

blackbaud®



donorCentrics

Collaborative Benchmarking Sustainer Summit

FY2019 to FY2023 Insights, Trends and Key Take-Aways

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What is donorCentrics Benchmarking?

Introduced in 1989, donorCentrics® has provided collaborative benchmarking services to more than 300 organizations in the U.S. and around the globe comparing peer sector performance and fundraising techniques.

donorCentrics® puts the donor, rather than the campaign at the center of the analysis. Our analysis helps to **identify opportunities for program growth** to help maximize donor value.

donorCentrics® analysis spans five years, since a trend over time is more instructive than a single-year measure.

Four Parts:

Overall
Program
Assessment
(OPA)

1:1 Review of
OPA with a
donorCentrics
Consultant

Collaborative
Benchmarking
Report

Facilitated
Benchmarking
Results
Meeting

FY2023 donorCentrics Sustainer Summit

Sharing and Learning



Sharing and learning from 37 sustainer focused organizations of different sizes and missions.



Data and Analysis

Analysis of giving from a total of 20 million donors and a total of \$3.3 billion in FY2023.

Report Methodology

- Statistics powered by Blackbaud's donorCentrics® service
- Individual payments of \$10,000 or more were excluded from all participating organizations
- Actual donor transactions, not survey responses
- Median values are displayed throughout this analysis. The median is the middle value in a ranked order of numbers
- **Timeframe: Fiscal Year 2023**
(July 1, 2022 to June 30, 2023)
- Data calculated based on **cash transactions** received from direct marketing sources including:
 - Direct Mail
 - Digital Channels
 - Telemarketing
 - DRTV
 - Face to Face/Door to Door
- Does not include:
 - Soft credits
 - Matching gift payments

Key themes



In a post-COVID fundraising world, sustainers provide stability during periods of fluctuations for single-gift donors



Gains in sustainer revenue can compensate for declines in single gift revenue



Sustainer-first approaches in digital channels continues to grow

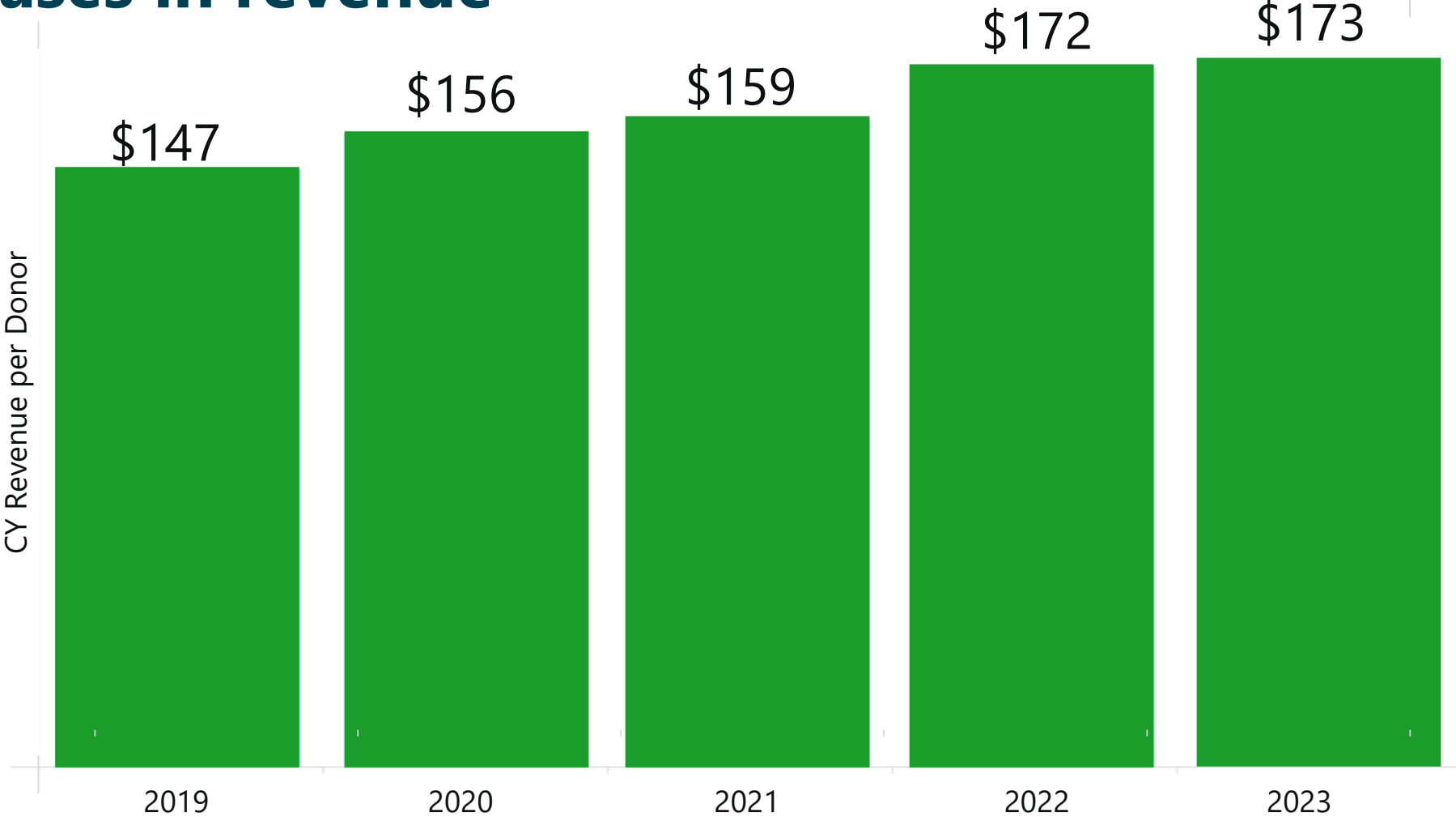
The background features several decorative geometric shapes. In the top-left corner, there is a large teal diamond with a white outline. Below it is a smaller purple diamond. In the bottom-left, there is a teal diamond and a purple diamond. In the bottom-right, there is a large teal diamond with a smaller cyan diamond on top of it. A white line forming a peak shape is visible at the bottom center.

How have overall donors and revenue shifted in the last year?

Overall donors and revenue declined from FY2022 to FY2023 but remained above FY2019 to FY2021



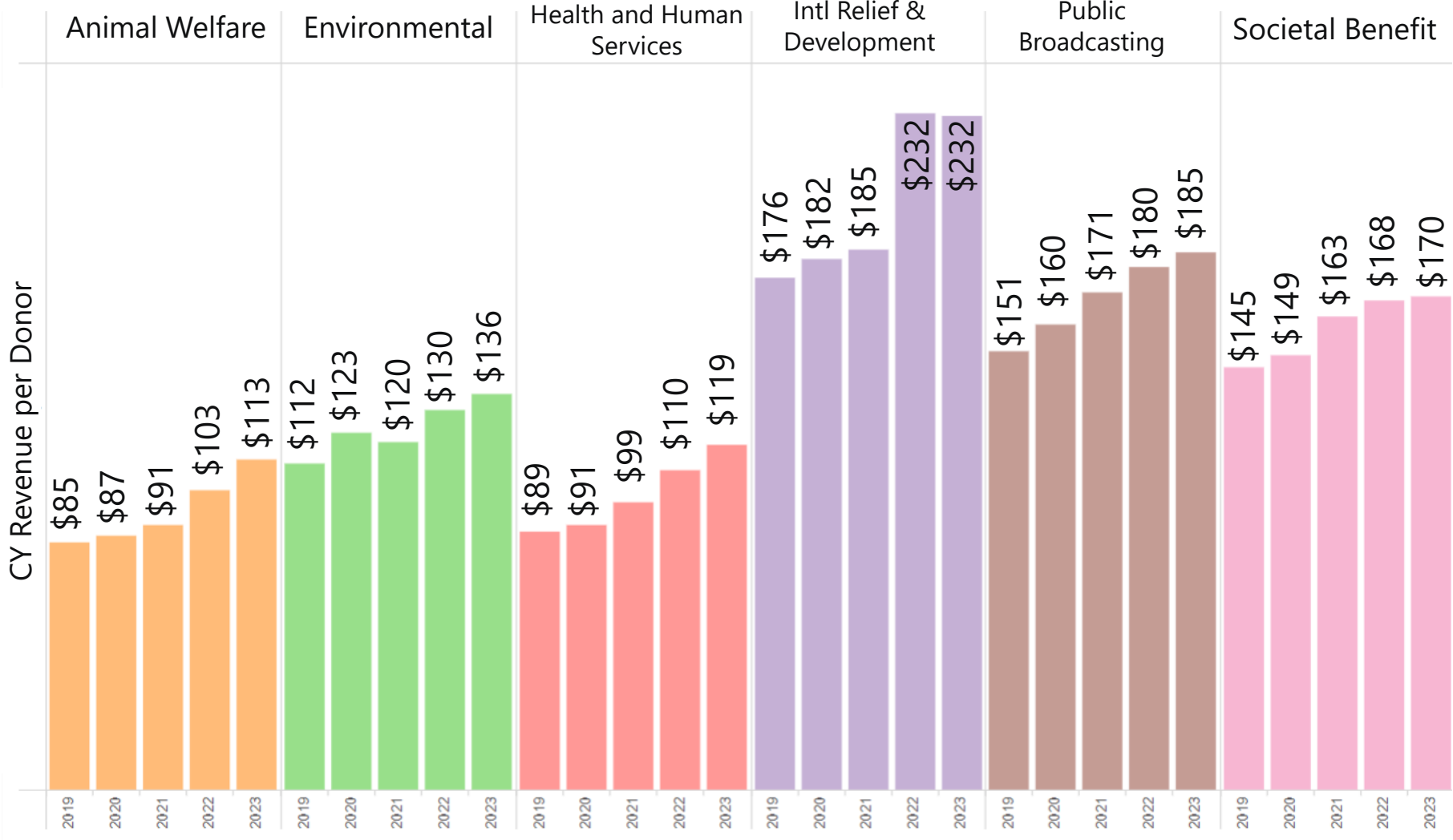
Consistent increases in donor value helping to drive increases in revenue



Median CY Revenue per Donor
(37 Organizations) (2019 - 2023)



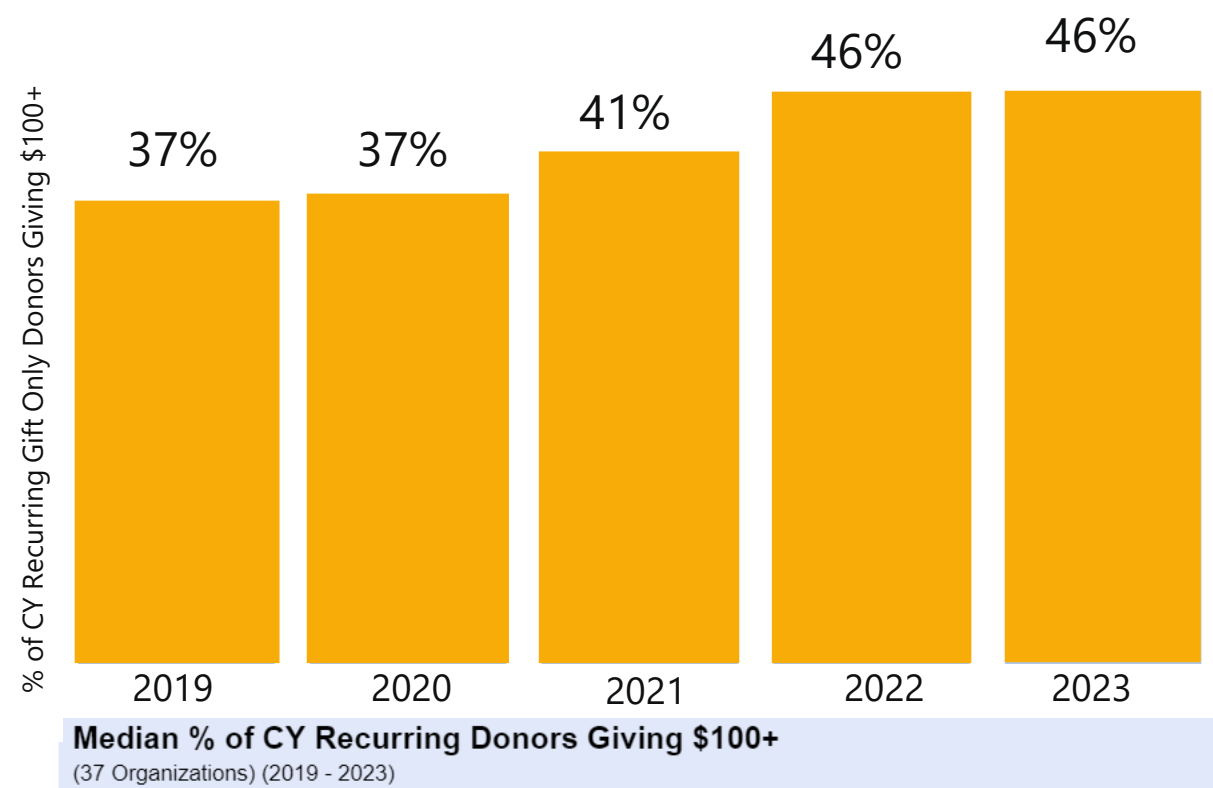
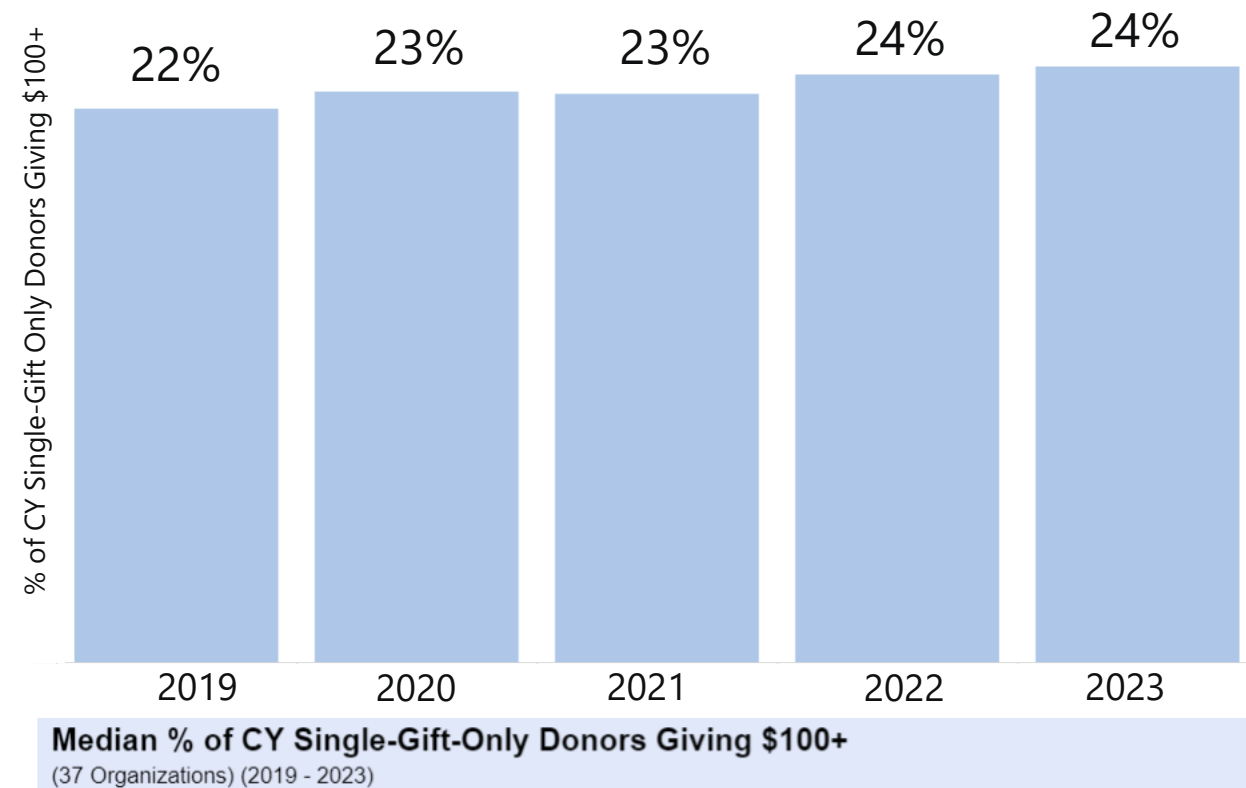
Overall Revenue per Donor Increasing Across All Sectors



Median CY Revenue per Donor by Sector
(37 Organizations) (2019 - 2023)



A greater share of sustainers give \$100+ than single gift only donors

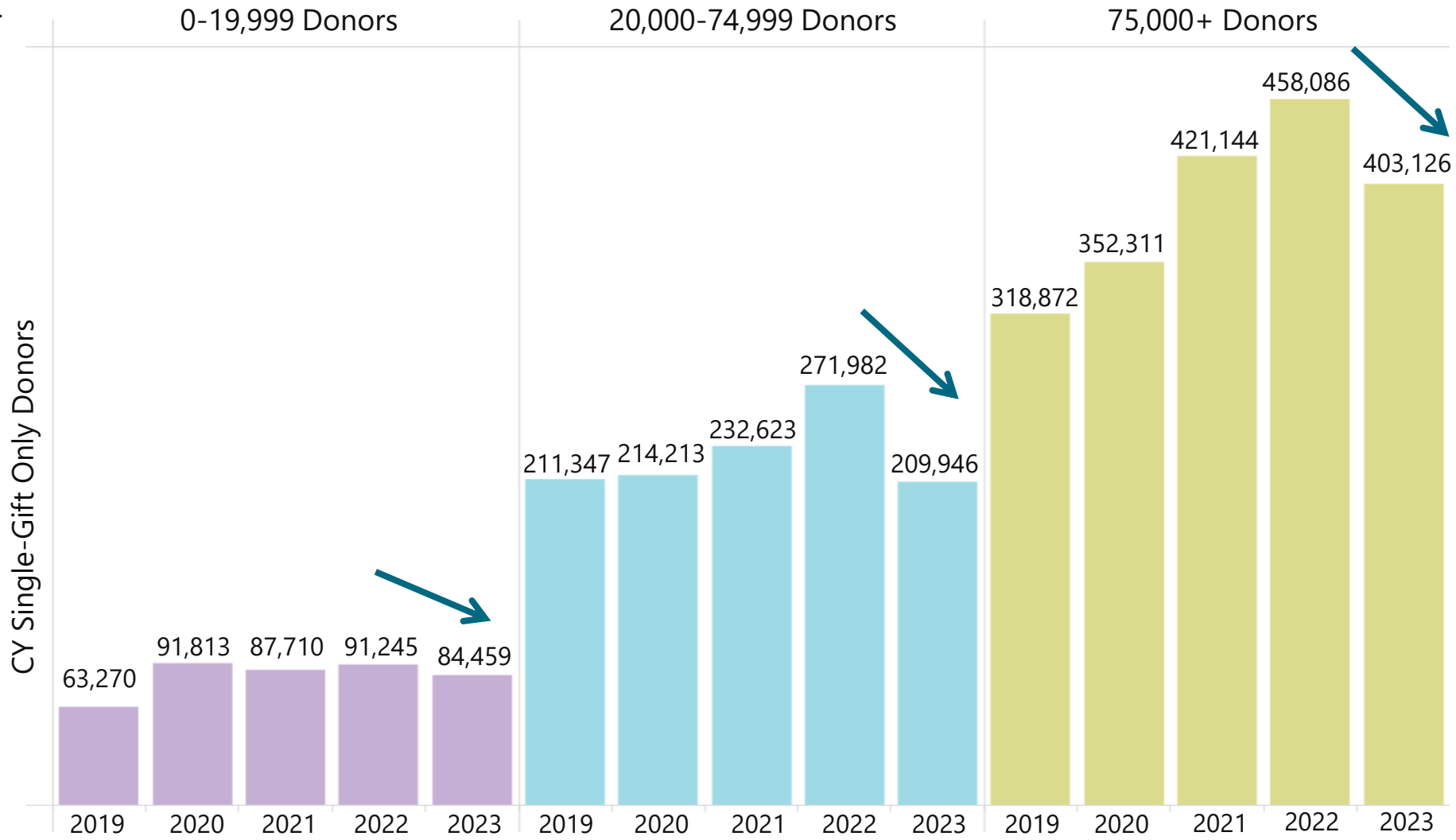




Are single and recurring donor
populations shifting?

The Number of Single Gift Only Donors Declined Following a Year of Increases

Size of Sustainer Program



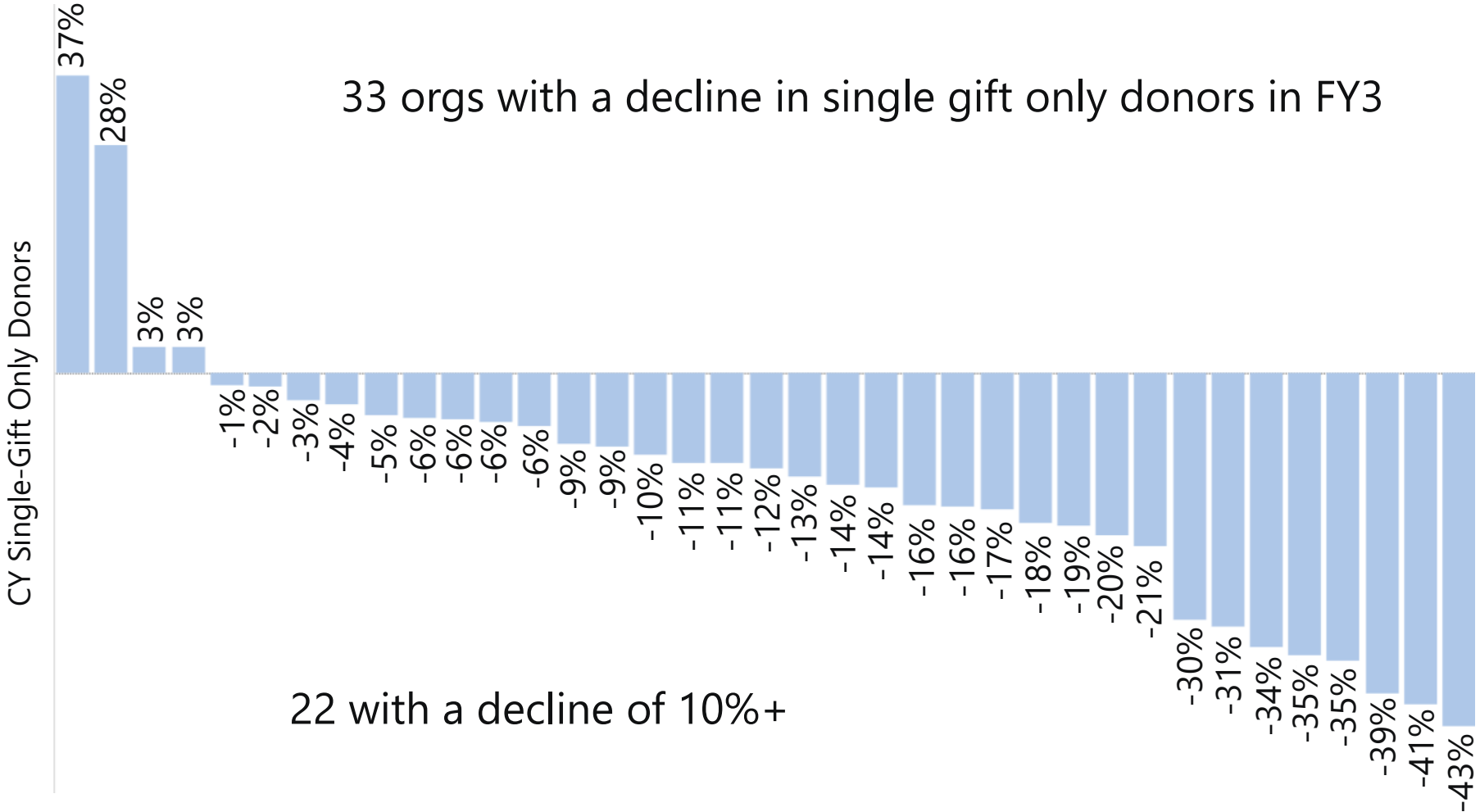
Median CY Single-Gift-Only Donors by Sustainer Program Size

(37 Organizations) (2019 - 2023)

Sensitivity: Public



1-Year Change in Single Gift Only Donors



1-Year Change in CY Single-Gift-Only Donors

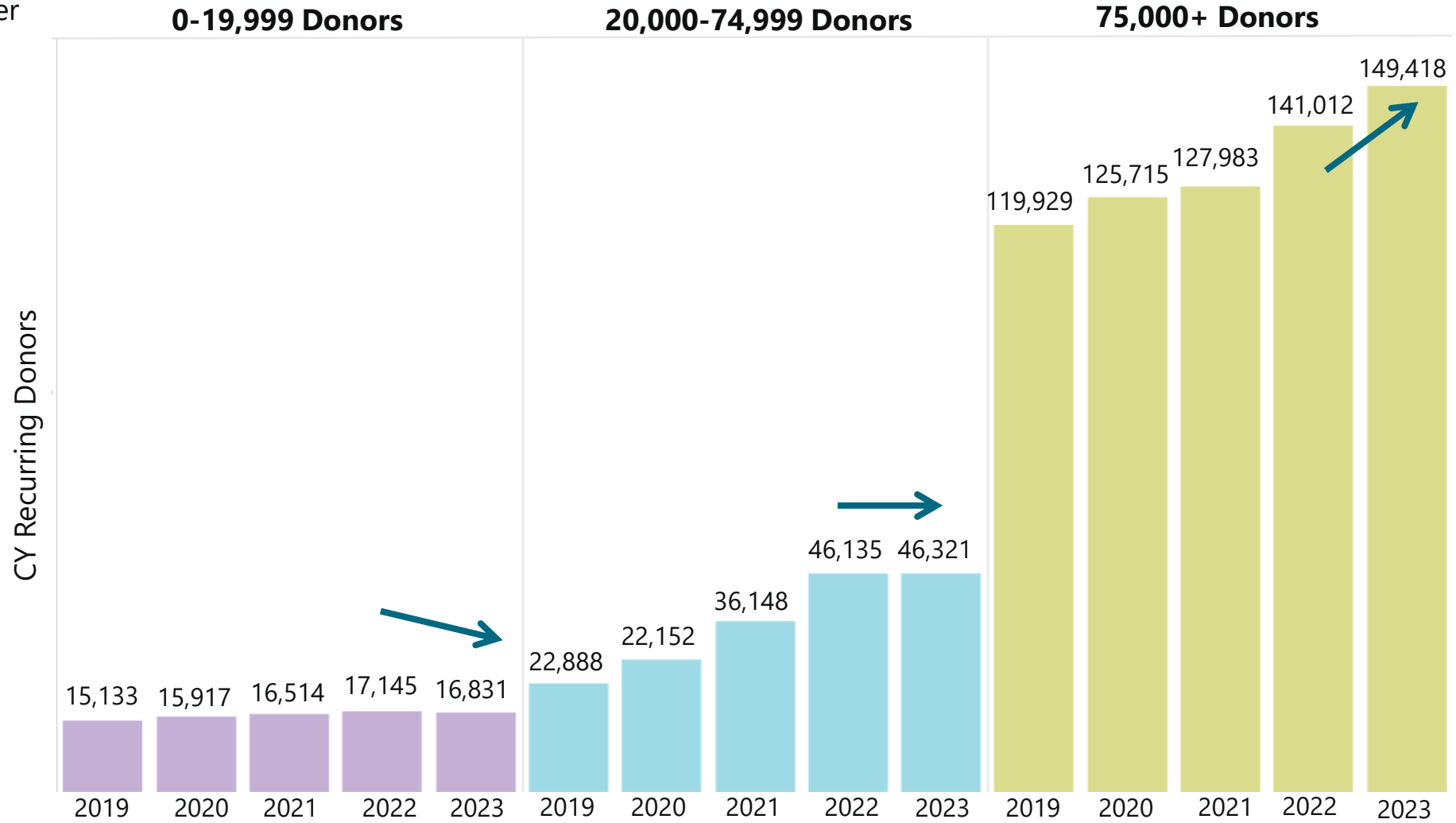
(37 Organizations) (2023)

Sensitivity: Public



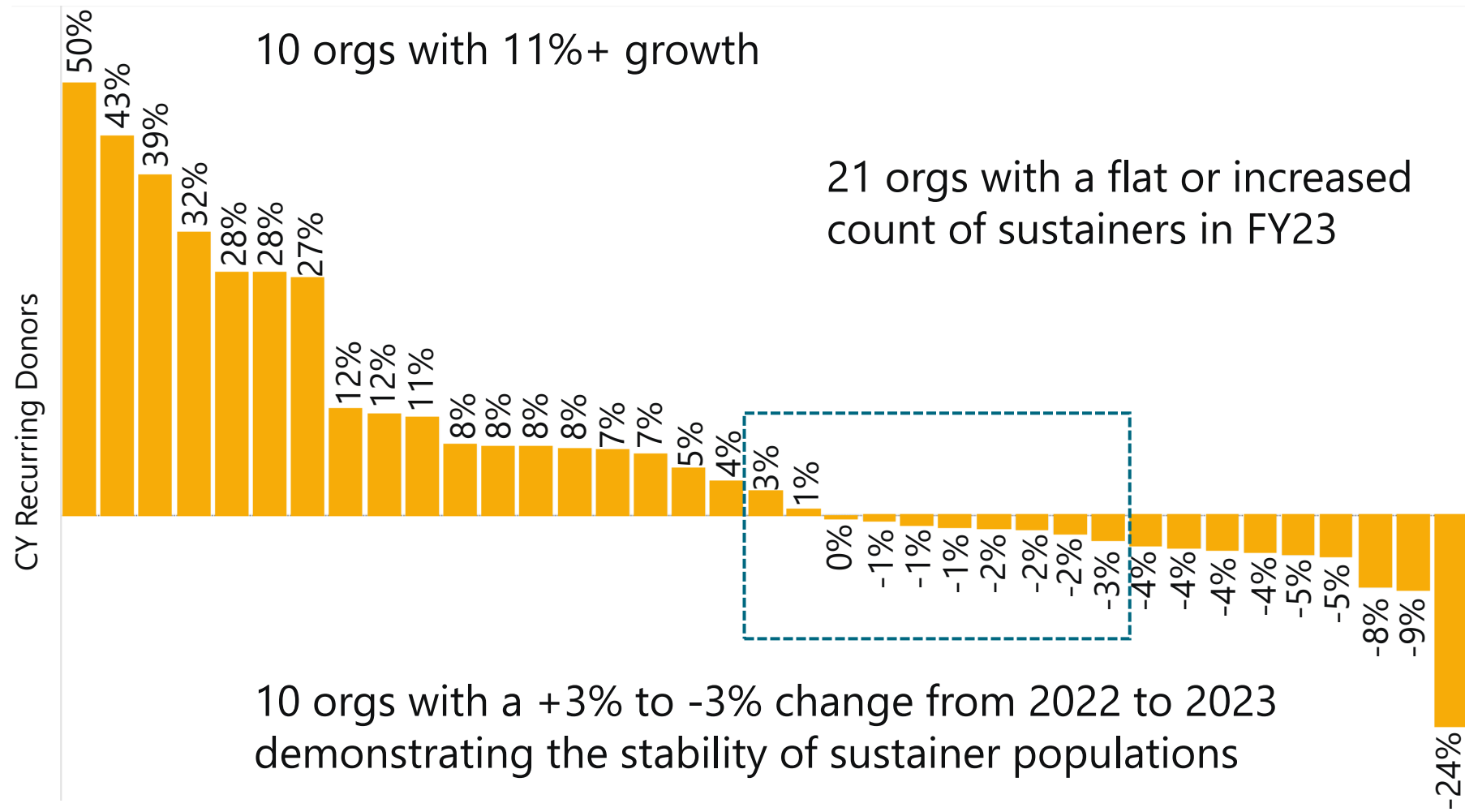
Recurring Donor Growth Continued in FY23 for Large Sustainer Programs

Size of Sustainer Program



Median CY Recurring Donors by Sustainer Program Size
(37 Organizations) (2019 - 2023)

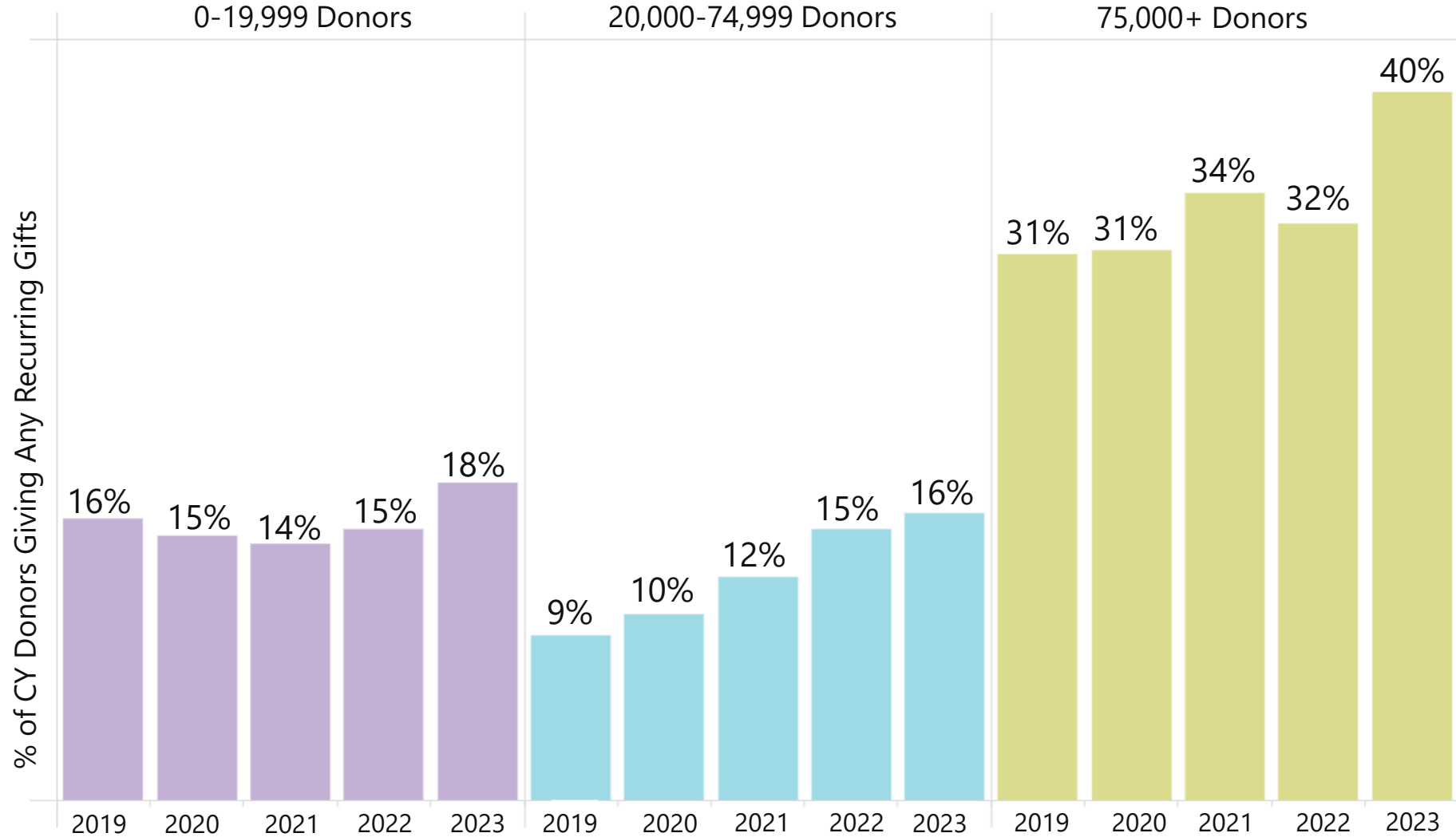
Recurring donor populations grew for the majority of organizations in FY23



1-Year Change in CY Recurring Donors
(37 Organizations) (2023)

Share of Recurring Donors Increased Across All Program Sizes in FY23

Size of Sustainer Program



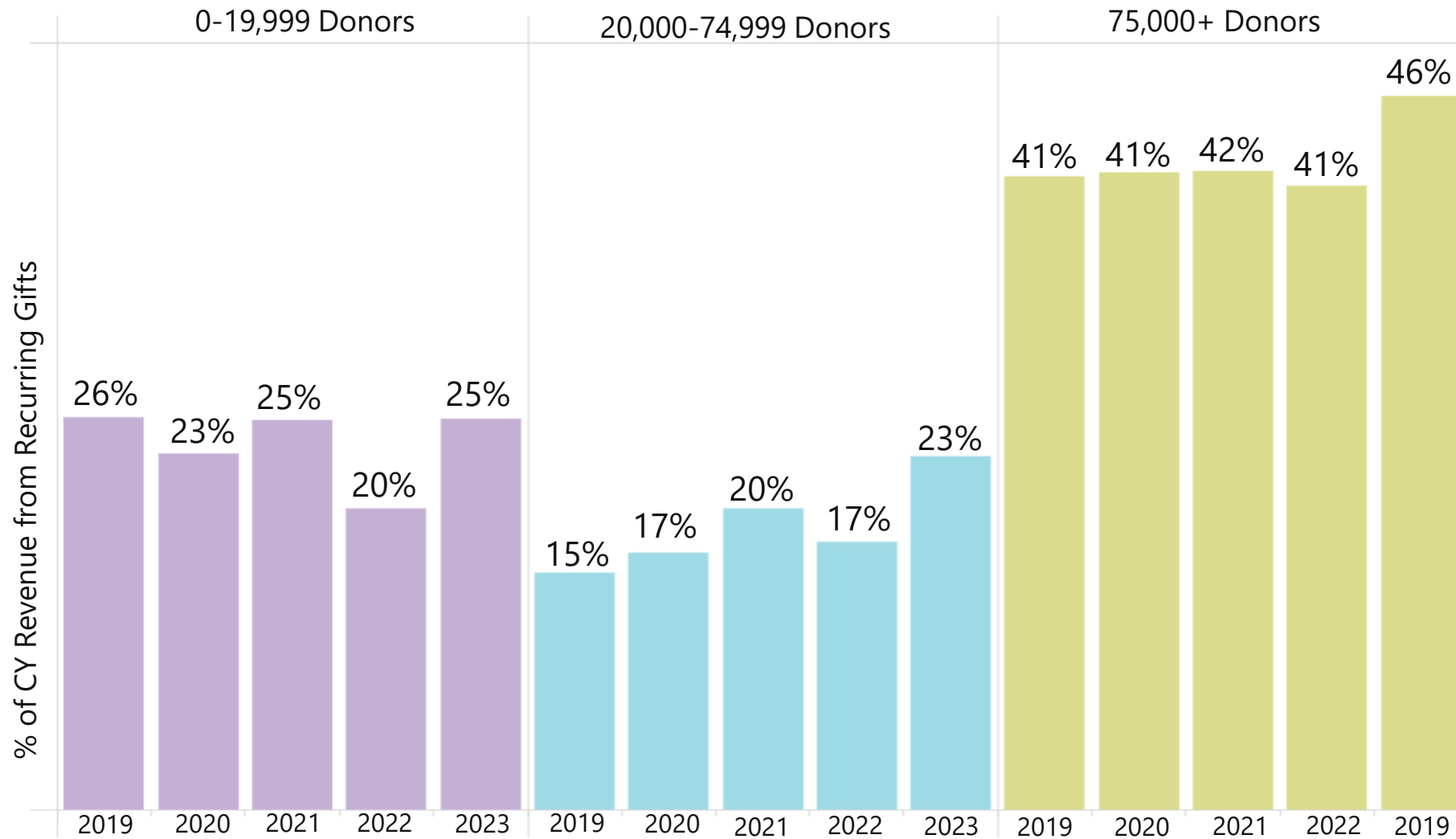
Median % of CY Donors Giving Any Recurring Gifts by Sustainer Program Size

(37 Organizations) (2019 - 2023)

Sensitivity: Public



Growth in the Share of Recurring Revenue in FY23



Median % of CY Revenue from Recurring Gifts by Sustainer Program Size
(37 Organizations) (2019 - 2023)

Recurring Donors are increasing as a share of totals

17%

Median % of total donors giving recurring gifts in FY19

26%

Median % of total revenue from recurring gifts in FY19

23%

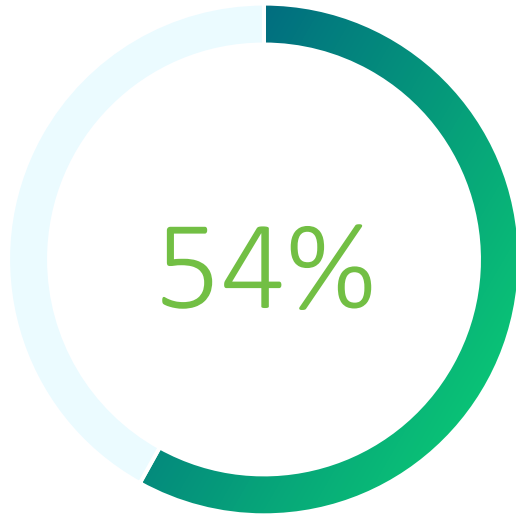
Median % of total donors giving recurring gifts in FY23

30%

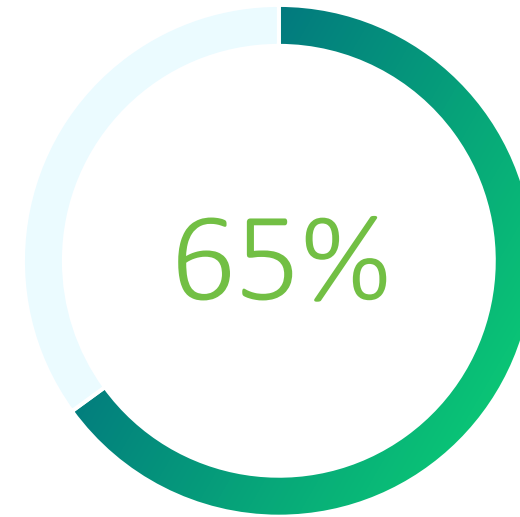
Median % of total revenue from recurring gifts in FY23



Recurring Donors and Revenue increased for the majority of organizations



Share of Sustainer Summit Organizations that increased the number of recurring donors from FY2022 to FY2023

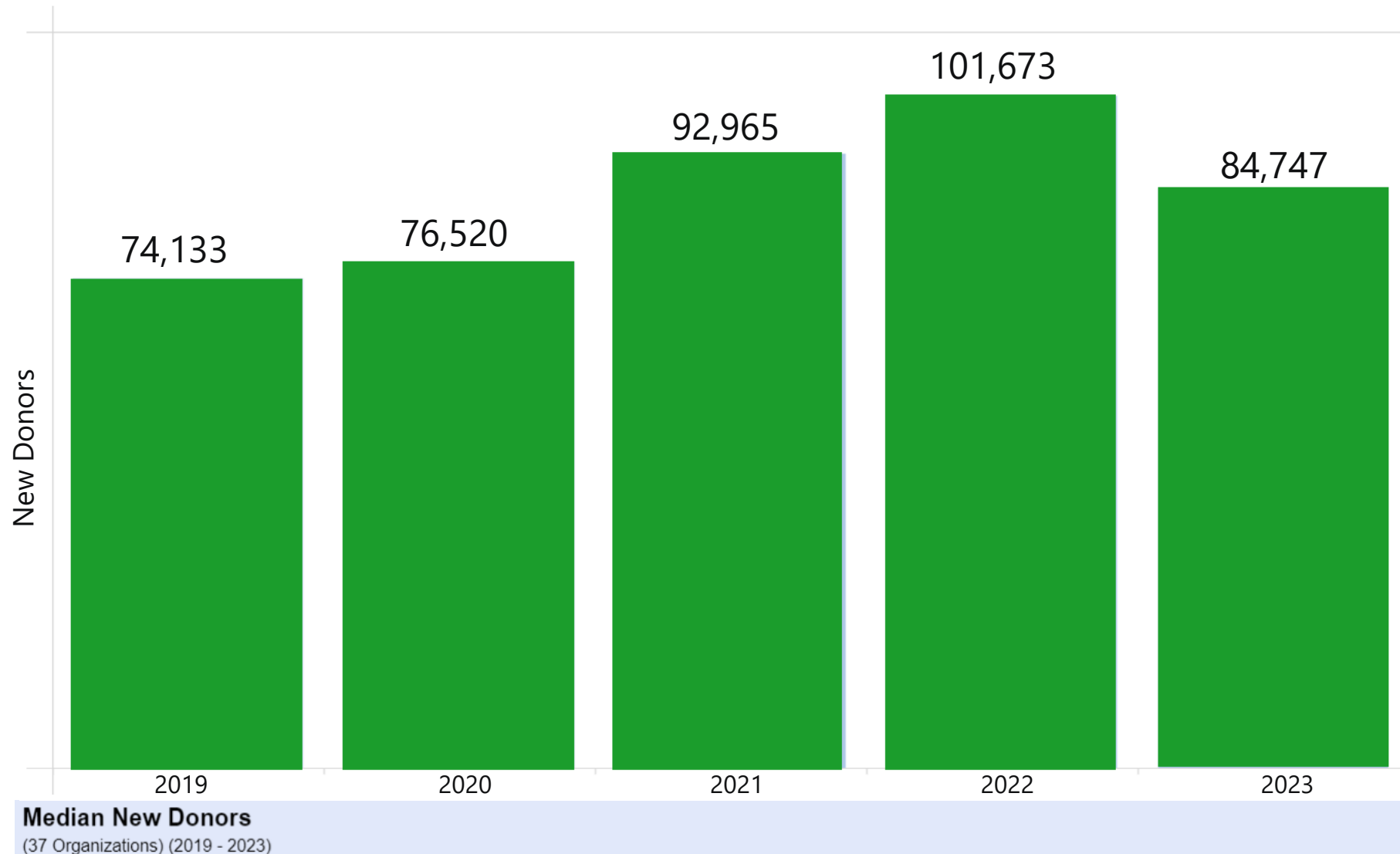


Share of Sustainer Summit Organizations that increased recurring revenue from FY2022 to FY2023

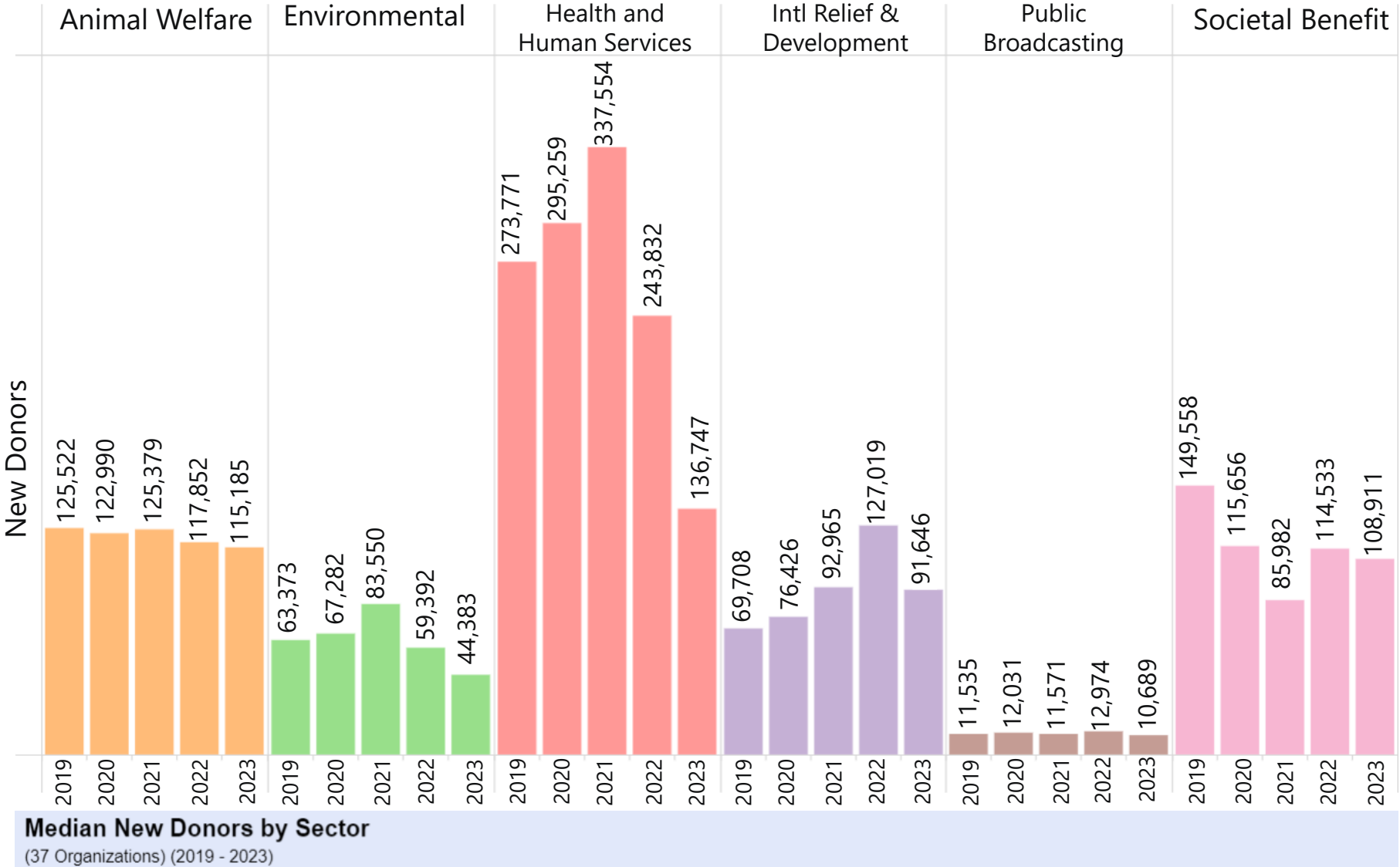


New Donor Trends

Overall New Donors Declined in FY23 Following 3 Years of Growth



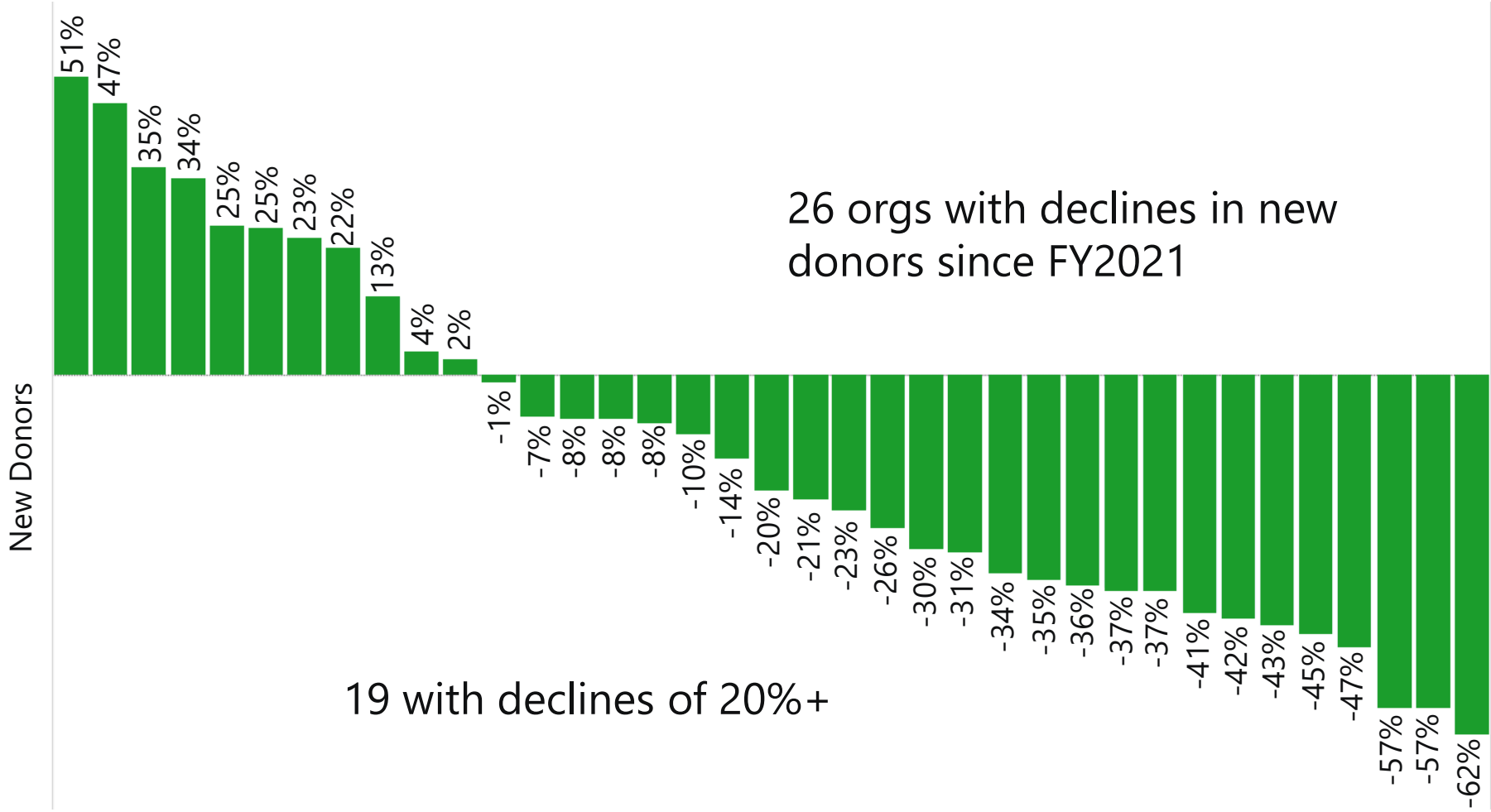
Median New Donors Declined Across All Sectors in FY2023



Sensitivity: Public



New Donor Acquisition Declined for the Majority from FY2021 to FY2023



2-Year Change in New Donors
(37 Organizations) (2023)



New Single Gift Donor Acquisition Declined in FY2023

5 of 37 organizations increased the number of new single gift donors from FY2022 to FY2023

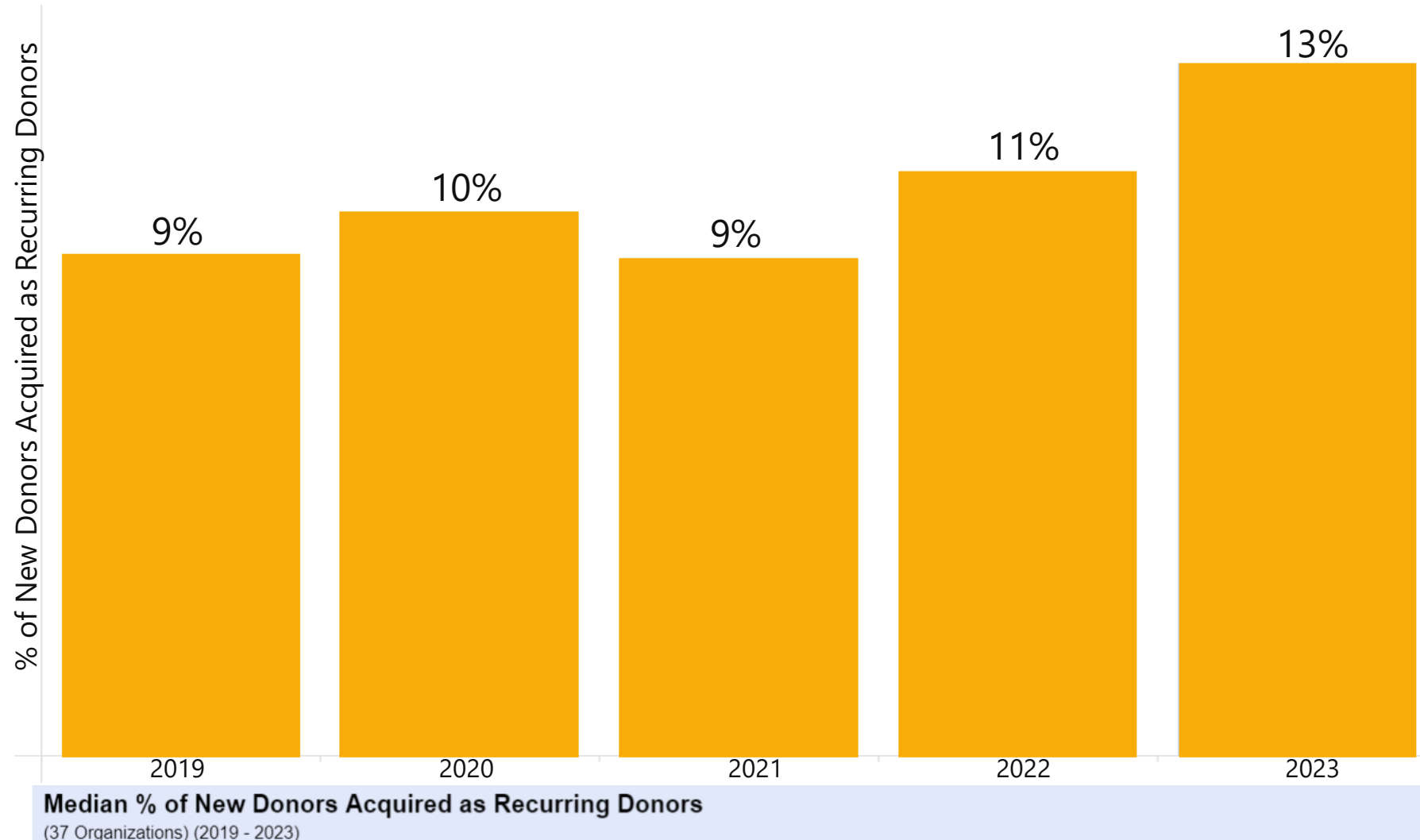
The number of new single gift donors declined a median 25% from FY2022 to FY2023

The majority of organizations experienced an increase in new recurring donor acquisition in FY2023

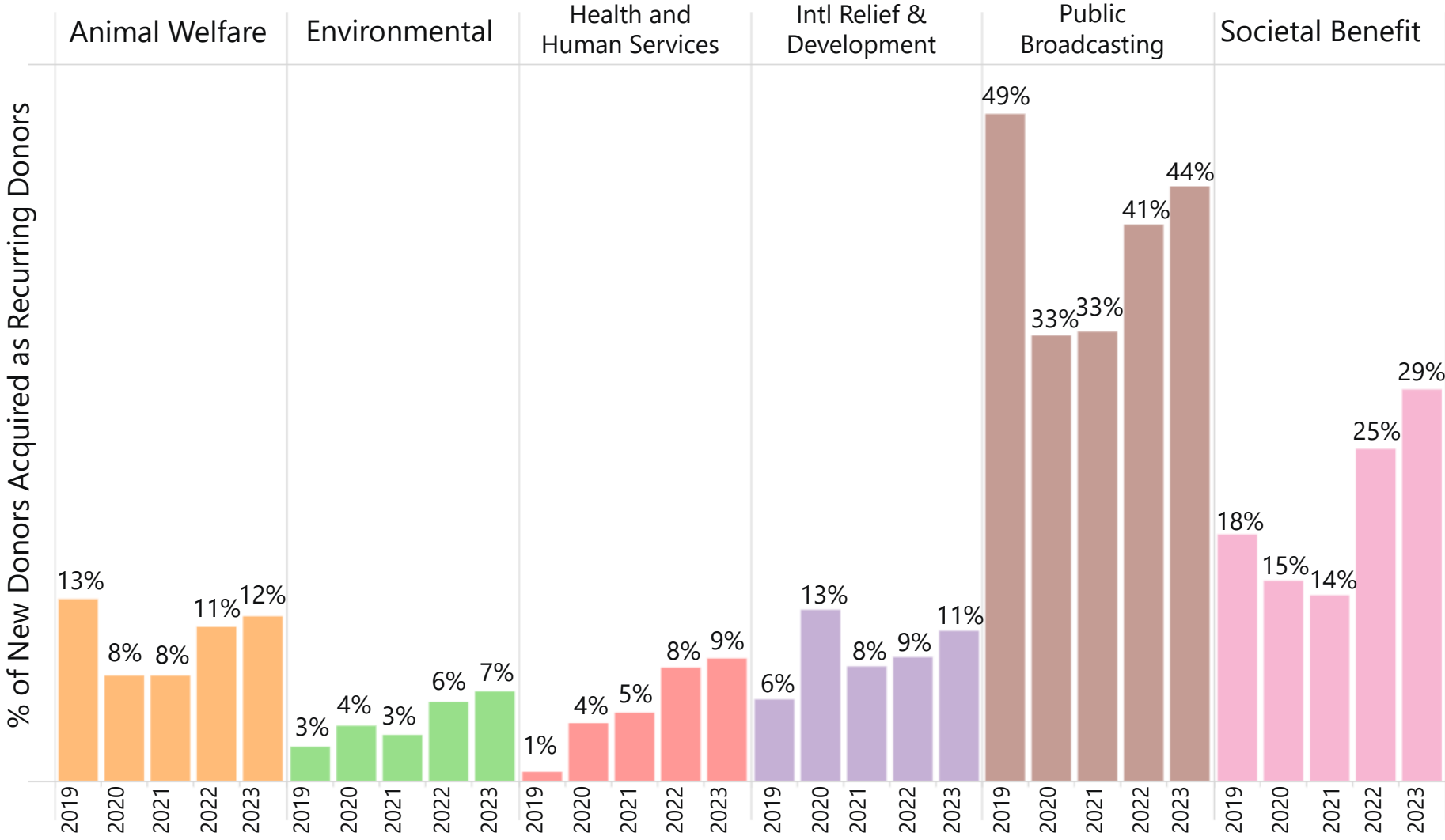
19 of 37 increased the number of new recurring acquired donors from FY2022 to FY2023

The number of new donors acquired directly to recurring increased a median 3% from FY2022 to FY2023

Share of New Donors Acquired as Recurring Reached a 5-Year High



Share of New Donors Acquired as Recurring Increased Across Sectors



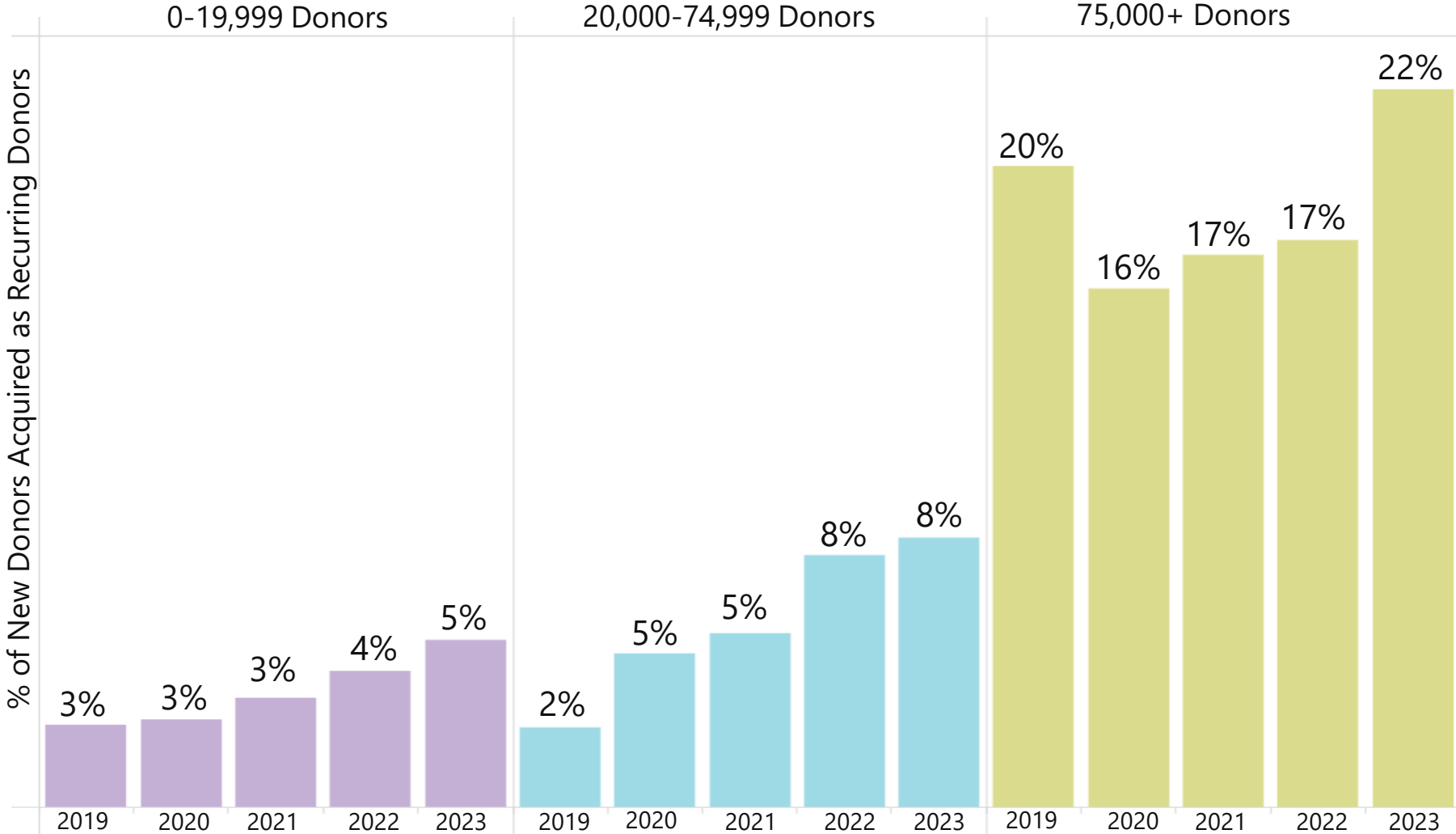
Median % of New Donors Acquired as Recurring Donors by Sector
 (37 Organizations) (2019 - 2023)

Sensitivity: Public



Large Size Programs with the Greatest Growth in New Sustainers in FY2023

Size of Sustainer Program



Median % of New Donors Acquired as Recurring Donors by Sustainer Program Size
 (37 Organizations) (2019 - 2023)

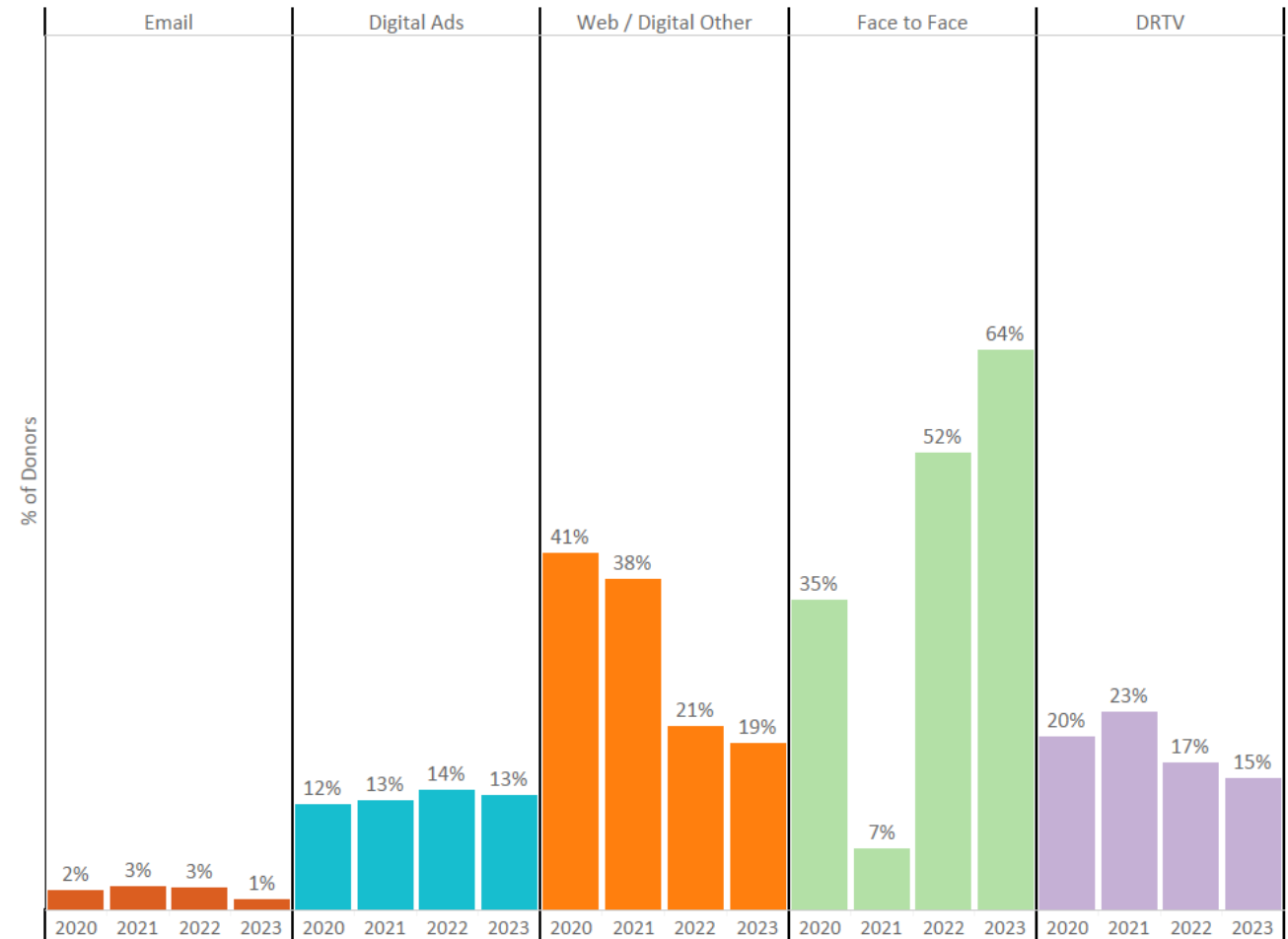
Sensitivity: Public



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

- The share of donors acquired via Face to Face declined during the pandemic and has grown over the last 2 years as more organizations test and expand Face to Face programs.

Trends in Distribution of New Recurring Donors by Origin Source



% CY Donors
Medians may not add up to 100%

FY2023 Face to Face and Door to Door Insights



21 of 37 organizations acquire new recurring donors via Face to Face/Door to Door in FY2023

3 organizations acquire donors via Door to Door



14 of the 21 organizations with a Face to Face/Door to Door program increased the number of donors acquired via this source from FY2022 to FY2023



4 organizations have added F2F/D2D in the last 2 years

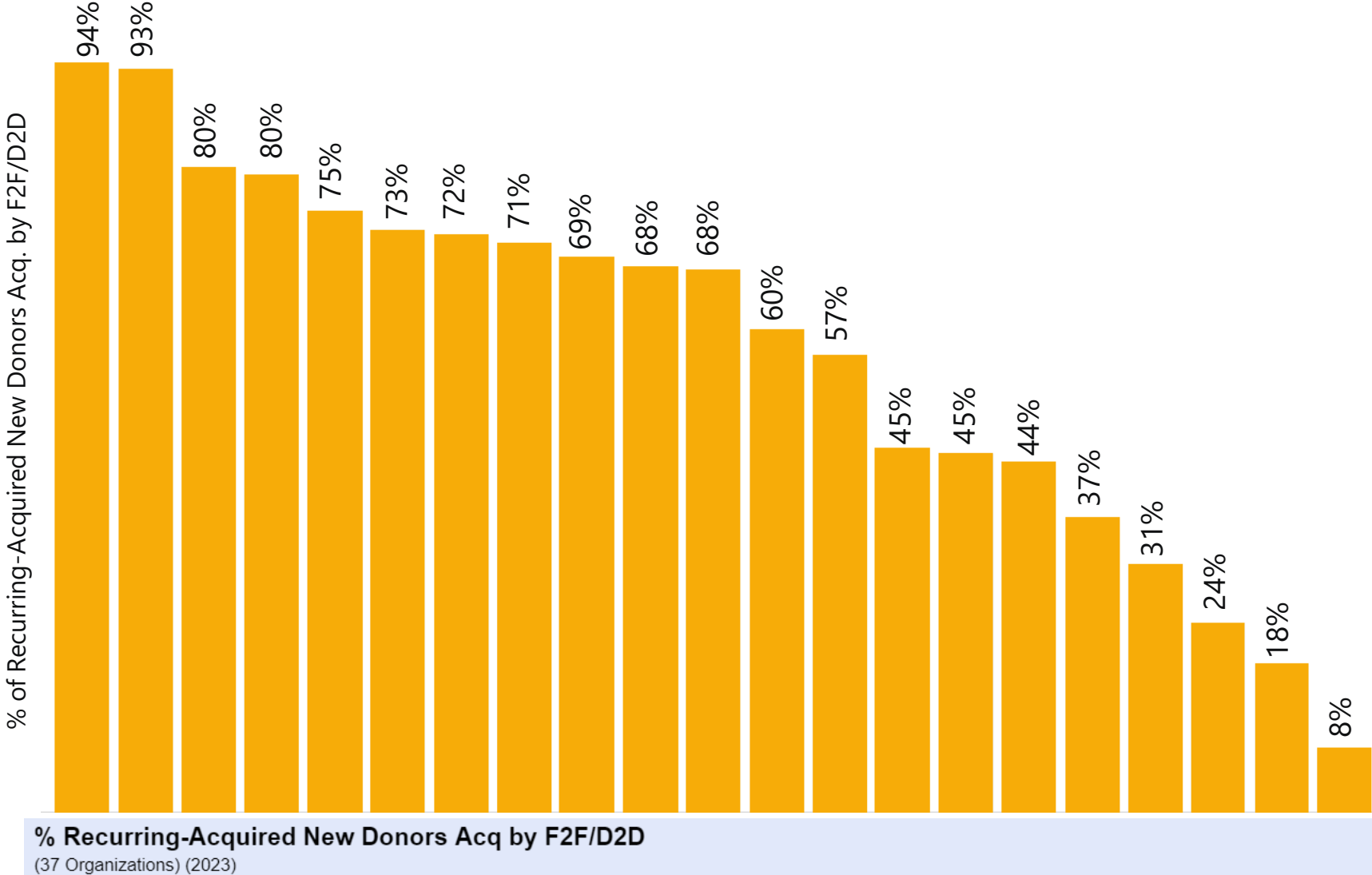
Digital Channel and DRTV Donor Acquisition

8 of 37 of organizations increased the number of new recurring donors acquired via Web/Digital channels from FY2022 to FY2023

The number recurring donors acquired via web/digital channels declined a median 8% from FY2022 to FY2023

12 organizations acquired new recurring donors via DRTV in FY2023

13 of 21 with Face to Face/Door to Door programs acquired 50% or more of FY23 new sustainers with canvassing

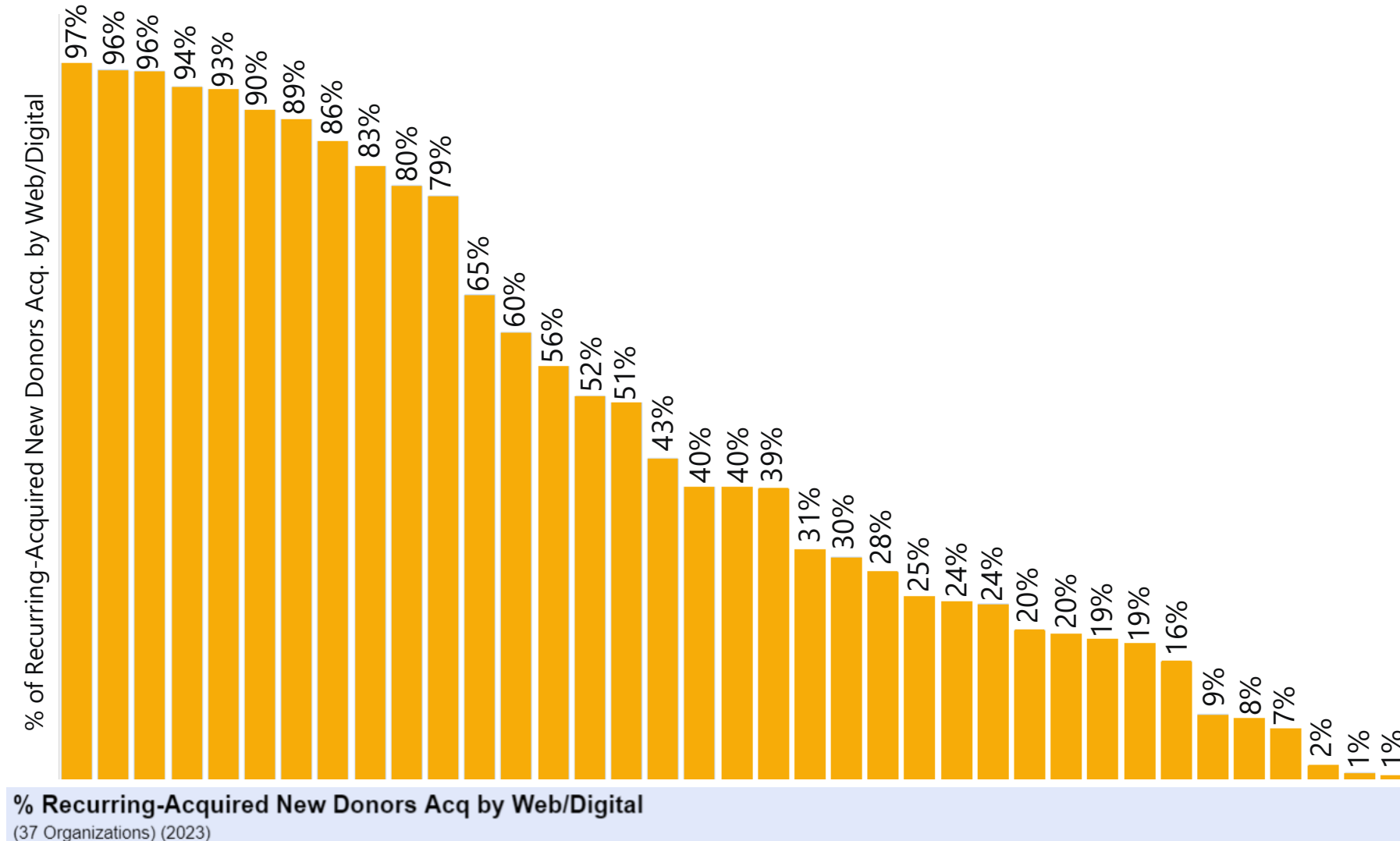


% Recurring-Acquired New Donors Acq by F2F/D2D
(37 Organizations) (2023)

Sensitivity: Public



16 of 37 acquired 50% or more of FY23 new sustainers by Web/Digital channels

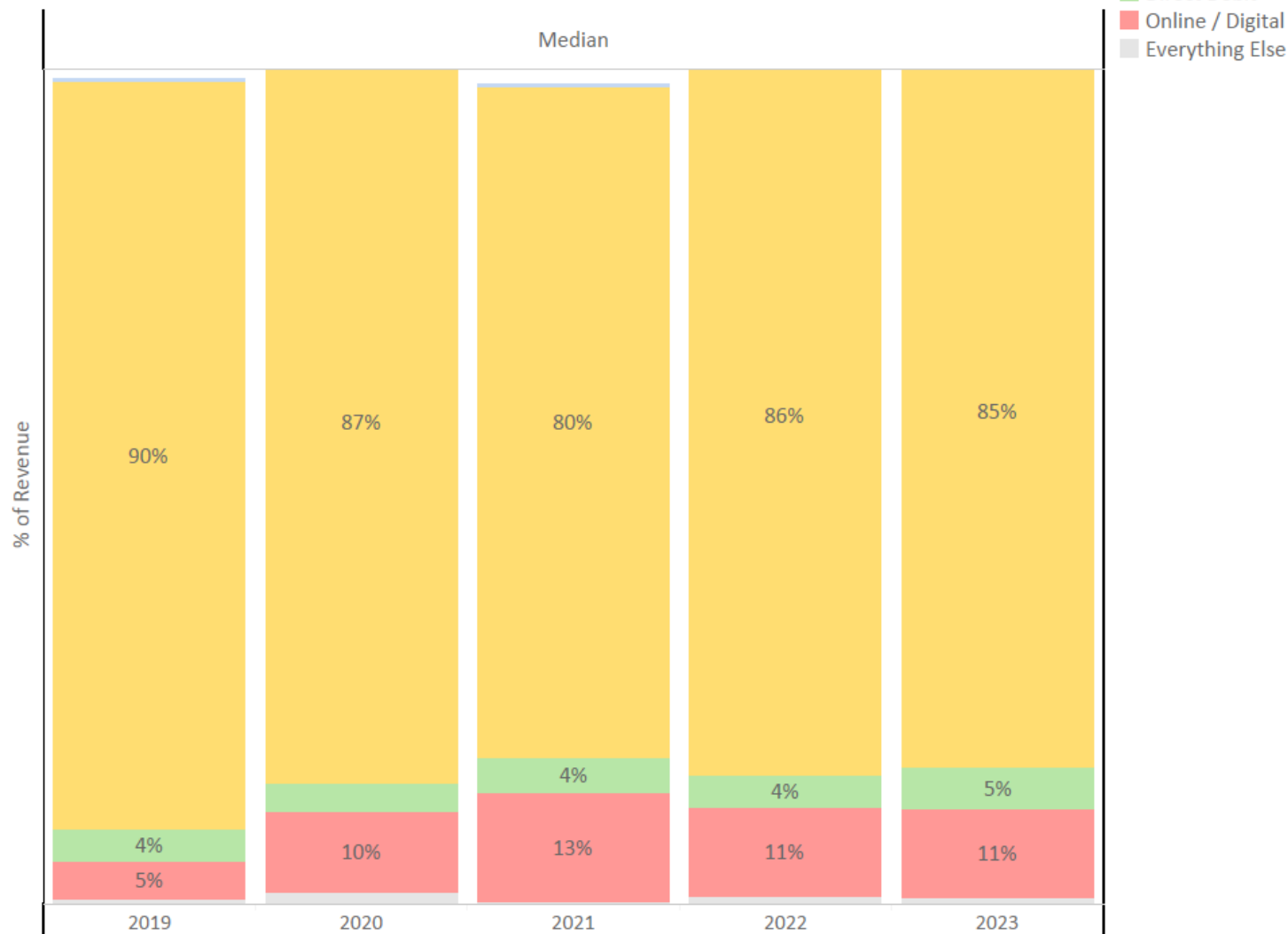


Sensitivity: Public



After a peaking in FY21, digital payment methods have held steady in FY22 and FY23 for new donor acquisition

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



Medians may not add up to 100%

Sensitivity: Public





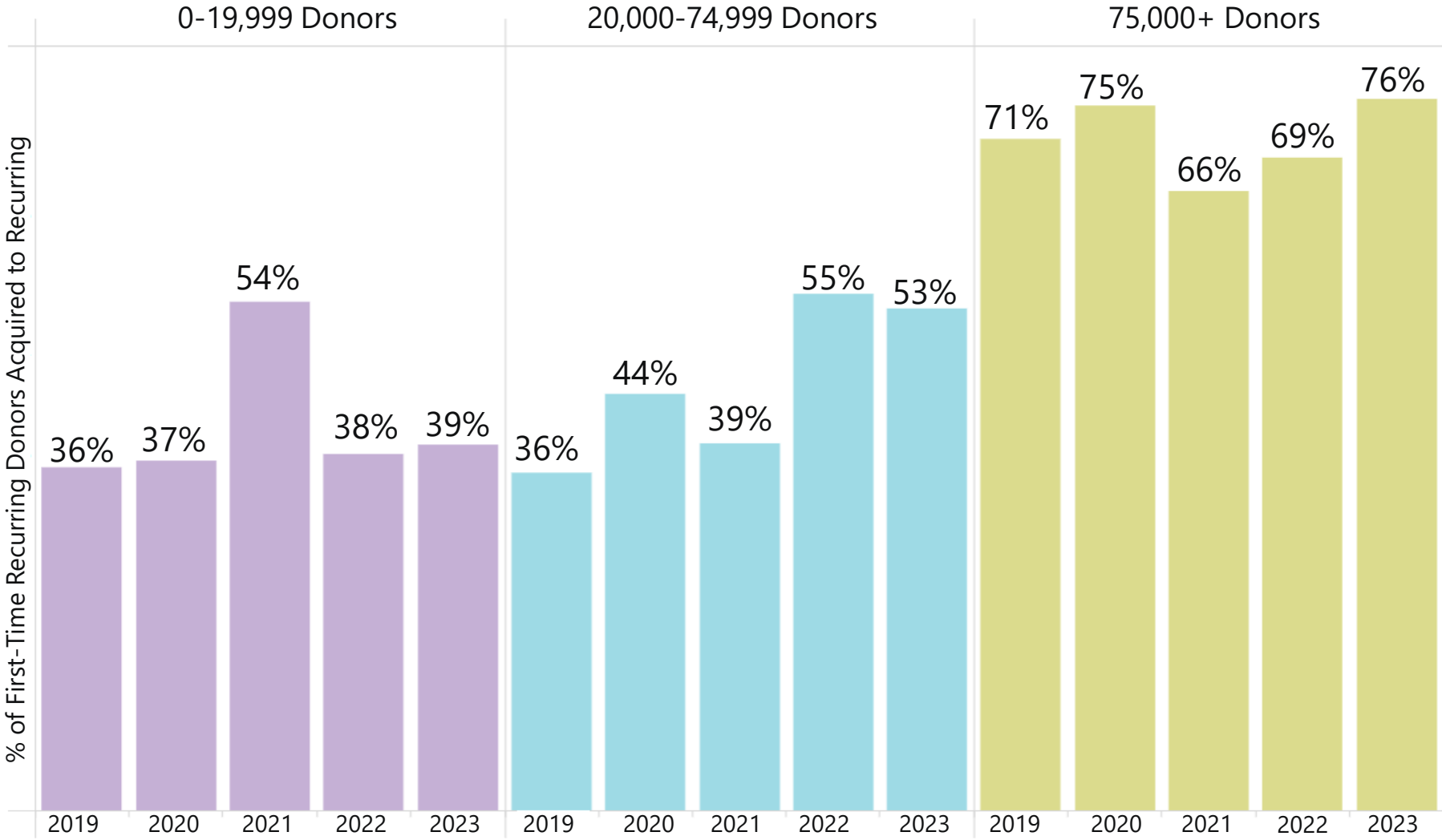
First-Time Recurring Donor Trends

Acquired Directly to Recurring and
Converted to Recurring



First Time Sustainers – Acquired Directly to Recurring

Size of Sustainer Program

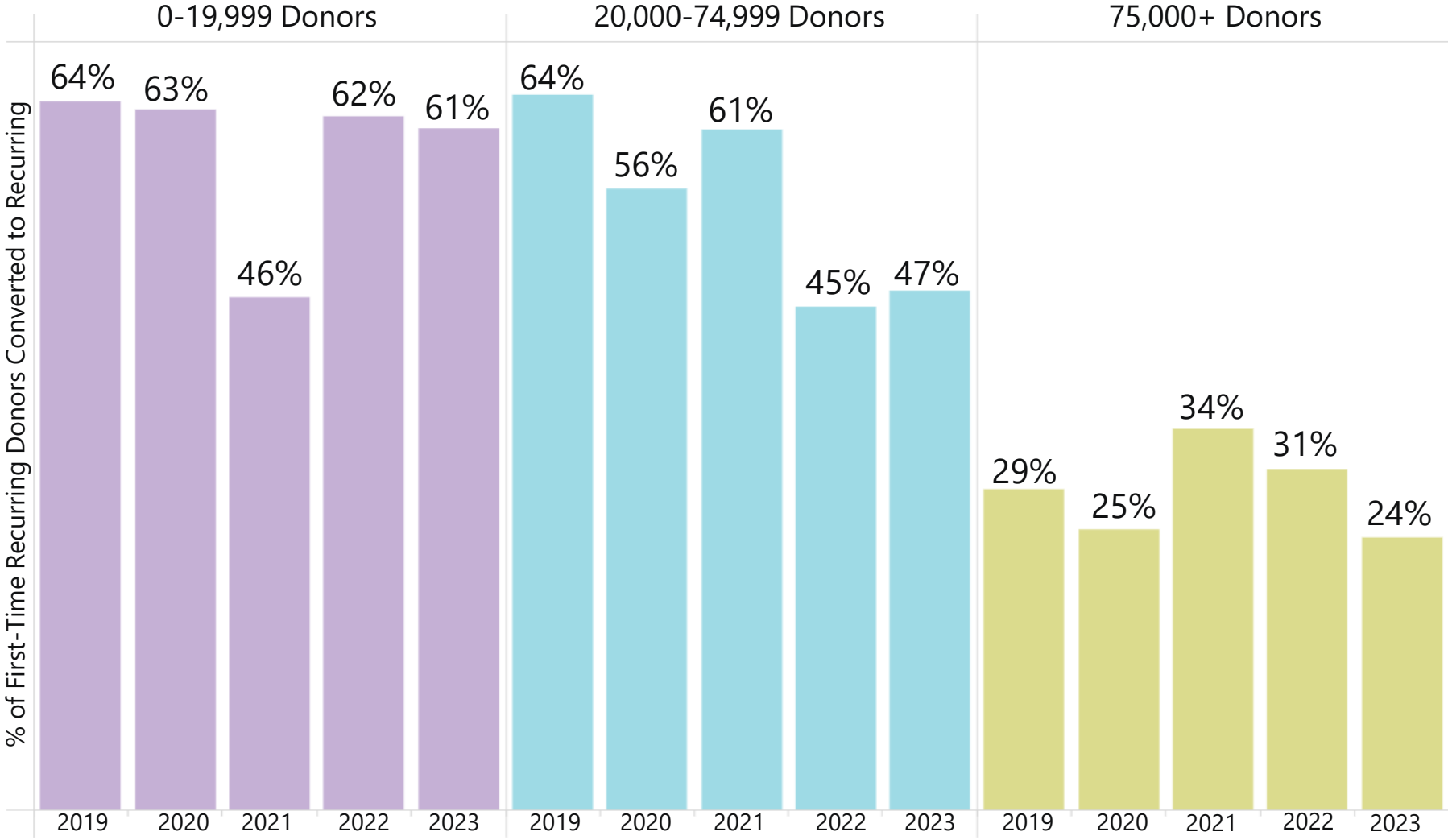


Median % First-Time Recurring Donors Acquired to Recurring by Sustainer Program Size
(37 Organizations) (2019 - 2023)



First Time Sustainers – Converted to Recurring

Size of Sustainer Program



Median % First-Time Recurring Donors Converted to Recurring by Sustainer Program Size
 (37 Organizations) (2019 - 2023)

Sensitivity: Public



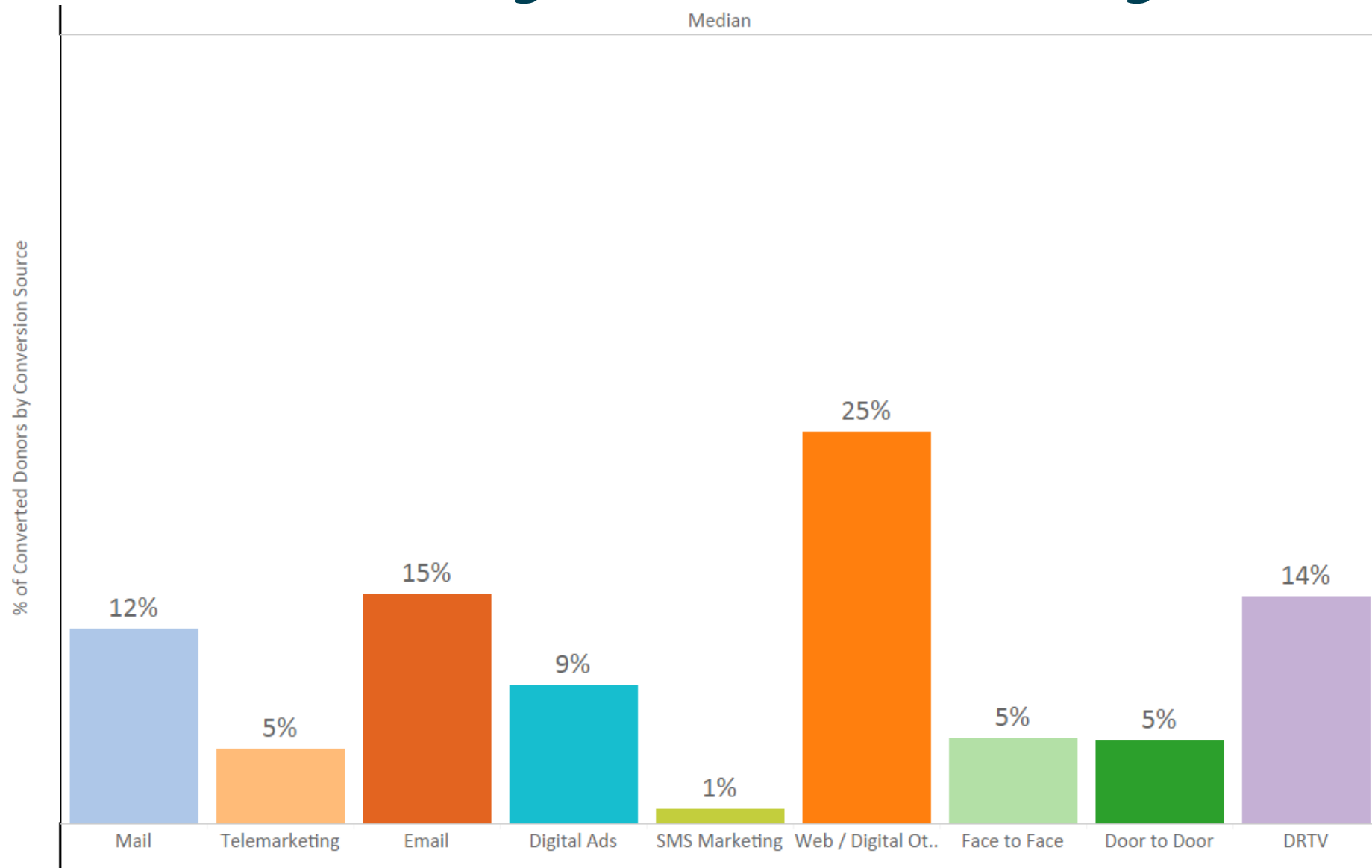
Declines in Single to Recurring Conversions in FY2023

6 of 37 organizations increased the number of single gift donors who converted to recurring for the first time from FY2022 to FY2023



The number of single gift donors who converted to recurring declined a median 14% from FY2022 to FY2023

What Channels Convert Single Donors to Recurring Donors?



Source: FY23 donorCentrics Sustainer Summit

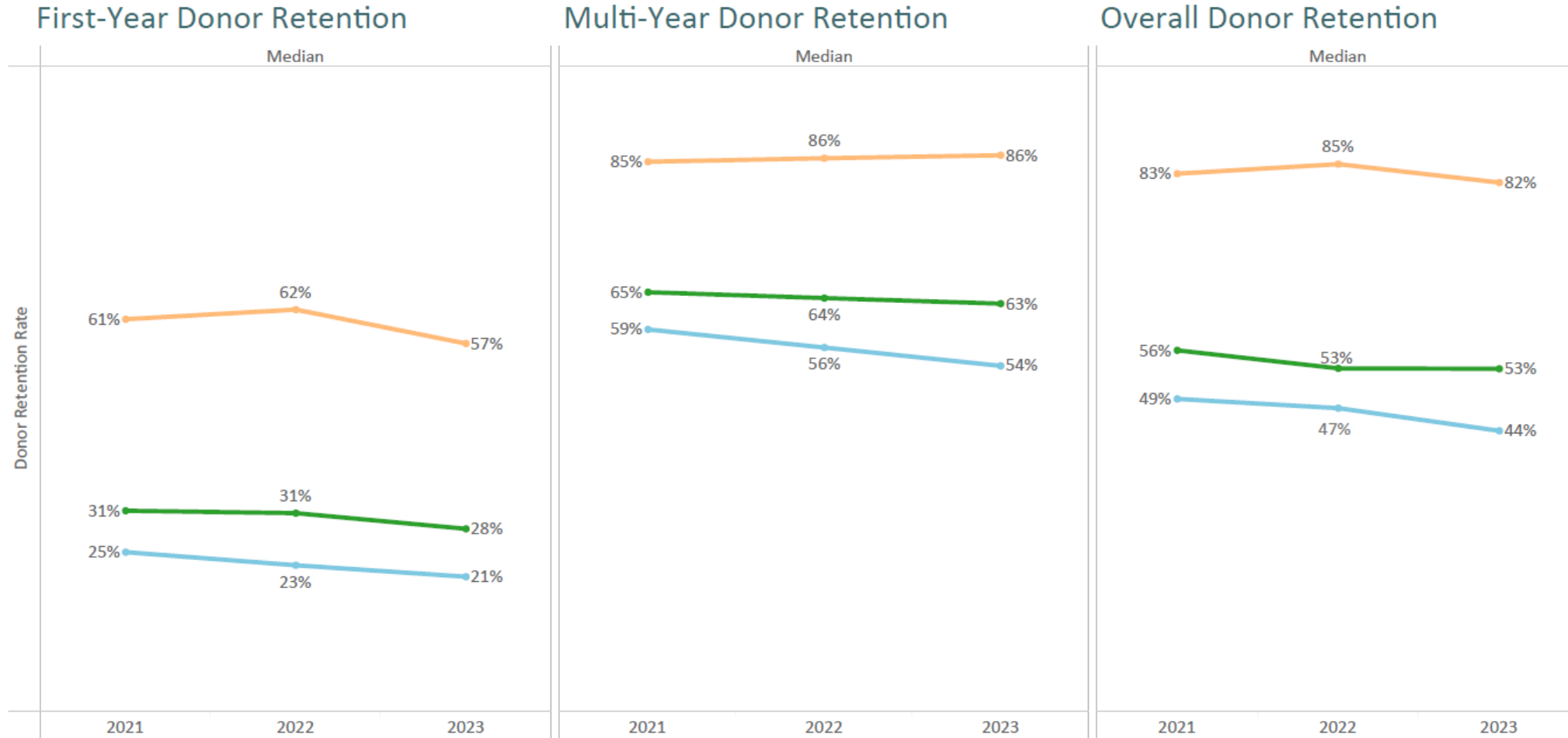
Sensitivity: Public



The background features several decorative geometric shapes. In the top-left corner, there is a large cyan diamond with a white outline. Below it is a smaller purple diamond. In the bottom-left, there is a cyan diamond and a purple diamond. In the bottom-right, there is a large cyan diamond with a green diamond on top of it, and a white line forming a peak shape below. The text "New Donor Retention Trends" is centered in white.

New Donor Retention Trends

Median Retention Trends

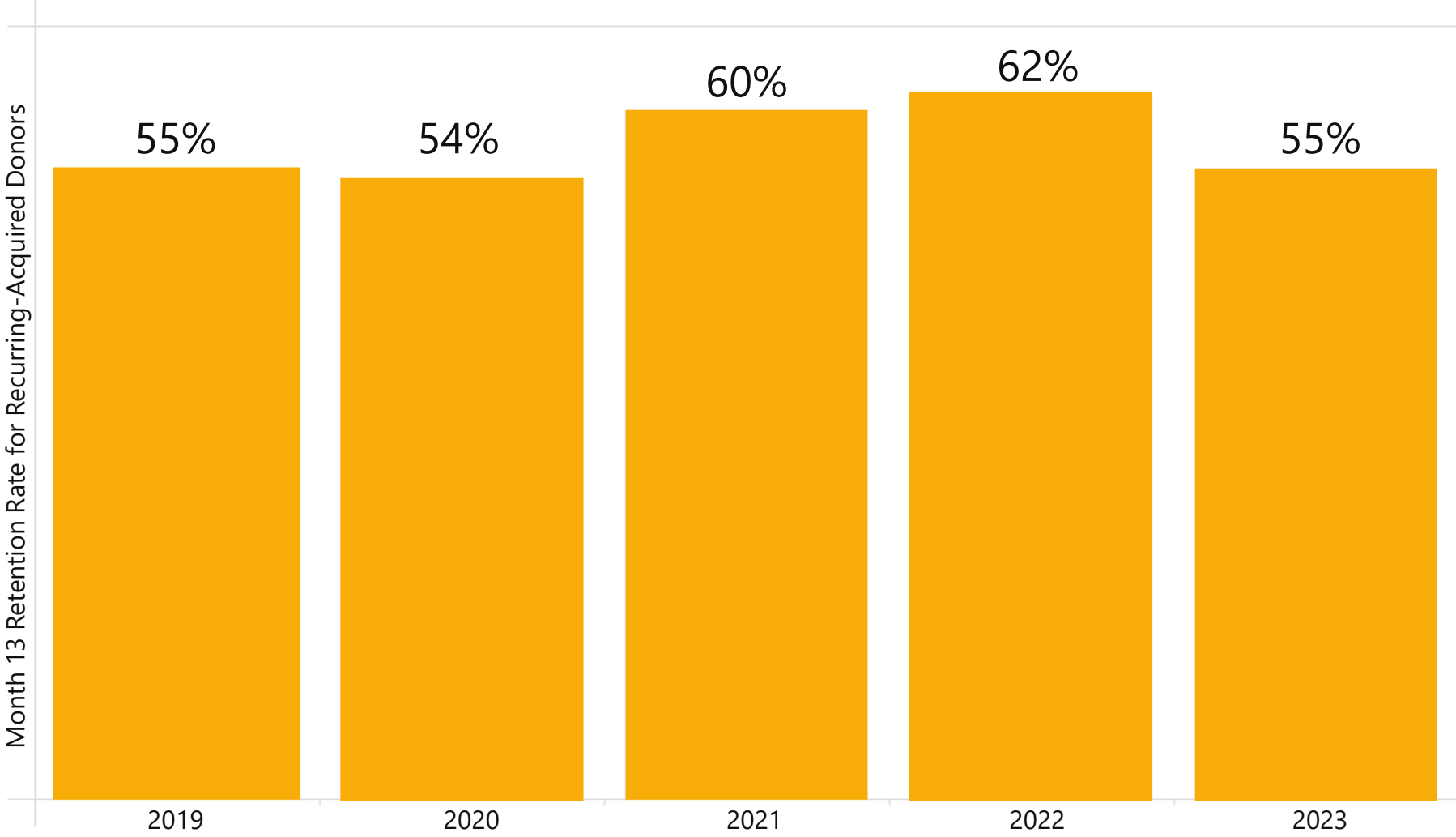


Retention rates are annual, except for first-year recurring donors, which are 13th month retention rates.

Gift Type in the Prior Year
■ Single Gifts Only in PY
■ All Donors
■ Any Recurring Gifts in PY



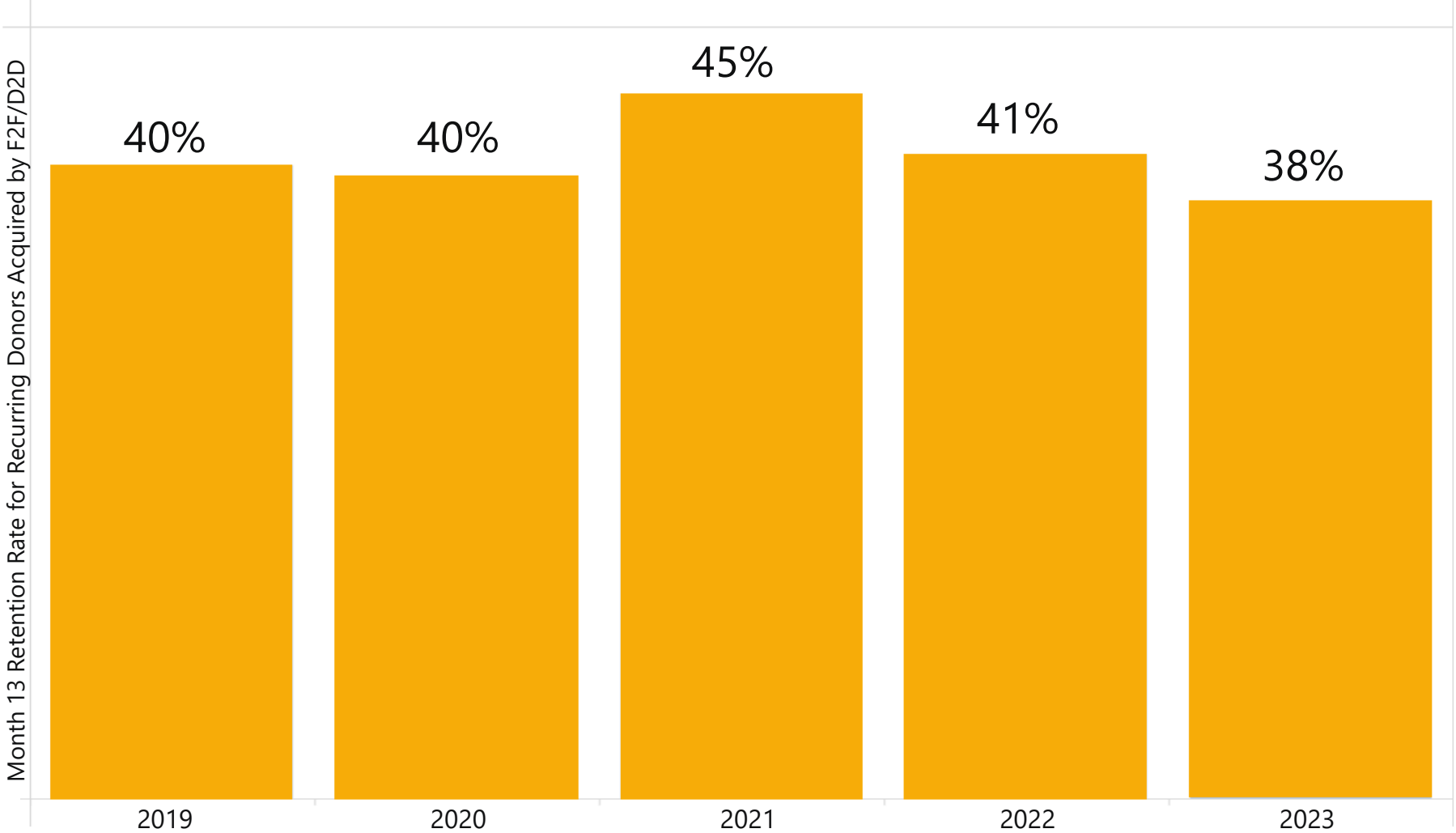
Median 13-Month Retention for Recurring Acquired



Median Month 13 Retention Rate for Recurring-Acquired Donors
(37 Organizations) (2019 - 2023)



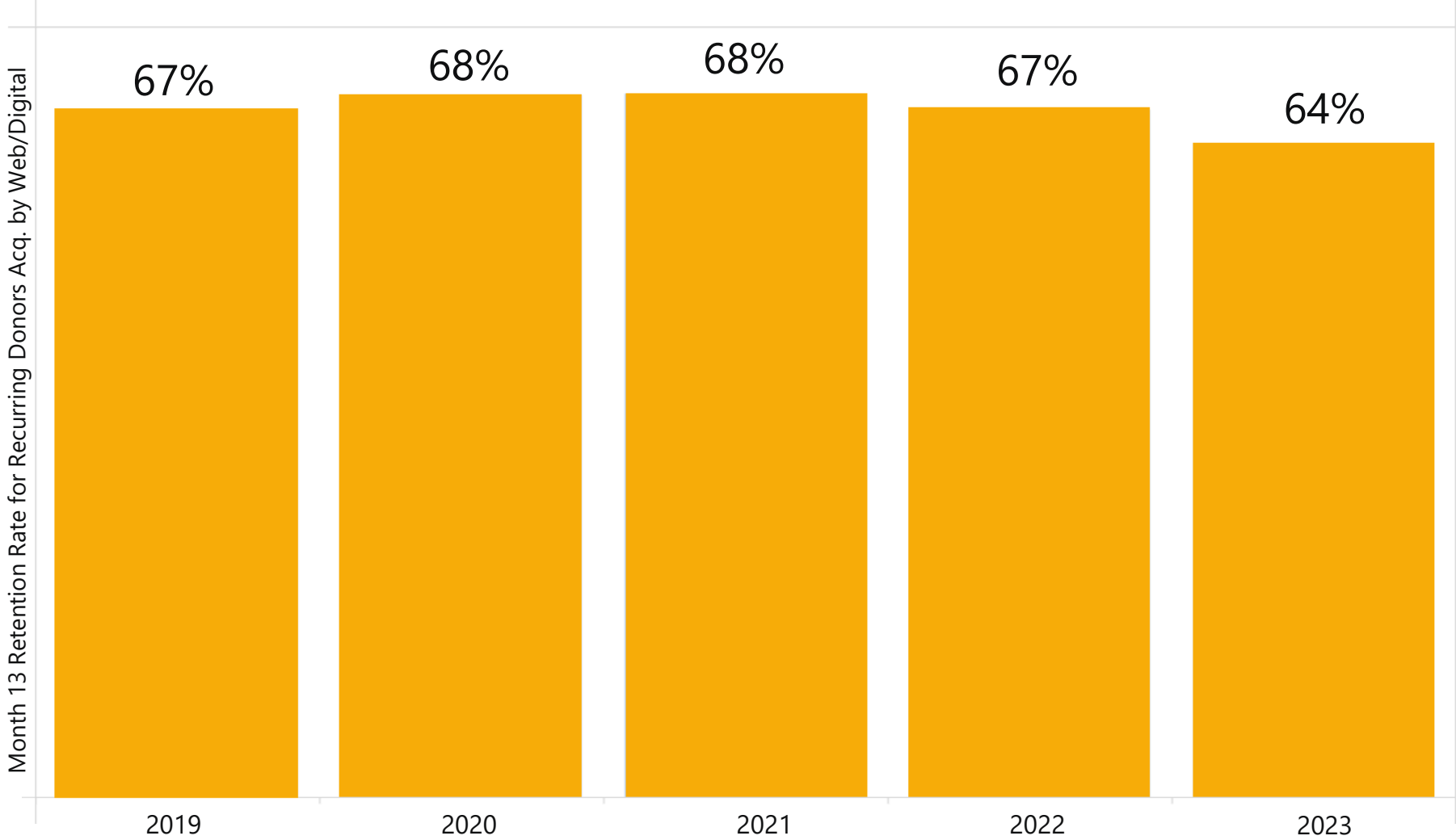
Median 13-Month Retention – F2F/D2D Acquired



Median Month 13 Ret Rate for Rec Donors Acq by F2F/D2D
(37 Organizations) (2019 - 2023)



Median 13-Month Retention – Web/Digital Acquired



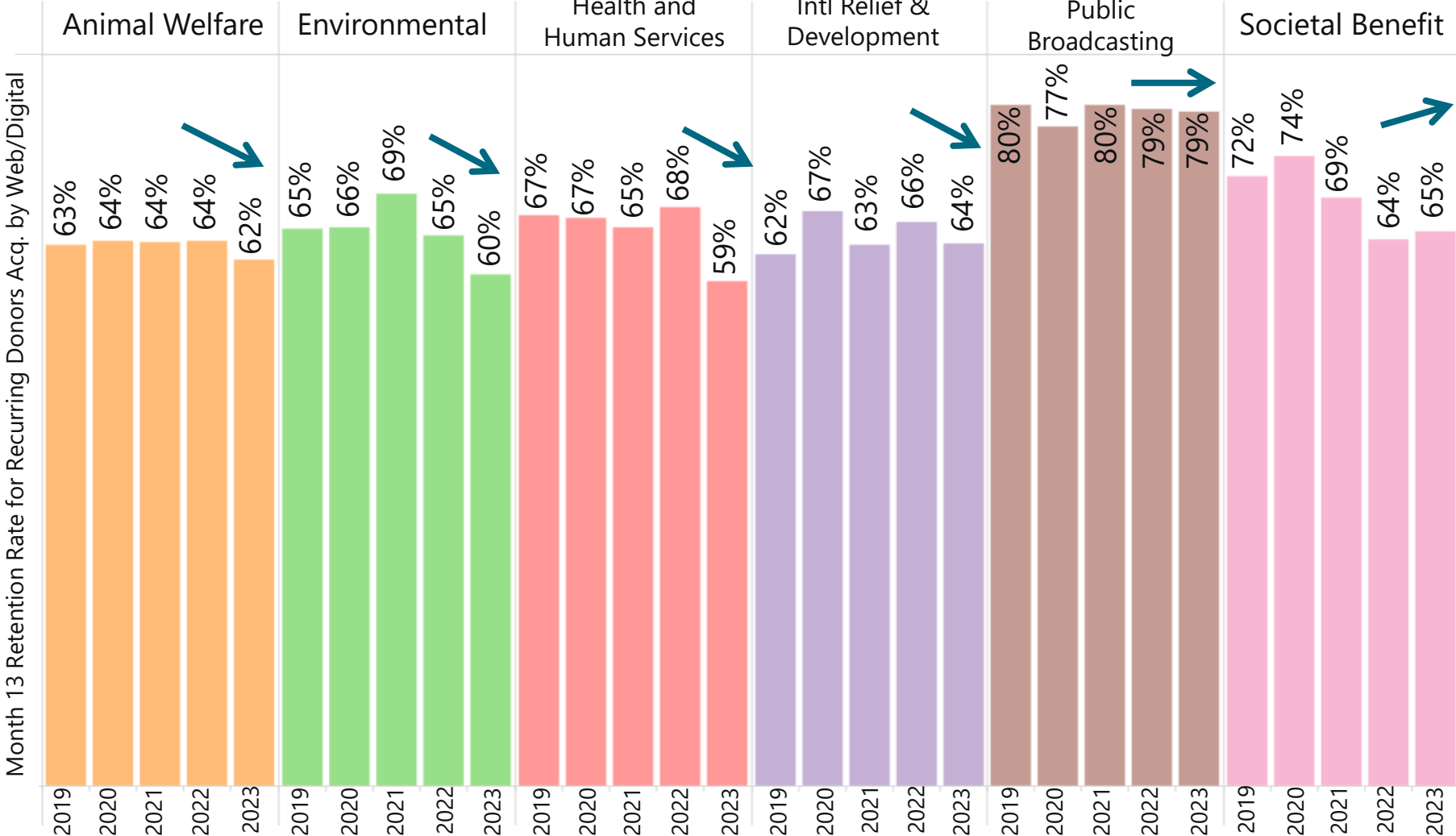
Median Month 13 Ret Rate for Rec Donors Acq by Web/Digital

(37 Organizations) (2019 - 2023)

Sensitivity: Public



Median 13-Month Retention – Web/Digital Acquired by Sector



Median Month 13 Ret Rate for Rec Donors Acq by Web/Digital by Sector
 (37 Organizations) (2019 - 2023)

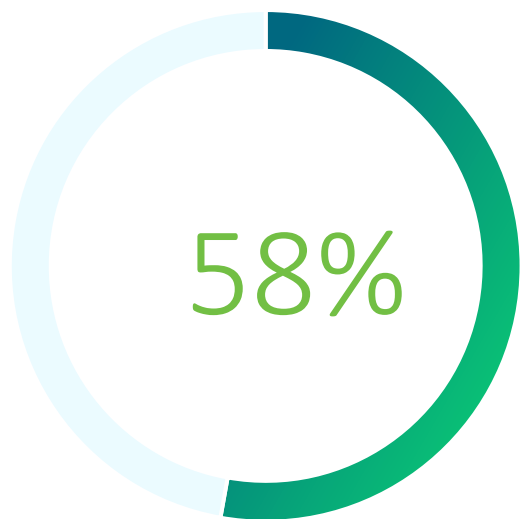
Sensitivity: Public



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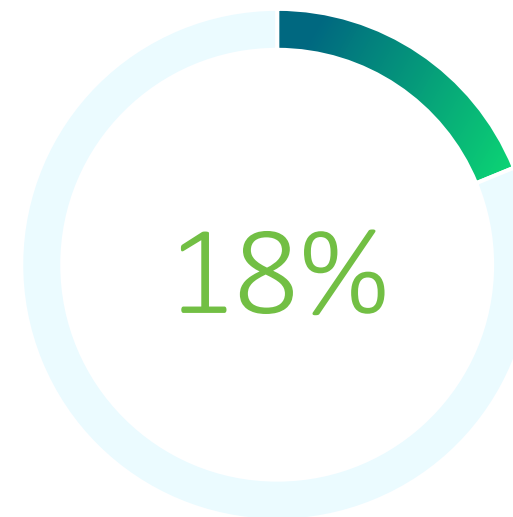
Shifts in Recurring Donor Long Term Value

Compare Long Term Retention for Donors Acquired as Recurring or Single Gifts in FY21



A median 58% percent of donors **acquired to recurring giving in FY2021** were still giving in FY2023.

Compare to:



A median 18% percent of donors **acquired with a single gift in FY2021** were still giving in FY2023

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



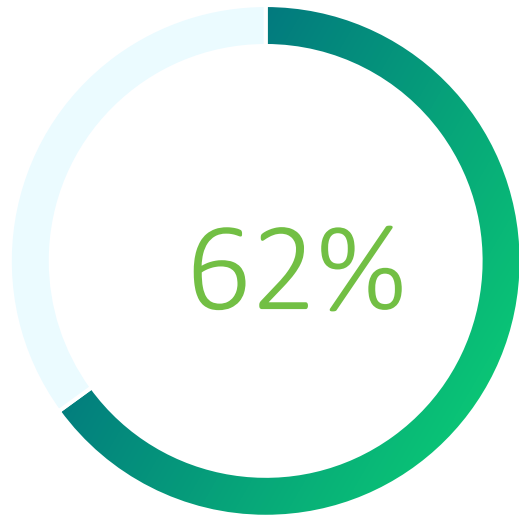
The median long-term value per donor **acquired as recurring in FY2021** is \$432 in FY2023

Compare to:



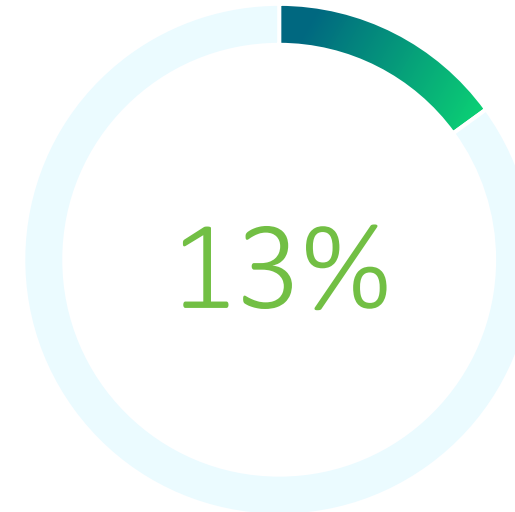
The median long-term value per donor **acquired as single gift in FY2021** was \$155 in FY2023

Long-Term Trends for FY2021 Web-Acquired Donors



A median 62% percent of donors **acquired to recurring giving via Web/Other** in FY2021 were still giving in FY2023.

Compare to:



A median 13% percent of donors acquired to **single gift giving via Web/Other** in FY2021 were still giving in FY2023.

Long-Term Trends for FY2021 Web-Acquired Donors



The median long-term value of donors **acquired to recurring giving via Web/Other** in FY2021 is \$438 in FY2023

Compare to:



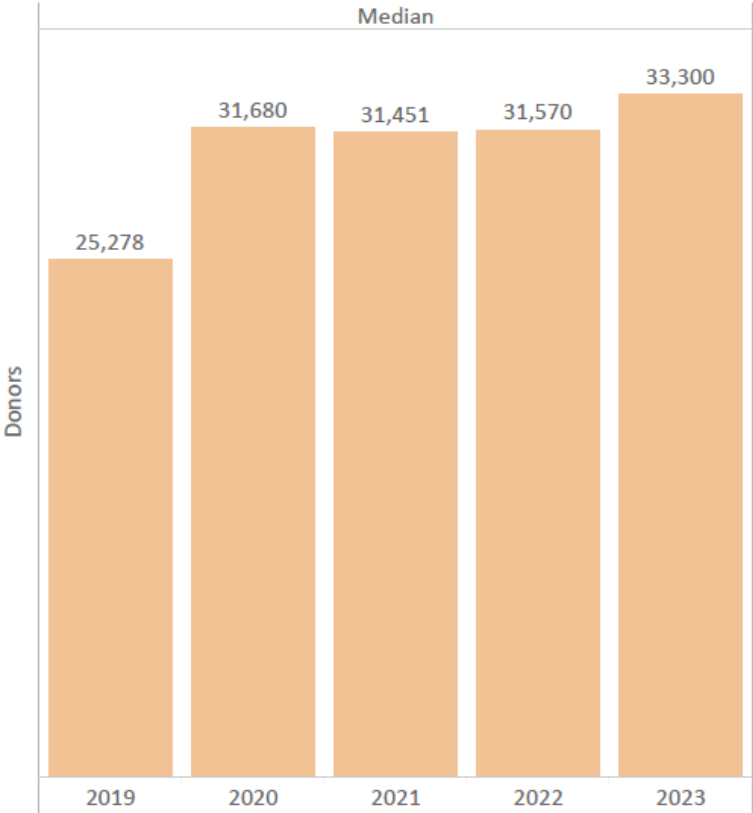
The median long-term value of donors **acquired to single giving via Web/Other** in FY2021 is \$164 in FY2023



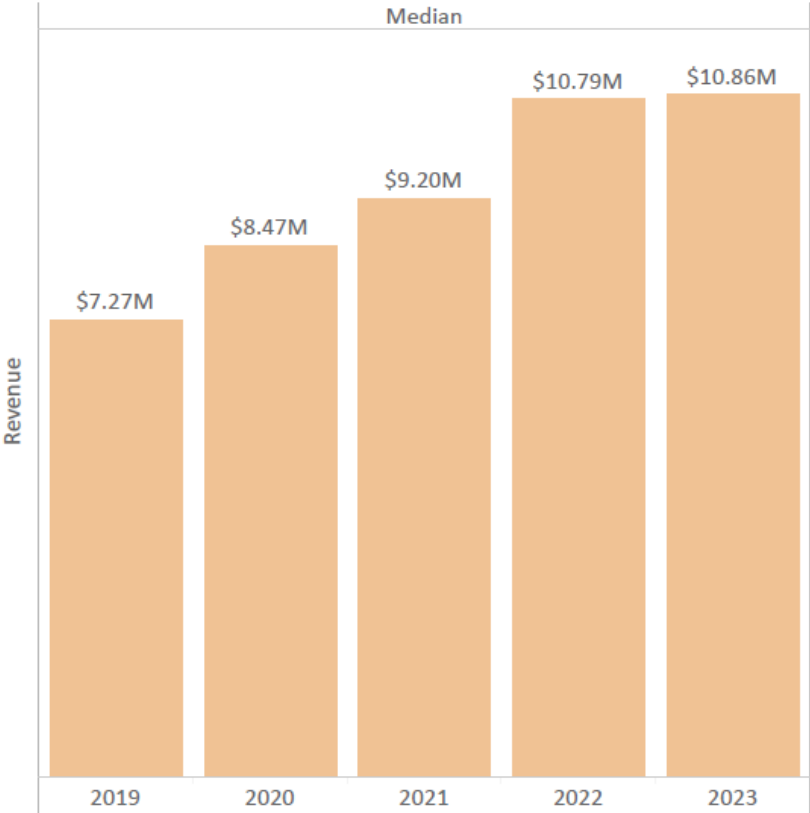
The 3+ Years Consecutive Recurring Giving Population continues to grow in FY23 with the potential for continuing growth in FY24 and FY25.

Active Donors Giving Recurring Gifts for 3+ Years Consecutively

Donors Giving Recurring Gifts for 3+ Years Consecutively

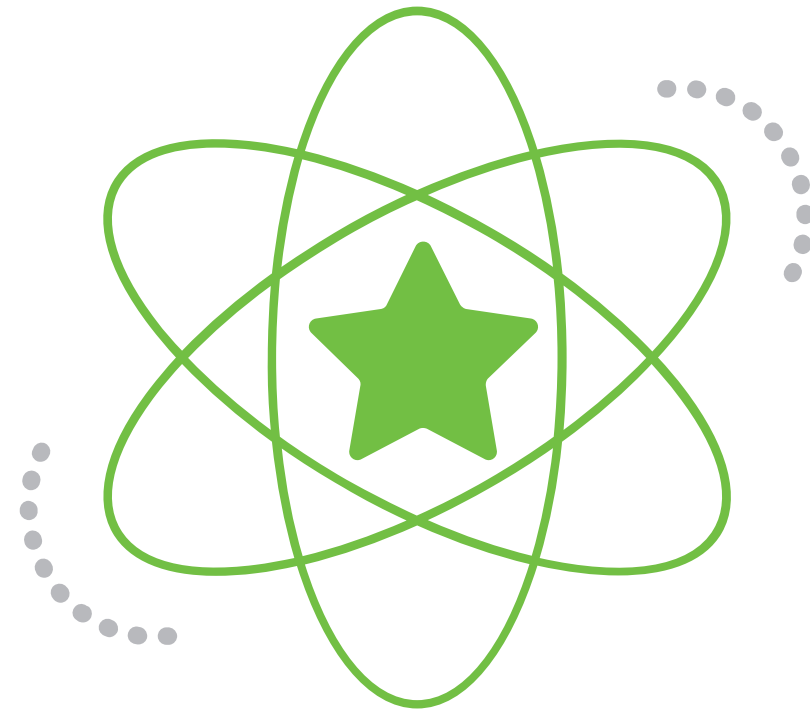


Revenue from Donors Giving Recurring Gifts for 3+ Years Consecutively



Areas to monitor in FY24

- What will be the impact of fewer single gift donors available to convert to recurring?
- Modest retention declines for digitally acquired sustainers – how will this impact long term value?
- Face to face retention – continue to test areas to improve month to month retention
- Role of new channels in recurring acquisition cultivation and acquisition – CTV and SMS?



Participating Organizations

- **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
- **Covenant House**
- **Disabled American Veterans**
- **Earthjustice**
- **EDF**
Environmental Defense Fund
- **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
- **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**
- **USO**
United Services Organization
- **WWF**
World Wildlife Fund

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Thank you

