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Impactful Regular Giving Strategies

*Benchmarks, Insights and Trends from
Large US Fundraising Organisations*

DEB ASHMORE, PRINCIPAL ANALYTICS CONSULTANT

Methodology



Sharing and Learning

Sharing and learning from 37 organisations across many philanthropic sectors

Organisations range in size from 73K – 6.9M active donors, with a median of 67K regular donors.

Giving from 21 million donors for a total of \$3.4 billion in FY2022



Data and Analysis

All revenue is displayed in USD

Individual payments of USD 10,000 or more were excluded

Reporting is on a July – June fiscal year with data through June 2022

Regular Giving Benchmarking Participating Organisations

- **ACLU**
American Civil Liberties Union
- **ALSAC**
St. Jude Children's Research Hospital
- **Amnesty International**
- **Audubon**
- **Best Friends Animal Society**
- **CARE**
- **ChildFund**
- **CRS**
Catholic Relief Services
- **Earthjustice**
- **EDF**
Environmental Defense Fund
- **Friends of the Earth**
- **Greenpeace**
- **Habitat for Humanity International**
- **HRC**
Human Rights Campaign
- **HSUS**
Humane Society of the United States
- **IFAW**
International Fund for Animal Welfare
- **International Fellowship of Christians and Jews**
- **IRC**
International Rescue Committee
- **Mercy Corps**
- **Mercy Ships**
- **MPR**
Minnesota Public Radio
- **MSF**
Doctors Without Borders
- **NWF**
National Wildlife Federation
- **NYPR**
New York Public Radio
- **Operation Smile**
- **Oxfam**
- **No Kid Hungry Share our Strength**
- **PPFA**
Planned Parenthood Federation of America
- **Project Hope**
- **PVA**
Paralyzed Veterans of America
- **Save the Children – Recurring**
- **Save the Children - Sponsorship**
- **Sierra Club**
- **Twin Cities PBS**
- **UCS**
Union of Concerned Scientists
- **UNICEF**
- **WWF**
World Wildlife Fund

Key themes



Over the last 2 years of a turbulent fundraising environment, regular donors did their job.

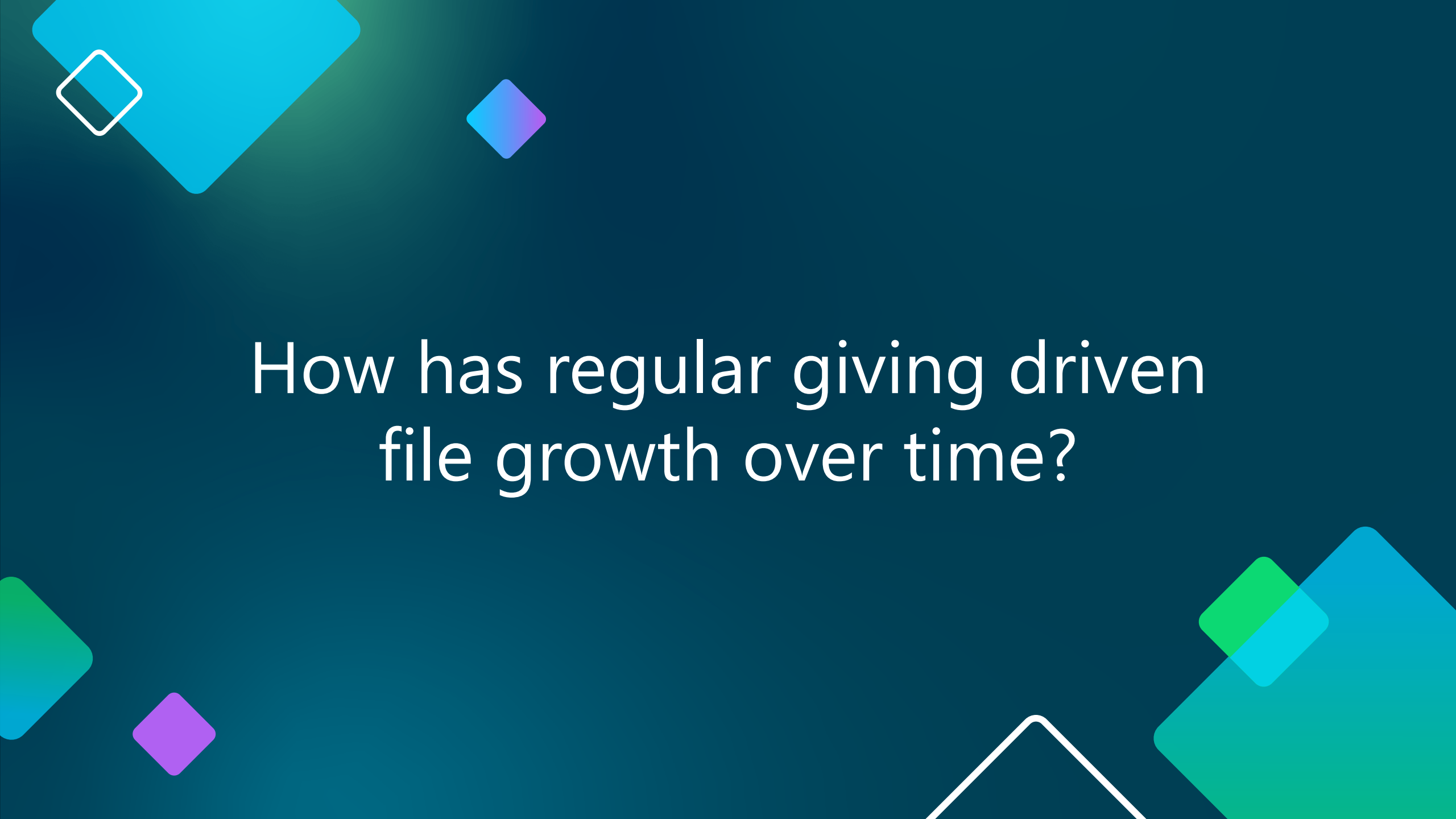
Donors making regular gifts provided stable, on-going and growing revenue across organisations



Regular giving donors CAN and SHOULD be acquired during high-profile giving moments



Digital acceleration in regular giving acquisition continues today



How has regular giving driven
file growth over time?

Overall donors and revenue increased from FY2021 to FY2022

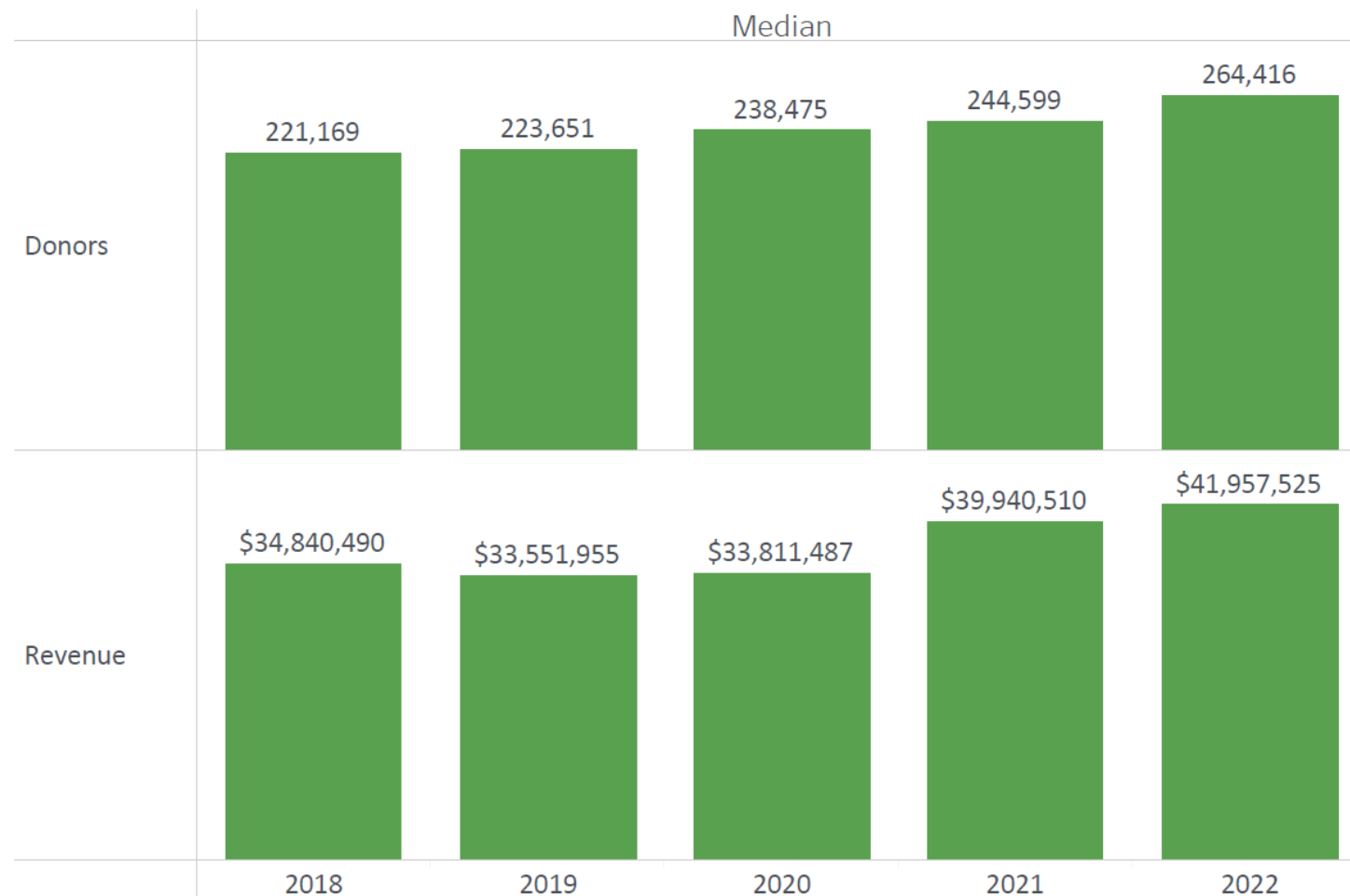
8%

8% increase in the median number of active donors in 2022.



5%

5% increase in median revenue in 2022.



At the median, the number of regular giving donors has increased every year since 2018.

30%

30% increase in the median number of regular donors in 2022.

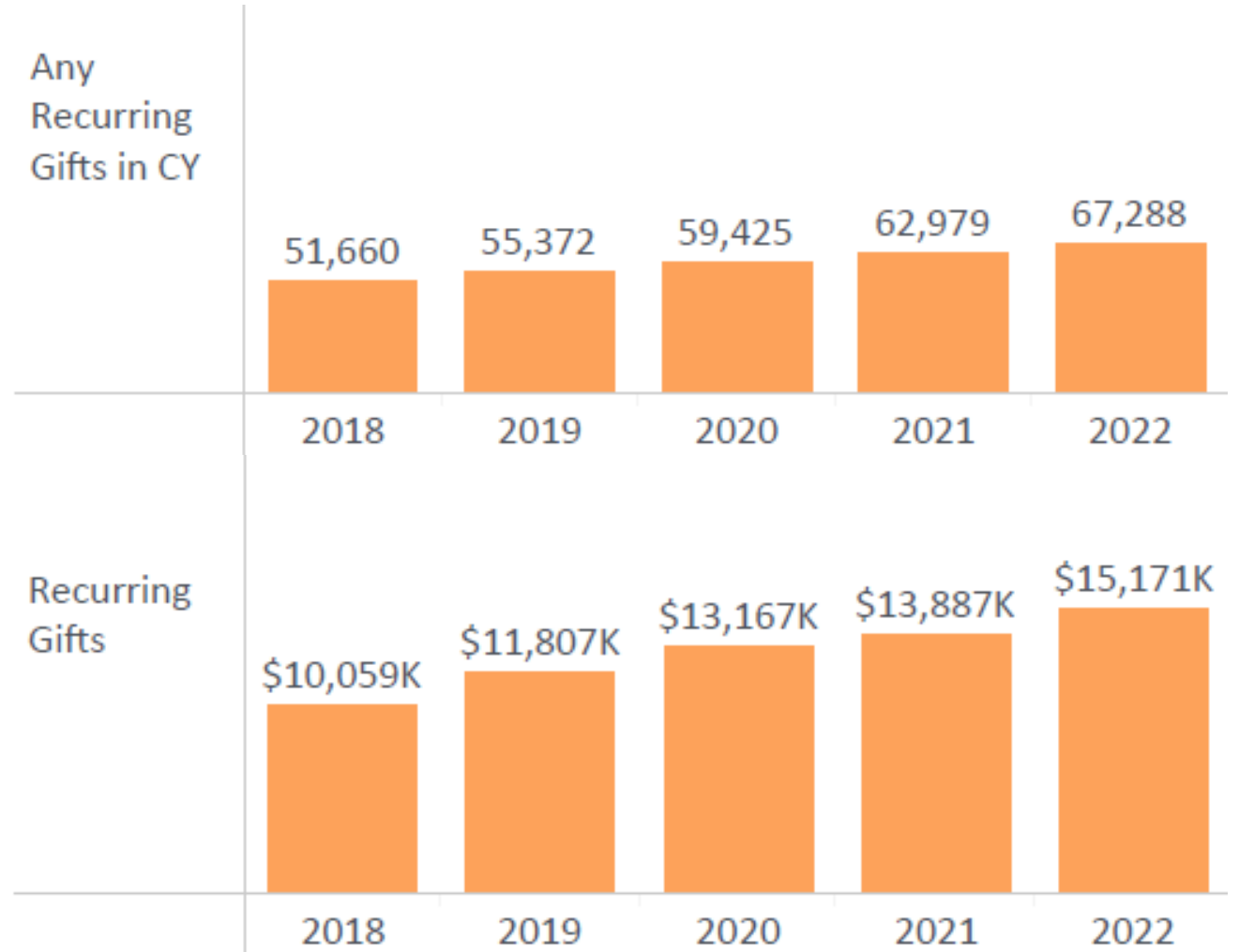


51%

51% increase in median regular giving revenue in 2022.



In 2022, one-third, 35%, of participating organisations exceeded 100,000 regular giving donors



Regular Giving Donors increased at great rates over the 5-Yr Report Period

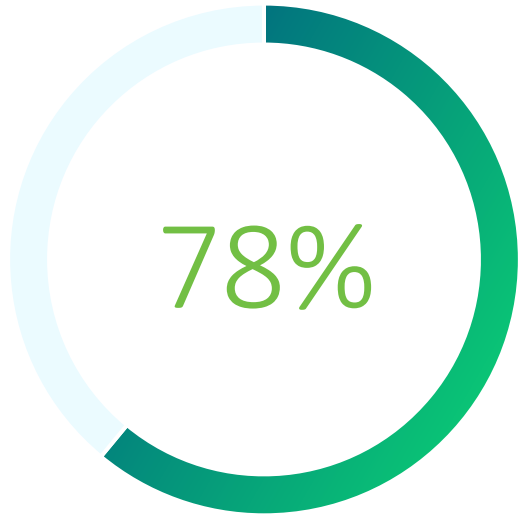
50%+

16 participating organisations experienced over 50% growth in regular giving donors over a 5-Year period

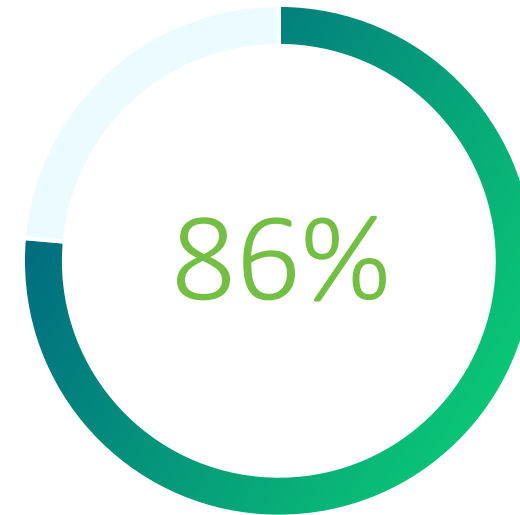
100%+

9 participating organisations experienced over 100% growth in regular giving donors over a 5-Year period

Regular Giving Donors and Revenue increased for the majority of organisations in the last year

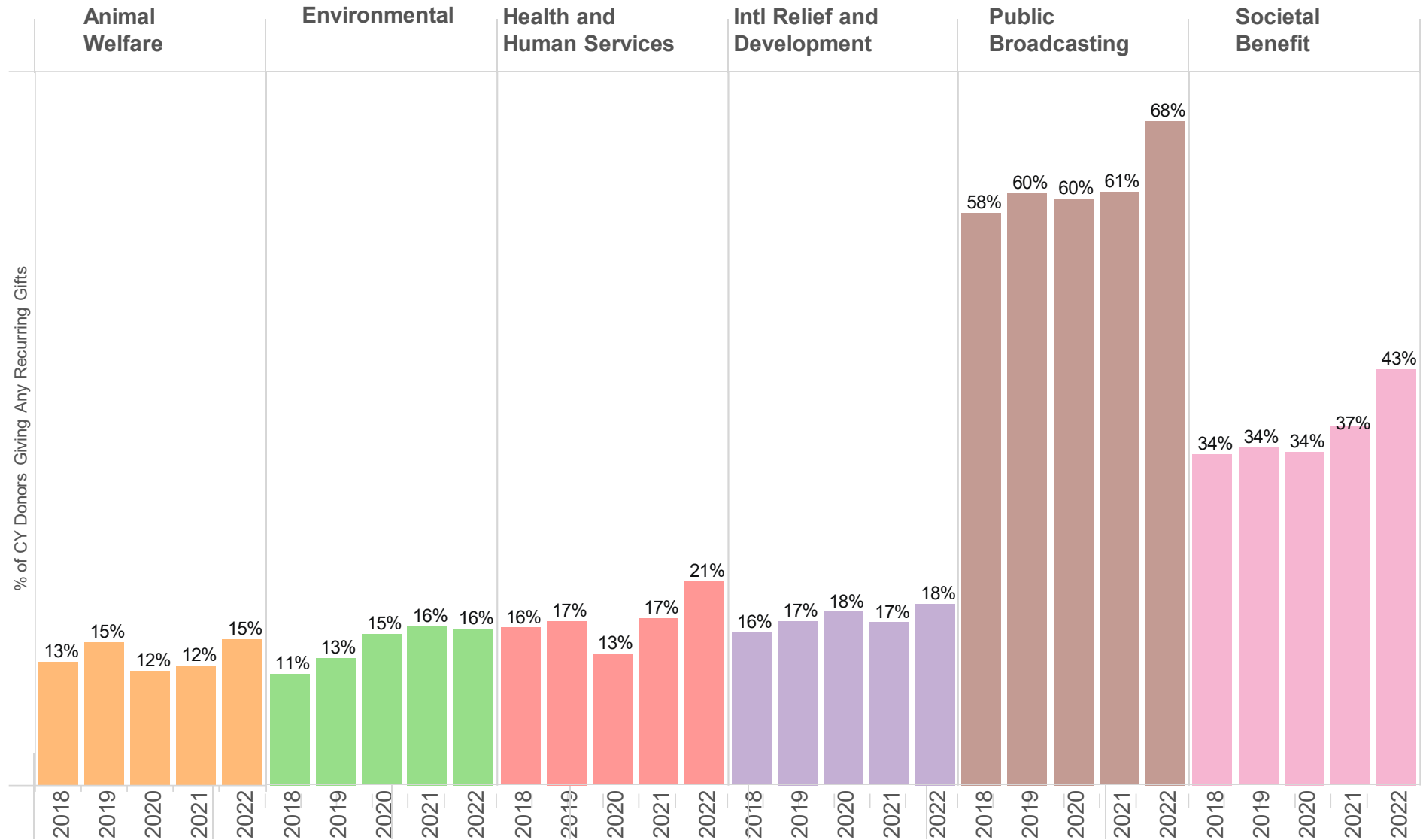


Share of participating organisations that increased the number of regular giving donors from FY2021 to FY2022



Share of participating organisations that increased the regular giving revenue from FY2021 to FY2022

The share of Active Donors that are Regular Gift Donors increased over time for all sectors.



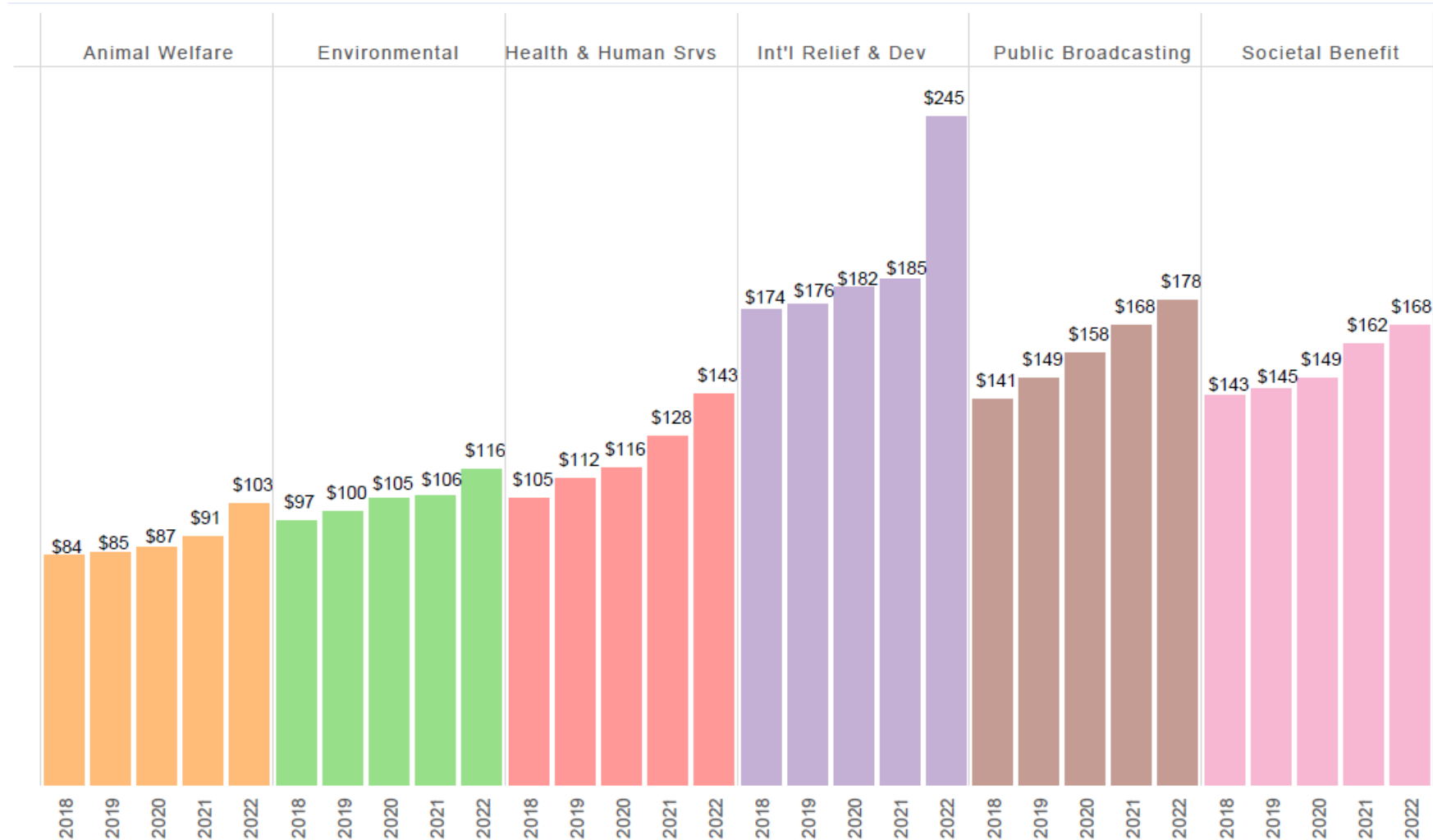
Median % of CY Donors Giving Any Recurring Gifts by Sector

(37 Organizations) (2018 - 2022)



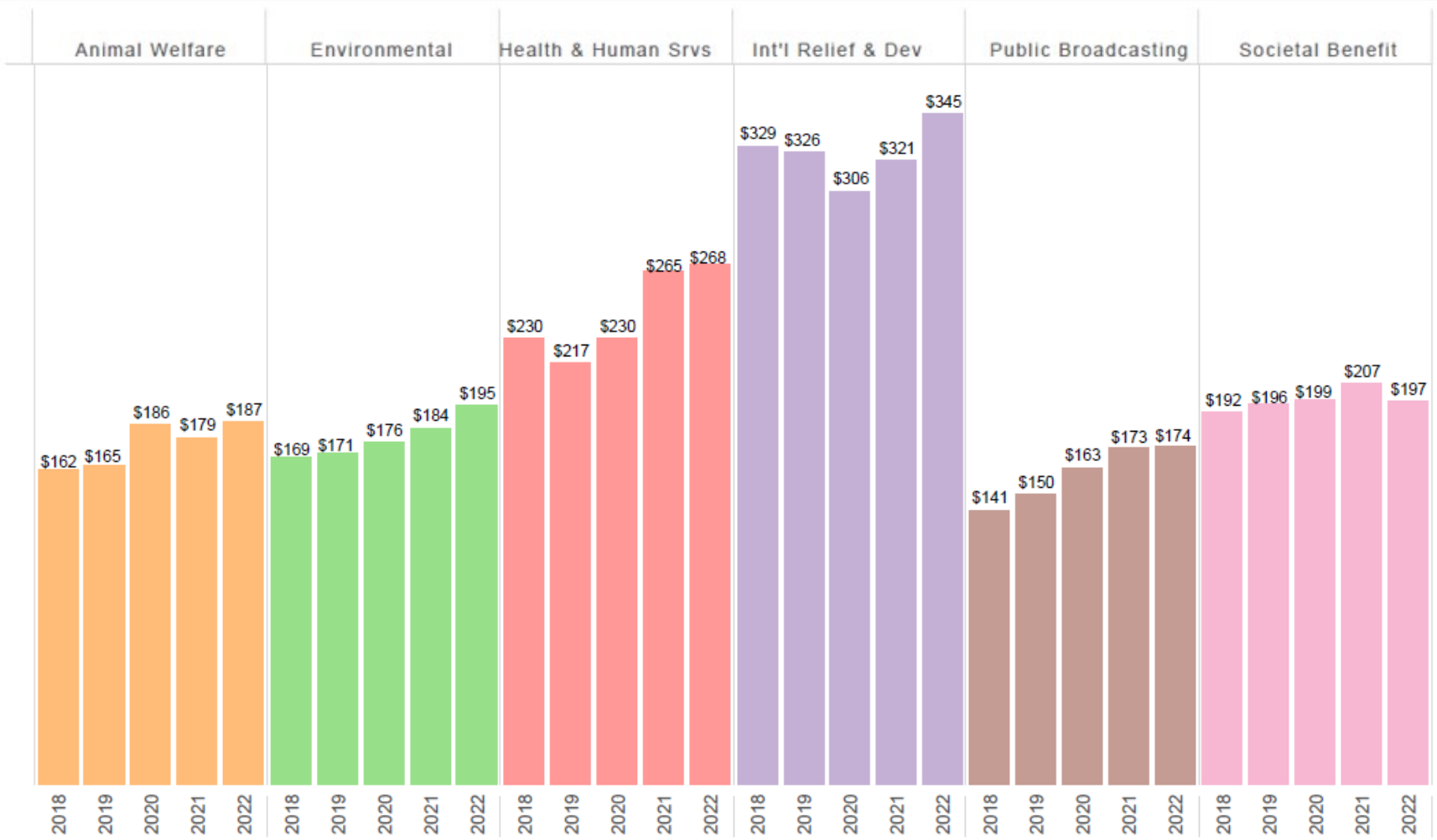
How has regular giving driven
revenue growth over time?

Overall Revenue per Donor Increasing across All Sectors a Factor in Revenue Increases



Median CY Revenue per Donor by Sector
(37 Organizations) (2018 - 2022)

Revenue per Regular Donor Increasing across All Sectors and Greater than the Overall



Median CY Revenue per Recurring Donor by Sector
 (37 Organizations) (2018 - 2022)

Growth in Regular Giving Donors a Driver for Growth in Overall Donor Value and Overall Revenue

\$135

Median Revenue per
Donor for **Single Gift**
Donors in 2022



\$238

Median Revenue per
Donor for **Regular**
Giving Donors in 2022

Average Regular Gift in 2022

\$22*

The average regular gift range:

\$13



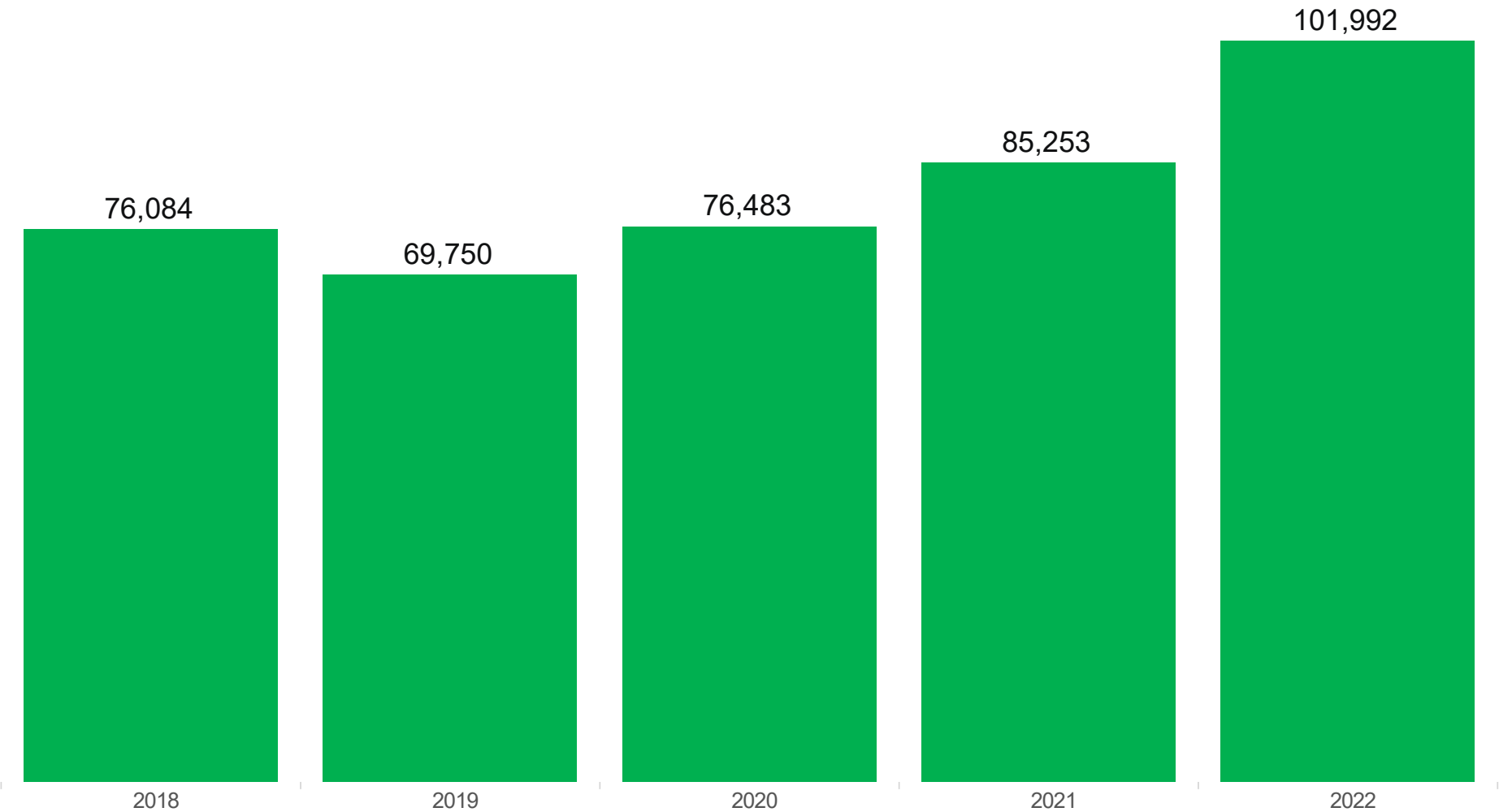
\$46

* The US average regular gift converted to AUD: \$33



New Donor Trends

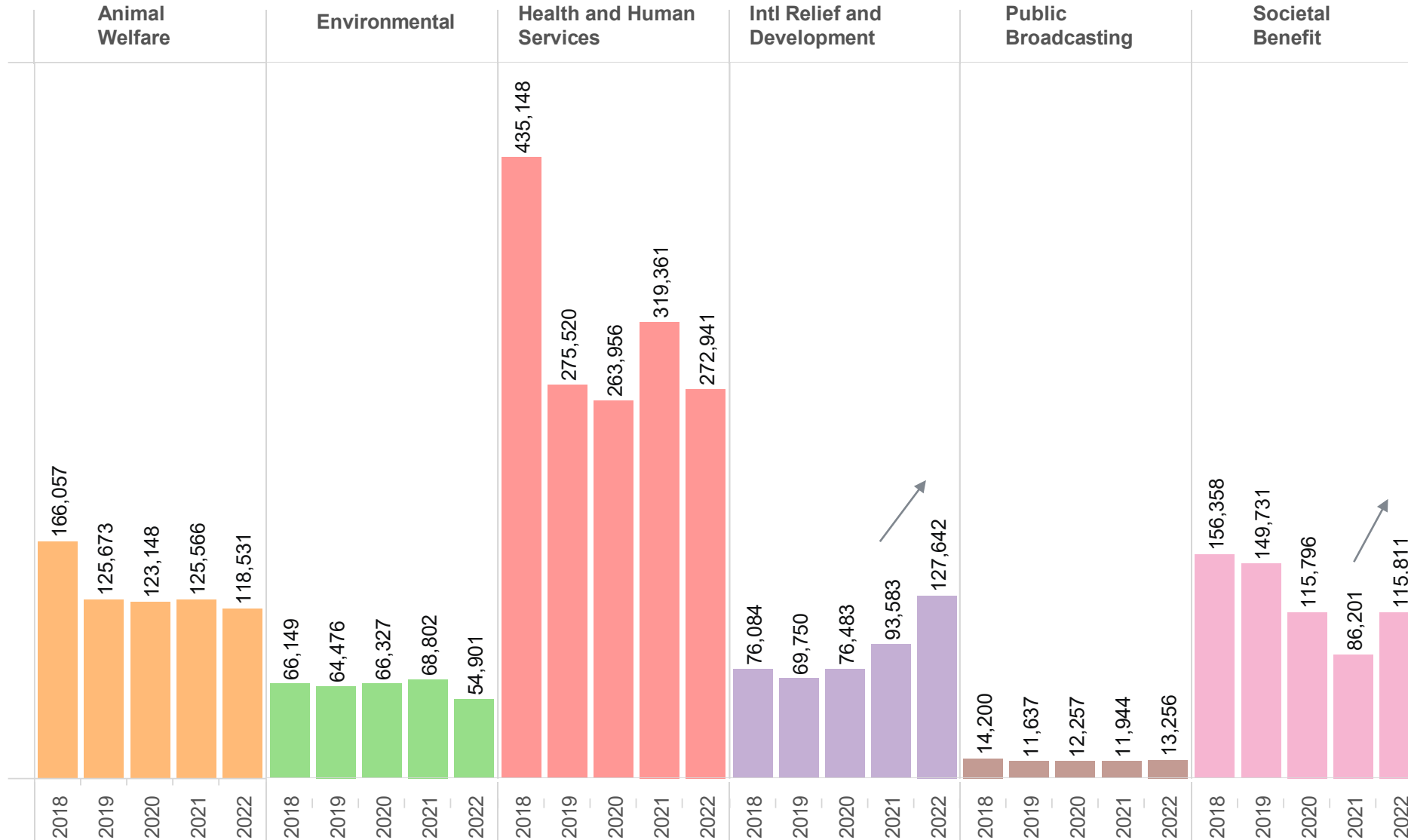
Overall New Donors Increased in FY22



Median New Donors
(37 Organizations) (2018 - 2022)



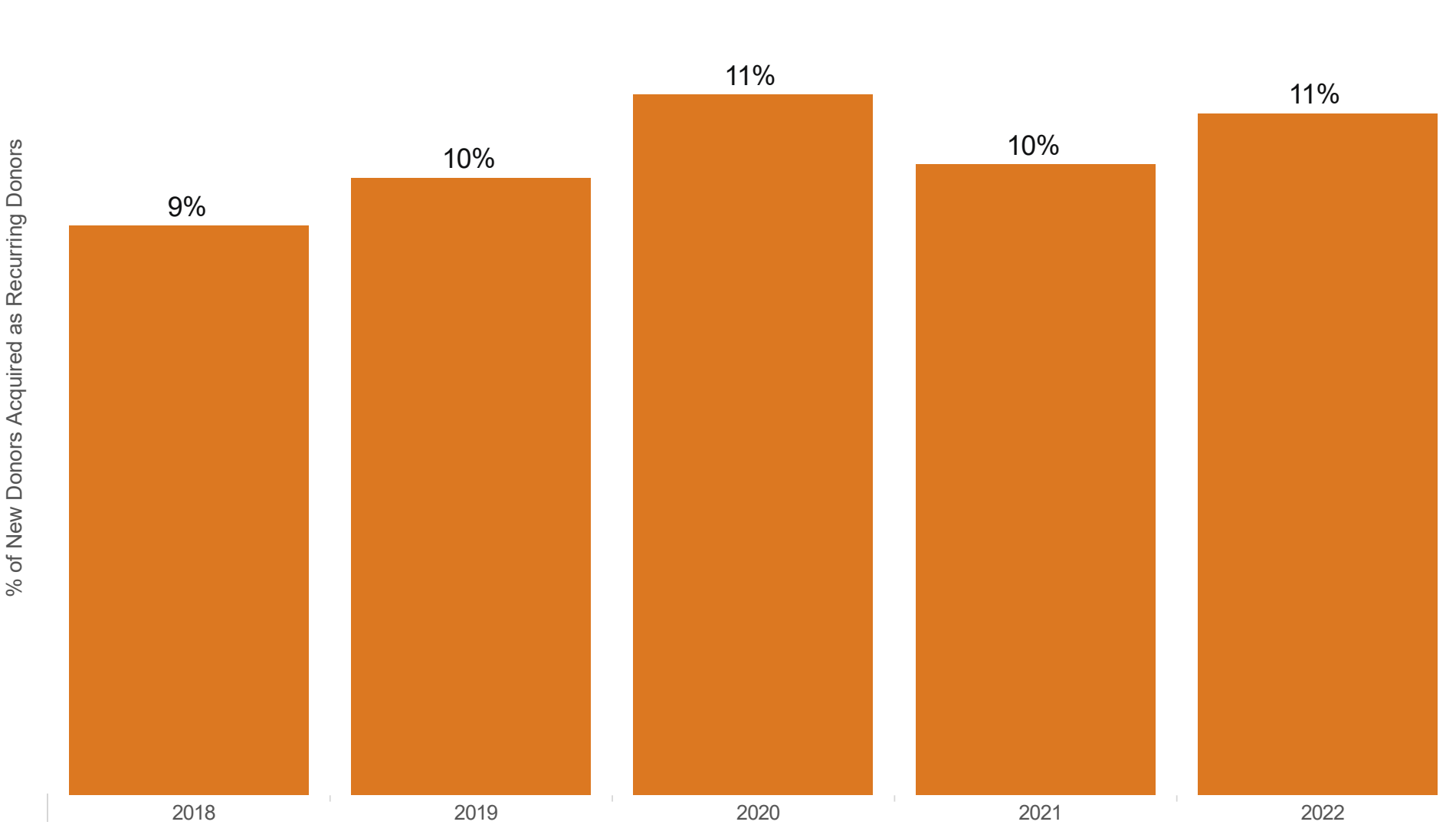
However, Median New Donors Declined for Most Sectors in 2022



Median New Donors by Sector

(37 Organizations) (2018 - 2022)

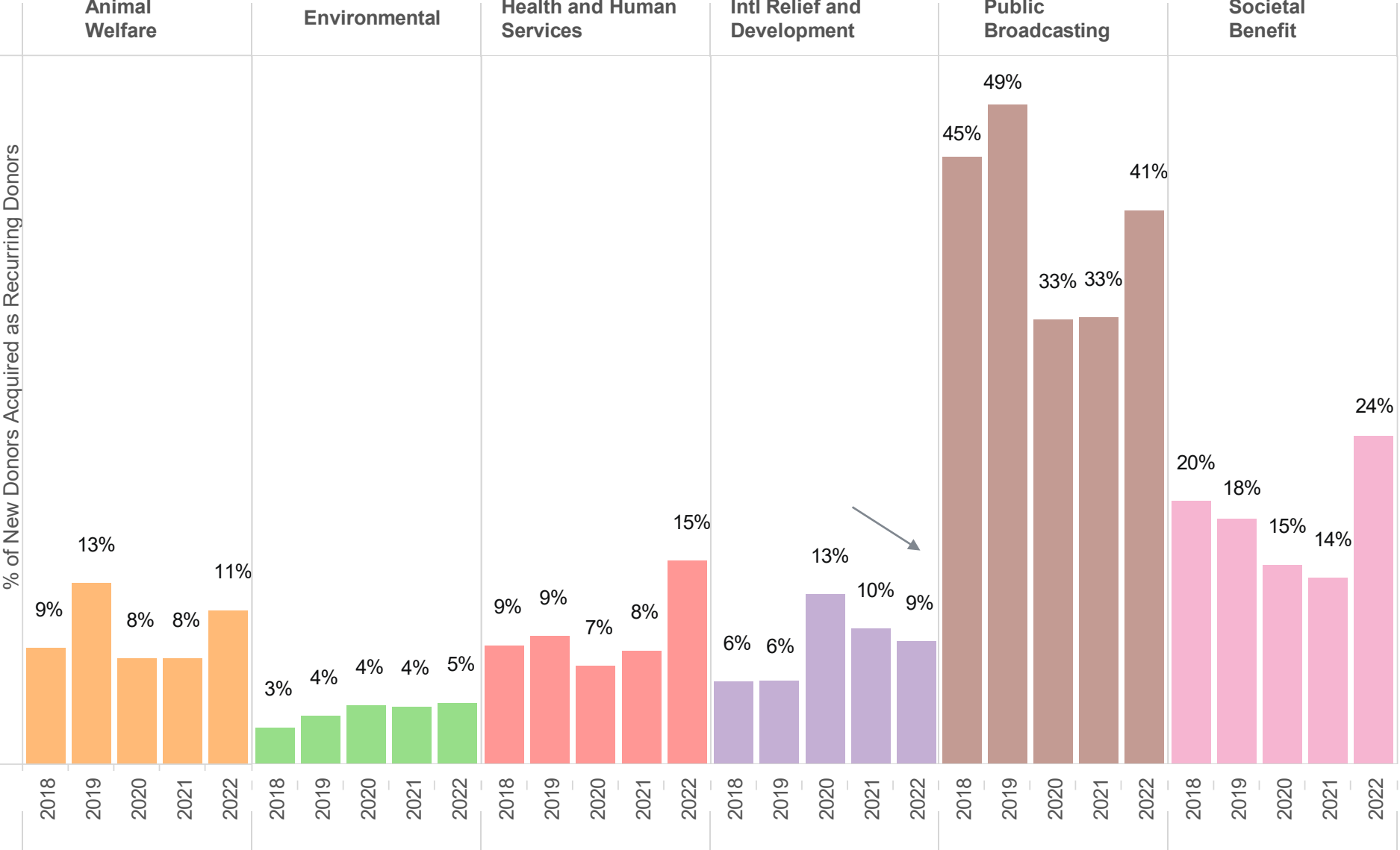
Share of New Donors Acquired as Regular Gift Donors Returned to Peak Rate



Median % of New Donors Acquired as Recurring Donors
(37 Organizations) (2018 - 2022)



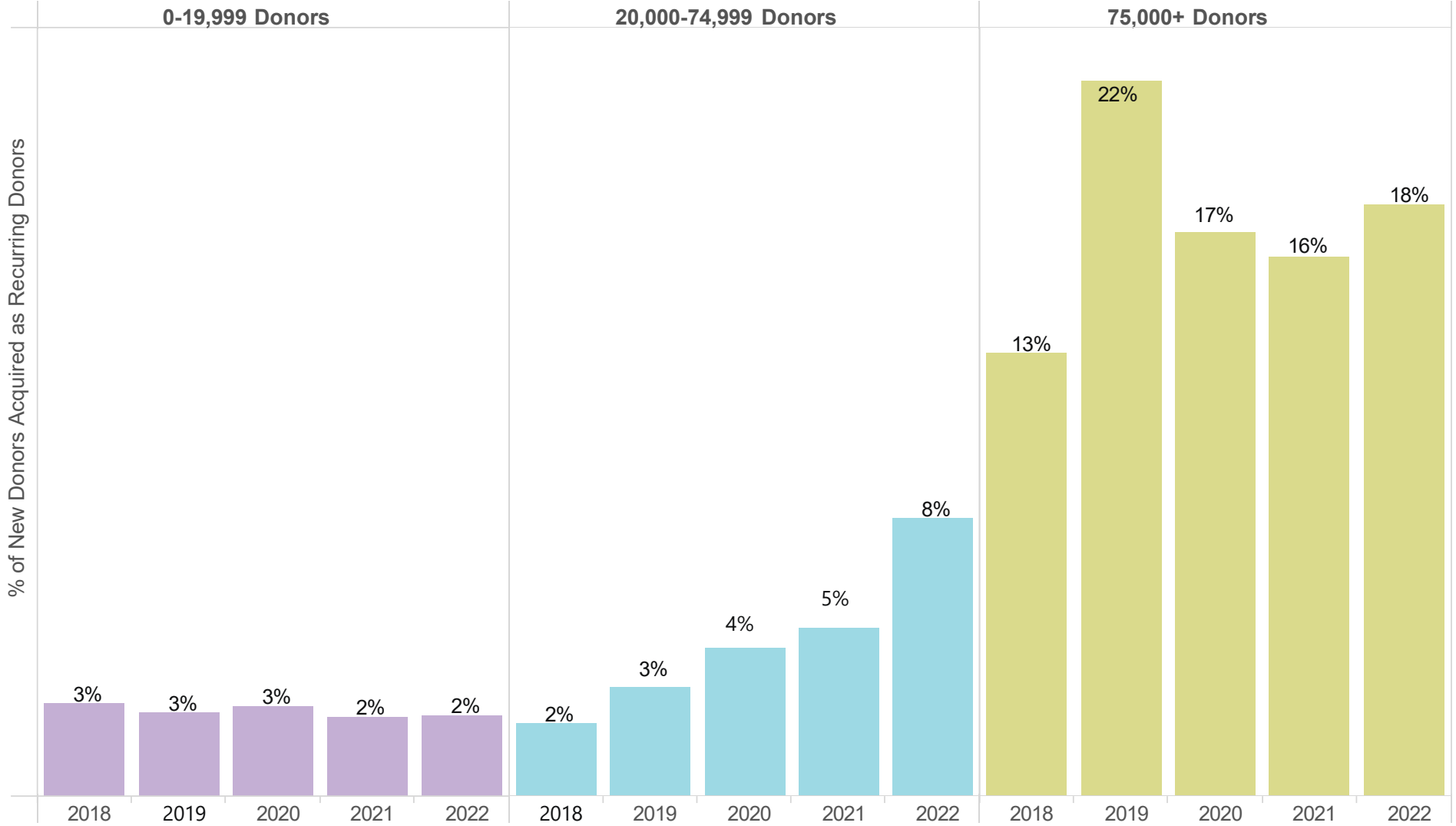
Share of New Donors Acquired as Regular Donors Increased in FY22 for Most Sectors



Median % of New Donors Acquired as Recurring Donors by Sector
 (37 Organizations) (2018 - 2022)



Mid-Sized Regular Giving Programs with Greatest Growth at the Median in FY22



Median % of New Donors Acquired as Recurring Donors by Sustainer Program Size

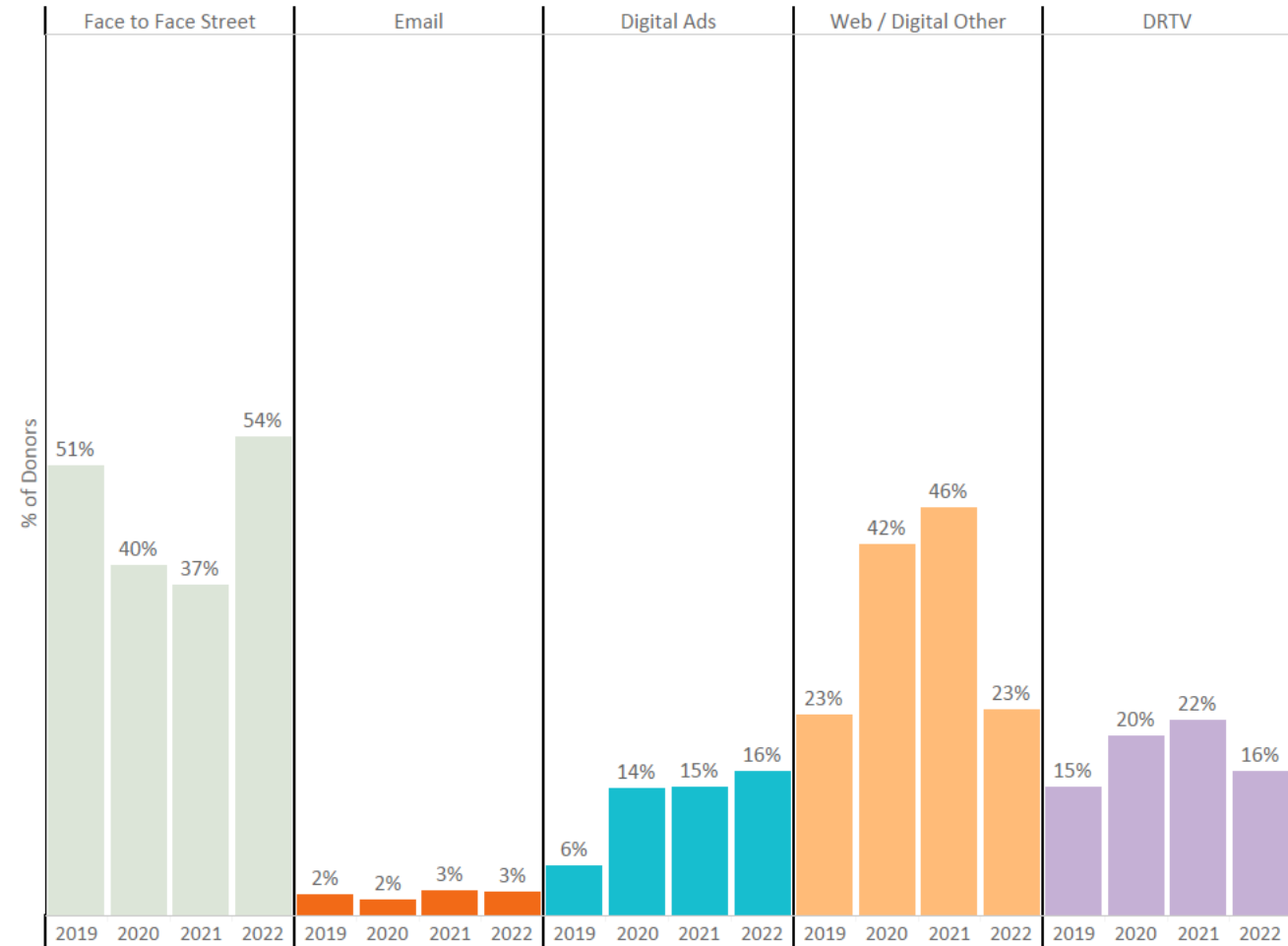
(37 Organizations) (2018 - 2022)



What sources are used to acquire donors directly to regular giving?

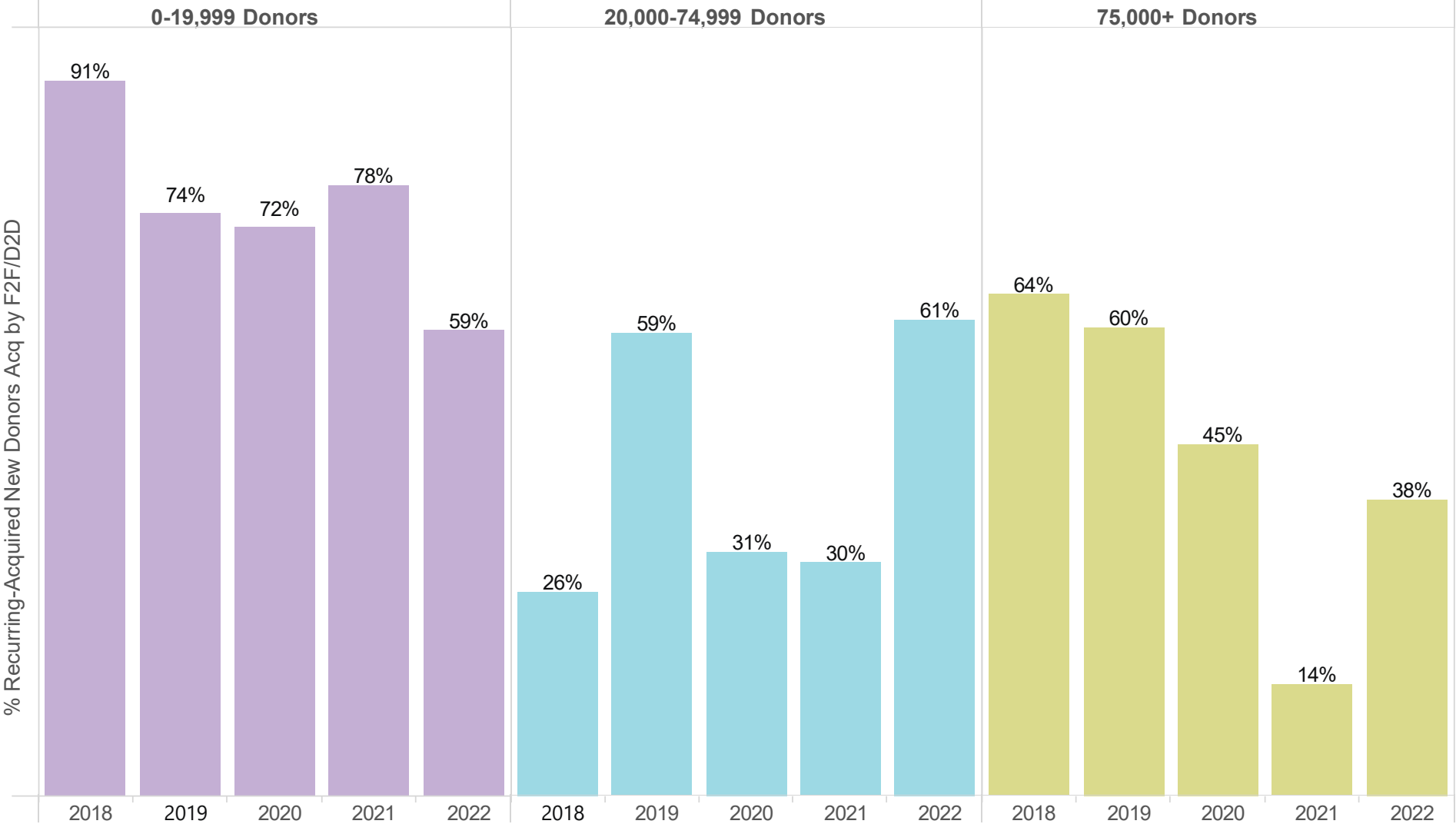
- The share of donors acquired via Face to Face has rebounded to pre-pandemic levels.
- Digital channel acquisition increased during the pandemic and has returned to pre-pandemic levels
 - Digital ads continued to grow
 - Side Note: from m+r benchmarks study: “While one-time giving declined, monthly giving revenue increased by 12% in 2022.”

Trends in Distribution of New Recurring Donors by Origin Source



% CY Donors
Medians may not add up to 100%

Canvassing a Contributing Factor in Increase of Regular Giving



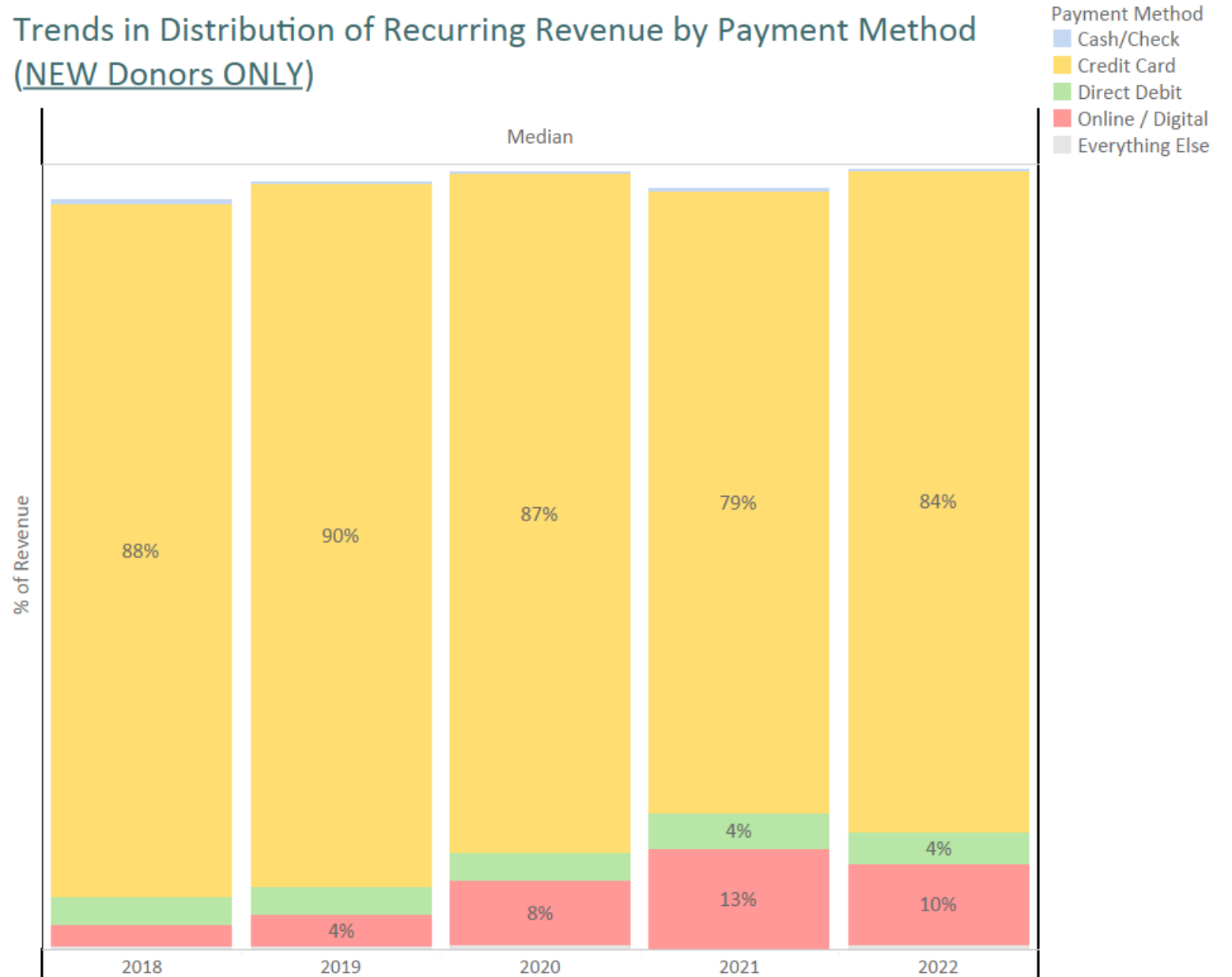
Median % Recurring-Acquired New Donors Acq by F2F/D2D by Sustainer Program Size

(37 Organizations) (2018 - 2022)



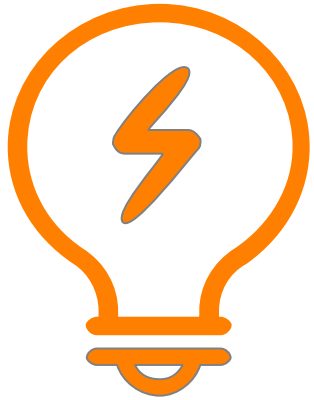
Digital Acceleration in Payment Methods

Trends in Distribution of Recurring Revenue by Payment Method
(NEW Donors ONLY)



Medians may not add up to 100%

Key New Donor Acquisition Take-Aways



- Direct Acquisition of Regular Gift Donors via Digital Channels has emerged as a best practice
- As quarantines have lifted, organisations have returned to canvassing. While street Face to Face canvassing remains by far the most common technique, organisations are starting to experiment more with Door-to-Door canvassing.
- Connected TV is a rising space for testing and experimentation, with the more traditional DRTV fundraising channel also experiencing growth for many. Shrinking traditional channel audiences and more fragmented audience will impact DRTV and Connected TV and should be considered.

CTV Ad Strategy Sample from Audubon



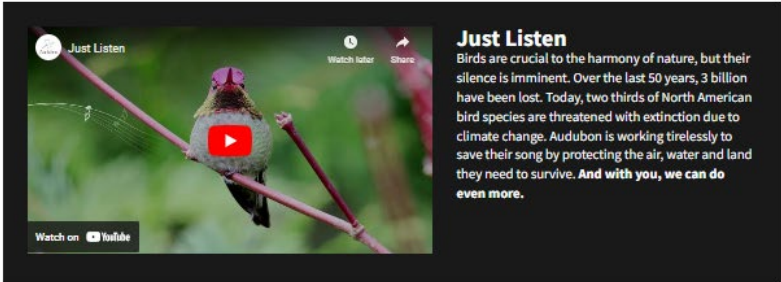
Birds Need You Now

The survival of some of our most beloved and familiar birds, including the Common Loon, Rufous Hummingbird, and Wood Thrush, depends on what we do today. Join Audubon in working for science-based solutions to counteract the effects of climate change and pollution. Help us call on elected leaders to create a brighter future for birds and people through durable and inclusive policies and climate solutions.

TAKE ACTION
and sign the petition

[Or, make a donation to help birds.](#)

American Robin



Just Listen

Birds are crucial to the harmony of nature, but their silence is imminent. Over the last 50 years, 3 billion have been lost. Today, two thirds of North American bird species are threatened with extinction due to climate change. Audubon is working tirelessly to save their song by protecting the air, water and land they need to survive. **And with you, we can do even more.**

[Birds Need You Now | National Audubon Society](#)

WHAT BIRDS FACE NOW



Climate change
endangers two thirds of all North American birds



Conservation rules and policies
that must be restored, protected, and strengthened.



Critical landscapes for birds are at risk from **development and drilling**

DONATE



Be Someone Birds Can Count on with Your Monthly Gift

In a changing world, birds need unwavering protection. Your dependable gift is the best way to help.

How do you want to contribute and help birds?

Every Month Once a Year Just this Once

Your monthly gift makes you a powerful source of support for birds and their habitats.

OK, got it.

\$15 MONTHLY	\$20 MONTHLY	\$25 MONTHLY
\$30 MONTHLY	\$50 MONTHLY	\$0.00

I'd like to help cover the transaction costs for my donation

 Your donation will be securely processed. The National Audubon Society is a not-for-profit 501(c)

(3) organization. Our federal tax ID number is 13-1624102.



Be Someone Birds Can Count on with Your Monthly Gift

In a changing world, birds need unwavering protection. Your dependable gift is the best way to help.

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I'd like to help cover the transaction costs for my donation



Before You Go...

Consider a One-Time Gift—While It Will Count 2X

Birds need you now. Make a donation and your generous gift will be matched dollar for dollar up to \$200,000.

YES!
Match my gift

No, Thank You

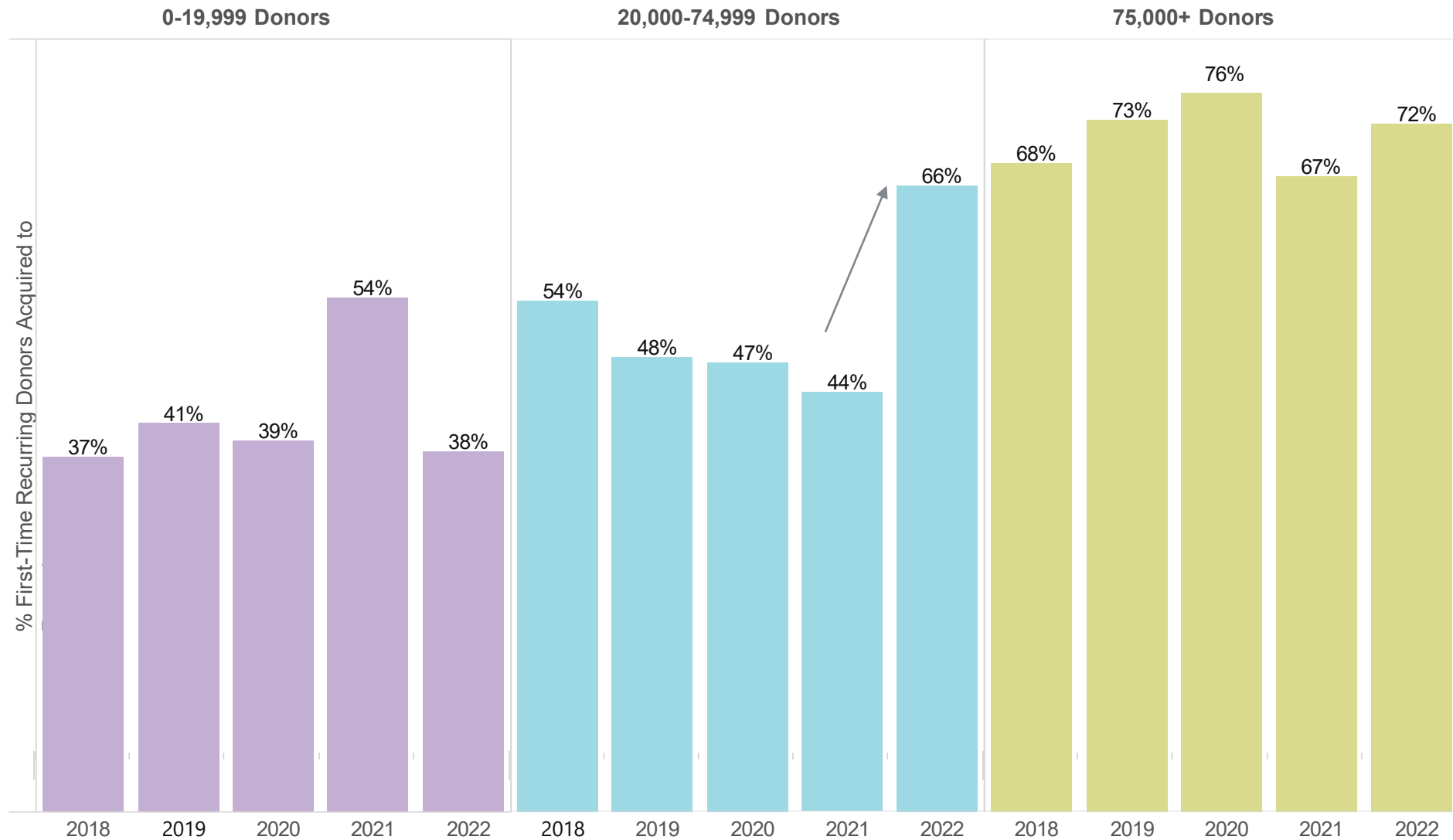


First-Time Regular Giving Donor Trends

Acquired Directly to Regular Giving and
Converted to Regular Giving



The Largest Regular Giving Programs Continue to Acquire Majority of New Giving Donors Directly to Regular Giving. A Growing Share Acquired Directly for Mid-Size Programs.

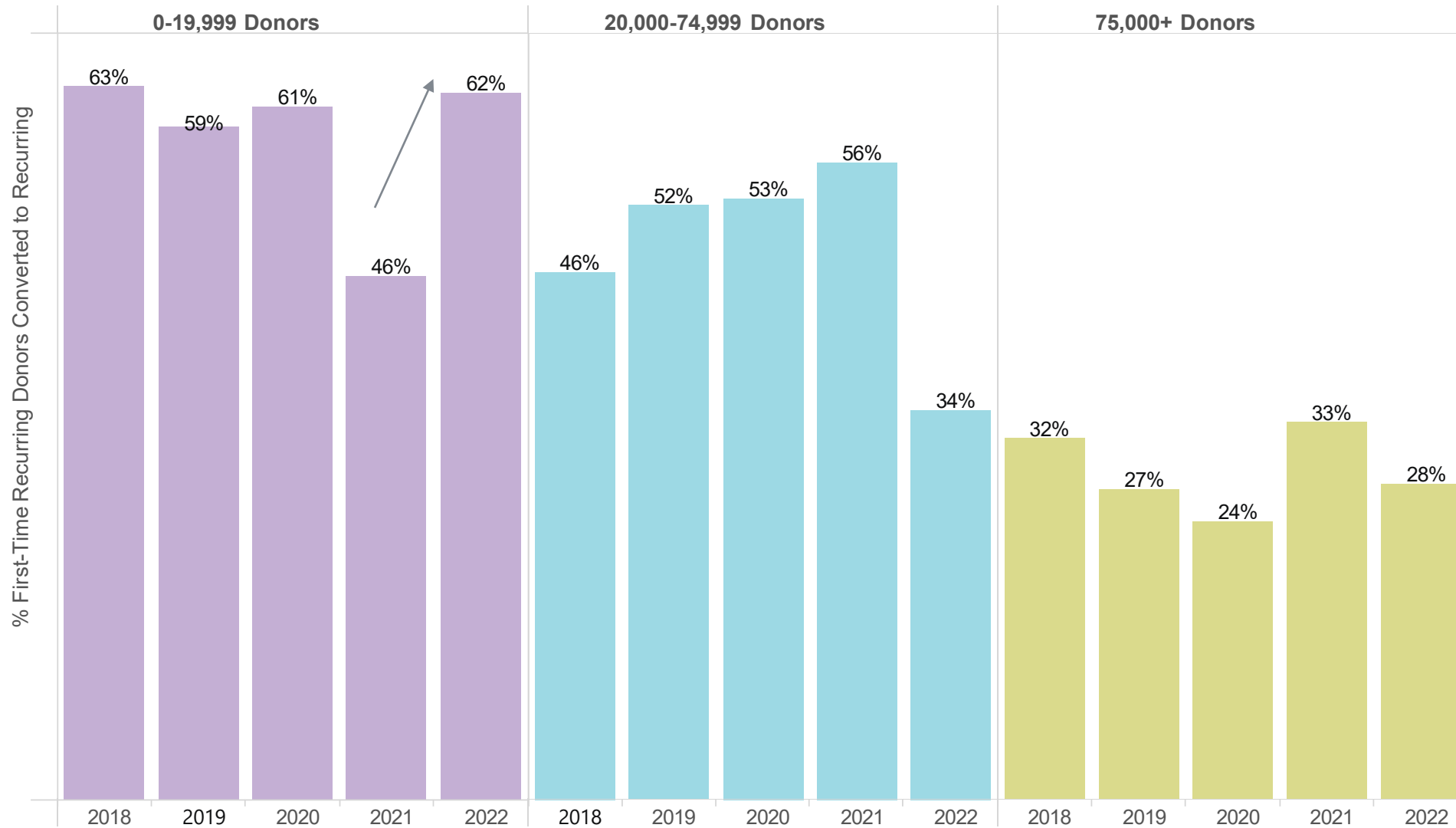


Median % First-Time Recurring Donors Acquired to Recurring by Sustainer Program Size

(37 Organizations) (2018 - 2022)



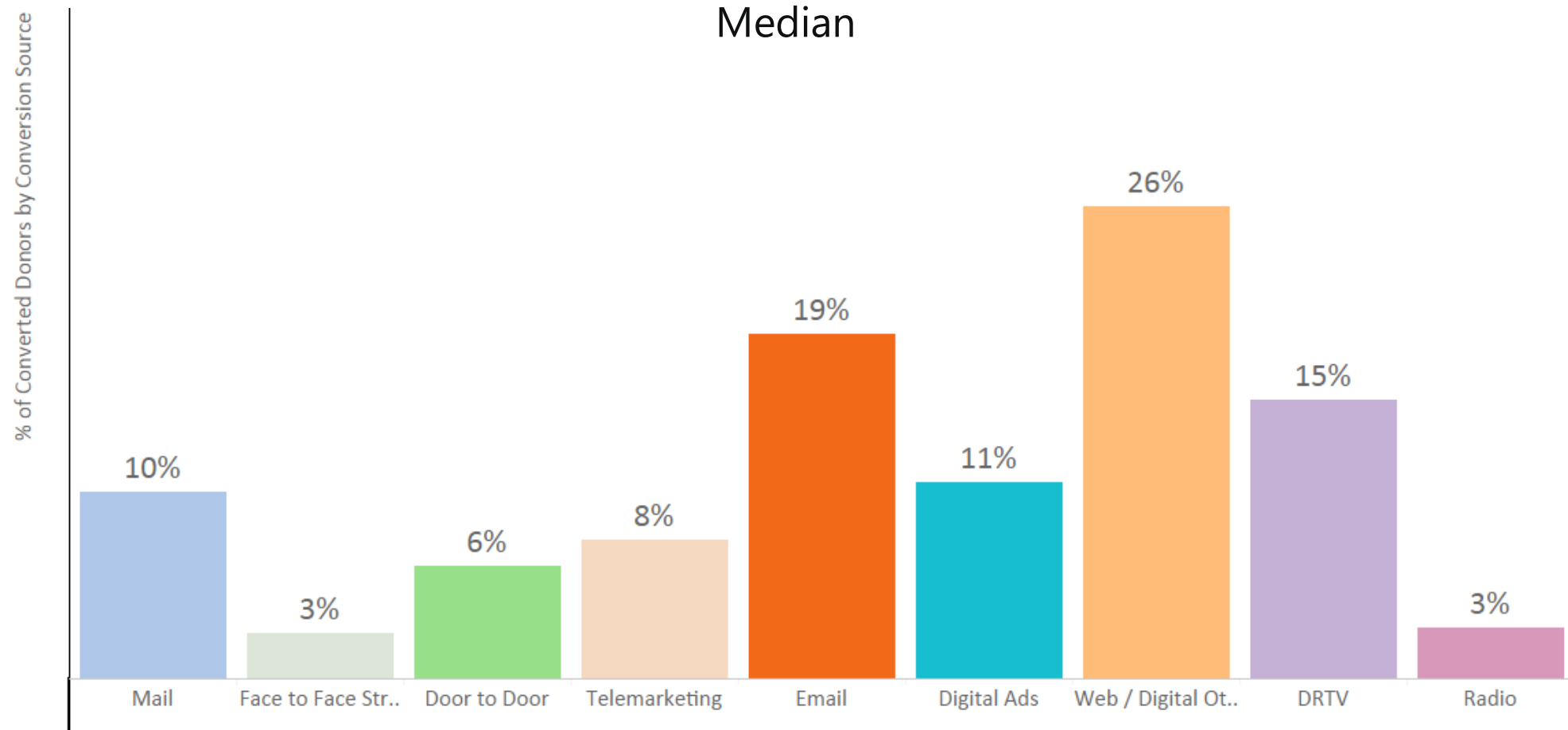
Emerging Regular Giving Programs Return to Conversion as the Primary Strategy for Regular Donor Growth



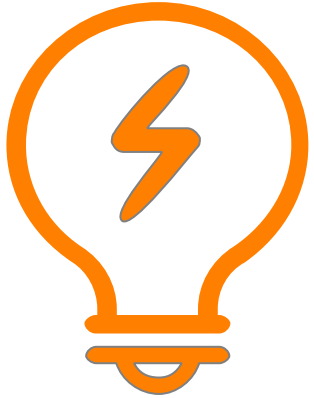
Median % First-Time Recurring Donors Converted to Recurring by Sustainer Program Size

(37 Organizations) (2018 - 2022)

What Channels Convert Single Donors to Recurring Donors?

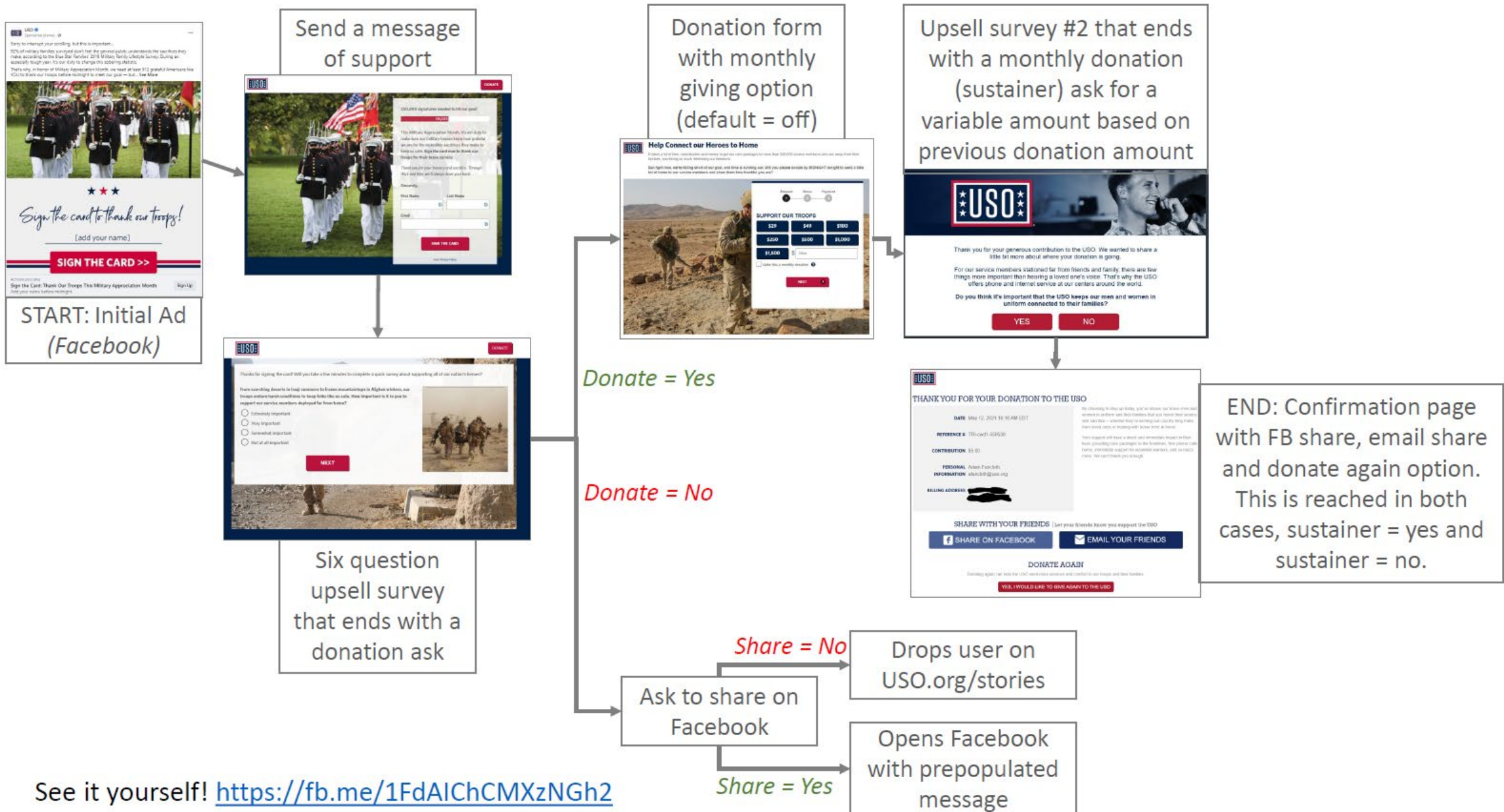


Key Conversion Take-Aways



- The largest source for conversion in 2022 was digital efforts with the most growth in email and digital ads.
- New donor conversion efforts occurred within 30 days, if not sooner.
- Automated e-mail donor welcome series included a conversion ask.
- In direct mail, the conversion ask is included in most solicitations and as soon as within the gift acknowledgment letters.
- DRTV and other broadcast channels are effective for converting current and former single gift donors when these organizations take the “sustainer first” approach.

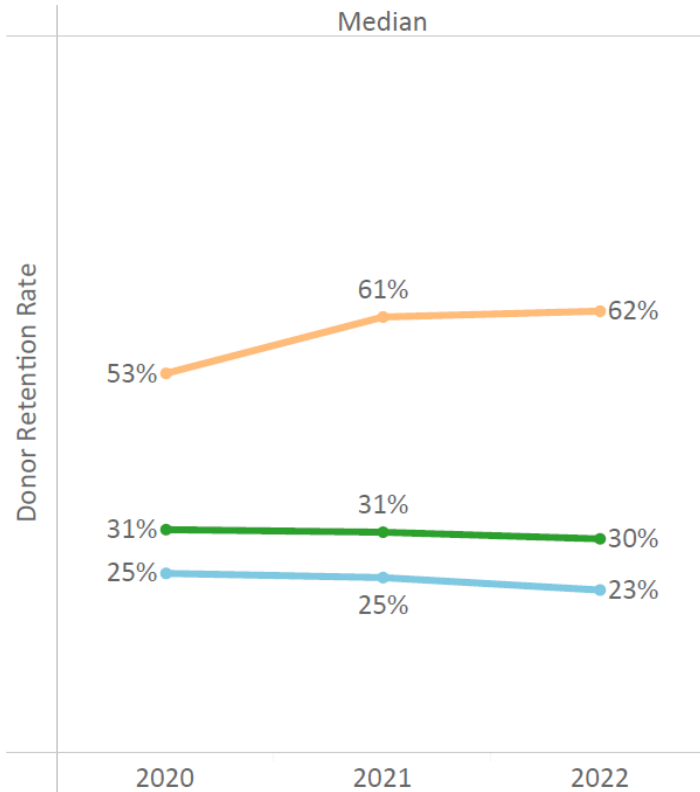
Two-Step Conversion Strategy from the USO





New Donor Retention Trends

First-Year Donor Retention



Shifts in share of regular giving among new donor populations drove a modest decline in the retention of all new donors in 2022

Lifts in retention rates for recurring donors driven primarily by pauses in canvassing.

Retention rates are annual, except for first-year recurring donors, which are 13th month retention rates.

Blackbaud Target Analytics®

Gift Type in the Prior Year

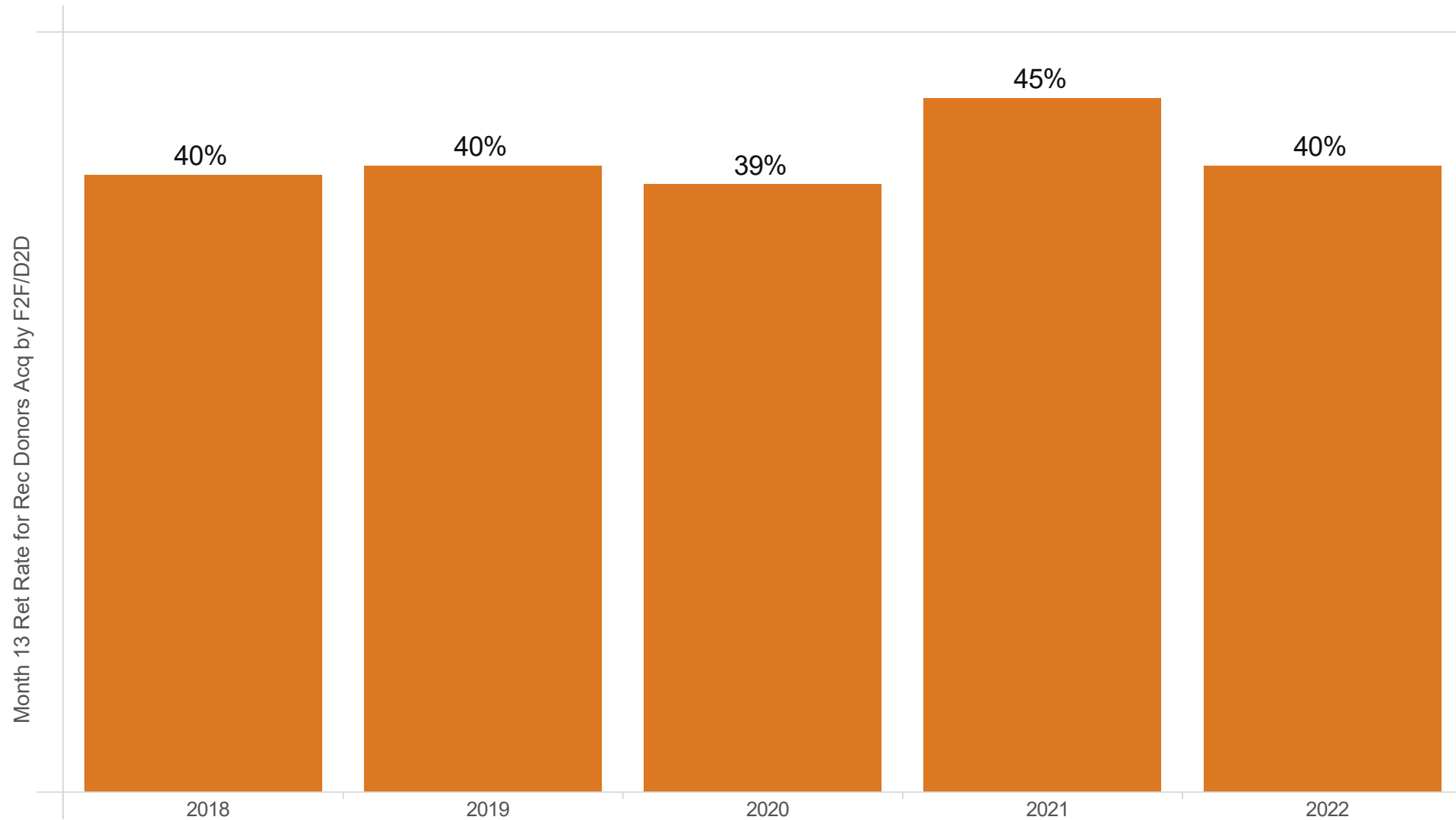
■ Single Gifts Only in PY

■ Any Recurring Gifts in PY

■ All Donors



Median Month 13 Retention of New Regular Gift Donors Face to Face/Door to Door Acquired Returned to More Typical Rates for this Source with Return to Greater Volumes of Donors

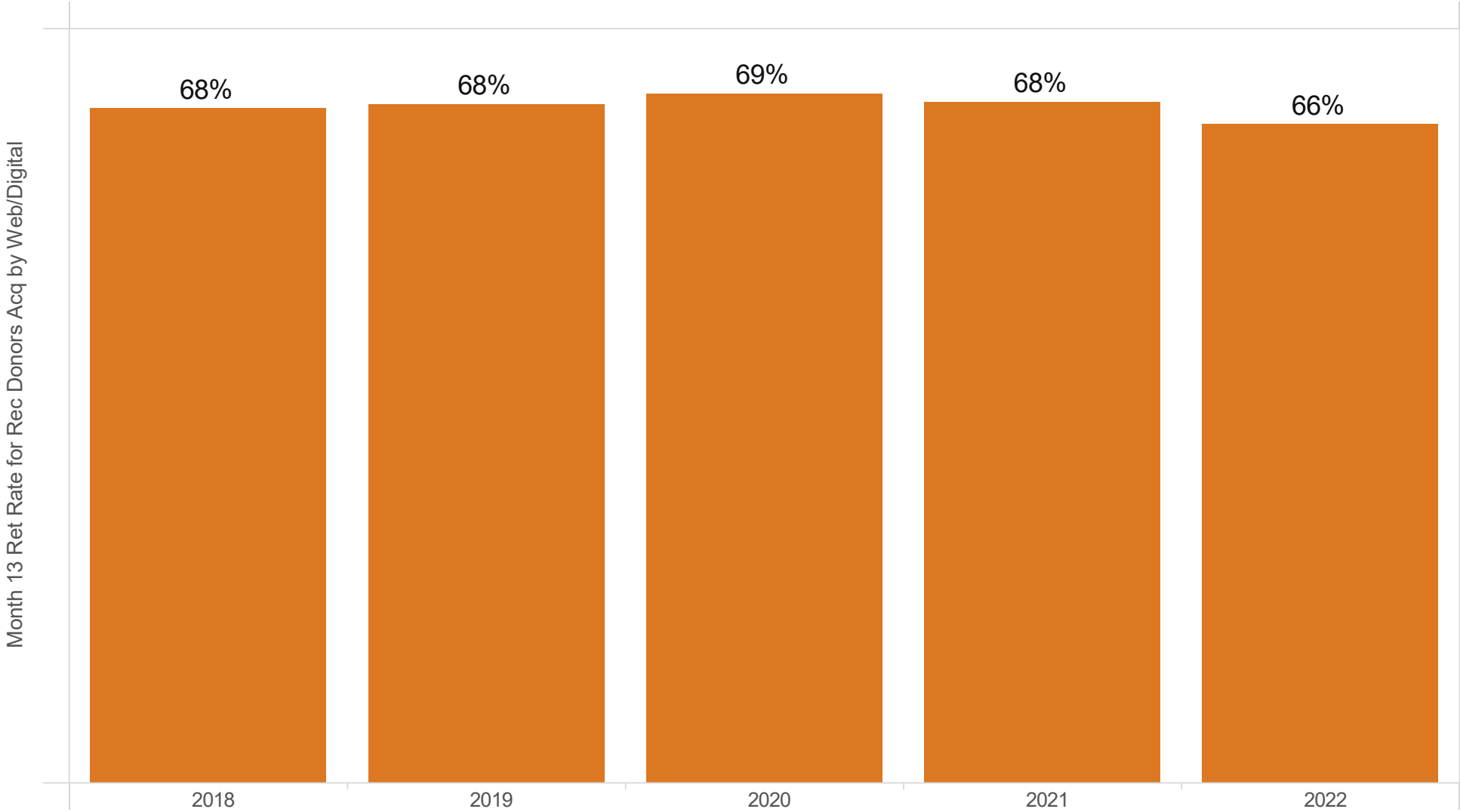


Median Month 13 Ret Rate for Rec Donors Acq by F2F/D2D

(37 Organizations) (2018 - 2022)



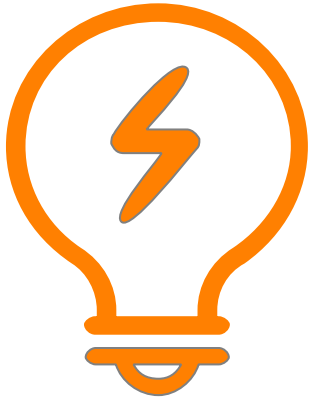
Median Month 13 Retention of New Regular Gift Donors Acquired via Digital Channels Declined Modestly with Growth in Donor Volume



Median Month 13 Ret Rate for Rec Donors Acq by Web/Digital
(37 Organizations) (2018 - 2022)



Key Retention Take-Aways



- Improved practices for credit card expiration management, including automatic updaters, have driven rapid increases in retention rates for many organisations
- Close tracking of retention rates by payment methods exposes some softness with some online wallets that do not require a credit card
- Annual regular gift donors or “auto-renewals” have re-emerged as a solid method for increasing the retention of donors that do not wish to make monthly gifts but do wish to commit to on-going support

Annual Regular Giving Strategy Sample from Audubon

We must act now. While there's still time.

Give birds a fighting chance in a changing world

How do you want to contribute and help birds?

Every Month

Once a Year

Just this Once

\$30
ANNUALLY

\$50
ANNUALLY

\$75
ANNUALLY

\$100
ANNUALLY

\$250
ANNUALLY


\$0.00

I'd like to help cover the transaction costs for my donation


Pay with Bank Account



Pay with Card

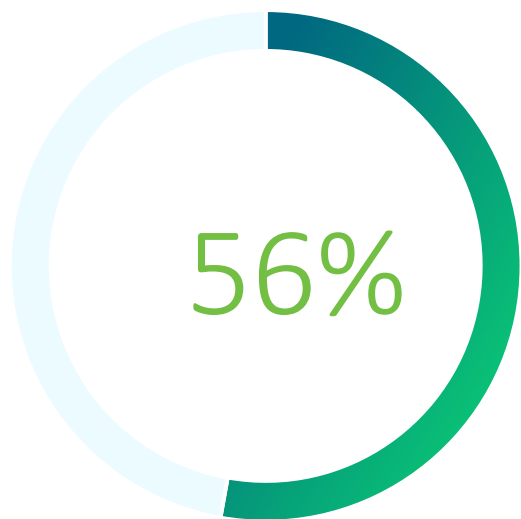
 Your donation will be securely processed. The National Audubon Society is a not-for-profit 501(c)(3) organization. Our federal tax ID number is 13-1624102.



The background features several decorative geometric shapes. In the top-left corner, there is a large teal rounded square with a white outline of a diamond inside it. To its right is a smaller purple-to-blue gradient diamond. In the bottom-left, there is a teal rounded square and a purple-to-blue gradient diamond. In the bottom-right, there is a large teal rounded square with a smaller cyan rounded square overlapping its top-left corner. At the bottom center, there is a white outline of a mountain range or a series of peaks.

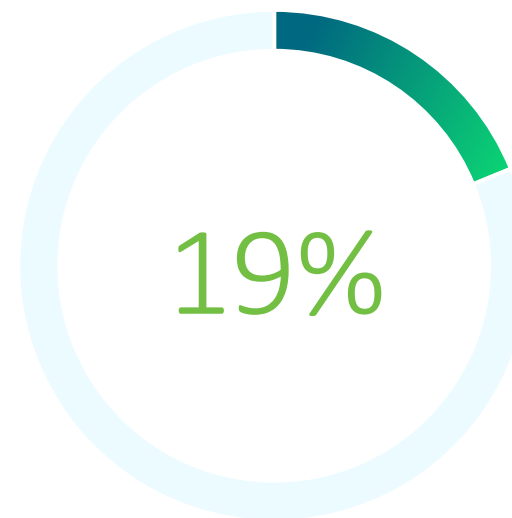
Shifts in Regular Gift Donor Long Term Value

Compare Long Term Retention for Donors Acquired as Regular or Single Gifts in 2020



A median 56% percent of donors **acquired to regular giving in 2020** were still giving in 2022.

Compare to:



A median 19% percent of donors **acquired with a single gift in 2020** were still giving in 2022

Compare Long Term Values for Donors Acquired as Regular or Single Gifts in 2020



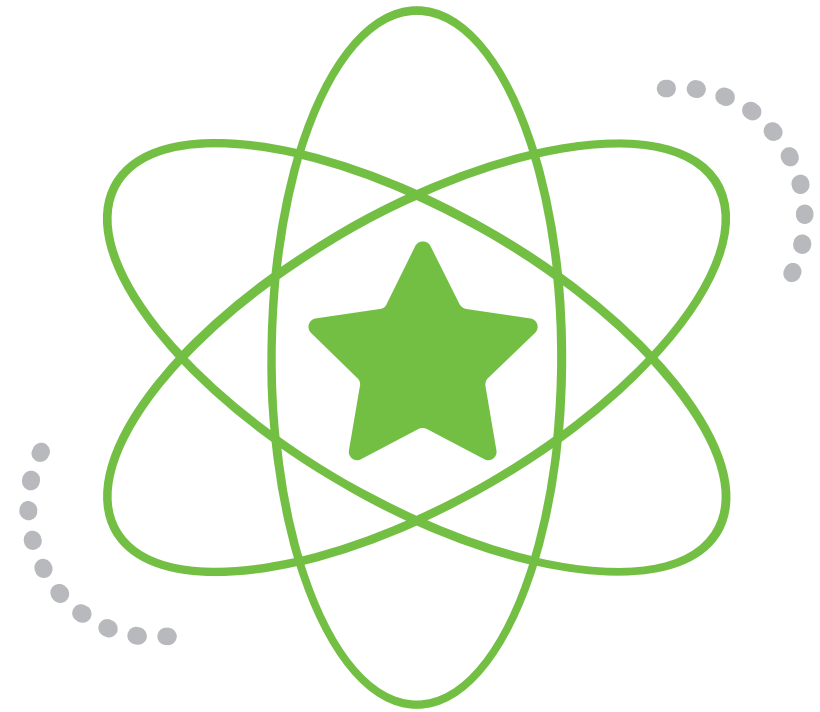
The median long-term value per donor **acquired to regular giving in 2020** is \$394 in 2022

Compare to:



The median long-term value per donor **acquired as single gift in 2020** was \$144 in 2022

A regular giving-forward approach during high-profile giving moments can and does drive long-term donor and revenue growth and leads to file stability beyond extreme conditions.



We Can Help



- donorCentrics Benchmarking Australia returning 2024



- Reports and analytic tools to track progress and identify strengths, softness and actionable opportunities



- CRM with built-in best practices for regular giving

Keep In Touch!

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blackbaud[®]

Thank you

