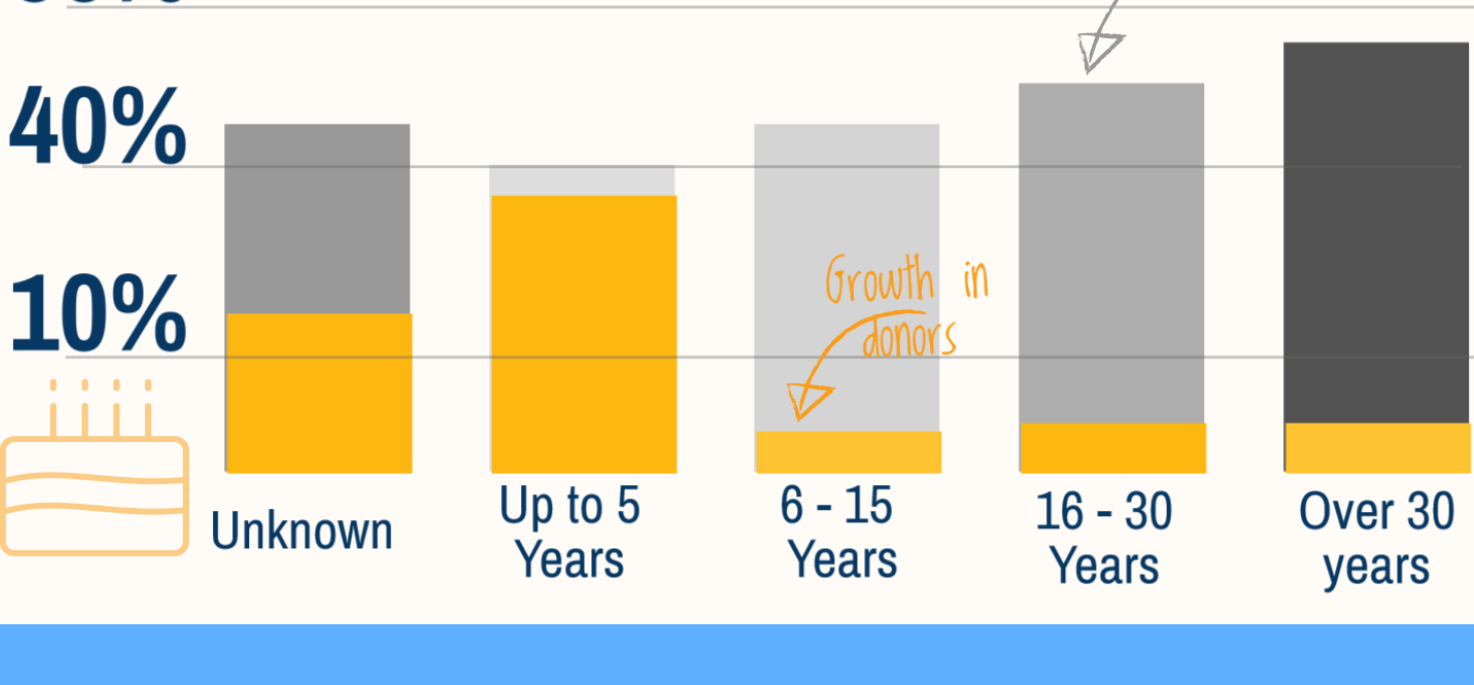
## RETENTION AND AVERAGE GIFT



## RETENTION BY ORGANIZATION SIZE

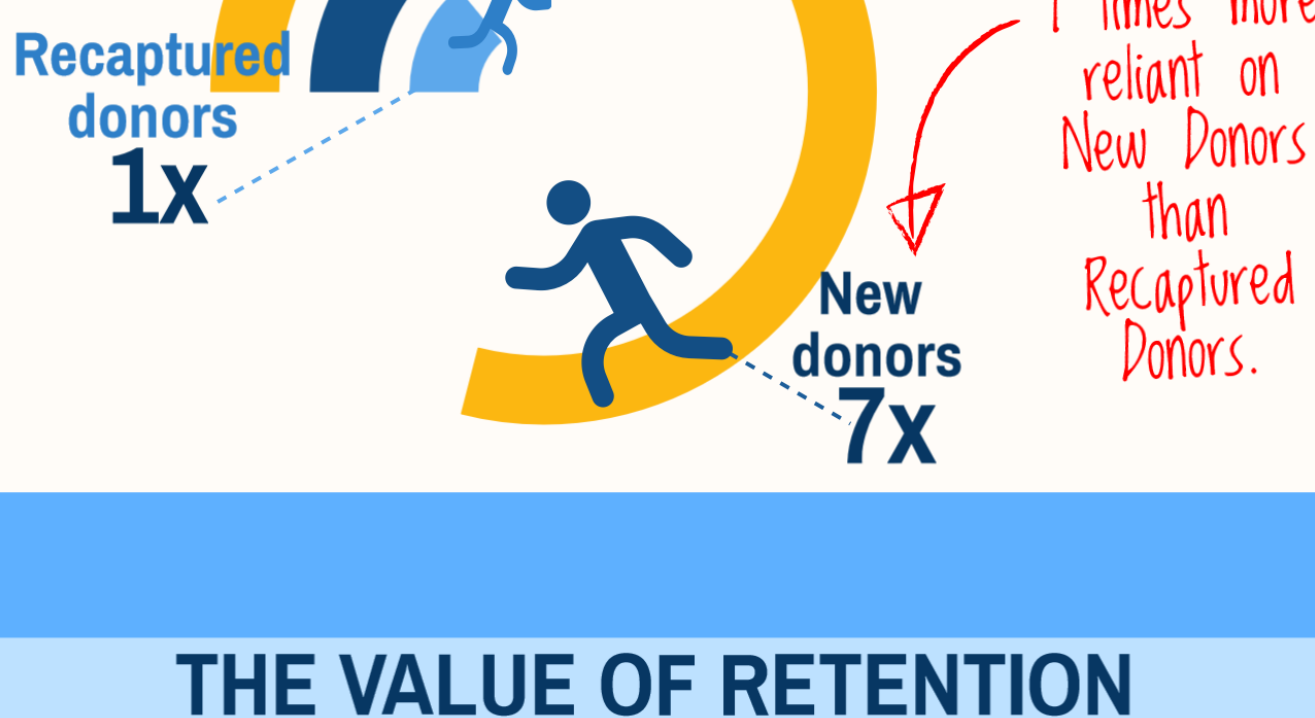


## RETENTION BY ORGANIZATION AGE

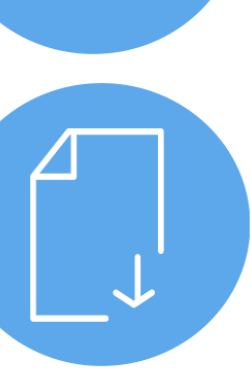
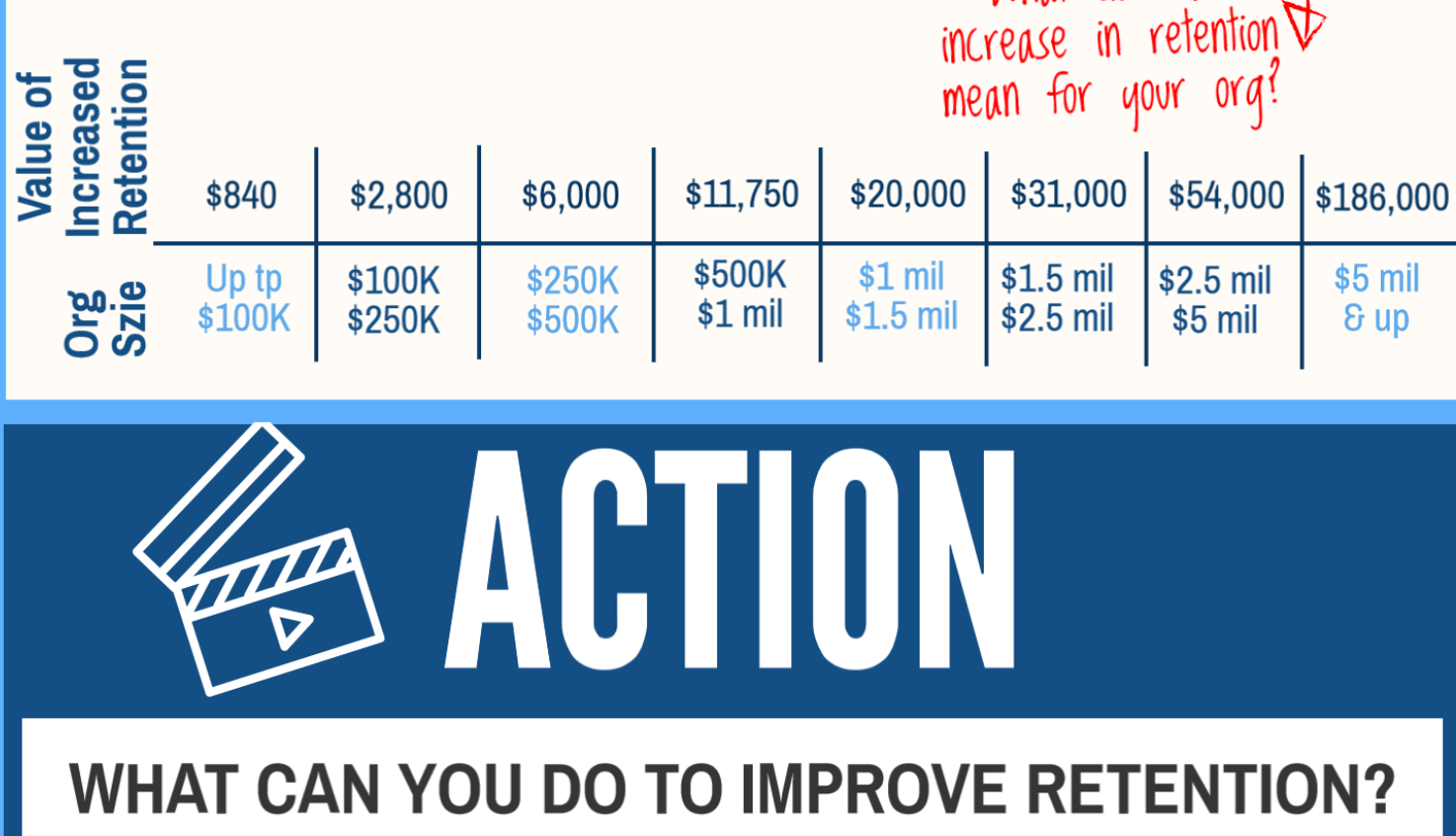


## GROWTH RATE RACE

Growth Rate = (New + Reactivated - Lapsed) / Total Donors Last Year



## THE VALUE OF RETENTION



# ACTION

## WHAT CAN YOU DO TO IMPROVE RETENTION?



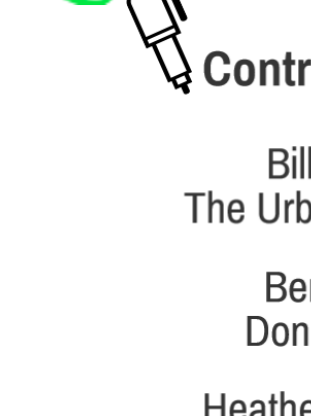
### Know your numbers.

Calculate donor retention rates in minutes for free. [DataDriven.DonorTrends.com/Retention](http://DataDriven.DonorTrends.com/Retention)



### Compare your numbers.

Download the full report. <http://afpfep.org/reports/>



### Improve your numbers.

Targeting the right donors to improve retention and revenue has never been easier. [DataDriven.DonorTrends.com/Retention](http://DataDriven.DonorTrends.com/Retention)

# THANK YOU!



FUNDRAISING EFFECTIVENESS PROJECT

Special recognition and thanks to the participating organizations, software/service firms, analysts, authors, and contributors. Your commitment to the betterment of the nonprofit sector is inspiring.

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### Software / Service Firms

- Abila, Bloomerang, DonorPerfect Fundraising Software, eTapestry, Neon
- MatchMaker FundRaising Software, Metafile, Donor2/Campus Management Corporation, PhilanthrAppeal (FundTrack Software), The Raiser's Edge @ (Blackbaud), DonorTrends, ROI Solutions, Telosa Software (Exceed!), GiftWorks (Mission Research)