



# 2018 Animal Welfare Benchmark Snapshot



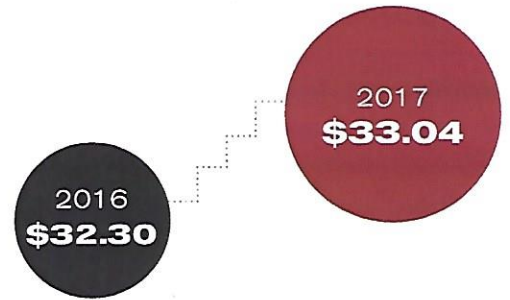
We've analyzed 2016 and 2017 giving data for RKD Alpha Dog clients across the United States. Here are some of our biggest findings.

## Average Gift Size

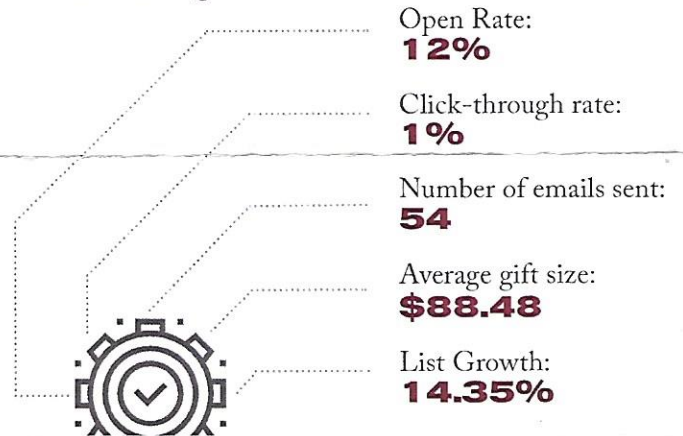
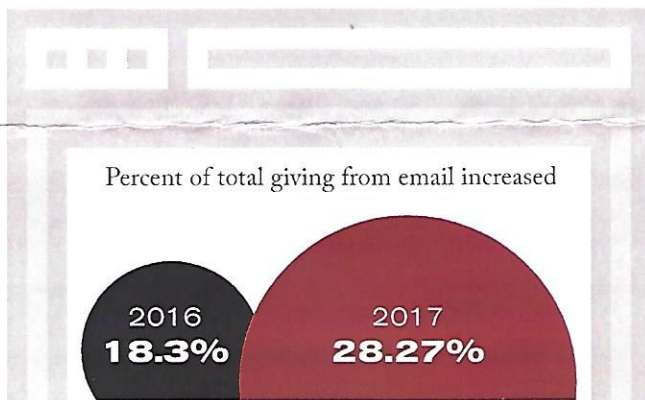
One Time Gifts



Recurring Gifts



## 2017 Email Fundraising



## End of Year Giving

December Average Gift



In 2017 December Giving was **32%** of overall giving

December 31 Average Gift



**11%** increase in December Average Gift



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### Serving the nonprofit community since 2005

Our mission and passion is to provide nonprofit organizations with fundraising services, strategies, and solutions that empower them to fulfill their missions. As a part of RKD Group we are able to provide capabilities and services to local organizations that are utilized by the largest national nonprofits.