

# Quarterly Fundraising Report™

Year-to-Date Nonprofit Sector Trends  
Q2 2021 (JAN 1, 2021 - JUN 30, 2021)

## Key Insights

- Fundraising in Q2 2021 keeps up with the impressive levels shown in Q2 2020\*
- New donors from 2020 show high retention, but overall recapture rates have dropped towards pre-pandemic levels.
- Results by size and cause suggest a return towards pre-COVID fundraising along those dimensions.
- Up to 4% of organizations we analyze have not reported data since late 2020, indicating reduced operations from 2020 to 2021.



DONORS

0.7%

(+/- 2%)

YOY change



DOLLARS

1.7%

(+/- 2%)

YOY change



RETENTION

-7.2%

(+/- 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.
- We measure year-over-year change of year-to-date data. I.e. we take data through the current quarter for this year, and divide by data through the same quarter last year.
- \*Note: A significant amount of data arrives late, so we estimate the difference for top-line metrics by reviewing historical patterns of delayed data ('data drift'). Ranges for each metric express uncertainty in the estimates.

# Our Dataset

Year-to-Date Nonprofit Sector Trends  
Q2 2021 (JAN 1, 2021 - JUN 30, 2021)

## ⚠ Key Limitations

- Data is limited to orgs with  $\geq 3$  years of data, with limited growth/loss constraints.
- Data is weighted across size and NTEE code for orgs raising between \$5K-\$25M.
- Some data are recorded late (e.g., ~4% of Q1 is recorded Q2-Q4).



DONORS

8M

in 2021



DOLLARS

\$4B

in 2021



ORGANIZATIONS

9,618

in 2021

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 20,000 organizations since 2005.

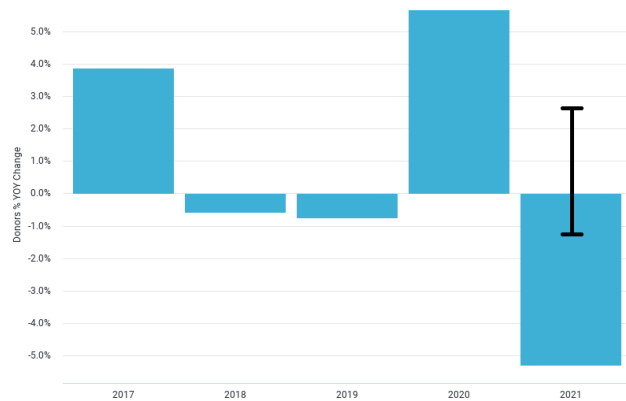


# Donors: Time Series

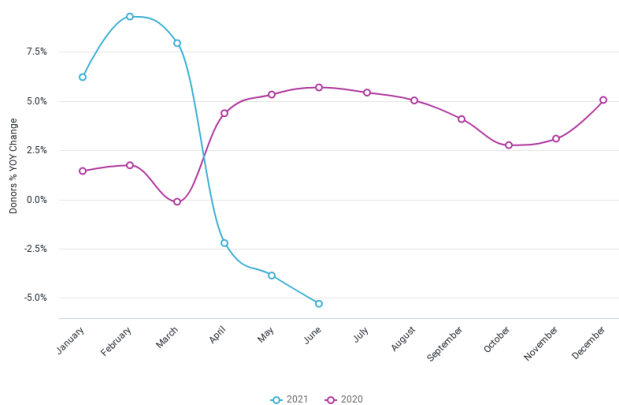
Year-to-Date Nonprofit Sector Trends  
Q2 2021 (JAN 1, 2021 - JUN 30, 2021)

## Key Insights

- Early 2021 gains have pulled back, with total 2021 fundraising being comparable to that in 2020.
- With all Q1 & Q2 data not yet reported, we estimate Q2 YOY donor growth will be slightly positive\*....



Black bar indicates expected range once late data is included



- Given that Q1 was ahead, this indicates less fundraising vs 2020 going into Q3.

**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.

**UPPER:** Percent year-over-year change (on YTD totals) through this quarter, over the last 5 years. Shows what's typical across years.

**LOWER:** Percent year-over-year change (on YTD totals) by month, this vs last year. Shows the evolution of changes over months, and how they compare this year to last.

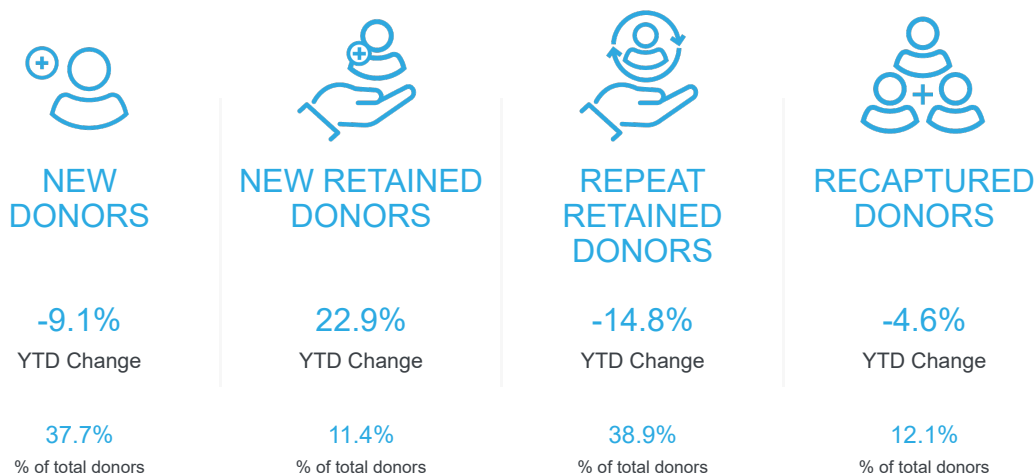


## Donors by Life Cycle

Year-to-Date Nonprofit Sector Trends  
Q2 2021 (JAN 1, 2021 - JUN 30, 2021)

### Key Insights

- New retained donors still show growth - but no longer driven by high retention rates.
- Repeat-retained and new donors are down.
- We saw historic recapture in 2020, so a small drop in 2021 is not surprising.



**NEW DONORS** - never gave to this organization before (in this dataset).

**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.

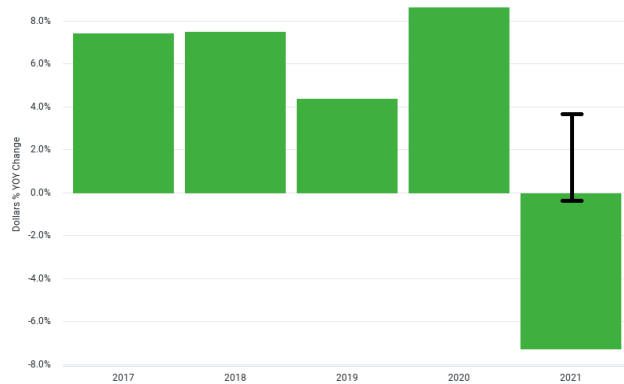


# Dollars: Time Series

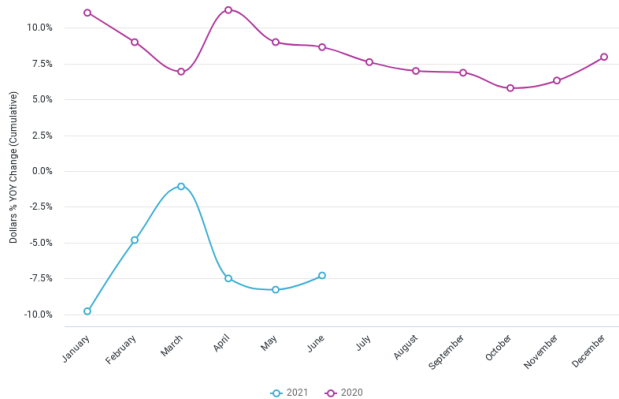
Year-to-Date Nonprofit Sector Trends  
Q2 2021 (JAN 1, 2021 - JUN 30, 2021)

## Key Insights

- We estimate that, when all donations are eventually recorded, Q2 YOY growth in dollars will be ~1.7%\*.
- Dollars are more impacted by late data than donors, due to late reporting in the largest donation sizes.



Black bar indicates expected range once late data is included



- This estimated flatness in dollars growth is consistent with what we estimate for donors.

**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.

**UPPER:** percent year-over-year change (on YTD totals) through this quarter, over the last 5 years. This graph highlights what's typical across years.

**LOWER:** percent year-over-year change (on YTD totals) by month, this vs. last year. This graph highlights the evolution of changes over month, and how they compare this year to last.

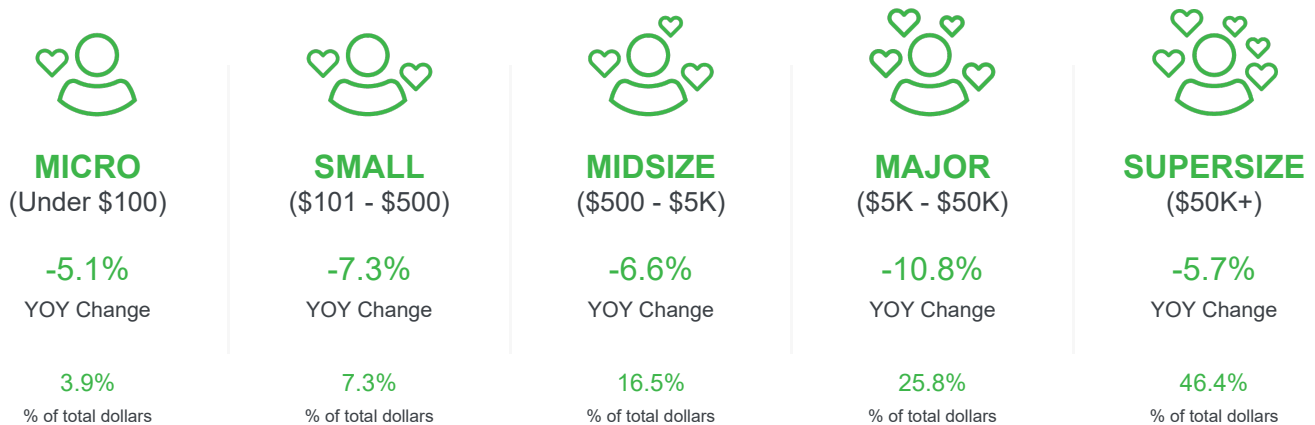


## Dollars by Donor Size

Year-to-Date Nonprofit Sector Trends  
Q2 2021 (JAN 1, 2021 - JUN 30, 2021)

### Key Insights

- All donor types show drops in dollars due to data reporting delays.
- We estimate total dollar YOY growth will be positive when late Q2 data is reported in Q3 and Q4.
- We expect larger donation sizes to report lower growth - size and delay in data reporting are correlated.
- However, supersize (\$50k+) donations buck this trend, suggesting that giving in this donor segment is up.



Donor size is computed on a donor's total year-to-date dollars given. Donor size segments were chosen to span both dollars and donors, with each segment representing 1-50% of the total.

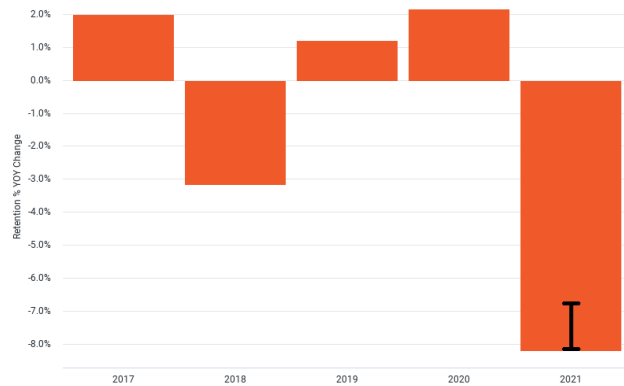


# Retention Rate: Time Series

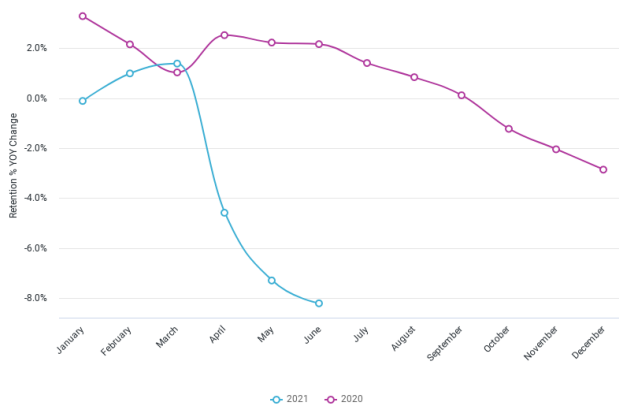
Year-to-Date Nonprofit Sector Trends  
Q2 2021 (JAN 1, 2021 - JUN 30, 2021)

## Key Insights

- We estimate that retention will land around -7.2% through Q2 after full reporting.



Black bar indicates expected range once late data is included



- We expected some decline, as repeat/recurring donors are accounted for in Q1.
- However, this level of drop is likely due to high org-dropout rates

**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.

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## Retention Rate: Donor Type

Year-to-Date Nonprofit Sector Trends  
Q2 2021 (JAN 1, 2021 - JUN 30, 2021)

### Key Insights

- In 2020, 'new' donors spiked due to new and shifted giving to COVID-related causes.
- Through Q2 2021, we still see increased retention of these 2020 new donors (+3.5%).
- This was a surprise for this traditionally challenging segment.
- The drop in recaptured donor rate is expected after historic recapture last year.



#### NEW DONOR RETENTION RATE

3.5%

YOY Change

12.3%

retained YTD



#### REPEAT DONOR RETENTION RATE

-7.2%

YOY Change

35.4%

retained YTD



#### RECAPTURE RATE

-20.3%

YOY Change

2.2%

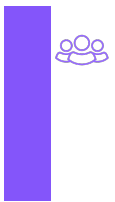
retained YTD

**NEW DONORS** - never gave to this organization before (in this dataset).

**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





# Organizations

Year-to-Date Nonprofit Sector Trends  
Q2 2021 (JAN 1, 2021 - JUN 30, 2021)

## Key Insights

- Organization size matters even more in 2021, as small orgs rebound and large orgs are flat or pulling back on some of 2020 gains.
- Organization cause matters less in 2020, as fundraising normalizes away from COVID.
- Orgs not reporting data increased in Q2, increasing confidence that there are true long-term impacts of fundraising operations post-2020, on top of the slow data reporting.



### Organization Size Impact

53%

YOY Change

*Size matters more than in 2020*



### Organization Cause Impact

-45%

YOY Change

*Cause matters less than in 2020*



### Organizations Not Reporting

230%

YOY Change

*More orgs did not report in 2021*

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.



# Organization Size Impact: Splits

Year-to-Date Nonprofit Sector Trends  
Q2 2021 (JAN 1, 2021 - JUN 30, 2021)

## Key Insights

- Smaller organizations are fundraising more strongly in 2021 vs 2020.
- Larger organizations are fundraising less strongly in 2021 vs 2020.
- These trends are in the opposite direction of 2020 trends, indicating a return more towards 'normal'.

	ORGANIZATION SIZE	% 2021 DOLLARS	% GROWTH (MEAN)	% GROWTH (MEDIAN)
1	1. <=\$100k	1.9%	7.3%	-5.1%
2	2. \$100k-\$250k	5.6%	4.0%	-3.9%
3	3. \$250k-\$1M	17.4%	-2.3%	-5.1%
4	4. \$1M-\$5M	36.0%	-5.7%	-7.1%
5	5. \$5M-\$25	39.2%	-13.6%	-13.9%

**% DOLLAR GROWTH (MEAN)** - Year-over-year dollar growth for all organizations of this organization size.

**% DOLLAR GROWTH (MEDIAN)** - The median year-over-year dollar growth across each organization of this organization size.



# Organization Cause: Split

Year-to-Date Nonprofit Sector Trends  
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## Key Insights

- A number of causes show growth (e.g. Environment & Animals, Education), or small losses (e.g. Arts, Culture & Humanities, International & Foreign Affairs) that likely will be growth after full data reporting.
- These are all causes that experienced heavy losses in Q2 2020, as fundraising focused on COVID relief via Human Services and Health (which now show YOY declines).
- These trends suggest fundraising is returning to a more baseline state vs Q2 2020.

ORGANIZATIONAL CAUSE ^	% 2021 DOLLARS	% DOLLAR GROWTH (MEAN)	% DOLLAR GROWTH (MEDIAN)
I. Arts, Culture, and Humanities	3.5%	-1.5%	-10.1%
II. Education	15.5%	3.1%	-1.8%
III. Environment and Animals	5.1%	9.2%	0.1%
IV. Health	12.6%	-11.9%	-9.6%
V. Human Services	30.4%	-9.4%	-7.3%
VI. International, Foreign Affairs	3.2%	-1.7%	-4.7%
VII. Public, Societal Benefit	5.9%	-13.7%	-11.3%
VIII. Religion Related	9.6%	-13.6%	1.8%
X. Unknown, Unclassified	14.1%	-8.7%	-4.8%

**% DOLLAR GROWTH (MEAN)** - Year-over-year dollar growth for all organizations of this NTEE major group.

**% DOLLAR GROWTH (MEDIAN)** - The median year-over-year dollar growth across each organization of this NTEE major group.

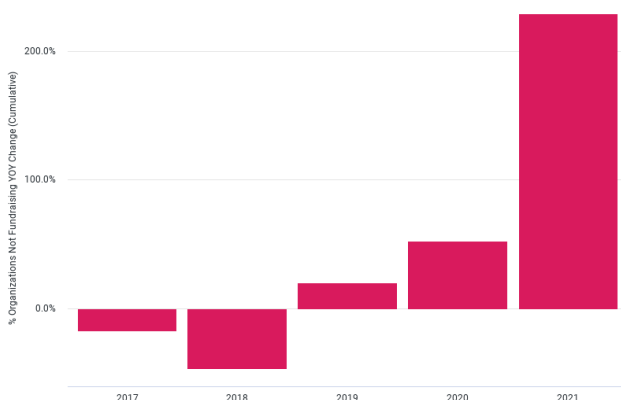
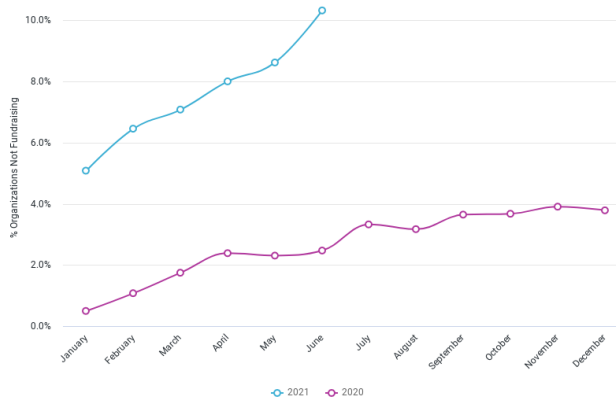


# Organizations Not Reporting: Time Series

Year-to-Date Nonprofit Sector Trends  
Q2 2021 (JAN 1, 2021 - JUN 30, 2021)

## Key Insights

- Last year, we saw organizations leave our dataset within the year for the first time.
- This year, drop in reporting is likely due to a mix of organizations that never rejoined the dataset and late reporting of data.



- We expect up to 4% of 2021 organizations may not report in 2021 at all, given that 4% of 2020 organizations still haven't reported Q4 2020 results.
- The nature and rate of dropout warrants deeper investigation in future reports. [Click here](#) for more details.

**NOTE:** We only look at organizations within the panel of a given year based on our panel rules: stable organizations over the past 3 years w/ \$5K - \$25M received in the prior year. This ensures consistent historical data & shields the results from outliers.

**UPPER:** percent year-over-year change (on month totals) through this quarter, over the last 5 years. Shows what's typical across years.

**LOWER:** percent of organization drop-out in each month. Organizations may drop out one month, and then return in a subsequent month.

## FUNDRAISING EFFECTIVENESS PROJECT

The Fundraising Effectiveness Project (first established in 2006) and the Growth in Giving database (created in 2012) are both 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 (in alphabetical order) Bloomerang, DonorPerfect, and NeonCRM. Additional partners include the 7th Day Adventists, The Biedermann Group, DataLake Nonprofit Research, and DonorTrends (a division of EveryAction). For more information and how you or your fundraising software provider can participate, please visit [www.afpfp.org](http://www.afpfp.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 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 3.6% of the total relevant filers.



### DATA PROVIDERS

The FEP wouldn't be possible without data. These software providers make the collection of data for this analysis possible.



### DATA REPORTING

The Quarterly Report wouldn't be possible without the data processing and analytics provided by these firms.

