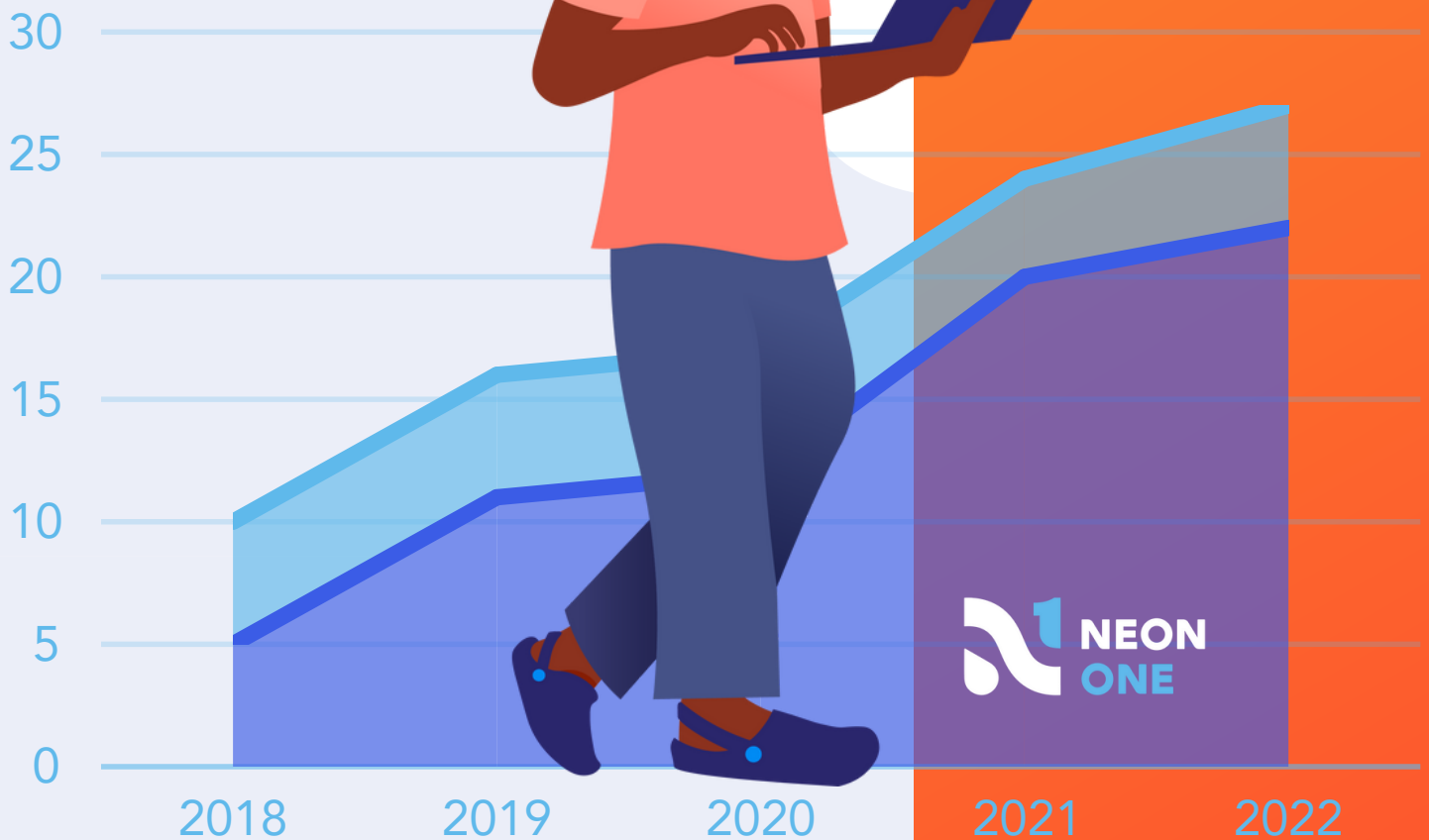


The Recurring Giving Report

Data-Backed
Insights for
Sustainable
Generosity





DEDICATED TO

**The Nonprofit
Leaders Inspiring
Us Every Day**

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Your work is important. Regardless of your circumstances—whether you're a new fundraiser or a seasoned one, work with a local charity or an international nonprofit, focus on animal welfare or a rare disease—you dedicate your time and talent to making the world a better place.

That's never been an easy task. But, in recent years, it feels like it's gotten harder. Much harder.

You've seen the headlines. Individual giving is down. Donor retention rates remain low. Reliance on major donors is on the rise.

But recurring donors—people who commit to supporting their favorite causes on an ongoing basis—are a bright spot in the sector. These highly engaged supporters are a reliable, predictable source of support for the organizations they love.

As you read through this report, you'll get an understanding of how these dedicated donors have supported their favorite nonprofits over a five-year period; insight into when, how, and why they give; and examples, advice, and encouragement you can use as you begin or expand your own recurring program.

Happy reading!

The Neon One Team





Executive Summary

Recurring donors are some of the most valuable supporters in any nonprofit's database. And, as the nonprofit sector faces increasing mistrust from donors and declining individual giving, they're becoming increasingly significant.

In this report, we look at how recurring donors—the vast majority of whom give monthly—supported their favorite organizations between 2018 and 2022. You'll find breakdowns of important benchmarks, insight into when and how these donors give, and expert advice for anyone looking to expand their recurring donor base.

Here are some of the most interesting findings from this five-year period:

- The average nonprofit's recurring donor base grew 127%
- Individual recurring donors gave about \$949.19 each year
- The highest recurring monthly gift in this data set was \$51,593.61
- Nonprofits had an average recurring donor retention rate of 78%
- The average recurring donor lifetime was just over 8 years
- 50% of recurring donors give additional gifts

IN 2018

The **average** nonprofit raised about

\$6,329.00

In recurring revenue

BY 2022

The **average** nonprofits each raised about

\$15,469.54

In recurring revenue

THAT MEANS...

That's a percentage increase of about

 **144%**

AVERAGE GIFT

From 2018 to 2022, the average monthly gift was:

\$79.10

For nonprofits overall

IN 2018



Small nonprofits
each raised about

\$3,220.14

In recurring revenue



Midsize nonprofits
each raised about

\$7,874.13

In recurring revenue



Large nonprofits
each raised about

\$21,726.52

In recurring revenue

BY 2022



Small nonprofits
each raised about

\$7,556.47

In recurring revenue



Midsize nonprofits
each raised about

\$20,002.61

In recurring revenue



Large nonprofits
each raised about

\$52,920.56

In recurring revenue

THAT MEANS...

That's a percentage increase of about



+135%



+154%



+144%

AVERAGE GIFT

From 2018 to 2022, the average monthly gift was:



\$78.27

For small nonprofits



\$74.09

For midsize nonprofits



\$103.83

For large nonprofits

Glossary of Terms



Active supporter: A person associated with at least one financial transaction (donation, event registration, membership payment, etc.).

Database size: The number of active supporters in a nonprofit's CRM.

Donation volume: The number of donation transactions processed by a nonprofit.

Donor lifetime: The amount of time—measured in years—over which an individual supports a nonprofit.

Donor retention rate: The percentage of people who make a gift within one calendar year of their last donation.

Large nonprofit: Any nonprofit that processes more than \$5 million in revenue annually.

Midsized nonprofit: Any nonprofit that processes between \$1 million and \$5 million in revenue annually.

Non-recurring donor: A person who has donated to a nonprofit but has not created a recurring donation.

Recurring donation: A regular, ongoing gift made to a nonprofit. Instead of a donor manually making each gift, these are created once and billed repeatedly at an interval chosen by the donor. Recurring donations are overwhelmingly made monthly, though some donors choose different frequencies (bi-weekly, quarterly, etc.)

Recurring donation volume: The number of recurring donations processed by a nonprofit.

Recurring donor: A person who has created a recurring donation.

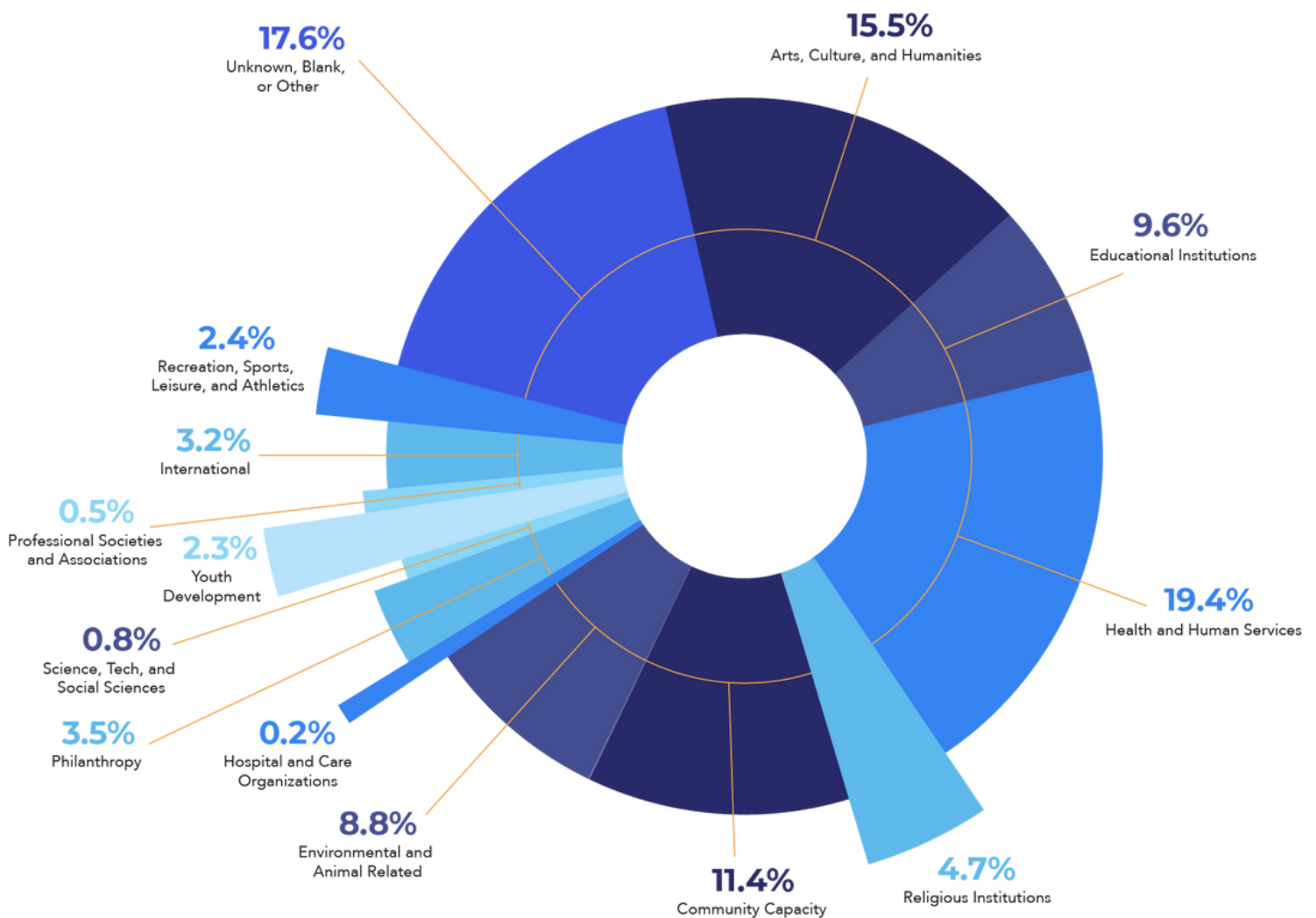
Small nonprofit: Any nonprofit that processes less than \$1 million in revenue annually.

Sustaining donor: See “recurring donor.”

Transaction volume: The total number of online and offline transactions (donations, event registrations, membership payments, etc.) processed by a nonprofit.

2,149 NON PROFITS

that processed transactions every year from 2018 to 2022





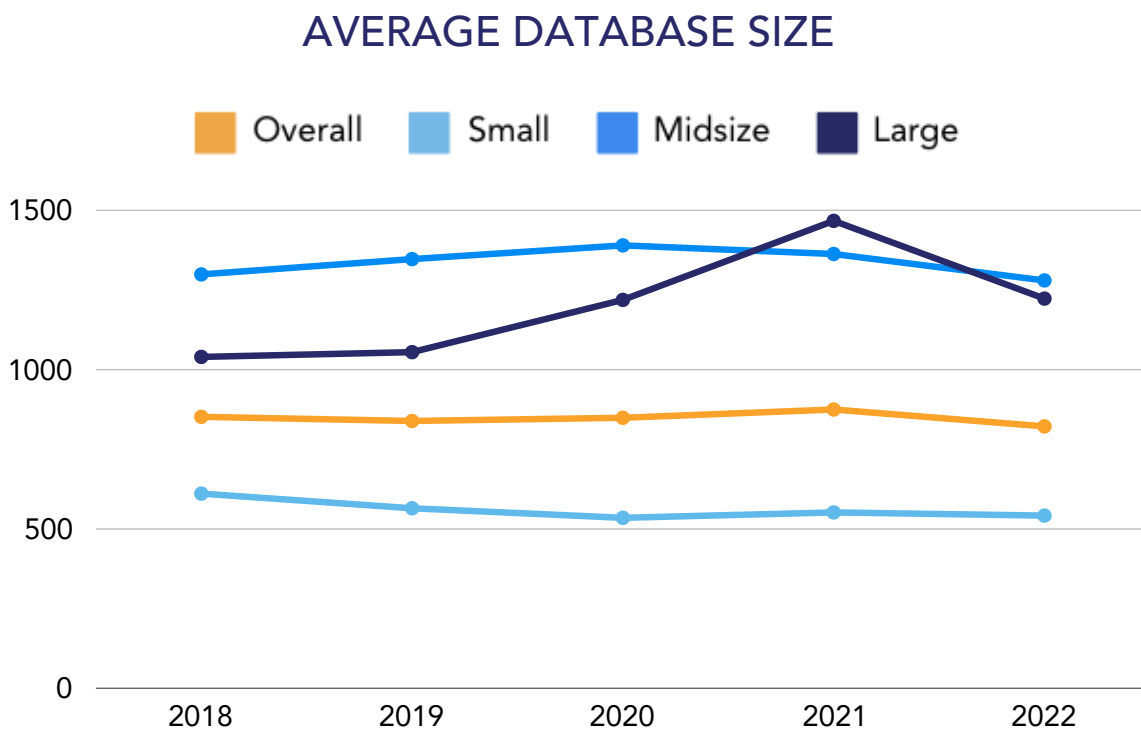
Industry-Wide Recurring Giving Benchmarks



Database Benchmarks for the Nonprofit Industry

Let's be honest: The five years between 2018 and 2022 were a wild ride. Many nonprofits saw their supporter base change due to evolving donor behaviors, social and political unrest, and a global pandemic.

Here's how nonprofits' databases changed over this five-year period.

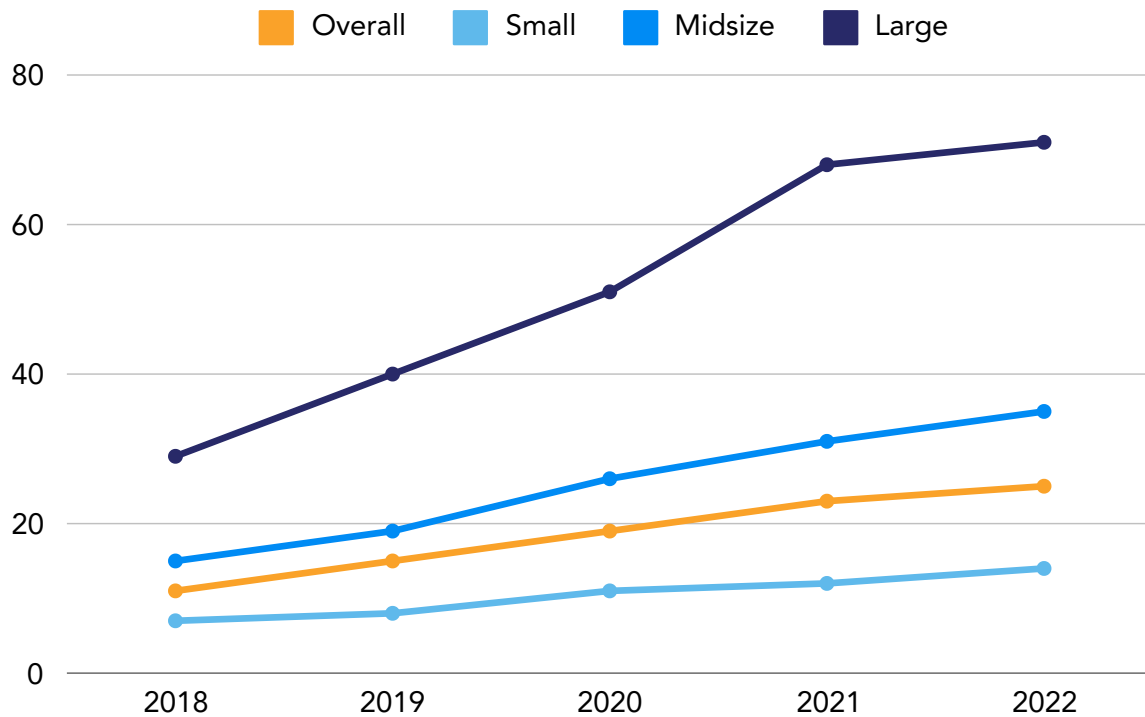


A quick note: In this report, “database size” refers to the number of accounts or records in a CRM that are tied to actual transactions. Those transactions can be donations, of course, but they can also be event registrations, membership dues, or other forms of financial support.

If a nonprofit had 800 people in their database, for example, and 650 of them had made some kind of transaction, we included those 650 people in this benchmark. Not the full 800.

With that in mind, database sizes stayed more or less the same size between 2018 and 2022. Even after a slight bump in 2021, the average nonprofit's database contained fewer supporters in 2022 than it did in 2018.

AVERAGE RECURRING DONORS



Despite that decline in overall supporters, the number of recurring donors steadily increased. In 2018, the average nonprofit had 11 active recurring donors. In 2022, that number had grown to 25.

The overall percentage of people in nonprofit databases who were recurring supporters increased, too. In 2018, recurring donors accounted for about 1.3% of all active supporters in the nonprofits' databases. By 2022, that had risen to just over 3%.

What Do These Benchmarks Mean?

Bad news first: There was a general decline in the number of active supporters in nonprofits' databases over this time period. This lines up with data from the Fundraising Effectiveness Project and other sources.

Now, here's the good news: Recurring donors bucked that trend. Most nonprofits engaged more recurring donors every year between 2018 and 2022.

This donor segment grew faster than other kinds of supporters—we can tell that by the increasing percentage of total supporters who are recurring donors.

What to Do With This Information

If you're like most nonprofits, you probably had fewer active supporters at the end of 2022 than you did in 2018. That's not ideal, of course, but you're not alone—that was the case for lots of organizations across the whole sector.

Losing supporters—even if they're still opening your emails and talking to you on social media—can be discouraging.

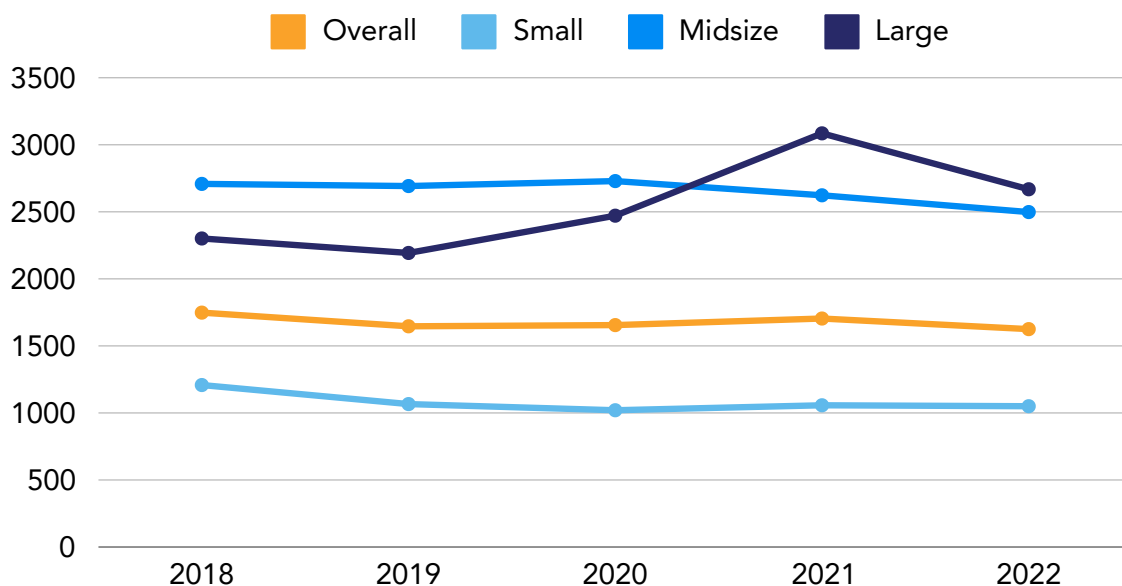
But this finding has a silver lining: More people than ever are choosing to make recurring gifts to their favorite organizations.

If you're looking to grow a sustainable, generous community, focus on engaging both new and existing recurring supporters. People are ready and willing to give on a recurring basis—this segment wouldn't be growing so quickly if they weren't!—and their support is making an increasingly large impact on nonprofit revenue.

Fundraising Benchmarks for the Nonprofit Industry

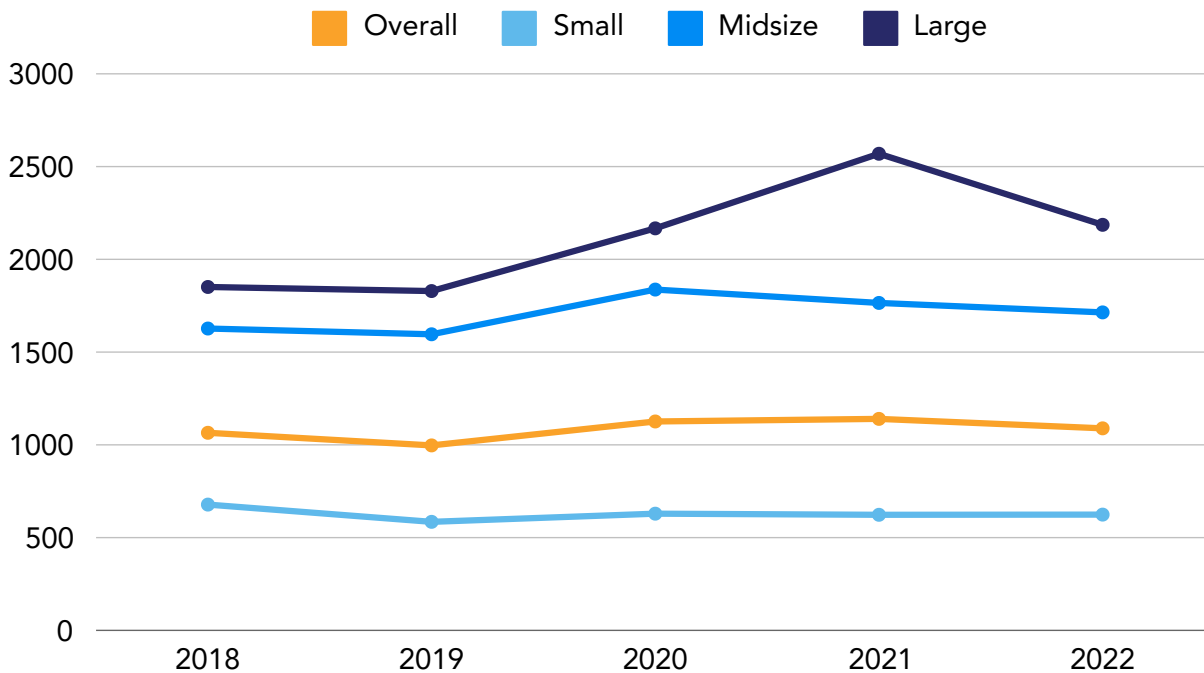
The average nonprofit saw a decrease in total active supporters and an increase in recurring donors. What did those changes mean for nonprofit fundraisers?

AVERAGE TOTAL TRANSACTIONS (VOLUME)



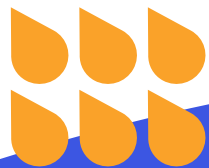
Both transaction volume and donation volume dropped in 2019. These data points reflect what we've seen industry-wide: overall, individual giving in 2019 was down from 2018. Despite a small bump in 2021, the average nonprofit's transaction volume has yet to return to 2018 levels.

AVERAGE DONATION TRANSACTIONS (VOLUME)

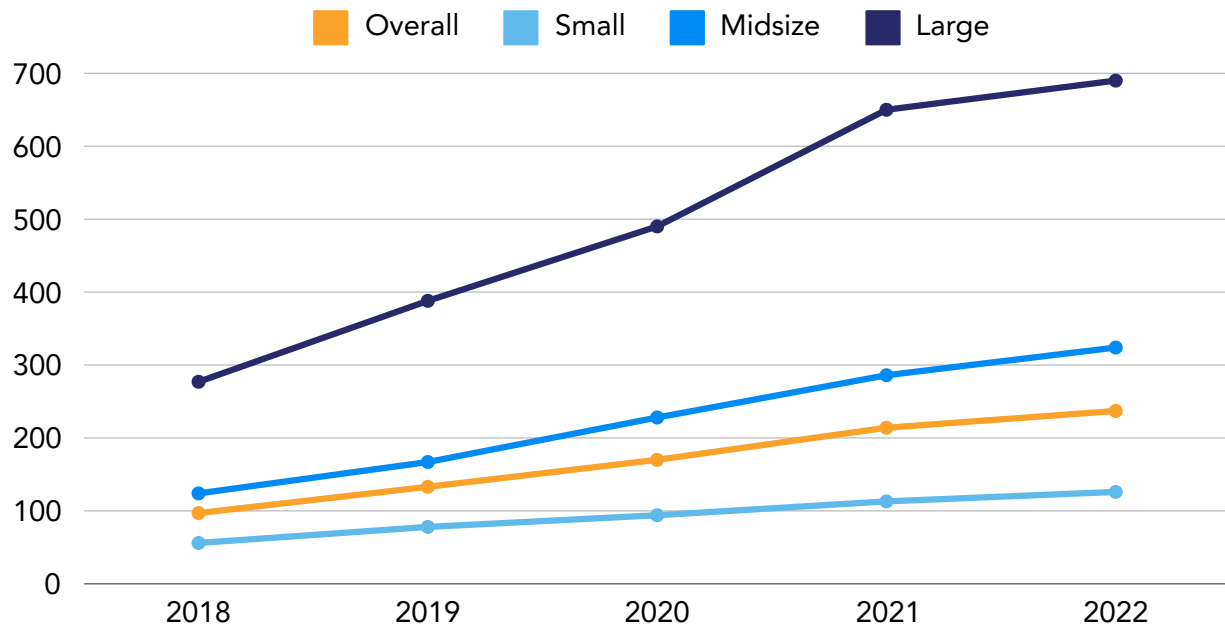


There's a silver lining here, though. Total transactions may be down, but donation volume is up!

Donation volume increased big time in 2020—and it saw a small increase again in 2021. Yes, there was another slight decrease in 2022—around 4.5%—but donation volume was still slightly higher that year than it was in 2018.



AVERAGE RECURRING DONATION TRANSACTIONS (VOLUME)

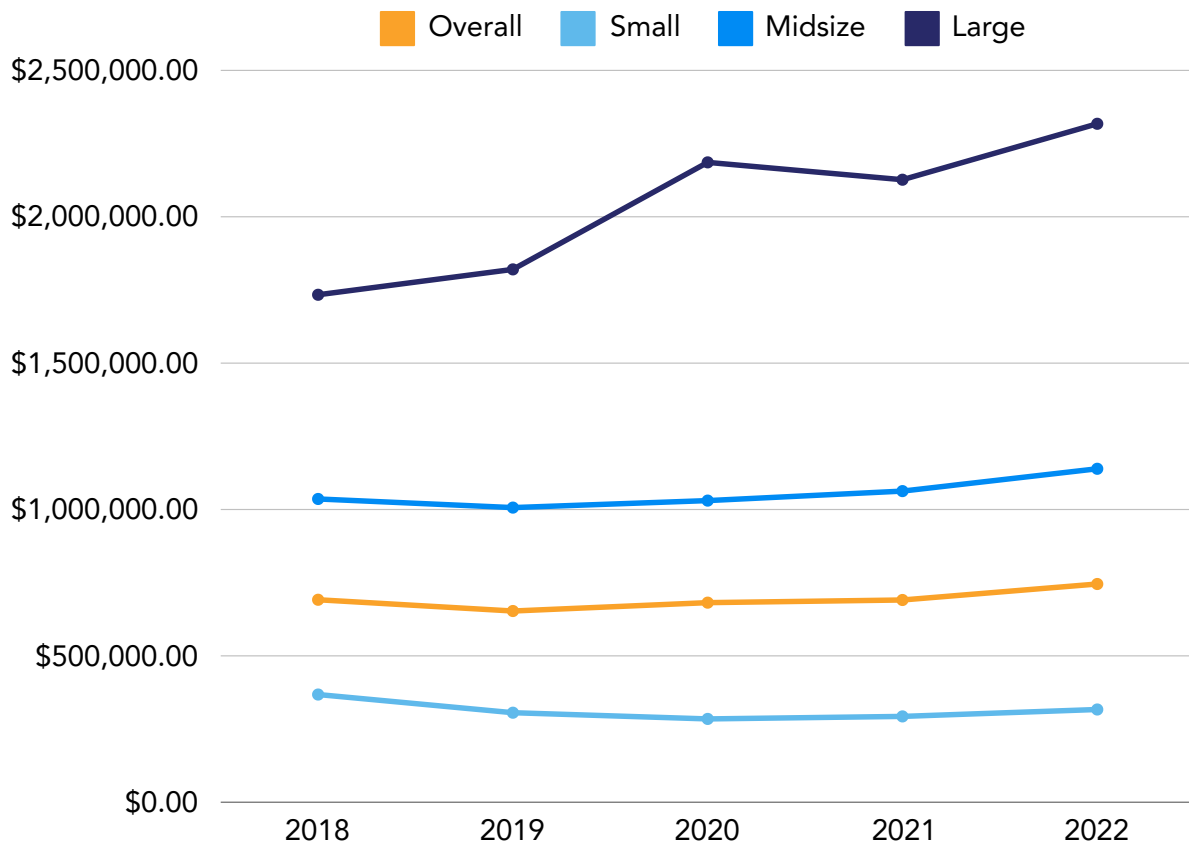


Overall, donation volume has fluctuated a bit during this five-year span. The volume of recurring donations, though, has only gone up since 2018.

From 2018 to 2022, nonprofits saw an average increase of over 113% in the number of recurring gifts they processed every year!

Now that we've looked at the transaction volume trends, here's a look at how these shifts impacted nonprofit revenue.

AVERAGE TRANSACTIONS (REVENUE)



The average nonprofit's annual transaction revenue declined from 2018 to 2019. Just as "transaction volume" represents all kinds of transactions, this metric represents revenue brought in from all types of transactions, not just donations. Transactions like event registrations, store purchases, membership dues, and other forms of support are all included here.

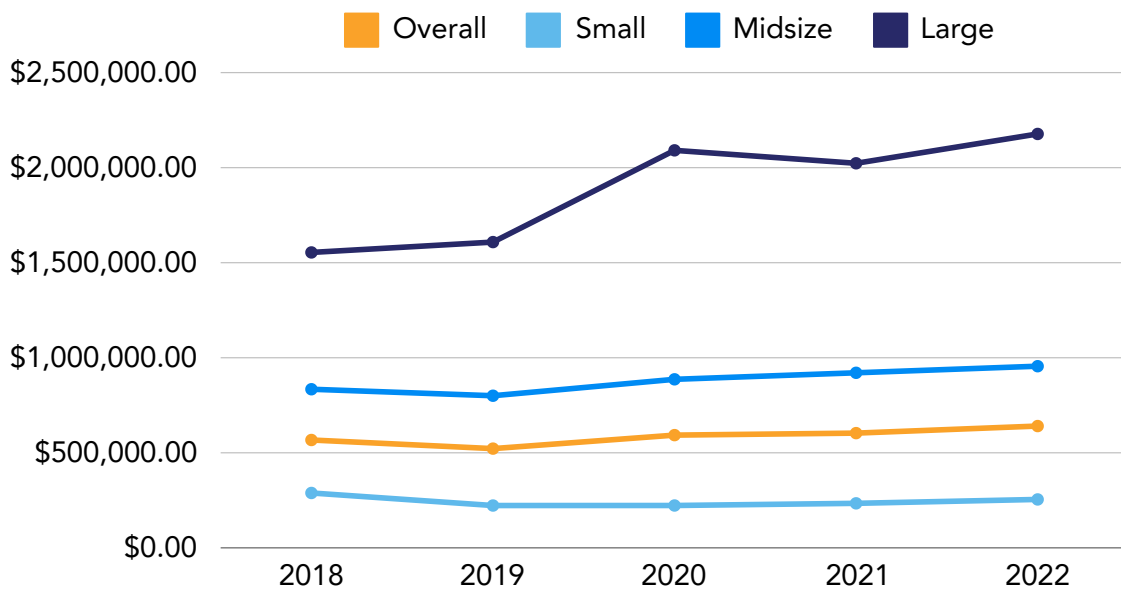
After that dip in 2019, annual revenue for all transactions slowly increased¹. By 2022, nonprofits were raising approximately 7.78% more than they did in 2018.

That said, that 7.78% revenue growth was lower than this time period's 14.16% inflation rate. This means that, when we account for inflation, many nonprofits raised less in 2022 than they did in 2018.

Trends in *donation* revenue tell a happier story. This revenue comes specifically from transactions tagged as donations, including both one-time and recurring gifts.

¹OfficialData.org

AVERAGE DONATION TRANSACTIONS (REVENUE)



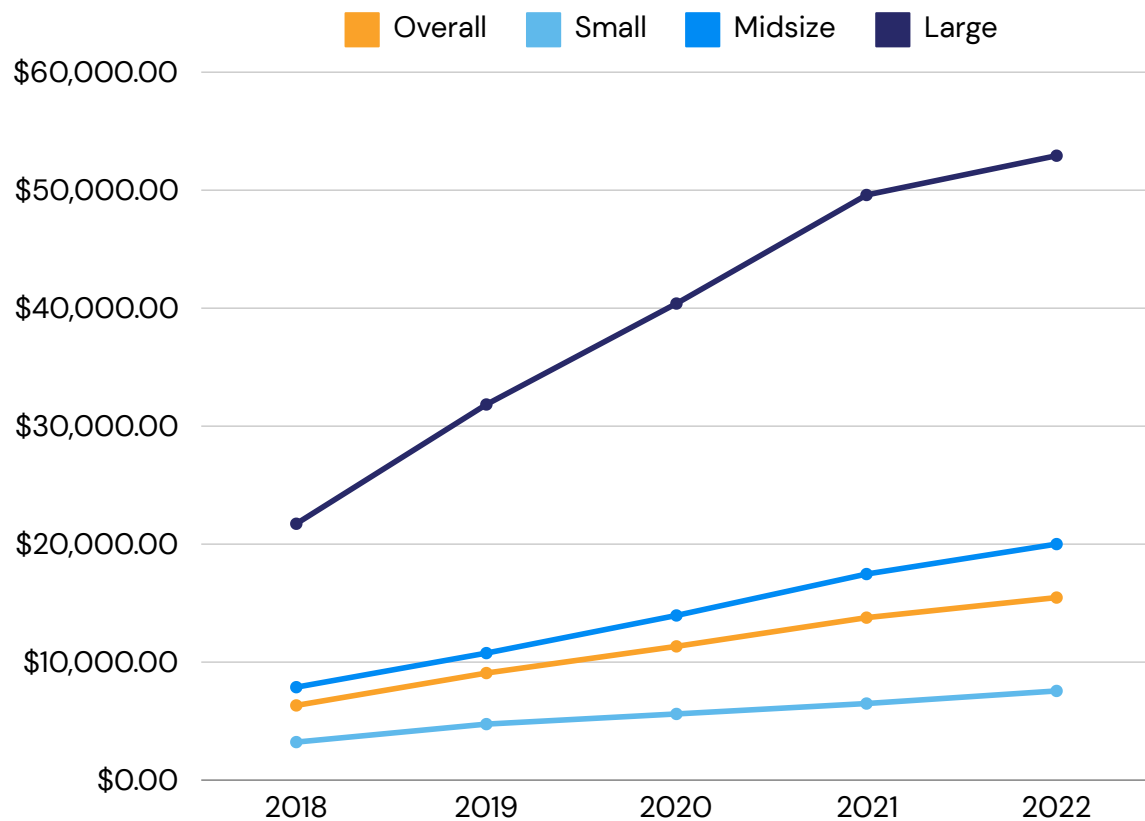
After a slight decrease from 2018 to 2019, donation revenue increased steadily from 2019 to 2022. This was true even in 2022 when nonprofits saw a decrease in donation volume. That means fewer donors made gifts, but the people who did give made bigger donations.

Overall, donation revenue increased about 13% over this five-year period—much closer to the average inflation rate.



In 2018, the average nonprofit received around \$6,300 in recurring donations —by 2022, that was up to nearly \$15,500 —an increase of around 144%.

AVERAGE RECURRING DONATION TRANSACTIONS (REVENUE)



One of the major factors behind that 13% increase in donation revenue overall was the much larger increase in recurring donation revenue specifically. **In 2018, the average nonprofit received around \$6,300 in recurring donations—by 2022, that was up to nearly \$15,500—an increase of around 144%.**

What Do These Benchmarks Mean?

Do you ever feel like you're working with less, even though you're actually raising more? You're not alone! If you're like most nonprofit professionals, you're probably raising slightly more now than you did in 2018. But that growth probably hasn't kept up with inflation.

Donations are growing slowly but steadily, at a rate more or less in line with general inflation. It's recurring donations where nonprofits are seeing their most significant growth.

What to Do With This Information

The takeaway here is this: As people look for ways to support the causes they love, creating recurring donations is an increasingly popular way for them to do it. Recurring giving is getting more common, and recurring donors are making up an increasingly large part of nonprofits' revenue.

If you want to build a stable, sustainable fundraising program, spend some time on your recurring strategy. People are willing to give you ongoing support. The rest of the data in this report will reiterate just how invaluable that support can be.

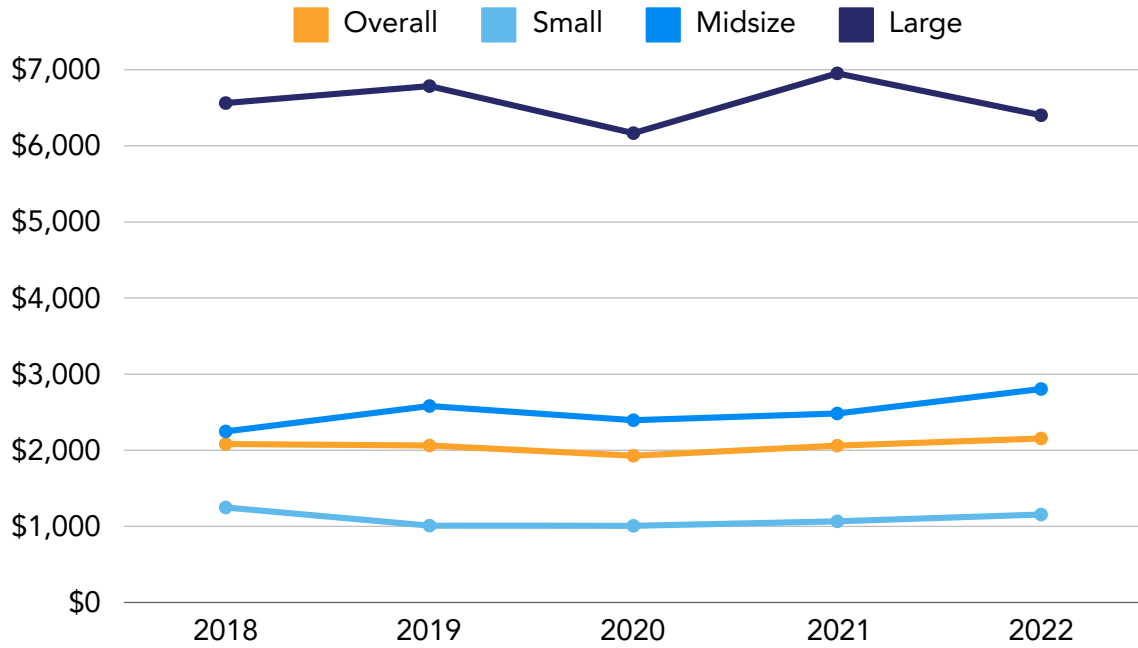
Recurring Donor Behavior Benchmarks for the Nonprofit Industry

The growing segment of recurring donors is more than a reliable source of important funding. This donor group is deeply committed to the causes they love, and data around their behaviors reiterates how they show that commitment.

To get a feel for how this segment supports their favorite organizations, let's take a look at how this group—and their non-recurring counterparts—supported nonprofits from 2018 to 2022.



AVERAGE ANNUAL GIVING (INDIVIDUAL NON-RECURRING DONORS)



Overall

\$2,081.68

2018

\$2,062.45

2019

\$1,928.65

2020

\$2,060.46

2021

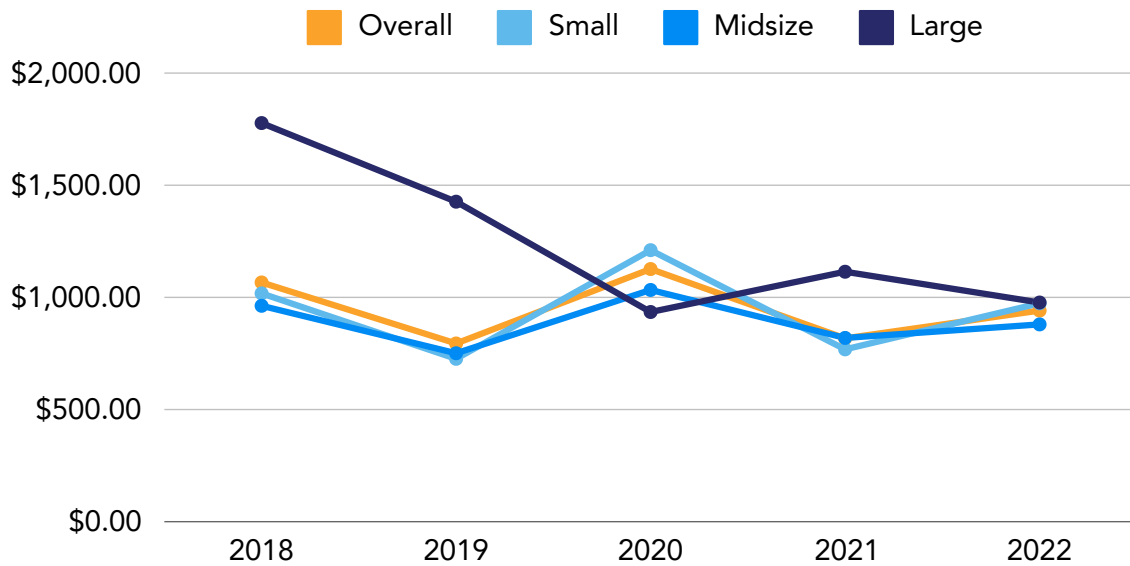
\$2,155.10

2022



Between 2018 and 2022, people who gave non-recurring gifts didn't dramatically change how much they gave to their favorite causes each year. In 2018, the average non-recurring donor gave around \$2,081.68 every year. By 2022, that had increased around 3.5% to \$2,155.10.

AVERAGE ANNUAL GIVING (INDIVIDUAL RECURRING DONORS)



Overall

2018... **\$1,066.51**

2019... **\$794.50**

2020... **\$1,126.38**

2021... **\$817.45**



2022... **\$941.11**

Annual giving from individual recurring donors went down from 2018 to 2019. It jumped significantly in 2020. In 2021, the average dropped again—more than 24%—before rising 15.13% in 2022.

Are you dizzy yet?

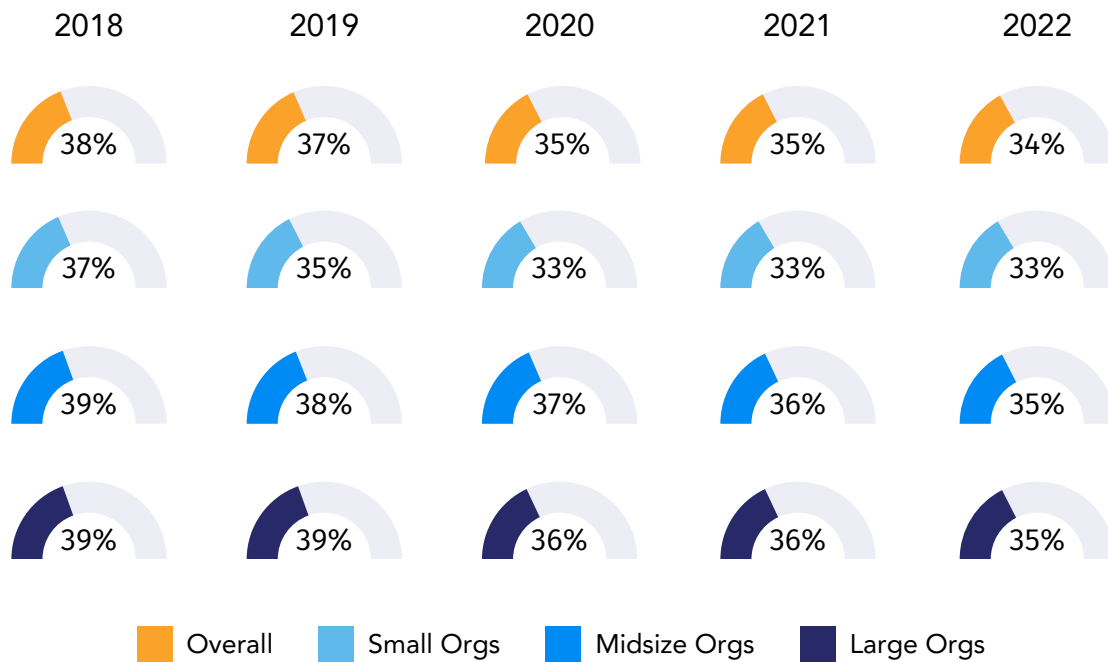
Let's look at this five-year period as a whole. In 2018, the average recurring donor gave about \$1,066.51 every year. In 2022, that average was \$941.11—a decrease of about 12%.

Does that decline—and the fact that recurring donors generally give less than non-recurring donors on an annual basis—mean recurring donors are less committed to their favorite causes than non-recurring ones?

Not at all! Recurring donors tend to have much higher retention rates than non-recurring givers—and they stay engaged for much longer periods of time. To understand just how valuable this can be, take a look at retention rates for recurring and non-recurring donors.

AVERAGE DONOR RETENTION RATES

(INDIVIDUAL NON-RECURRING DONORS)



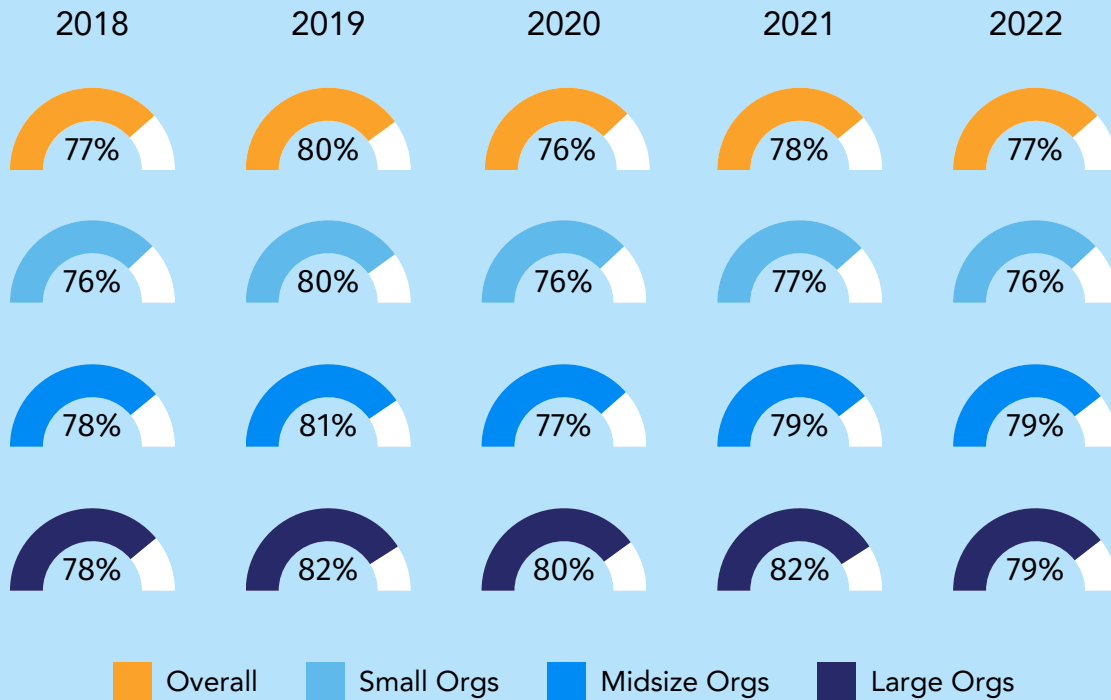
Retention rates for non-recurring donors have gone down industry-wide every year except in 2021 when they stayed flat from the previous year.

In 2018, retention rates for nonprofits were around 38%. By 2022, they were around 34%. This means that, over this five-year period, retention rates for this group declined four percentage points—nearly 11%.



AVERAGE DONOR RETENTION RATES

(INDIVIDUAL RECURRING DONORS)



Recurring donors, on the other hand, have much higher retention rates. There were some little wobbles over this five-year period, but retention rates for this group were fairly consistent. In 2022, the average nonprofit retained these donors at around 77%—the same as in 2018.

This data shows that recurring donors are easier to retain than non-recurring donors. And, even better, they tend to stay engaged with their favorite nonprofits for much longer periods of time, too.



AVERAGE DONOR LIFETIME (INDIVIDUAL NON-RECURRING DONORS)

	Overall	Small	Midsize	Large
2018	1.81 years	1.82 years	1.81 years	1.79 years
2019	1.75 years	1.74 years	1.77 years	1.76 years
2020	1.70 years	1.68 years	1.75 years	1.72 years
2021	1.70 years	1.69 years	1.72 years	1.71 years
2022	1.68 years	1.68 years	1.69 years	1.68 years

Retention rates for non-recurring donors declined from 2018 to 2022, as did the length of time they stayed engaged with a given nonprofit.

In 2022, the average non-recurring donor supported a nonprofit for an average of about 1.68 years. That was down roughly 7% from 2018, when the average lifetime was 1.81 years.

Recurring donors were a different story.

AVERAGE DONOR LIFETIME (INDIVIDUAL RECURRING DONORS)

	Overall	Small	Midsize	Large
2018	7.85 years	6.52 years	9.43 years	9.05 years
2019	8.69 years	7.47 years	11.02 years	6.95 years
2020	7.94 years	6.19 years	11.02 years	6.87 years
2021	8.23 years	6.91 years	10.17 years	8.88 years
2022	7.71 years	7.06 years	8.89 years	7.20 years

Over this five-year period, the average lifetime for this type of donor dropped from 7.85 years to 7.71 years—a decline of only 1.78%.

What Do These Benchmarks Mean?

Recurring donors are easier to retain than non-recurring donors. And, on top of that, they stay engaged longer! In 2022, their donor lifetimes were more than four times longer than other supporters.

What to Do With This Information

If you're looking to build a sustainable donor base, prioritize reaching and retaining recurring donors.

Yes, they may give less every year than non-recurring donors. But that doesn't mean they're less valuable! This group will stay with your organization for longer, and their ongoing support will have a big impact.

Bring It All Together

If you've been in the nonprofit sector for more than a few weeks, you've probably read about the decline in individual giving. This data affirms that trend.

Most nonprofits had fewer active supporters in 2022 than they did in 2018. Nonprofits are processing fewer overall transactions. Donor retention remains a challenge. Donation revenue has grown, but not enough to offset inflation.

That's the bad news.

The good news is that nonprofits are growing their ranks of recurring donors.

Despite the ups and downs that marked this period—whether in the number of supporters, number of gifts, donor retention, or any other metric—growth in nonprofits' recurring donor bases has been steady.

That growth should get you excited!

As you seek to adapt to shifting donor behaviors—from declining retention rates to rising distrust of the nonprofit sector—recurring donors will become increasingly important.

Recurring donors are passionate about their favorite causes and invest in nonprofits' work for years at a time. That long-term support indicates something even more valuable than revenue. It indicates trust—and that trust is a precious thing.



Expert Insights

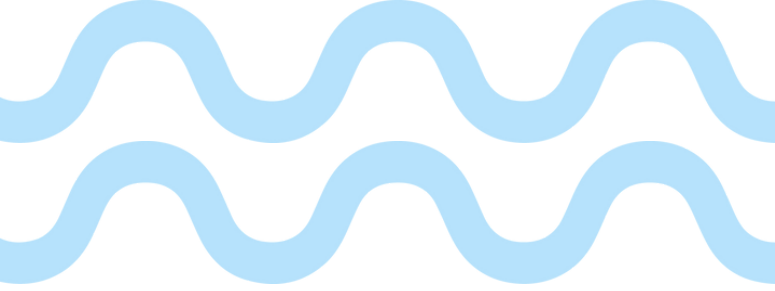
Tim Sarrantonio's Tips for Nonprofits

Tim Sarrantonio is the Director of Corporate Brand for Neon One, and he's passionate about engaging donors to build thriving communities of generosity. His top tips for nonprofits draw on both his experience as a fundraiser and the amazing nonprofits he works with every day.

According to the Fundraising Effectiveness Project, only two out of ten new donors support a nonprofit beyond their first donation. This, combined with the fact that it costs more money to acquire a new donor than to keep a current one engaged, is concerning for any nonprofit looking to achieve sustainable growth.

With more money going out the door than coming in—even from historically patient donors making major gifts—nonprofits need to make some big decisions about what revenue programs to prioritize.

Luckily, there's a clear answer to address this issue: recurring giving. For nonprofits serious about recurring giving, here are some critical tips to keep in mind:



Establish benchmarks for your own program: Use the metrics outlined in this report to formulate your own benchmarks for key performance indicators like donor retention rates for recurring vs. non-recurring givers. The faster you shift away from industry benchmarks and towards using your own data, the better!



Make the generosity experience magical: Any nonprofit can put a monthly giving option on their donation form. Think deeply about what the entire experience will be like for your recurring giving program. Layer in touchpoints throughout a donor's lifetime with your organization that make it easy and interesting for them to stay involved, like a welcome series of emails or a special postcard delivered 90 days after the first gift.



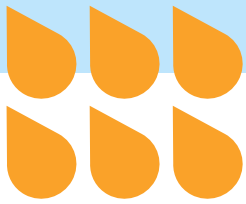
Connect your data: According to market research from L.E.K. Consulting, a global management strategy consultant firm, the typical nonprofit uses three to five different tools to run its fundraising program. This can complicate processes and give donors a disjointed experience. Ensure that you're considering your website, communications channels, and overall data management and financial reconciliation when designing your recurring giving program.

Your recurring giving program will work best when it's designed to build a community of donors who work together to support your cause. If done right, this will be a group of supporters who make significant contributions to your organization over time.

Your recurring giving program will work best when it's designed to build a community of donors who work together to support your cause. If done right, this will be a group of supporters who make significant contributions to your organization over time.

And these are contributions that go beyond the financial. First, their support will allow your nonprofit to shift the burden away from a handful of affluent donors, making you more resilient. Second, they will serve as passionate advocates for your mission, creating a deep bond with others in your community.





Nonprofit Spotlight: IPH

- 📍 Location: Albany, NY
- 🚩 Year Founded: 1984

When did you begin your recurring giving program? 2018

How has revenue from your recurring giving program grown over time?

“Since 2019, the revenue generated by our recurring giving program has grown by more than 150%.”

How has your base of recurring donors grown over time?

“Since our recurring giving program’s inception, it’s been quite the ride! In 2019, we started with just under a dozen monthly donors, and now our Key Club is thriving with 46 members. The growth has been steady and impressive—just in the last month, we’ve proudly welcomed a record-breaking six new members.”



What's your favorite way to engage your recurring donors?

“One of my favorite ways to keep the connection alive with recurring donors is through personalized communication. I regularly update our Key Club members on the impact of their individual and collective contributions. Sharing success stories and expressing genuine gratitude goes a long way!

I also like to involve them in our agency's journey by seeking their input and letting them know that I care about what they have to say. It's all about building a relationship that goes beyond just their donations and creates a sense of partnership and shared purpose.”

What advice would you give to other nonprofits who want to begin or expand their recurring giving program?

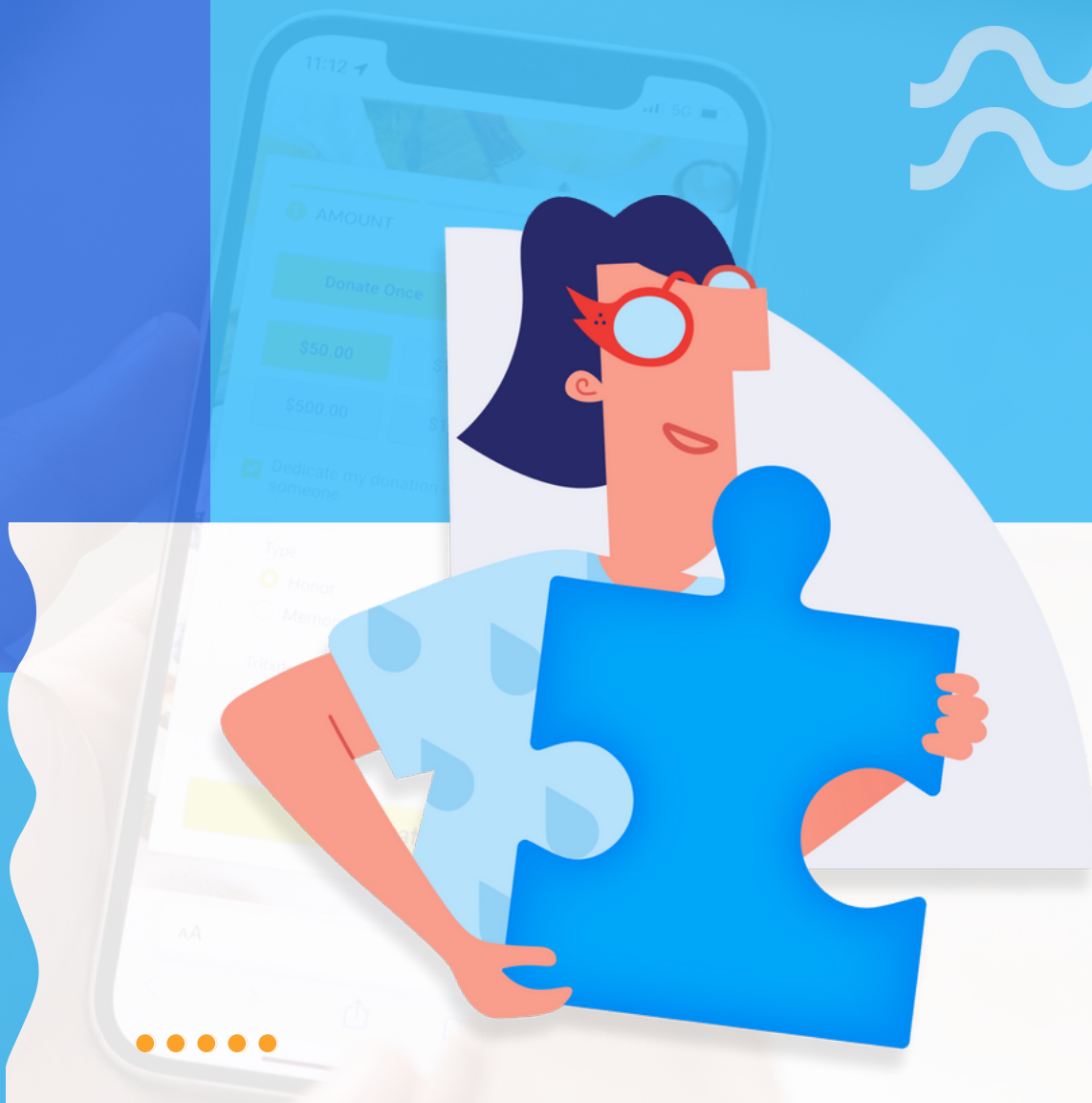
“If I were to give advice to other nonprofits looking to start or grow their recurring giving program, one key piece of wisdom would be: Don't be afraid to ask your donors to join! Far too often, I hear from fellow fundraisers who are hesitant to directly invite donors to make a recurring commitment. But it's crucial to get over that fear if growing your recurring giving program is a goal for your agency.

We recently did this with our own donor base and sent a targeted appeal to everyone who made at least one donation last year. In the email, we showcased each donor's cumulative giving throughout 2023 and presented a compelling ask: to sign up as a monthly donor at 10% of their total donation amount from last year. This strategy not only increased our retention rate, but also provided an easy opportunity for donors to upgrade their giving amount in 2024.

Following this appeal, I personally followed up with anyone who clicked on our recurring donation form but didn't sign up. 50% of donors I reached out to ultimately decided to join our recurring giving program because of these personal touch points.

Beyond that, make sure you're communicating the value and impact of your recurring donors' sustained support. Clear and transparent communication about how their investment makes a difference keeps your supporters engaged and connected to your cause.”

Visit them online: iphny.org



Recurring Giving Benchmarks for Small Nonprofits



Do you work for an organization that raises less than \$1 million annually? You're in good company! Small nonprofits are the largest group of nonprofits in the industry as a whole. According to the National Council of Nonprofits' analysis of 990 data, around 92% of all nonprofits in the United States fall into this category.

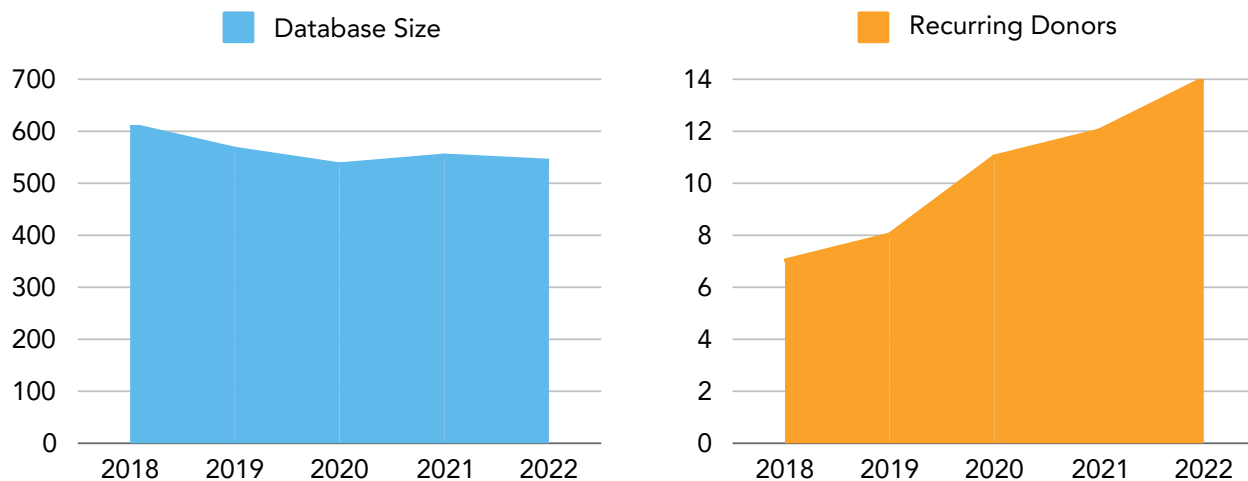
This is the largest group in this study, too. Of the 2,135 organizations included in this report, 1,322 of them fall into the "small nonprofit" category.

Here's a breakdown of how recurring donors support this vital group of organizations.

Database Benchmarks for Small Nonprofits

If 2018 to 2022 was a wild ride for nonprofits as a whole, it was wildest for small nonprofits. Here's a look at how their databases changed over that time.

DATABASE SIZES AND RECURRING DONORS



After decreasing from 2018 to 2020, there was a slight uptick in supporters during 2021. That was followed by a more gradual decline in 2022. By the end of the period, the average nonprofit in this group had around 69 fewer active supporters in their database than they did in 2018.

The average number of recurring donors, though, grew every year. In 2018, the average small organization had a base of seven recurring donors. By 2022, that number had doubled to 14.

The *percentage* of people in these databases that gave on a recurring basis increased year over year, too. In 2022, recurring donors made up 2.58% of all active supporters in the average small nonprofit's database. That's up from 1.14% in 2018.

What Do These Benchmarks Mean?

Have you had a hard time keeping your supporters engaged at your small nonprofit? You're not alone! That's been a challenge for the whole industry.

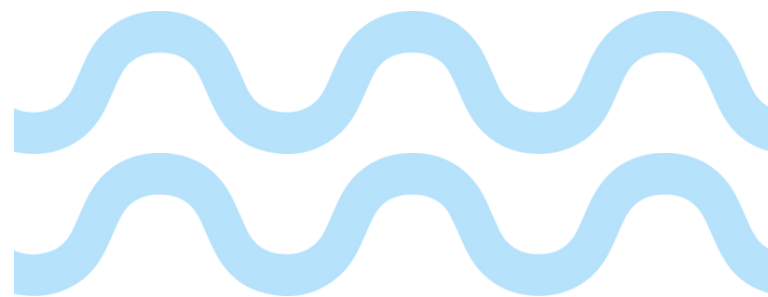
The industry's decline in individual giving has been hardest on organizations like yours. Small organizations saw the steepest decline in the number of active supporters in their databases from 2018 to 2022.

The good news is that organizations like yours are reaching new recurring donors. Sustaining supporters are one of the fastest-growing—if not the fastest-growing—donor segments!

What to Do With This Information

First, don't panic if your database includes fewer active supporters than it did a few years ago. It's not ideal, of course, and reaching new supporters will probably remain an important priority. Remember, though, that this is an industry-wide pattern that highlights every organization's need to build a base of loyal donors.

Luckily, people are proving they want to support their favorite small nonprofits with recurring gifts. As you work toward reaching new supporters, make sure you include plans for recruiting recurring donors.



Fundraising Benchmarks for Small Nonprofits

Small nonprofits saw a decline in total active supporters and an increase in sustaining donors from 2018 to 2022. How did those changes impact revenue during that time?

AVERAGE TOTAL TRANSACTIONS (VOLUME)



Just like most other organizations, nonprofits in this group saw a drop in individual transactions (including donations, event registrations, one-time purchases, and other financial exchanges) in 2019.

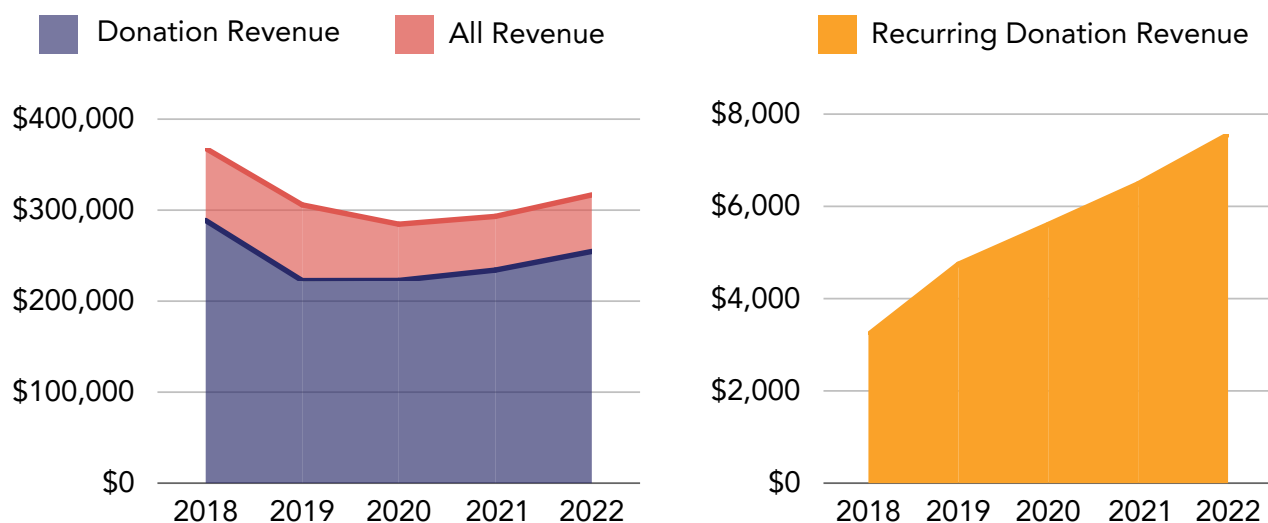
For small nonprofits, this decline extended into 2020. Since then, they've been working to get back to 2018's transaction volume. By the end of 2022, small nonprofits processed, on average, 150 fewer transactions than they did in 2018. That's a drop of about 13%.

Changes in donation transaction volumes were similar, but they were less pronounced. In 2018, small nonprofits processed around 678 individual donations. In 2022, they processed about 624—that's about 8% fewer.

The silver lining here is the number of recurring donation transactions processed during this time period. It rose steadily each year! **In 2018, the average nonprofit in this group processed 56 recurring donations. In 2022, that number had grown to an average of 126—a 125% increase.**

What did these changes mean for small nonprofits' revenue?

AVERAGE TOTAL TRANSACTIONS (REVENUE)



2019's dip in individual giving and the uncertainty of 2020 definitely impacted small nonprofits. While donation revenue hadn't returned to where it was in 2018, donations did increase steadily in 2021 and 2022. Despite that growth, small organizations are still working to get back to the donation revenue they saw in 2018.

Recurring revenue, though, is a different story. Small nonprofits saw a 134.66% increase in this area between 2018 and 2022. In 2018, recurring gifts accounted for less than 1% of revenue. That figure grew to 2.39% in 2022.

What Do These Benchmarks Mean?

If you work for a small nonprofit and feel like you're still building back from 2020, you're right in line with other nonprofits your size.

The good news is that organizations like yours regained ground toward the end of this five-year period. An important part of that growth comes from recurring donors! These supporters are giving increasingly larger percentages of small nonprofits' overall revenue.

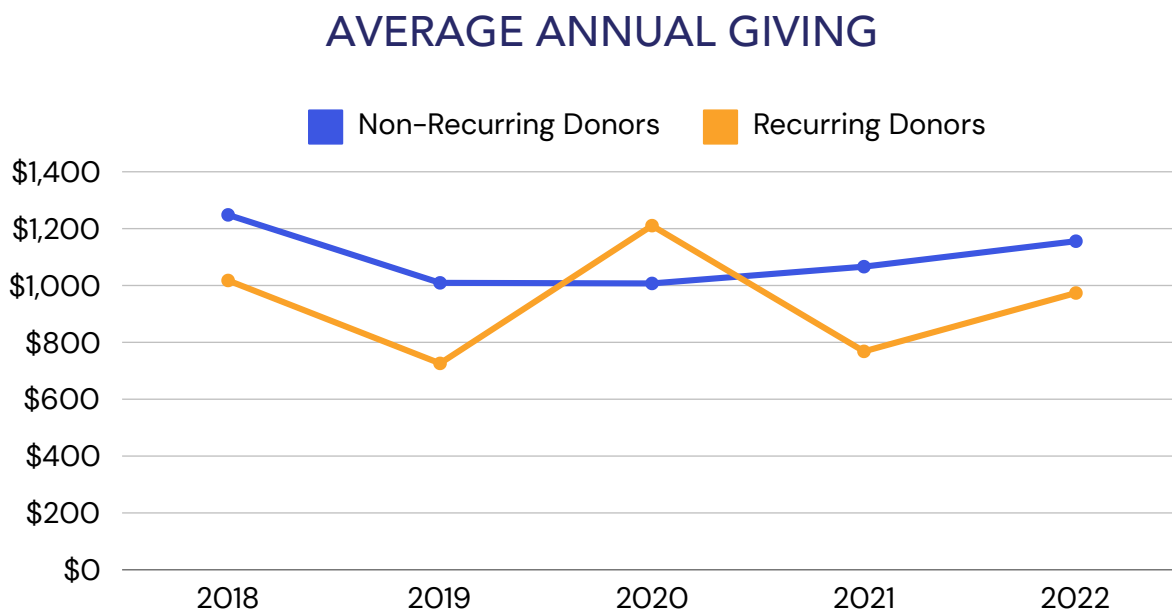
What to Do With This Information

Next time you find yourself discussing fundraising goals, spend some time talking about your recurring donors. This group accounted for over 2% of small nonprofits' annual revenue in 2022. That might not seem significant at first glance, but their growing numbers mean they have the potential to make a huge impact on your organization.

So, talk about how you can reach new recurring donors. Think about how you can inspire non-recurring donors to set up an ongoing gift. Explore how you can deepen your relationship with your current recurring donors. They'll be a valuable part of your future plans!

Recurring Donor Behavior With Small Nonprofits

Small nonprofits are building connections with a growing number of recurring donors—and those donors are making a big impact. Here's how:



From 2018 to 2022, annual giving from non-recurring donors was down about 7%. In 2018, the average non-recurring donor gave about \$1,248.38 per year. In 2022, they gave around \$1,155.78—a dip of just over 7%.

Recurring donors' annual giving also dipped. In 2018, the average recurring donor gave about \$1,017.64. In 2022, that amount had dropped about 4% to \$973.57.

But look at what happened in 2020.

Annual gifts from non-recurring donors didn't change much from 2019 to 2020. But gifts from recurring donors increased so dramatically in 2020 that they actually surpassed those of their non-recurring counterparts. Yes, they've declined since that peak, but at a lower rate than non-recurring giving.

Recurring donors rallied to support small nonprofits during a difficult time. And, even though their average annual giving decreased somewhat after that year, they still tend to stay engaged with those nonprofits for a long time.

AVERAGE DONOR RETENTION RATES

	Non-Recurring Donors Small Orgs	Recurring Donors Small Orgs	Non-Recurring Donors All Orgs	Recurring Donors All Orgs
2018	37%	76%	38%	77%
2019	35%	80%	37%	80%
2020	33%	76%	35%	76%
2021	33%	77%	35%	78%
2022	33%	76%	34%	77%

Like the rest of the industry, small organizations saw declining retention rates for non-recurring donors from 2018 to 2020. But those rates didn't decline after that. Between 2020 and 2022, they stayed at 33% for all three years.

Retention rates for sustaining donors were much higher. After peaking in 2019, small nonprofits' recurring donor retention rates returned to where they were in 2018—they began and ended this period with recurring retention rates of 76%.

So, donor retention rates for both groups have been relatively stable over the last three years. And small nonprofits' overall donor retention rates are generally right in line with industry averages.

But how long do those donors tend to stay engaged with their favorite small nonprofits?

AVERAGE DONOR LIFETIME

	Non-Recurring Donors Small Orgs	Recurring Donors Small Orgs	Non-Recurring Donors All Orgs	Recurring Donors All Orgs
2018	1.82 years	6.52 years	1.81 years	7.85 years
2019	1.74 years	7.47 years	1.75 years	8.69 years
2020	1.68 years	6.19 years	1.70 years	7.94 years
2021	1.69 years	6.91 years	1.70 years	8.23 years
2022	1.68 years	7.06 years	1.68 years	7.71 years

Donor lifetimes—the length of time a donor stays engaged with a nonprofit—declined for non-recurring donors over this time period. They went down about 8%, from 1.82 years in 2018 to 1.68 years in 2022. That’s right in line with the industry average.

The average lifetime for recurring donors was much longer. Even after a decline in 2020, **small nonprofits were the only group that saw longer recurring donor lifetimes in 2022 than in 2018.** In 2018, the average recurring stayed engaged for around 6.52 years. That rate climbed to 7.06 in 2022.

What Do These Benchmarks Mean?

Donor retention has been a challenge for the nonprofit industry as a whole, and small nonprofits are no exception. From 2018 to 2022, retention rates for both recurring and non-recurring donors were slightly lower than the rest of the industry.

But many fundraisers at small organizations have been working to improve their donor retention rates. If you’re one of them, your efforts are paying off! You’ve stabilized retention rates for non-recurring donors, and your rates for recurring donors are probably right in line with the rest of the industry. Your average recurring donor lifetimes are getting longer, too!

What to Do With This Information

You’ve probably heard that retaining donors is less costly than acquiring new ones—and it’s true. Keep focusing on donor retention!

Inspiring non-recurring donors to stay engaged with you is important, of course. But don't neglect your recurring donors, even if you've historically had high retention rates for that group.

Look for ways to show them how important they are to you and your organization, spread the word about recurring options to your existing donor base, and spend extra time cultivating and appreciating this special group of supporters.

Bring It All Together

If you work for a small nonprofit, your organization is probably recovering from the pandemic more slowly than your larger counterparts. That's especially true in areas like total transaction volume and overall revenue.

Building back after the decline in giving that you experienced in 2019 and 2020 was a tall order, but your hard work paid off. By the end of this five-year period, revenue was trending upward, retention rates had stabilized, and recurring donor lifetimes were getting longer.

Keep that energy going. As you work to build a strong nonprofit, a loyal donor base, and stable revenue, prioritize your recurring giving program. People have proven that they'll support you on an ongoing basis. They're willing to give generously and ready to partner with you for years. Now, it's time to build a recurring program that will let them do those things.

Small Nonprofits Excel at: Inspiring Recurring Donors' Generosity

At most nonprofits, non-recurring donors give significantly more each year than recurring donors do. That's normal! But the gap between recurring and non-recurring donors is smallest at small nonprofits.

From 2018 to 2022, non-recurring donors gave small nonprofits, on average, about \$1,097.37. Recurring donors gave around \$939.19. That's only a difference of about 17%—a far smaller gap than we find with larger organizations.

This means that small nonprofits do an extraordinary job of inspiring their recurring donors to give. And, even more importantly, they're inspiring them to give generously.





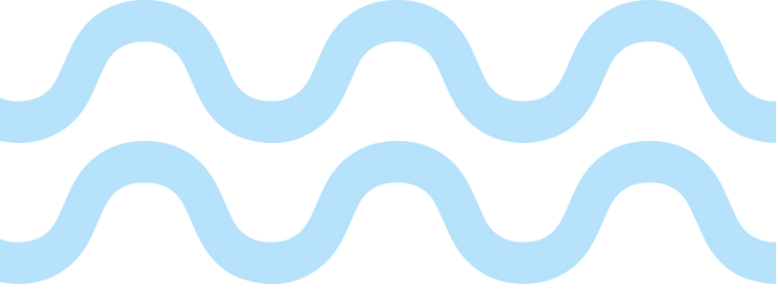
Expert Insights

Jean Marie Trick's Tips for Small Nonprofits

In addition to being an Implementation Manager at Neon One, Jean Marie Trick is also the former Director of Development at Sparrow's Nest of the Hudson Valley. While she was there, she launched their recurring giving program. Here are her top tips for small organizations who want to expand their own bases of recurring supporters.

Monthly giving is on the rise, accounting for more than \$126 million in revenue to nonprofit organizations in July of 2021 and more than \$1 billion (yes, billion!) in revenue in December of 2022.

With so many competing priorities demanding your attention, crafting an effective recurring giving program that captures a share of that revenue can be challenging. To guide you, we've outlined three crucial steps to get you started.



1

Create a recurring giving event. Treat recurring giving with the same diligence as you would a live event. Allocate staff time to its development, establish goals, and set deadlines for yourself and your team. By integrating a recurring giving event into your annual budget, you will ensure that it receives the focus and attention it deserves.

2

Feature recurring giving on your home page. Donors shouldn't face obstacles when making a one-time donation to your organization. The same principle applies to recurring gifts. Make certain that the process of giving monthly is as seamless and straightforward for your donors as making a one-time contribution by featuring references to recurring giving on your homepage and enabling it on your donation form.

You can take it one step further by creating an entire page on your website dedicated exclusively to your recurring giving program. Use this space to honestly communicate with donors about the significance of recurring giving. Explain how it provides a predictable, year-round revenue stream—a baseline budget that enables your mission to grow with their ongoing support.

3

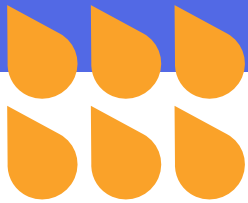
Promote your recurring giving program. After establishing your recurring giving program and showcasing it on your website, begin promoting it. Start with your most dedicated supporters—your volunteers and board members. Encourage them to consider a monthly donation and request that they share your new program on their own social media platforms. This is a simple and effective method to recruit your very first monthly donor while gaining immediate visibility for your program.

Don't stop there! Share your new program on your own social media platforms, include it in your newsletters, and talk about it at your live events. Consider creating an email campaign that tells your story, and be sure to include the impact that a guaranteed source of annual income will have on your mission.





Turner Syndrome Society of the United States



Nonprofit Spotlight:



Location: Houston, TX



Year Founded: 1987



Turner Syndrome Society of the United States

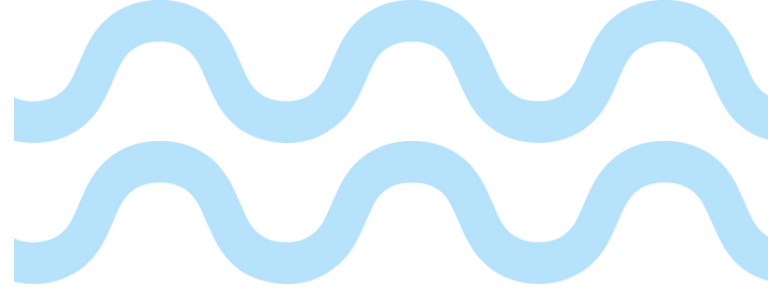
When did you begin your recurring giving program? June 2017

How has revenue from your recurring giving program grown over time?

“When we started our monthly giving program—the TSSUS Butterfly Society—in June of 2017, we had 11 recurring donors with revenue of \$300 per month. We ended 2023 with \$112,000 in annual revenue from this program, and the lifetime total for our Butterfly Society since mid-2017 is at \$607,000.”

How has your base of recurring donors grown over time?

“We started with 11 donors in June 2017 and now have just over 500 monthly recurring donors.”



What’s your favorite way to engage your recurring donors?

“Our organization is a very personal one. We know many members of our rare chromosomal disorder organization personally.

We use direct mail once a year and several email appeals throughout the year. We've created a suite of high-quality collateral materials to support the program. We feature our Butterfly Society donors and founding donors on our website and in our monthly e-newsletters.

We include Butterfly Society collateral materials (brochure and reply device) in our annual donor summary letters to those who have given during the year who do not participate in monthly giving. We also hold a V.I.P. Butterfly Society Reception at our annual in-person TSSUS National Turner Syndrome Conference, which drives participation and support.”

What advice would you give to other nonprofits who want to begin or expand their recurring giving program?

“Don't delay! Start now with a deadline to be ‘founding members.’

Recognize your recurring monthly giving donors on your website. Most donors like to see their names listed. Create high-quality graphics and collateral materials. Create a brand for your giving society. Start with an initial direct mail or email campaign to those donors who have given at least twice in the last year. Make your appeal a very personal one. Read the book called ‘Hidden Gold’ by Harvey McKinnon—it's dated, but it’s a great resource for starting and expanding a program.”

Visit them online: turnersyndrome.org



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Recurring Giving Benchmarks for Midsize Nonprofits



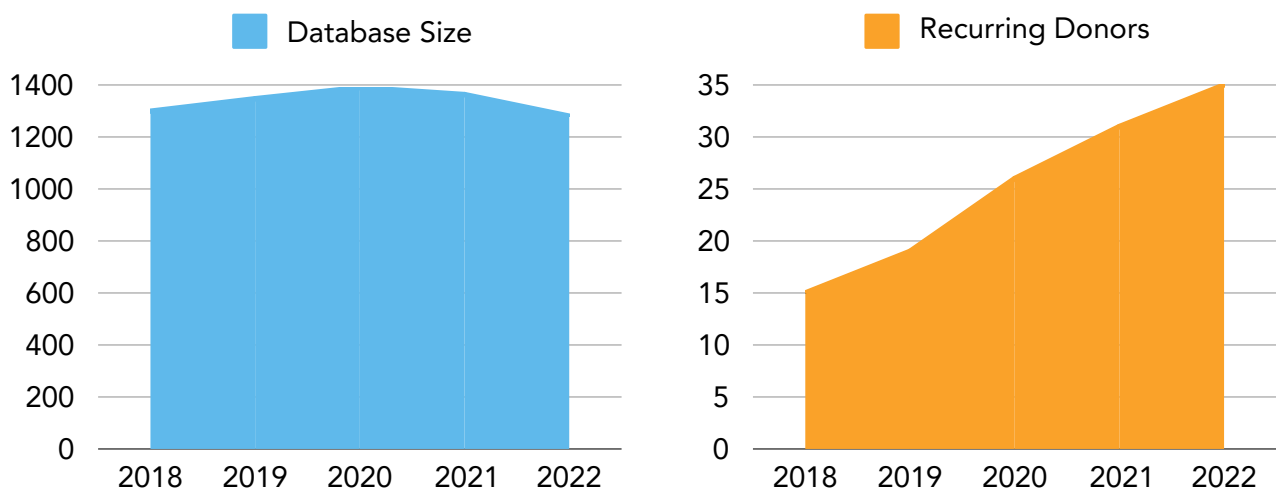
If you work for an organization that raises between \$1 million and \$5 million in revenue every year, you fall into the “midsize nonprofit” category. This group represents around 5% of nonprofits in the United States.

In this report, this small but mighty cohort accounts for 29% of our total dataset.

Database Benchmarks for Midsize Nonprofits

How did midsize organizations grow and evolve their supporter bases over this time period?

DATABASE SIZES AND RECURRING DONORS



Midsize organizations increased their active supporters in both 2019 and 2020, but that growth was offset by declines in the following years. By 2022, this group had about 19 fewer active supporters than they did in 2018. That’s a very small change—less than 2%.

Despite the number of total active supporters staying relatively flat, this group of organizations grew their base of recurring donors during this period. In 2018, the average midsize nonprofit had around 15 recurring donors in their database. By the end of 2022, that number had risen to 35—an increase of about 133%.

Between 2018 and 2022, the percentage of active supporters who gave on a recurring basis rose 137%. That means midsize nonprofits acquired recurring donors more quickly than other types of supporters!

What Do These Benchmarks Mean?

If you're like most fundraisers in this group, the number of active supporters in your database stayed relatively static during this time period.

What didn't stay static, though, was the average number of recurring donors.

Nonprofits in this group more than doubled their recurring donor bases between 2018 and 2022. And they did so more quickly than they engaged other types of supporters.

In 2018, recurring donors made up about 1.15% of all supporters in a midsize nonprofit's database.

Five years later, that was up to 2.73%. That's a bigger increase than either small or large organizations saw!

What to Do With This Information

Good news for fundraisers at midsize nonprofits! If you're like most others in this group, you probably didn't see a big decline in your base of active supporters. Stability is valuable, but it can still feel frustrating if you've been trying to grow your community.

That's where recurring donors come into play. They're one of the fastest-growing donor segments for organizations like yours. If it's been a little while since you've intentionally recruited new recurring donors, there's no time like the present to launch (or refresh) a recurring donor campaign.



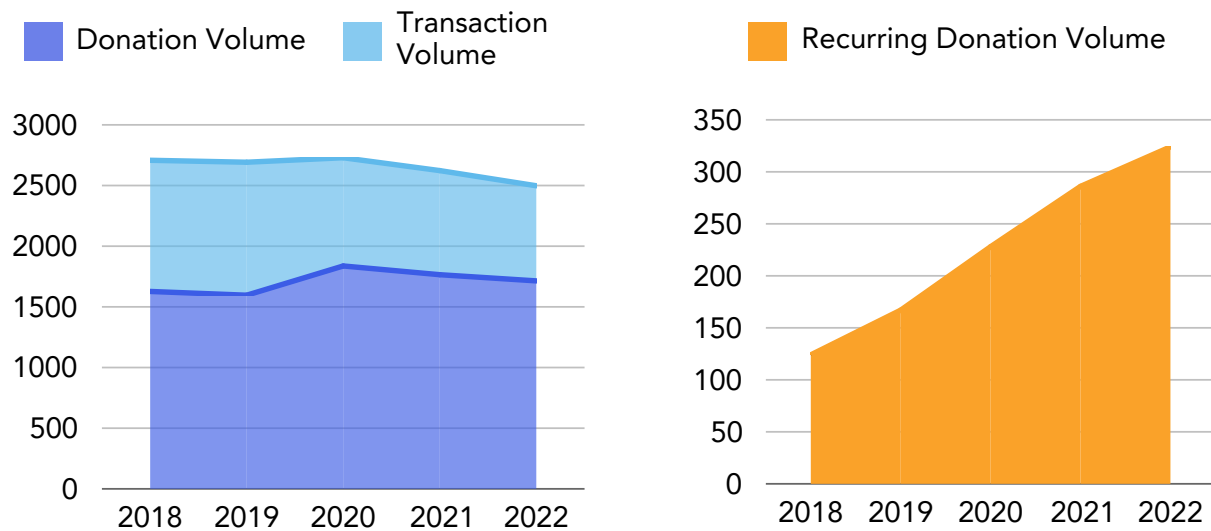
**Five years later,
that was up to
2.73%. That's a
bigger increase
than either small or
large organizations
saw!**



Fundraising Benchmarks for Midsize Nonprofits

How did relatively static overall database size and the rise in recurring donors impact midsize nonprofits' revenue?

AVERAGE TOTAL TRANSACTIONS (VOLUME)



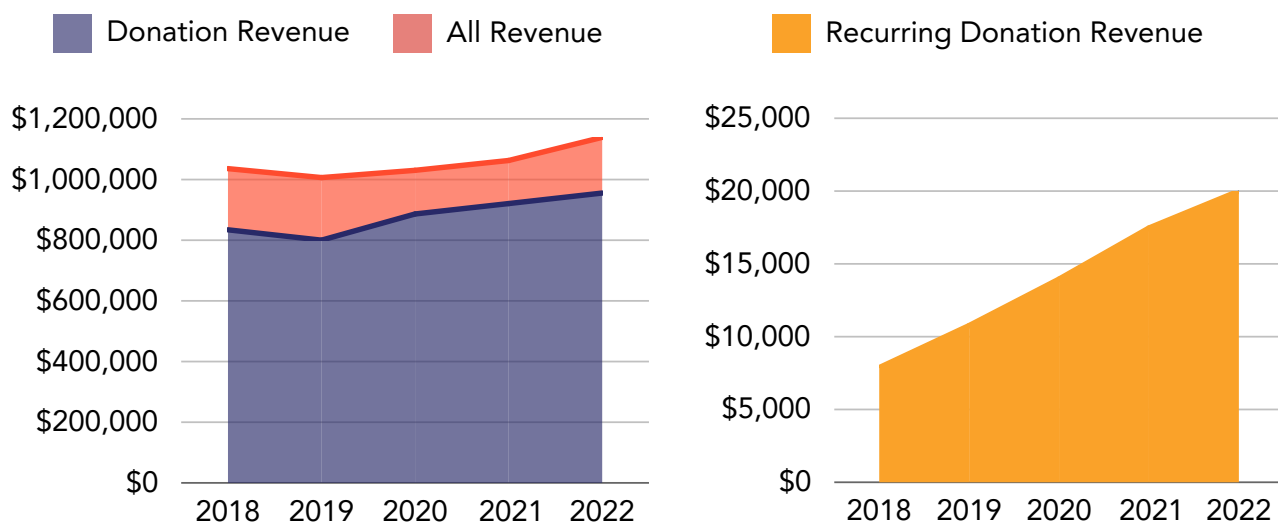
Despite a slight bump in 2020, this group—like the rest of the industry—saw a gradual decline in transaction volume from 2018 to 2022.

Overall transactions may have gone down, but the volume of donation transactions was a different story. After a small decline in 2019, donations to this group spiked in 2020. That spike was so significant that, even after slight declines in the following years, midsize organizations' donation transaction levels remain 5.35% higher than they were in 2018.

This group processed more recurring donations year over year, too. In 2018, they processed an average of 124 recurring gifts a year. By 2022, that had grown to 324 each year—a 161% increase.

Did these patterns in transaction volume mirror patterns in midsize nonprofits' revenue?

AVERAGE TOTAL TRANSACTIONS (REVENUE)



The impact of 2019's decrease in individual giving didn't hit midsize organizations as hard as it did smaller nonprofits. This group bounced back from that dip in donation revenue in 2020—they even beat 2018's revenue that year!

Revenue has been growing steadily ever since. When adjusted for inflation, their 14.53% growth from 2018 to 2022 means that midsize nonprofits are raising slightly more than they were in 2018.

This group also saw the highest growth rate in recurring donation revenue over five years. In 2022, the average organization in this cohort raised 154% more in recurring donation revenue than they did in 2018.

What Do These Benchmarks Mean?

Fundraisers at midsize nonprofits are a resilient bunch. If you're in this group, you've done a remarkable job managing the ups and downs that came your way during this period.

This group experienced a slight dip in total transaction revenue in 2019 and decreased transaction volume in 2021 and 2022. But, despite those setbacks, midsize nonprofits grew their revenue over this five-year period—and that's no small feat.

What to Do With This Information

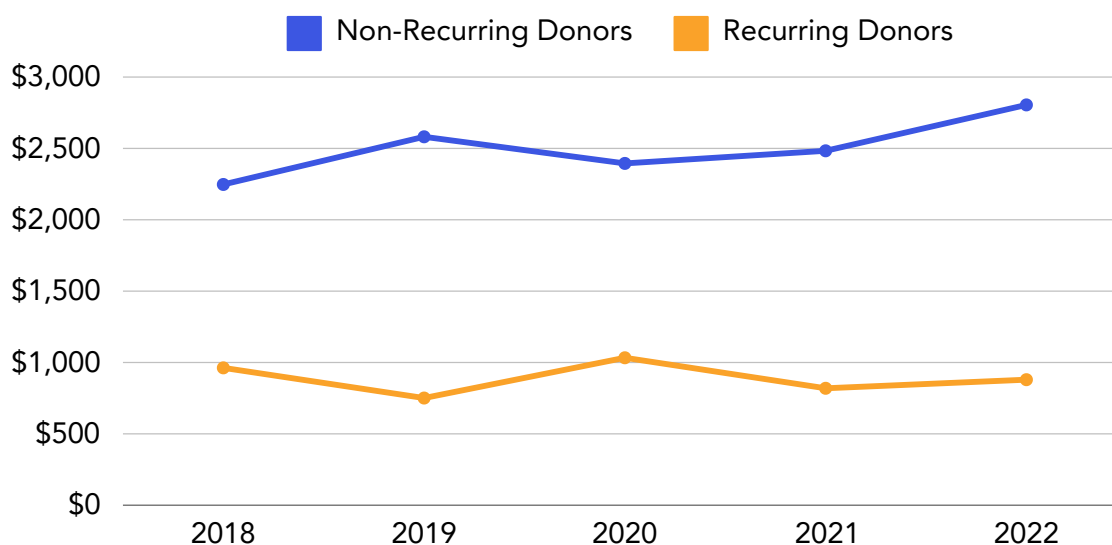
If nonprofits learned anything from 2018 to 2022, it's the importance of resilience—and you've got plenty of it. That's something to celebrate.

That's one of many reasons recurring donors are so valuable to nonprofits like yours. They represent a stable base of supporters and are responsible for a growing percentage of midsize organizations' revenue. That stability is an invaluable part of building a sustainable organization.

Recurring Donor Behavior With Midsize Nonprofits

Midsize organizations saw relatively static numbers of active supporters between 2018 and 2022, but their recurring donor bases grew steadily over that time. Here's a look at how those donors supported this cohort.

AVERAGE ANNUAL GIVING



Gifts from non-recurring donors increased 14.86% from 2018 to 2019, declined slightly in 2020, and picked up again in 2021 and 2022. When all was said and done, annual giving from non-recurring donors in 2022 was around \$2,804.93—nearly 25% higher than 2018's average of \$2,247.40.

Like the rest of the industry, organizations in this group experienced fluctuations in recurring donors' annual giving. That said, those fluctuations were less notable for this group than for large or small organizations.

Annual giving from individual recurring donors dipped from about \$962.45 in 2018 to \$879.51 in 2022. That's a decline of around 9%, which is better than the industry-wide 12% decline.

That decline shouldn't distract from how recurring donors rallied around their favorite causes in 2020. The average recurring donor gave \$1,033.10 that year, which was the highest total of all five years. And, despite a decline in 2021, annual giving for individual recurring donors began to recover in 2022.

These shifting patterns are reflected in the percentage of revenue midsize nonprofits attributed to recurring gifts. It rose every year between 2018 and 2021 before declining in 2022. In 2022, midsize nonprofits could attribute 0.73% of their revenue to recurring donations, down from 0.76% in 2018.

The way recurring donors supported their favorite midsize nonprofits changed and shifted from 2018 to 2022. Did donor retention rates and donor lifetimes change, too?

AVERAGE DONOR RETENTION RATES

	Non-Recurring Donors Midsize Orgs	Recurring Donors Midsize Orgs	Non-Recurring Donors All Orgs	Recurring Donors All Orgs
2018	39%	78%	38%	77%
2019	38%	81%	37%	80%
2020	37%	77%	35%	76%
2021	36%	79%	35%	78%
2022	35%	79%	34%	77%

Retention rates for this group's non-recurring donors declined steadily every year in this period. They've dropped 1% each year for a cumulative decline of nearly 11% from 2018 to 2022. It's not all bad news, though: Those retention rates were consistently one to two percentage points higher than the industry average.

Retention rates for recurring donors were a bit wobblier. They peaked in 2019, dropped in 2020, increased in 2021, and stayed static in 2022. By the end of this five-year period, retention rates for recurring donors increased from 78% in 2018 to 79% in 2022. These rates were just above the industry average every year, too.

Higher-than-average retention rates are great. But where this cohort really shines is how long they keep their recurring donors connected to their cause.

AVERAGE DONOR LIFETIME

	Non-Recurring Donors Midsize Orgs	Recurring Donors Midsize Orgs	Non-Recurring Donors All Orgs	Recurring Donors All Orgs
2018	1.81 years	9.43 years	1.81 years	7.85 years
2019	1.77 years	11.02 years	1.75 years	8.69 years
2020	1.75 years	11.02 years	1.70 years	7.94 years
2021	1.72 years	10.17 years	1.70 years	8.23 years
2022	1.69 years	8.89 years	1.68 years	7.71 years

In 2018, non-recurring donors stayed engaged for about 1.81 years. In 2022, that average was 1.69 years. That’s a decline of about 7%—right in line with the industry average.

Recurring donor lifetimes, though, were a different story. Midsize nonprofits consistently had the industry’s longest recurring donor lifetimes. After peaking at a whopping 11 years in 2019 and 2020, their average recurring donor lifetime was just under 9 years in 2022.

What Do These Benchmarks Mean?

If you work for a midsize organization, you probably have some of the highest donor retention rates in the industry for both recurring and non-recurring donors.

Your non-recurring donor lifetimes are pretty well aligned with broader industry patterns. But, if you’re like most nonprofits in your group, you do an especially great job of keeping your recurring donors engaged for long periods of time. You consistently retain them much longer than both large and small organizations—that’s something to be proud of.

What to Do With This Information

Yes, midsize organizations are in line with industry trends in donor retention rates and non-recurring donor lifetimes. And, yes, they’re setting the bar for recurring donor lifetimes.

If you’re a fundraiser at one of these organizations, you probably have a lot to celebrate. But resist the temptation to get too comfortable! Donor preferences change and shift over time, and those changing patterns mean donor retention strategies will have to evolve, too.

Keep an eye on your recurring donor lifetime, as well. Recurring donors to organizations like yours stay engaged longer than they do with organizations of other sizes. But the average lifetime for this kind of donor has declined 19% from its peak of 11.02 years in 2019 and 2020 to 8.89 years in 2022. That's still a significant lifetime, but that shortening lifespan may indicate that it's time to look for fresh new ways to deepen your connection with these donors.

Bring It All Together

Together, all of these data points paint a picture of midsize nonprofits and how they've grown and changed.

Yes, the pandemic and general uncertainty of 2020 impacted midsize-sized nonprofits to some extent. But this group bounced back quickly! Despite a decline in the number of transactions processed between 2018 and 2022, their revenue grew. While it's not necessarily a bad thing, this may mean that these nonprofits rely more heavily on major donors than they did at the beginning of this period—and that can have some drawbacks.

Growing a base of recurring donors can mitigate many of those drawbacks, and this is something midsize nonprofits have proven they can do well. If you're a fundraiser at this type of nonprofit, now's the perfect time to strengthen your recurring donor base.

If you're part of this group, keep focusing on your retention rates. Organizations like yours didn't have the highest donor retention rates of the three groups, but they did have the longest donor lifetime. As you work to grow your donor base, the length of time a donor stays involved with your work will be as important as your overall retention rate.

Midsize Nonprofits Excel at: Building Lasting Relationships

Midsize nonprofits generally had donor retention rates that were in line with industry averages between 2018 and 2022. While that's good news, this group really excelled at keeping their recurring donors engaged for very long periods of time.

Over this five-year period, the average midsize nonprofit engaged their recurring donors for over 10 years. That's a remarkable amount of time! The five-year average for this group's annual giving was \$889.03, meaning these people donated almost \$9,000 in recurring gifts over their lifespan.





Expert Insights

Erica Waasdorp's Tips for Midsize Nonprofits

Erica Waasdorp, President of A Direct Solution and author of two books on monthly giving, lives and breathes direct response and fundraising. Here are her top tips for midsize organizations who want to expand their recurring giving programs.

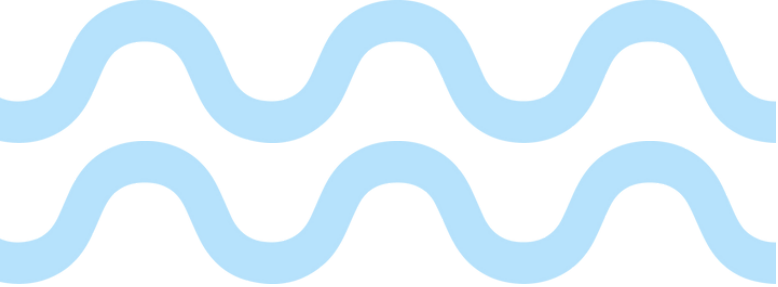
There are many tactics you can use to grow or expand your base of recurring donors, but here are the top three you can implement without a lot of heavy lifting.

1

Start by creating today's benchmark. How many recurring donors do you have now, and what is their value on an annual basis?

Then, create a mindset to grow your number of recurring donors. Write down your goals. Do you want to double your number, triple? Double the annual value? Triple it?





2

Create a unique monthly-gift-only donation form. If your donation forms are set up to toggle between one-time and monthly, preselect the monthly option. Customize the monthly amounts to be lower than the one-time gifts. If your one-time gifts are \$25, \$50, \$100, \$250, and “Other,” make the monthly gifts \$10, \$20, \$30, \$50, and “Other.”

Then do yourself a huge favor and test your form and thank-you messaging associated with this form before going live. You want to make sure it’s as clear as possible for the donor that he or she is making a monthly gift.

Include personal contact information and the two basic ‘promises’ or ‘benefits’ of giving monthly: Updates on how monthly gifts are making a difference and the promise that the donor will receive a tax letter every January instead of monthly thank-you letters by mail. Once your monthly gift donation form is ready and tested, start linking to it everywhere. From the home page on your website. From a button in an email. From the P.S. in an email. From a button in your e-newsletter. From your social media. From your email signature.

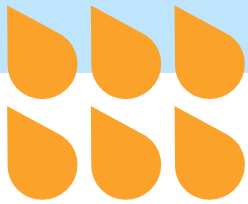
3

Repeat and expand. Monthly giving is not a once-a-year approach. You must constantly remind donors that they can give in a way that’s easy and convenient for them, but very powerful and impactful to your mission and the constituents you serve.

Look at your communication schedule and see where else you can add a request for a monthly gift and use your buttons and other tools like QR codes, links, etc. everywhere you can. If you started online, expand to targeted offline efforts, like letters or postcards, and add phone calls or text messages. Celebrate your results and always annualize the revenue you’re generating from your monthly donors.



QWOCMAP



Nonprofit Spotlight:

📍 Location: San Francisco, CA
🚩 Year Founded: 2000



QWOCMAP (Queer Women of Color Media Arts Project)

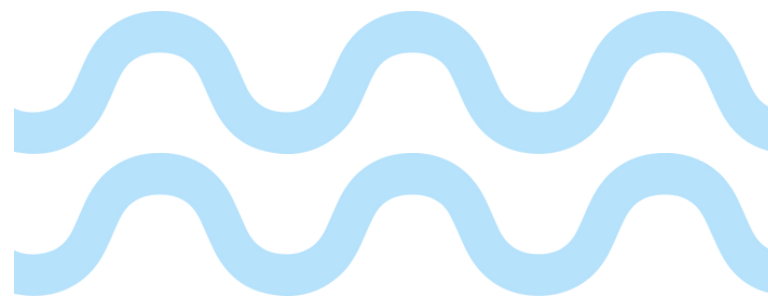
When did you begin your recurring giving program? 2008

How has revenue from your recurring giving program grown over time?

“When we switched to Neon, it was much easier to keep track of and encourage recurring giving. We also created new giving programs like the Producers Circle and giving campaigns.”

Has your base of recurring donors grown over time?

“Yes! What’s more important is that we’ve had some donors for 5 years, 10 years, 15 years, etc.”



What’s your favorite way to engage your recurring donors?

“In-person events, parties, when they attend our annual International Film Festival, on the phone, and on Zoom donor events. As many people-centered activities as possible.

Our other secret is that our Board gives and brings in other donors. The campaign is centered around a national day of giving. Our Board is made up of former program participants, and they invite more recent program participants to help with fundraising efforts and as a way to vet them to join the Board.

Finally, our Executive Director has quarterly meetings with major donors, initially getting their advice on different things, which has made them into very loyal donors. Also, during our events, our donors will be the ‘plant,’ often going over their annual amount to encourage others to give.”

What advice would you give to other nonprofits who want to begin or expand their recurring giving program?

“Automate as much as possible! And get to know people!”

Visit them online: qwocmap.org



Recurring Giving Benchmarks for Large Nonprofits



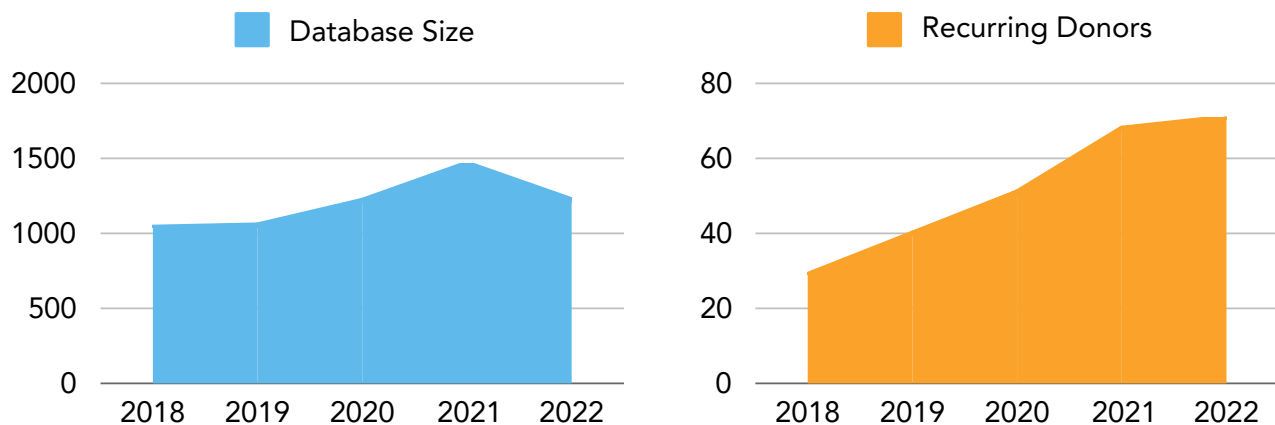
If you work for an organization that raises \$5 million or more in annual revenue, you're officially in the "large nonprofit" group. Organizations like yours make up about 3% of the sector and around 9.5% of the organizations in this data set.

How did this group fare from 2018 to 2022? Did the headwinds that impacted small and midsize organizations affect large nonprofits, too?

Database Benchmarks for Large Nonprofits

The way donors supported large nonprofits changed during this five-year period, but in a very different way than it did for other organizations.

DATABASE SIZES AND RECURRING DONORS



Large organizations are the only cohort that grew the number of active supporters in their databases from 2018 to 2022. Although the 16.63% decrease in active supporters in 2022 offset some of that growth, it didn't result in lower overall supporters over this period.

This group grew their recurring donor bases during this time, too. In 2018, the average large nonprofit had around 29 recurring donors in its database. **In 2022, that had jumped 145% to an average of 71 donors. That's the largest overall increase of the three revenue bands.**

They also have higher overall percentages of recurring donors. In 2018, 2.79% of the average large organization's supporters were recurring donors. By 2022, that had increased to 5.8%—a 107.89% increase.

In 2022, recurring donor bases grew 145% to an average of 71 donors. That's the largest overall increase of the three revenue bands.



What Do These Benchmarks Mean?

In 2022, the average large nonprofit's supporter base was smaller than that of the average midsize nonprofit. Even when we consider that this dataset looks at active supporters—people who are associated with some kind of transaction, not just someone who's a contact in a CRM—this means that the average large nonprofit receives larger gifts than their smaller counterparts.

If you work with a large nonprofit, you probably saw a decline in active donors between 2021 and 2022. You're not alone—every group represented in this report saw a decline in their number of active supporters from 2021 to 2022!—but large nonprofits felt that change most keenly. Even if you have more active supporters than you did in 2018, this trend indicates that organizations like yours should focus on building sustainable donor relationships.

Organizations like yours did an outstanding job of acquiring recurring donors. Those supporters made up a significant percentage of large nonprofits' databases, and they're especially important for any large nonprofit looking to mitigate the risks of relying on major gifts.

What to Do With This Information

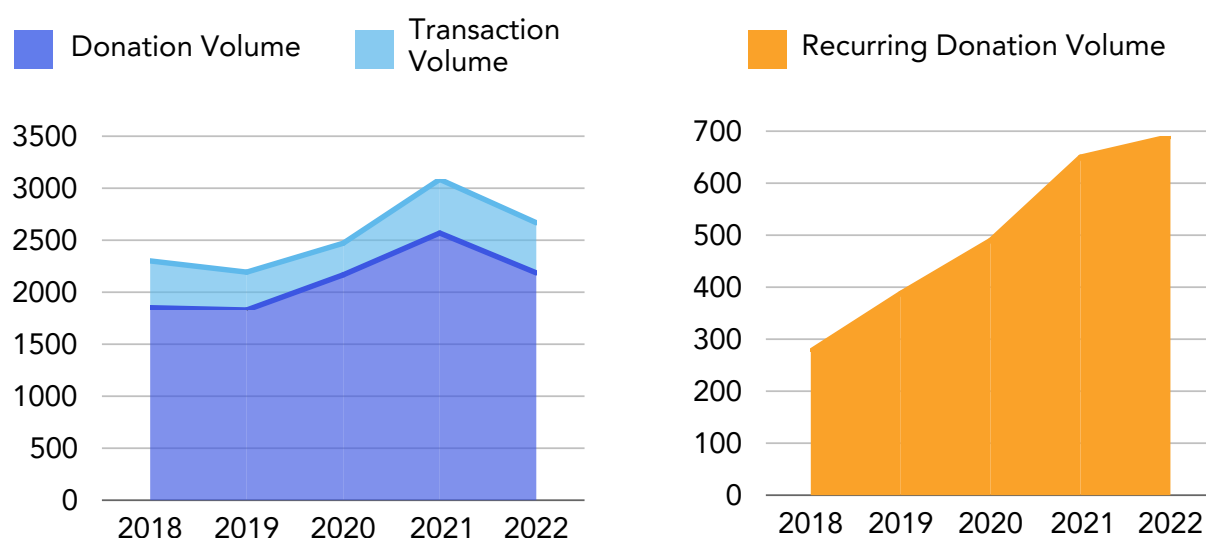
If your nonprofit's performance mirrors these patterns, you've grown your supporter base through some very challenging years. Keep up the good work! That growth—especially in the number of recurring donors—means your donor acquisition strategies are working.

As you grow, keep an eye on how much you rely on major donors. We'll get more into this in a few pages, but these data points show that many large nonprofits rely on larger-than-average gifts from fewer donors. That can be risky; losing even a single donor can have an outsized impact on your revenue. Continuing to engage recurring donors can offset that risk.

Fundraising Benchmarks for Large Nonprofits

How has the evolution of large nonprofits' active supporter bases impacted their revenue?

AVERAGE TOTAL TRANSACTIONS (VOLUME)

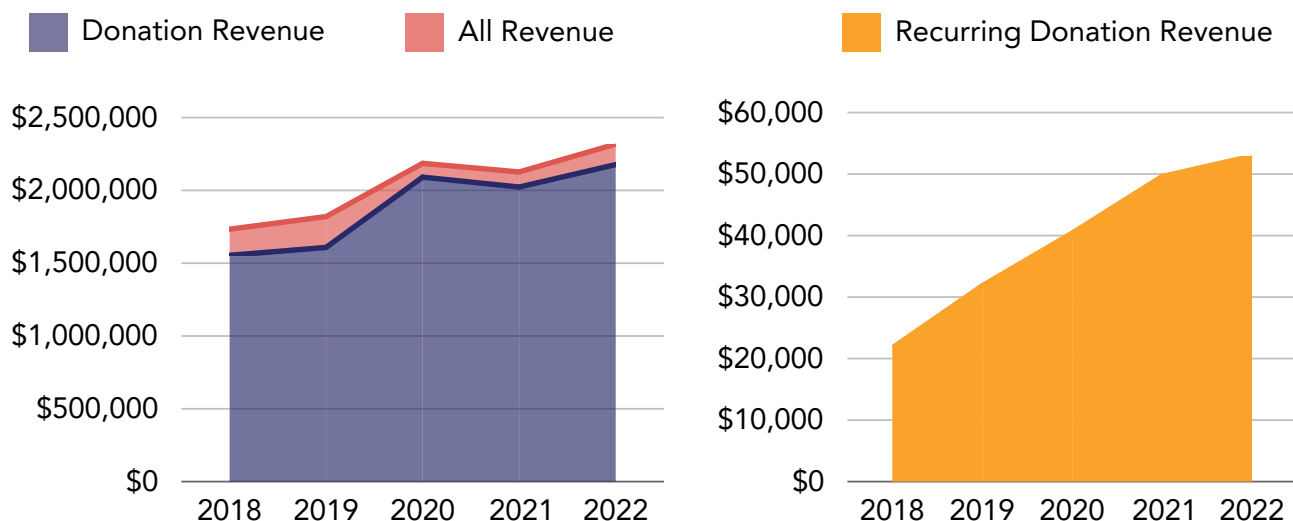


When we look at the total number of processed transactions (donations, event registrations, store purchases, etc.), large nonprofits saw growth every year from 2019 to 2021. Transaction volume then declined 13.51% in 2022. Altogether, transaction volume increased about 16% over this period.

While small and midsize nonprofits experienced declining numbers of donation transactions from 2018 to 2019, large nonprofits grew those transactions by 5%. They also saw larger increases in processed donations in 2020 and 2021. Even after this group saw a 14.91% decrease in donation volume in 2022, they still ended the year with a higher donation processing volume than in 2018.

Recurring transaction volumes rose sharply over this time. In 2018, large nonprofits processed around 277 recurring gifts. By 2022, that number had risen 149% to 690 transactions.

AVERAGE TOTAL TRANSACTIONS (REVENUE)



That 2022 decline didn't result in less revenue, though. Large nonprofits' revenue grew steadily from 2018 through 2020 and continued to grow after a 2.71% dip in 2021. This cohort was least affected by shifting donor behaviors (and the only one to raise more than the cost of inflation!), raising 33.70% more in 2022 than they did in 2018.

From 2021 to 2022, large nonprofits increased both donation revenue and total revenue. That's in spite of the fact that they saw a decrease in both donation and transaction volume.

This group grew their recurring giving, too. Large nonprofits saw a 143% increase in recurring revenue from 2018 to 2022—the largest increase of any group. The portion of their annual revenue that came from recurring donations increased every year except for 2022, when it stayed flat from the year before.

What Do These Benchmarks Mean?

If you work for a large nonprofit, you very likely processed fewer transactions in 2021 and 2022, but you raised more in those years than in 2018 through 2020. That means you probably relied on major donors—or at least larger-than-average gifts—for a significant chunk of your revenue.

You also probably grew the percentage of revenue you got from your recurring donors. In 2018, recurring gifts accounted for 1.25% of large nonprofits' total revenue. By 2022, that was up to 2.28%. Not bad!

What to Do With This Information

How much do you rely on major donors? These data points point to their impact on large nonprofits' revenue in a few ways. One significant pattern is that large nonprofits processed fewer transactions than midsize nonprofits from 2018 to 2020—but they raised much more in revenue. Despite transaction volume decreasing in 2022, this group's average revenue increased. That means that the transactions they did process were larger than they were the previous year.

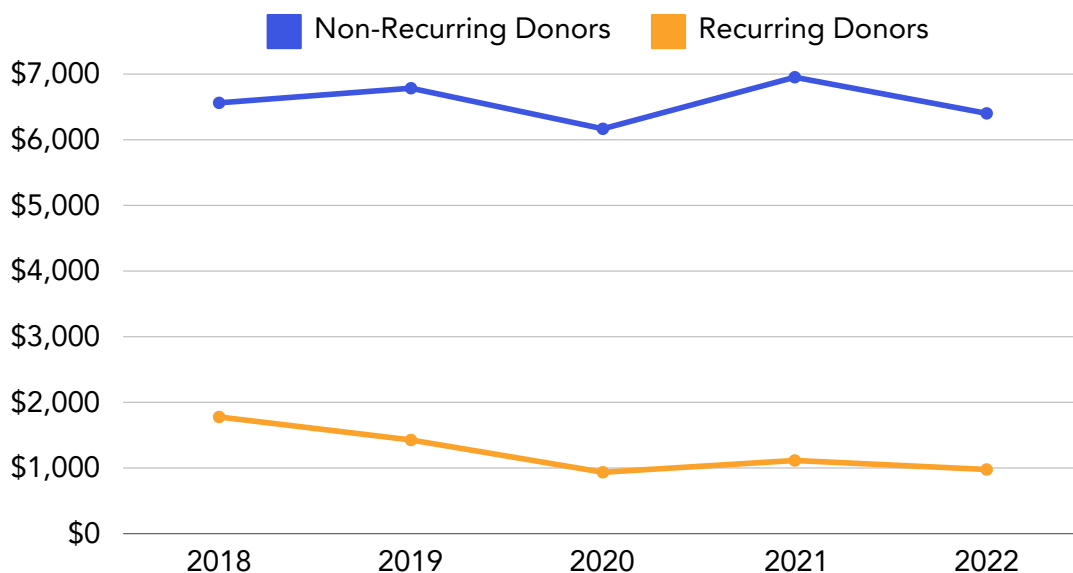
There's nothing inherently wrong with major donors contributing to your cause. But overreliance on those major donors can have all sorts of pitfalls. That's where your recurring donors can make a huge difference.

Sustaining donors make up an increasing percentage of large nonprofits' revenue. They might not be major donors, but their contributions add up! A single recurring donor can give thousands over the years. As you cultivate your major donors, spend some time cultivating your recurring donors, too. They can make a big impact.

Recurring Donor Behavior With Large Nonprofits

Large nonprofits' revenue—both from recurring and non-recurring donors alike—has increased since 2018. Understanding donors' annual giving lends even deeper insight into that pattern.

AVERAGE ANNUAL GIVING



Despite some changes from year to year, non-recurring donors' annual giving stayed relatively flat over this five-year period. In 2018, people in this segment gave around \$6,562.24 every year. By 2022, that average was \$6,402.10—about 2.44% lower than it had been five years prior.

Large nonprofits saw a larger decline in annual giving from individual recurring donors. In 2018, the average recurring donor gave \$1,777.19 each year. That average declined about 45% by 2022 when those donors gave about \$977.07 annually. Of the three groups included in this report, large nonprofits saw the largest decline in this area.

AVERAGE DONOR RETENTION RATES

	Non-Recurring Donors Large Orgs	Recurring Donors Large Orgs	Non-Recurring Donors All Orgs	Recurring Donors All Orgs
2018	39%	78%	38%	77%
2019	39%	82%	37%	80%
2020	36%	80%	35%	76%
2021	36%	82%	35%	78%
2022	35%	79%	34%	77%

Large nonprofits didn't experience the same decline in 2019's non-recurring donor retention rates that small and midsize organizations experienced—it stayed flat at 39% both years. Retention rates stayed static between 2020 and 2021, too.

But, despite that relative stability, retention rates for this group of donors were down from 39% in 2018 to 35% in 2022. It's not all bad news, though: Despite that 10% decline, large nonprofits' retention rates for this group were still better than the industry average every year.

Large nonprofits really excelled at retaining recurring donors. They had some of the industry's highest retention rates for sustaining donors, which stayed relatively steady over this period.

How did these retention rates correlate with overall donor lifetimes?

AVERAGE DONOR LIFETIME

	Non-Recurring Donors Large Orgs	Recurring Donors Large Orgs	Non-Recurring Donors All Orgs	Recurring Donors All Orgs
2018	1.79 years	9.05 years	1.81 years	7.85 years
2019	1.76 years	6.95 years	1.75 years	8.69 years
2020	1.72 years	6.87 years	1.70 years	7.94 years
2021	1.71 years	8.88 years	1.70 years	8.23 years
2022	1.68 years	7.20 years	1.68 years	7.71 years

In 2018, non-recurring donors stayed engaged with large nonprofits for around 1.79 years. By 2022, that had declined about 6% to 1.68 years. This is almost exactly in line with sector-wide trends! Donor lifetimes for non-recurring supporters were consistently within a fraction of a percentage point of the industry average.

Recurring donors' lifetimes were a little less predictable. They dropped from 2018 to 2019, spiked in 2021, and declined again in 2022. When all was said and done, this group saw a general decline in recurring donor lifetimes. In 2018, recurring donors tended to stay engaged for just over 9 years. By 2022, they tended to stay engaged for just over 7 years—a decline of about 20%.

What Do These Benchmarks Mean?

If you work with a large nonprofit, you probably retain your non-recurring donors at about the same rate as the rest of the industry. Organizations like yours also have some of the highest retention rates for recurring supporters! The average non-recurring donor lifetime stayed pretty constant during this period, but recurring donor lifetimes grew shorter.

Despite that decline in recurring donors' lifetimes—and in the average annual giving for recurring donors—large nonprofits didn't see a decrease in annual revenue from that group. Instead, large nonprofits' growing recurring donor bases offset those changes.

What to Do With This Information

For most fundraisers at large nonprofits, your recurring donors are fairly predictable. Their annual giving has stayed relatively flat over this period, and their retention rates and donor lifetimes are slightly above the industry average.

Recurring donors' patterns, though, indicate that it might be time for large nonprofits to refresh their retention strategies for this group. While large nonprofits are attracting larger numbers of this kind of supporter, individual recurring donors gave less in 2022 than they did in 2018. Their retention rate may have increased by 1% over this period, but recurring donor lifetimes dropped significantly.

If you see the same patterns in your recurring donor base, look for opportunities to engage this group of supporters. What can you do to keep them engaged longer? What inspired them to give in the first place? Can you share similar stories to keep them invested in your work? Can you find opportunities to increase their monthly gift size?

As you work toward building a stable fundraising program, your recurring donors will be invaluable partners in your work. Anything you can do to deepen their connection to your cause will move you toward that goal.



Bring It All Together

Patterns that impacted smaller nonprofits—including decreased individual giving in 2019 and 2022 and the COVID-19 pandemic—had a minimal effect on large nonprofits. This group saw only slight changes to their revenue compared to small and midsize organizations.

Large nonprofits also saw higher-than-average annual giving amounts and donor retention rates for both recurring and non-recurring donors. But changes in the average number of active supporters and a decline in overall transaction volume hint that this group may rely more on large gifts. Continuing to focus on reaching and engaging new supporters will be important as you work toward building sustainable fundraising programs.



Large Nonprofits Excel at: Building Generous Communities



If you work for a large organization, you've probably connected with a community of people who are excited about partnering in your work. You have the highest average annual giving amounts and retention rate—for recurring and non-recurring donors alike—and you've seen the largest increase in recurring donation revenue for all three groups represented in this report.





Expert Insights

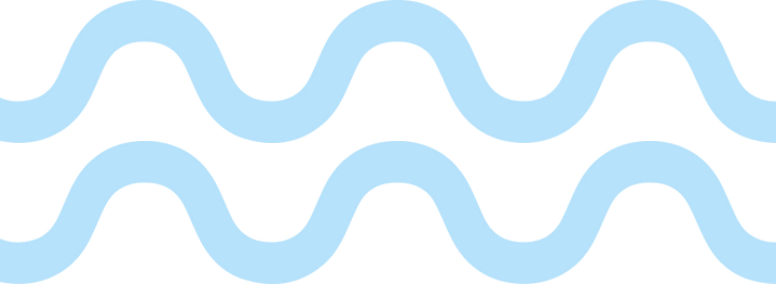
Dana Snyder's Tips for Large Nonprofits

Dana Snyder, founder of The Positive Equation and host of the Missions to Movements Podcast, teaches nonprofits how to use social media marketing and innovative technology to transform their online experiences. Here are her top tips for large organizations who want to expand their recurring giving programs.

1

Give monthly giving real estate across your website. When you think about accessing your monthly donor program, how can people get there? Outside of the “Donate” button or a link from your navigation bar, we want to create multiple opportunities for people to learn about and be drawn into giving a recurring gift. How can you do this?

- Add a blog post that explains why a monthly gift is so important
- Within the copy of your homepage and any other relevant pages, pepper in comments about the power of a recurring gift and the impact it makes
- Add testimonials from monthly donors on top-performing pages



2

Extend your brand partnerships. When you're looking to expand your recurring donor database, you don't have to look far. Make a list of all your recent corporate partnerships and schedule a call to discuss their business goals and employee engagement plans for the quarter. Share with them that one of the most meaningful ways for them to support you is through growing your monthly donor program.

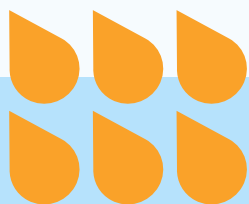
- Set up an email trade. Ask if they'll include a blurb about your mission & monthly giving program in an internal staff email newsletter. In return, you'll share a helpful resource or blog of theirs!
- **BONUS TIP:** See if they'll match monthly gifts and share the blurb with their customer email list as well
- **BONUS TIP #2:** Do they have a podcast, lunch & learn, or upcoming internal event where you could speak?

3


Use social media to personalize the ask. Email marketing is extremely important. But, when inboxes get full and it's hard to push through, you can find supporters where they're spending their time... on social media.

- Optimize your donation forms and email newsletters to ask for their preferred social media platform handle or URL.
- Within your one-time thank-you sequence, include a step to reach out via social media to say thank you with text or an audio message. Sending a direct message "DM" on Facebook, Instagram, or LinkedIn is more casual and personal.
- When you're posting content related to your monthly giving program or a campaign, send a DM to anyone that engaged with those posts asking if you can share more information about it. Always ask a question to get a response before sending a direct link to give.
- For anyone who's visited your monthly giving page but hasn't donated, launch a retargeting Facebook Ads campaign using pixel data on your website.





Nonprofit Spotlight:

 Location: San Diego, CA

 Year Founded: 2015



Alzheimer's San Diego

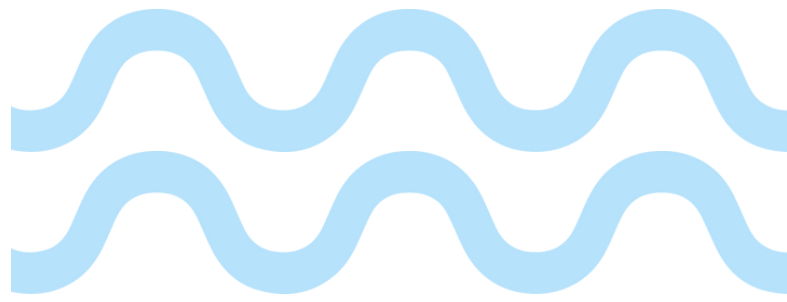
When did you begin your recurring giving program? 2015

How has revenue from your recurring giving program grown over time?

“Our first full-year revenue was \$7,703.00, and in 2023 our revenue was \$54,511.47”

Has your base of recurring donors grown over time?

“We went from 31 donors in our first year to 109 in 2023.”



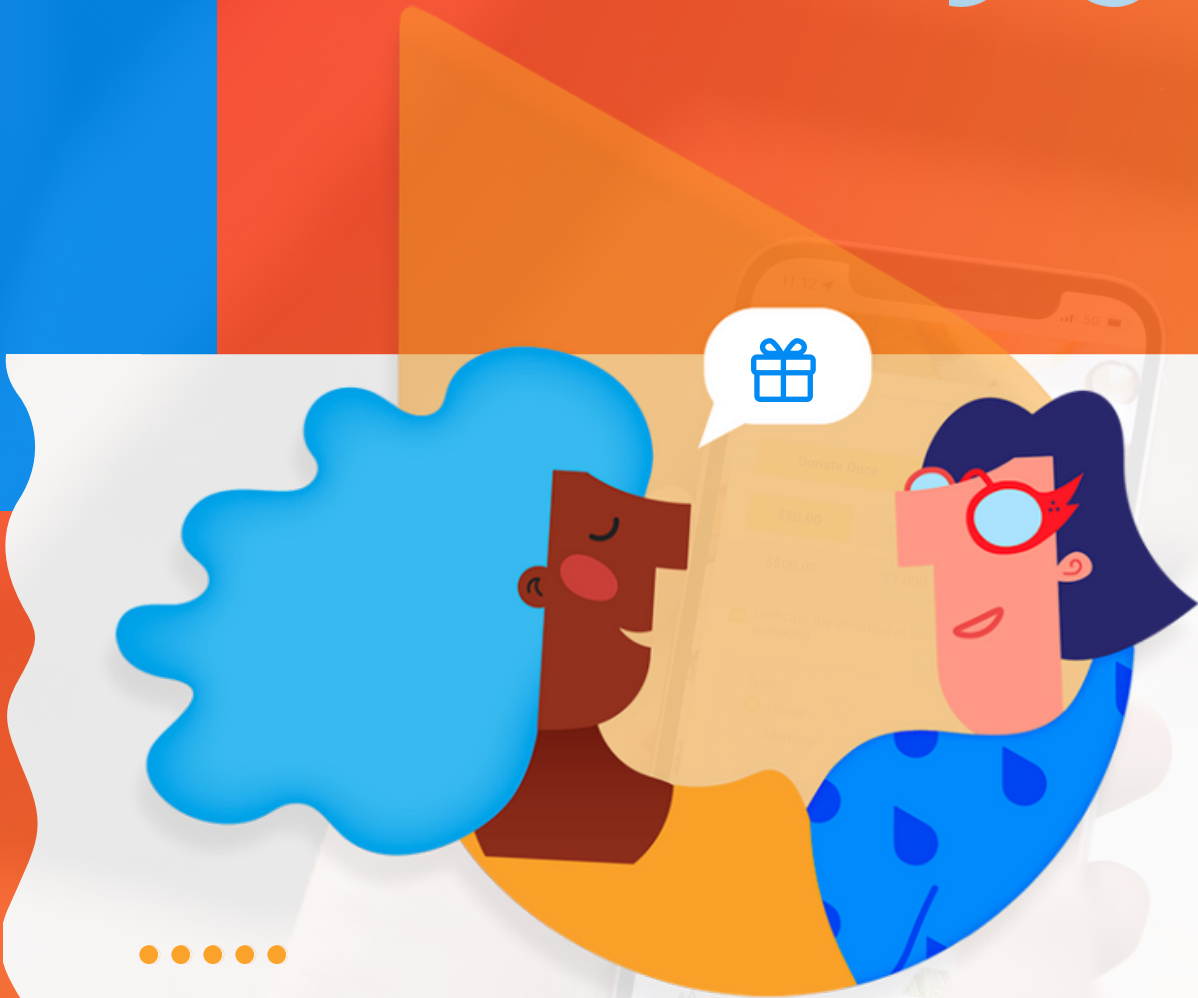
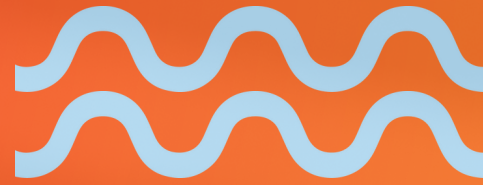
What's your favorite way to engage your recurring donors?

“Send them ‘thank yous’ that do not ask for more money; include them in invites to events; and, when staff gets a chance, to call and thank them.”

What advice would you give to other nonprofits who want to begin or expand their recurring giving program?

“I think the biggest piece of advice is to make sure you have one! Definitely make sure it is easy to find on your website and include the option to be monthly on every form. Not every recurring donor started for us through the recurring donor form; some come from direct mail, peer-to-peer events, or other sources or campaigns because we have the option to give monthly on every campaign.”

Visit them online: alzsd.org



Recurring Donor Behavior



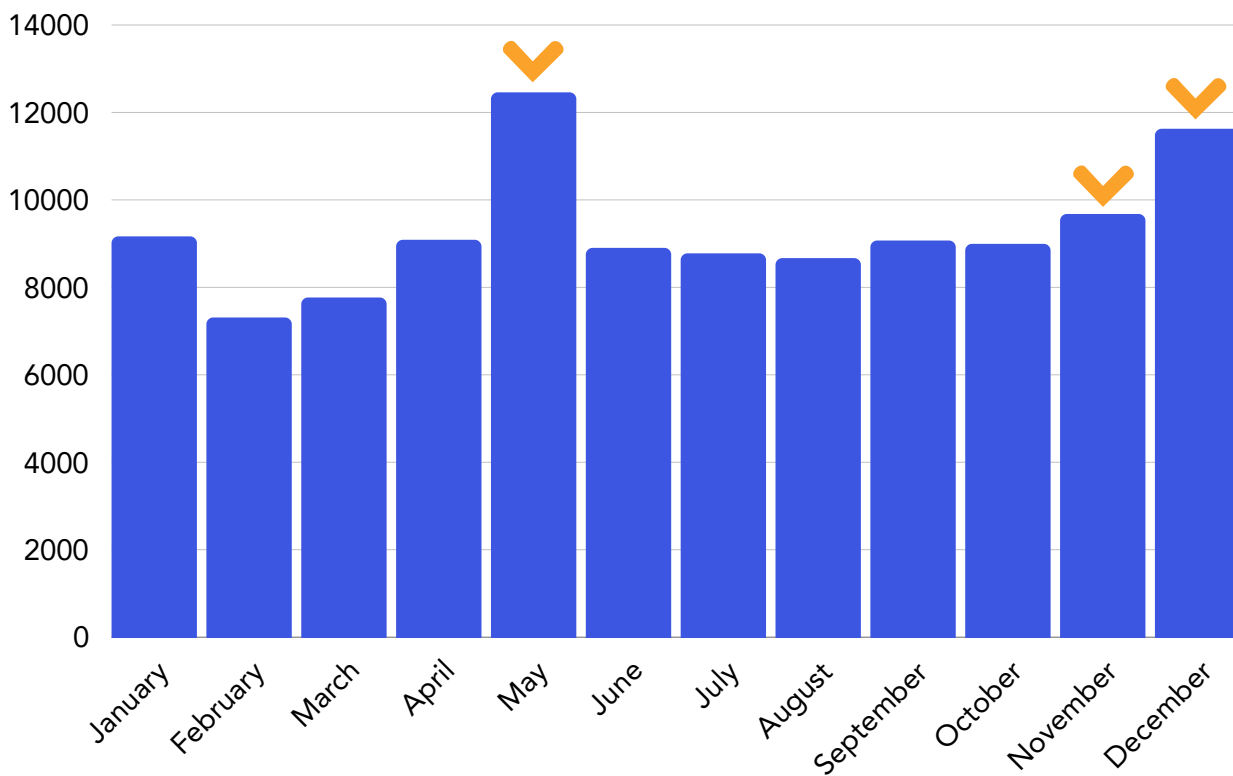
When Do People Give?

Knowing when your supporters are most likely to set up recurring gifts is useful for many reasons ... and it's especially helpful when deciding when to send an appeal.

Here's a breakdown of when people most commonly initiate recurring gifts.

May, November, and December Are The Best Months for Recurring Donations

RECURRING DONATIONS BY MONTH



Looking at the sum of all recurring donations from 2018 to 2022 shows that May, November, and December are the most popular times to set up this type of gift.

While the end-of-year months are a classic time to engage donors, May had more recurring donations set up than any other month of the year. From 2018 through 2022, donors initiated 12,460 recurring gifts in May. December came in close behind with 11,627 recurring gifts, and November came in third with 9,678.

The three months in which donors were least likely to create recurring gifts were February (7,311 gifts), March (7,768 gifts), and August (8,669 gifts).

What to Do With This Information

One thing to keep in mind is that these benchmarks are useful data points to consider as you create your own plans and strategies; they're not hard-and-fast rules you must always follow. Your own nonprofit's past performance will be a better guide for you than industry benchmarks.

That said, this is still useful insight! If you're planning to send your community an appeal for recurring gifts but don't know when to do so, try planning a May appeal or building this ask into your year-end plan.

GivingTuesday Is a Big Day for Recurring Donations

People give in many ways on GivingTuesday. They volunteer, raise money for their favorite causes, and advocate for change. They also, of course, make financial donations—including recurring gifts.

GivingTuesday, which falls on the Tuesday after Thanksgiving (American Thanksgiving, not Canadian Thanksgiving), either occurs at the end of November or the beginning of December. Regardless of the month in which the holiday falls, recurring donations set up on GivingTuesday account for around 12% of all recurring gifts created in that month. That's a significant figure, especially when you consider that November and December are two of the three months with the highest overall volume of new recurring donations.

What to Do With This Information

Build recurring donations into your GivingTuesday plan. Try sending appeals for ongoing gifts to specific donor segments, adding recurring options to your donation form, and mentioning this option in your social media and direct mail messaging.

GivingTuesday is one of the biggest giving days of the year. As you're celebrating your community and their generosity, make a point to give them the option to give on a monthly basis!



Donors Are Most Likely to Make Recurring Gifts In The Afternoon

What time of day do people give? The average recurring donation in this data set was created at 12:03 p.m. Central time.

Here's something to keep in mind: These donations were made to thousands of nonprofits from all over the United States, meaning they represent every possible time zone in North America. Neon CRM is run from Chicago, Illinois, so all processing times are noted in Central time.

This means that, while the average gift was made at 12:03 p.m. Central Time, we're actually looking at a slightly broader timeframe when you consider different time zones.

The important takeaway is that donors generally make recurring gifts in the late morning and early afternoon, not early in the morning or late in the evening.

What to Do With This Information

Have you reliably been successful when you send your community appeals during the evening? Keep it up! Have appeals sent early in the morning consistently outperformed those sent around lunchtime? Don't change a thing.

This information is useful if you're actively looking to experiment with the time you send your appeals. If you've been considering changing your send time to some time in the late morning or early afternoon, this data should give you the green light to do it.

How Do People Give?

To get a picture of how recurring donors support their favorite causes, let's take a look at two related—but very different—sets of data. The first set focuses on the payment methods they use for their gifts, and the second will take a look at the other ways they give to their preferred nonprofits.

Recurring Donors Overwhelmingly Use Credit Cards



91% of ongoing gifts are made with credit cards. And, since recurring payments are, as a rule, made online, this probably isn't very surprising to you.

What is possibly more interesting is that 8.24% of transactions made between 2018 and 2022 were made with ACH/eCheck. While that's a relatively small percentage, it can still represent a significant portion of your recurring revenue.

The remaining 0.76% of transactions come from a variety of other sources like PayPal or other payment methods.

What to Do With This Information

Do you accept online donations? If you do, you almost certainly do so by accepting gifts made with credit cards. If, for any reason, your donors are using forms that exclusively offer ACH/eCheck or digital wallets, enable credit card payments on those forms.

If you're not offering the option to create a recurring gift made via ACH or eCheck, you may want to consider doing so. This is especially true if you have a group of donors who give to you using that method on other forms!

The one drawback of credit card gifts is that they expire, which means you'll need to take a few steps to address that issue.

First, check to see if your credit card processor can automatically update your donors' card information. If it can, you don't need to worry about reaching out to your recurring donors to ask them to update their payment information.

Some credit card processors and vendors don't support this—American Express, for example, doesn't allow auto-updating. In those instances, you can turn an expiring credit card into an opportunity to connect with your supporters. Give them a positive experience by thanking them for their support, letting them know when their card is expiring, and giving them a way to update that information.

Recurring Donors Give Other Ways, Too

Many recurring donors support their favorite nonprofits beyond their regularly scheduled gifts. As a matter of fact:



49.81%

Also give another gift annually

20.33% Also have a membership

15.86% Also register for events

11.63%

Are also tagged as a board member

5.20%

Are also made a store purchase

3.3%

Are also tagged as a volunteer

Now, the nature of CRMs means that these percentages probably don't 100% represent the reality of the many ways recurring donors support their favorite nonprofits.

Take, for example, the board member and volunteer numbers. Those figures are dependent on the way nonprofits use their databases. Not everyone tags their board members and volunteers—those numbers may be much higher!

Other methods of support are even harder to quantify. How many recurring donors share their favorite causes with their friends and family? How many boost nonprofits' online visibility by engaging with them on social media or making offline purchases? How many offer invaluable feedback, insight, and ideas when they reply to emails or visit nonprofit facilities?

What to Do With This Information

Recurring donors are deeply tied to the causes and organizations they love, and they're very likely to support them in more than one way. As you work to build your community and connect with its members, prioritize deepening the relationship you have with your recurring donors.

As you do so, look for other ways to get them involved with your organization and your work. What options can you give them?

Why Do People Give?

Transaction data, while helpful when setting benchmarks and identifying patterns in donor behavior, is somewhat less useful when establishing why people do what they do.

But that doesn't mean data gives us no insight into donor motivations. Transaction details can lend valuable insight into why someone may choose to create a recurring gift.

People Give to Honor Loved Ones

Around 1.2% of the recurring gifts included in this study included an honorarium or memorial designation. While that may not feel like a large percentage at first glance, it represents nearly 1,340 individual gifts.

This number is even more significant when you consider that not every donation form includes the option to add a memorial or honor designation! It's very possible—even likely—that more than 1.2% of recurring donations are made to honor a loved one.

What to Do With This Information

If you're seeking to understand the motivations behind your donors' support, you may want to consider including the ability to make a gift in memory or in honor of someone. You could add it to your primary donation form, campaign-specific forms, or forms you use especially for recurring gift appeals.

That said, you should know that donors who give in honor or in memory of someone—and who choose to share that information with you—are letting you in on something very personal and very special. Make sure you follow up with them accordingly.

People Give Because Your Mission Is Special to Them

Many nonprofits choose to include a field on their donation forms that donors can use to leave notes about their gift. Of the 111,514 recurring gifts included in this study, around 13,000 of them included notes from donors.

While combing through several thousand donor notes would give fascinating insights into the individual reasons people give, it would take a great deal of time—and that's why we used artificial intelligence to analyze and summarize the sentiments of all those transactions.

Here's what we found.

Giving Is Driven by Emotions

Donating to a cause is, for many donors, an emotional decision. A textual analysis of the donor notes identified some recurring sentiments. Some of the most common included:



Gratitude

Notes expressing thanks for the nonprofit's work—either in general or work that the donor benefitted from directly—were common.



Love

Many notes conveyed love, whether it was for the organization, for specific people, or for the donor's loved ones.



Honor

Many donors left notes honoring individuals, the nonprofit's services, or donors' memories.



Inspiration

Notes that mentioned being inspired by the organization's work or even its staff were a recurring theme.



Remembrance

Many donors left notes indicating that their gift was made in remembrance of a loved one.

Giving Is Driven by Donors' Identities

Our AI analysis of donors' notes also revealed that, for many, their decision to give is a deeply personal one—one that's tied to their very identity.

Here are some of the most common identity markers and how they appeared in this group of donor notes:

Age

Donors commonly referenced age, usually by remembering or honoring individuals older than the donor or by supporting youth-related activities.

Ability

Many notes referenced specific abilities or disabilities—related either to the donor or to the cause they were supporting—with a focus on inclusivity.



Ethnicity

Some donors left notes referencing ethnicity, especially when giving to culturally specific causes.

Gender

Notes referencing gender were notable, especially in gifts to women's causes or gender equality initiatives.

Race

Racial identity was another common theme, with donors often expressing support for racial equity or specific groups.

Religion

Many notes included references to the donor's faith or their support for religious causes.

Sexual Orientation

Donors frequently left notes about supporting the LGBTQ community or related causes.

Socioeconomic Status

Some notes mentioned the donor's socioeconomic status or their desire to support people from different circumstances.

What to Do With This Information

These recurring themes are a reminder that recurring donations are more than simple transactions. They result from a deeply personal and emotional commitment to a cause. Treat them accordingly!

Look for ways to understand why your supporters give to you on a recurring basis. Can you add a notes field? What about sending a donor survey?

Once your donors have given you insight into why they've chosen to support your work in this way, use that information to send them messages and communications that speak to those motivations.

Write impact updates and share stories that reference common reasons people give. Send a personal email to people indicating that they're giving to honor or remember a loved one. Speak to your donor's identity by creating a named group for recurring donors.

Your recurring donors probably have a deep connection to your cause. Take steps to preserve it!



Closing Thoughts

Nonprofits—and the people who support them—have changed a lot over the last few years. They've had to change. The years 2018 to 2022 brought societal unrest, a global pandemic, country-wide reckonings around racial justice that spread across the world, economic uncertainty, and rising inflation.

Those events had a huge impact on the nonprofit sector. You've seen the headlines. Individual giving is down. Nonprofits increasingly rely on major donors and a shrinking pool of supporters. There's diminishing trust in nonprofits.

Recurring donors defy these trends.

These passionate people have been steadfast in their support of their favorite causes. Even as individual donors disengage from giving, a growing number of people are rallying to support their favorite organizations. Their numbers grew despite every negative circumstance.

Your recurring supporters may not show up on your list of major donors. But their regular support—usually spanning many years—means they're almost certainly giving as much over time as some of your biggest supporters.

They don't just make monthly donations—they go above and beyond those commitments. They give additional gifts, attend events, serve as volunteers and board members, and are more likely to leave legacy gifts than many other donors.

And their significance extends beyond what we can identify in a data set or plot on a graph. They give the peace of mind that comes with steady, reliable revenue. They build your organization's visibility online and in their networks. They're ambassadors for your organization, even if they fly under your radar.

As nonprofits adapt to shifting circumstances, the relationships between nonprofits and these loyal supporters will become increasingly important.

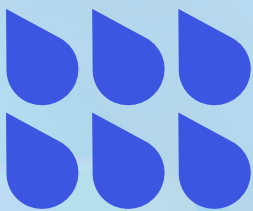
The people in your community want to make a difference. They are willing to give you their ongoing support. If you have a base of recurring donors, you have invaluable partners as you work toward your mission. Value your sustaining donors. Add to their ranks. Deepen your relationships with them. Strengthen their connection to your cause.

Together, you'll achieve amazing things.



.....

Methodology & Approach



Neon One Research Philosophy

At Neon One, our philosophy is rooted in democratizing data analysis in the nonprofit sector. We are driven by the belief that every organization, regardless of size or resources, should have access to the tools and insights needed to allow them to thrive in their work. We recognize the power of data as a catalyst for change and are committed to simplifying the analytical process, making it accessible and actionable for all.

We believe in empowering nonprofits with the knowledge and tools to distinguish between genuine insight and deceptive marketing. Our approach is not just about providing data analysis but about nurturing an ecosystem where data serves truth, fosters trust, and champions the noble cause of every nonprofit we work with.

How We Build Reports

Our approach is straightforward and collaborative, centering on the expertise of our Research Council. This council, a collective of professionals from marketing, product management, and product development, steers the direction of our reports. Their diverse perspectives ensure that our analysis is comprehensive, incorporating not just current market trends but also forward-looking insights, aligning with the latest product innovations and technological advancements.

The process is methodical and data-driven, with each report undergoing rigorous scrutiny to maintain accuracy and relevance. By combining the practical knowledge of our product teams with our community-driven approach to marketing content, we ensure that our reports provide valuable, actionable insights, empowering nonprofits to make data-informed decisions in their operations.

Recurring Giving Report Methodology

Privacy and Security

Neon One has strict control over the security and privacy of its data, and a formal outline can be found under our SLA and Security Policy at neonone.com/security.

Data Scope

Our report request to the Neon CRM development team began with a requirements scope that asked for two reports.

The first request was for active client databases created before January 1, 2022. A variety of information was appended to these organizations, including their name, tax ID, NTEE Category, organizational revenue information, and various transactional, marketing, and fundraising metrics that were output on a yearly basis from 2018 to 2022.

The second request was for a report of all donations successfully established on a recurring schedule and created between 01/01/2018-12/31/2022. A variety of information was appended to these gifts, including the donation date, time of day, origin details of how it came into the database, payment tender information, and open text field notes if provided by the donor at the time of the transaction. Personal identification information is removed from these data pulls before analysis.

Due to the configuration of Neon CRM, no recurring donations from a third-party donation tool are included in this analysis.

Data Review

Data analysis was then performed against the data in a few stages.

1. Stage One: A review of the raw data within the reports was performed to establish key performance indicator benchmarks on the information found within the report. To ensure a strict “apples to apples” comparison, we removed any organizations with less than five years of consecutive transaction history. We also removed any outliers of organizations with above-average annual transactional revenue of 300% or above. Any analysis grouping needed a minimum of 50 organizations to meet the criteria for report inclusion.
2. Stage Two: Benchmarks are established within a dedicated report summary section to help build the narrative from the data itself. The benchmarks are compared against existing data in the nonprofit sector to validate if they align with previous research. We also take inspiration and follow general best practices from initiatives like the Fundraising Effectiveness Project, including benchmarking formulas where appropriate. These benchmarks are also reviewed with the Neon One Research Council and other key supporting roles within the marketing team. Unless otherwise noted, benchmarks are calculated as the metric’s average over the five-year timespan.

Assumptions

When interpreting donor notes and analysis by ChatGPT, it's crucial to exercise caution, as over-reliance on these sources can lead to assumptions that may not fully capture the nuanced intentions or circumstances of individual donors, risking the oversimplification of complex human behaviors. Revenue categorizations in the report are made based on a nonprofit’s most recent government filing and not on their tracked transaction volume within Neon CRM.

Ethical Considerations

Given our usage of artificial intelligence in analyzing the emotional sentiment of donor notes, we have adopted the Fundraising.AI Framework (fundraising.ai/framework) in our building of the report itself. In line with the Fundraising.AI framework, the report incorporates ethical considerations by safeguarding donor privacy, ensuring data accuracy, promoting inclusiveness, maintaining transparency, and committing to continuous learning. It emphasizes the responsible use of AI, and adherence to legal standards, and prioritizes the social impact and sustainability of fundraising initiatives.

About Neon One



Neon One connects nonprofits with the technology and resources that empower them to build a community of generosity. We believe that small to midsize nonprofits thrive when enabled with a platform designed to create magical generosity experiences.

Our products are designed to manage the full range of nonprofit operational needs, from marketing and revenue generation to program operations and financial reconciliation. Learn more about the products, including Neon CRM, Neon Websites, Neon Giving Days, Neon Fundraise, Neon Pay, and more at neonone.com.