Quarterly Fundraising Report™

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 176 million transactions from more than 20,000 organizations and $80 billion in donations since 2005.

- % of Total 2018 Donors: 66.19%
- % of 2018 Revenue: 62.21%
- Overall YTD Donor Retention Rate: 32.2%

Donors (Year to Date) YTD Change -3.6%
Dollars (Revenue to Date) YTD Change -4.6%

Year to date nonprofit sector trends 01/01/2019 to 9/30/2019

Retention Monitor™

Third Quarter Revenue (As % 2018 Total)

- 2015: 57.10%
- 2016: 57.29%
- 2017: 61.01%
- 2018: 65.19%
- 2019: 62.21%

*All prior year donors retained YTD
Donors Giving YTD

61.19% donors YTD (% of Donors at end of 2018)

Retention YTD by Donor Type

<table>
<thead>
<tr>
<th>Type</th>
<th>YTD Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>New Donors</td>
<td>-6.9%</td>
</tr>
<tr>
<td>New Retained Donors</td>
<td>-6.0%</td>
</tr>
<tr>
<td>Repeat Retained Donors</td>
<td>-1.7%</td>
</tr>
<tr>
<td>Recaptured Donors</td>
<td>+1.8%</td>
</tr>
</tbody>
</table>

Third Quarter Donors YTD (As % 2018 Total)

- 2015: 66.53%
- 2016: 66.50%
- 2017: 70.09%
- 2018: 68.68%
- 2019: 66.19%
Year to-date response and retention metrics indicate how new, single gift, existing, and lapsed donors are responding.

**Repeat Retention Rate YTD**

- How many donors who gave in the full prior year, excluding new donors and have given this year to date divided by the number of donors who gave in the full prior year, excluding new donors.

**New Donor Retention Rate YTD**

- How many donors whose first gift was last year and have given this year to date divided by the number of donors whose first gift was last year.

**Recapture Rate YTD**

- The percent [%] of previously lapsed donors who have given a gift from the beginning of the year through the date noted on the top of the report.
Year to-date revenue metrics indicate the value of general, mid-level, and major donors.

**Revenue YTD**

62.21% (% of Revenue at end of 2018)

**Revenue YTD by Donor Level**

<table>
<thead>
<tr>
<th>Donor Level</th>
<th>Revenue YTD Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>General Donors</td>
<td>+0.4%</td>
</tr>
<tr>
<td>Mid-Level Donors</td>
<td>-1.7%</td>
</tr>
<tr>
<td>Major Donors</td>
<td>-5.2%</td>
</tr>
</tbody>
</table>

**Revenue YTD by Gift Range**

<table>
<thead>
<tr>
<th>Year</th>
<th>General</th>
<th>Mid-Level</th>
<th>Major</th>
</tr>
</thead>
<tbody>
<tr>
<td>2015</td>
<td>4.81%</td>
<td>4.18%</td>
<td>48.12%</td>
</tr>
<tr>
<td>2016</td>
<td>4.85%</td>
<td>4.18%</td>
<td>48.25%</td>
</tr>
<tr>
<td>2017</td>
<td>5.04%</td>
<td>4.33%</td>
<td>51.64%</td>
</tr>
<tr>
<td>2018</td>
<td>4.97%</td>
<td>4.32%</td>
<td>55.89%</td>
</tr>
<tr>
<td>2019</td>
<td>4.99%</td>
<td>4.25%</td>
<td>52.97%</td>
</tr>
</tbody>
</table>

**Upgraded Donors** = % of under $250 donors that increased their giving.

**Mid-Level Joins** = % of $250-$999 donors with first gift in that range.

**Major Joins** = % of $1,000+ donors with first gift in that range.
The Fundraising Effectiveness Project (FEP)
In 2006, the Association of Fundraising Professionals (AFP) and the Center on Nonprofits and Philanthropy at the Urban Institute established the Fundraising Effectiveness Project (FEP) to conduct research on fundraising effectiveness and help nonprofit organizations increase their fundraising results at a faster pace.

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. The panel* consists of 4,456 organizations raising $4,766,892,210 in 2018. Organizations included in the panel* for the quarterly reports have raised $5,000 or more, with 25 or more donors in each of the last 6 years. Revenue figures have been adjusted for inflation.