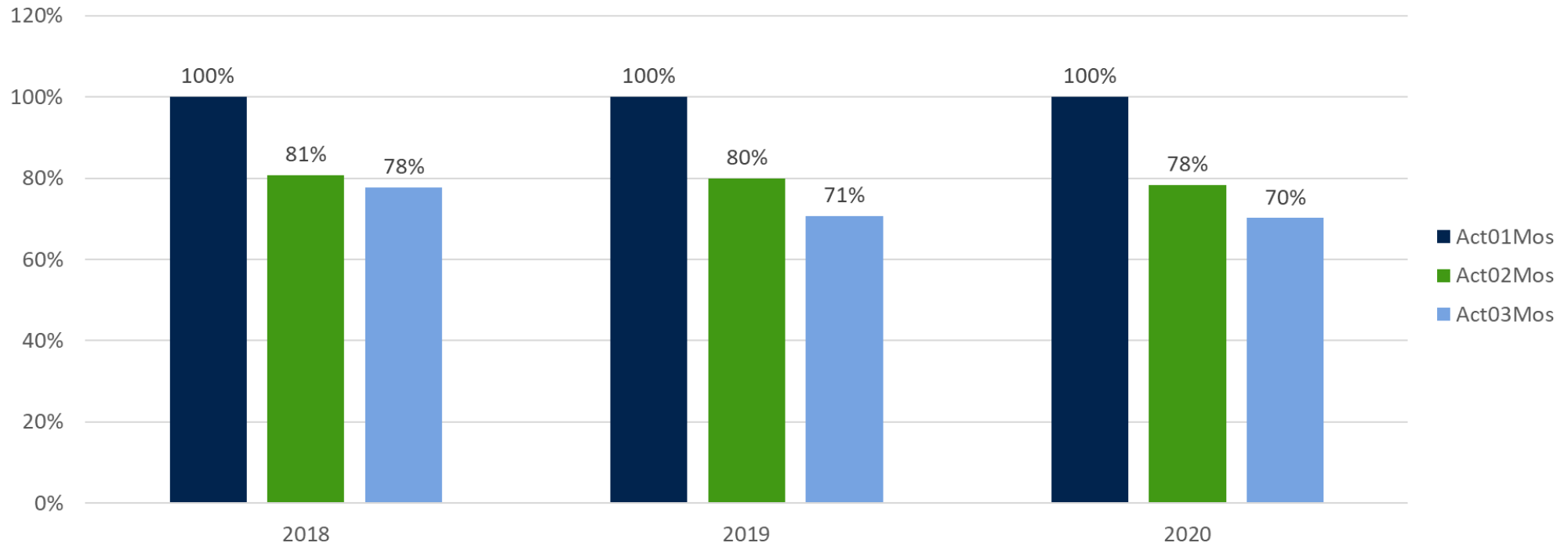




PROFESSIONAL FACE TO FACE
FUNDRAISING ASSOCIATION

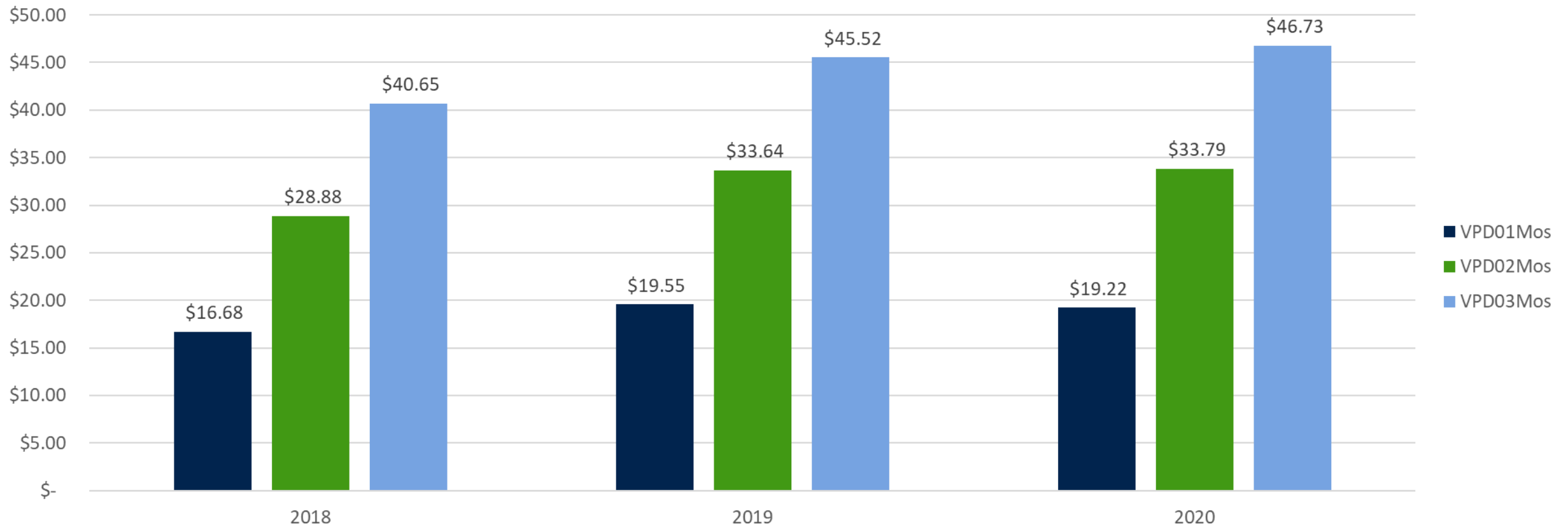
Data Trends for F2F Sustainers in 2020:
Assessing COVID Impacts

F2F Join Activation



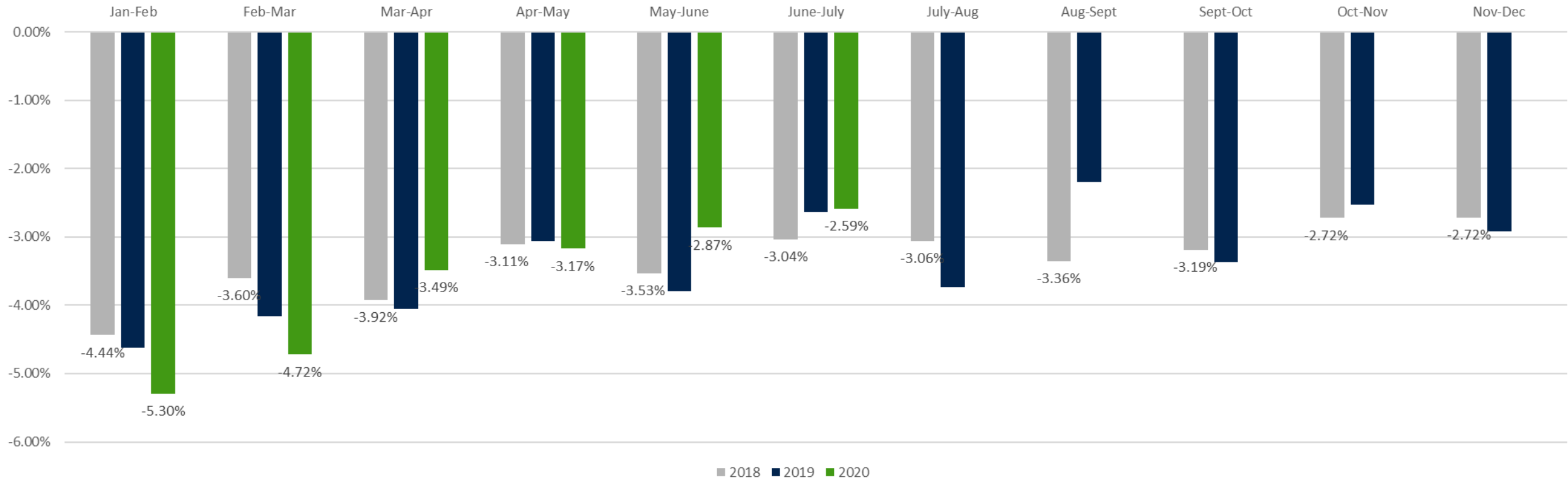
Looking at the first three months of the previous three fiscal years of F2F joins only, there has been a steady decrease in 2nd and 3rd month activation but 2020 experienced less of decrease than we saw from FY18 to FY19.

F2F Join Value Per Donor

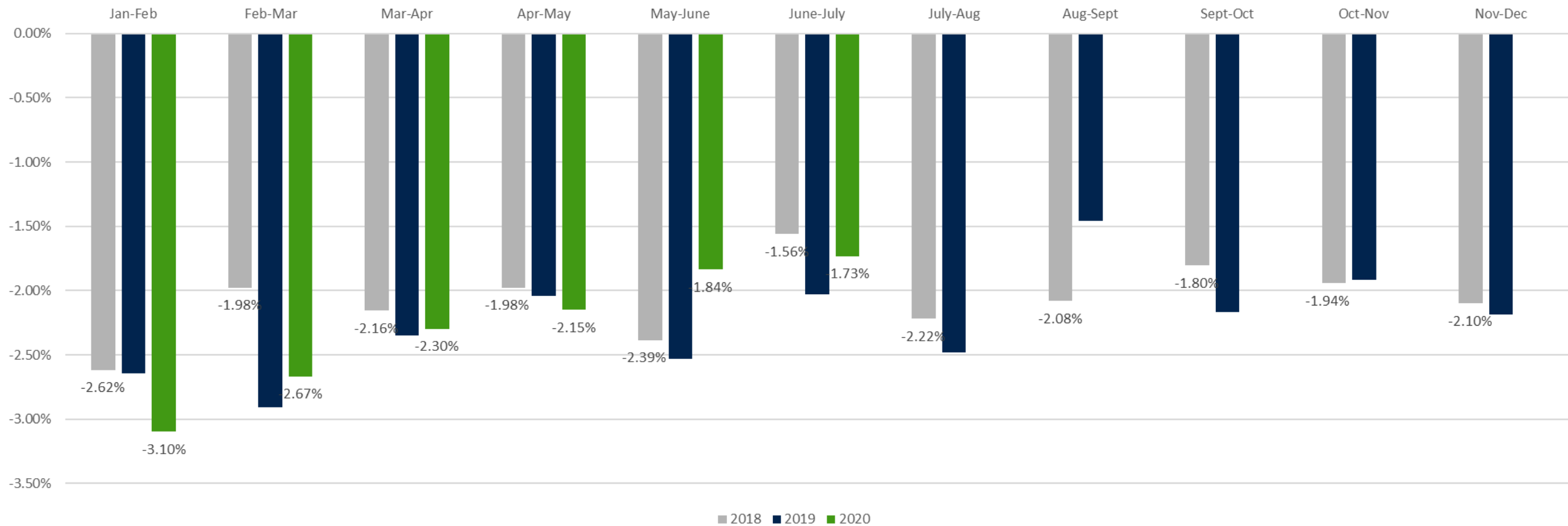


Looking at the first three months of the previous three fiscal years of F2F joins only, joins from FY20 have increased their value slightly over FY19. Showing that COVID is not yet impacting this group.

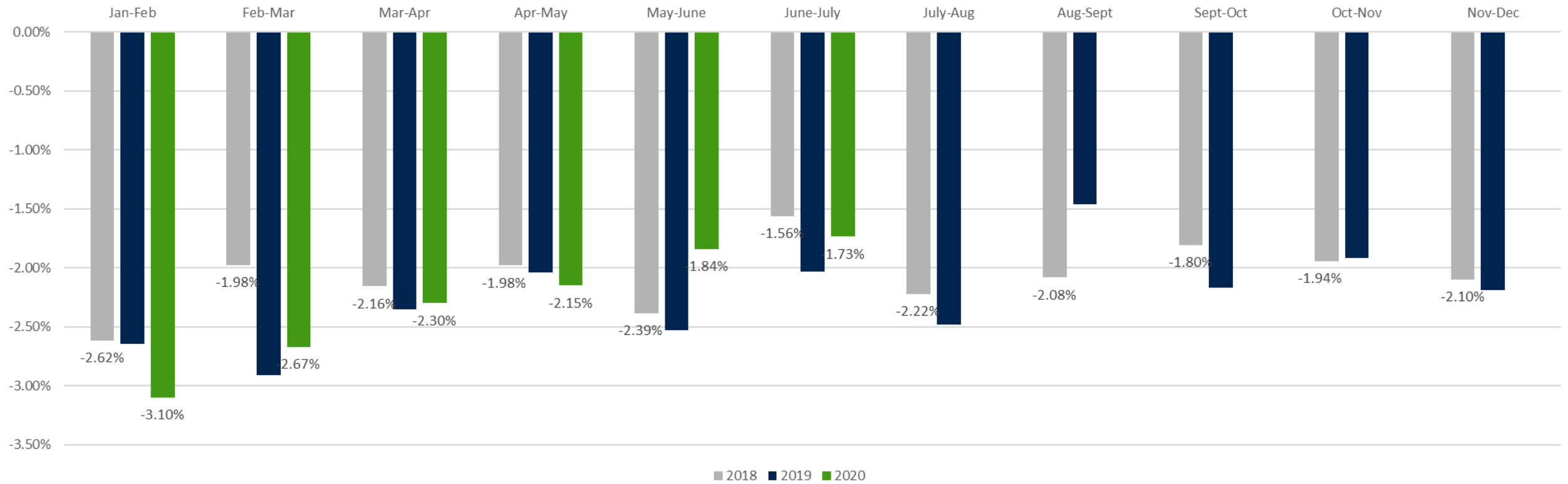
All Existing Sustainer F2F Join Attrition



1st YoF Sustainer F2F Join Attrition



2nd YoF Sustainer F2F Join Attrition



- Revenue Shortfall?
 - Downgrades?
 - Cancellations Returning?
-

Other Burning Questions?