



Dataro Recurring Giving Benchmark Report

2024 BENCHMARKS

Global Benchmarks on Recurring Giving Programs.

About the report

Welcome to Dataro's 2024 Recurring Giving Benchmark Report.

At Dataro, we are committed to solving the big and small data problems facing nonprofits. Dataro's 2024 Recurring Giving Benchmark Report offers an in-depth look at the latest global benchmarks and insights on recurring giving from Dataro's global data pool. The aim of the report is to provide nonprofit fundraisers with valuable data insights and benchmark data to measure their recurring giving performance and help them grow and sustain their programs through data-driven strategies.

This report analyzes the 10-year data (2014-2023) from 202 worldwide organizations across 24 countries that actively use our data intelligence platform and machine learning solutions. Small-shop nonprofits up to large operations are represented in the data, as well as various nonprofit sectors. All organizations in the dataset have actively engaged in recurring giving for at least three years, ensuring that our findings are reliable and relevant. As a result, our report may present different benchmarks and a different overall outlook on recurring giving compared to other reports using different datasets. We focus on delivering precise benchmarking by eliminating outliers and regional biases, ensuring reliable global comparisons. Please refer to the appendix for a detailed explanation of our data processes and for a glossary of terms and data.

It's essential to acknowledge that each nonprofit is unique; therefore, there may be instances where your organization over-performs or under-performs against the benchmarks. In cases of underperformance, this report serves as a valuable resource for sparking internal discussions about strategic alignment and goal-setting.

Additionally, the report includes actionable recommendations tailored to each area of recurring giving performance, encouraging organizations to implement specific tactics that can boost their fundraising efforts. By understanding their current performance and acting on the insights provided, nonprofits can effectively enhance their recurring giving programs and strengthen long-term donor engagement.

Ultimately, the Dataro 2024 Recurring Giving Benchmark Report is not just about analyzing data; it's about inspiring nonprofits to take meaningful steps towards achieving sustainable revenue growth through recurring giving.

We deeply value the vital work nonprofits do and are honored to play a part in advancing their missions through data. This report is a testament to their work and our commitment to providing meaningful, data-driven insights that help nonprofits grow their impact through recurring giving.

Happy fundraising,
Team Dataro

p.s. We would like to acknowledge and thank Erica Waasdorp from A Direct Solution for her guidance and support in creating this report so that more nonprofits can grow their impact through the power of recurring giving.

About the data



202

global organizations*
from 24 countries

*the data used for this analysis is based on a representative sample of 202 organizations from the Dataro Data Pool of +300 organizations. 25 US & Canadian organizations are included in North American benchmark data.

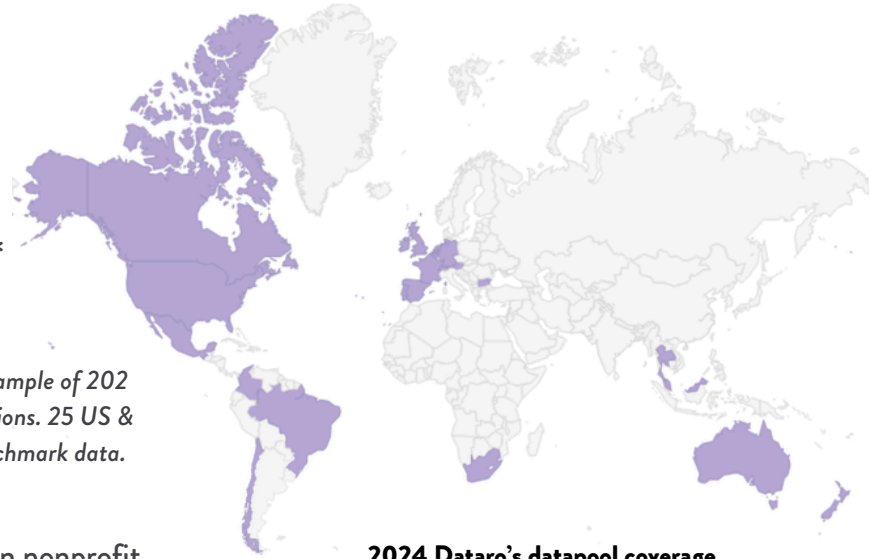
Easy reference legend:



global nonprofit data / benchmark

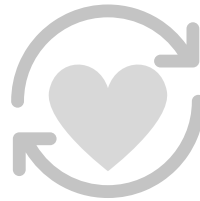


North American nonprofit data / benchmark



325 MIL

all gifts (count)
(2014 - 2023)



250 MIL

recurring gifts (count)
(2014 - 2023)



26.3 MIL

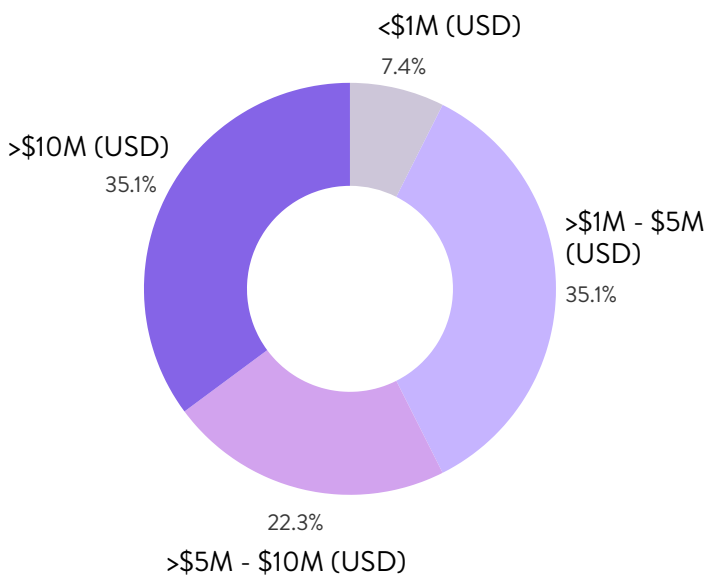
donors
(2014 - 2023)



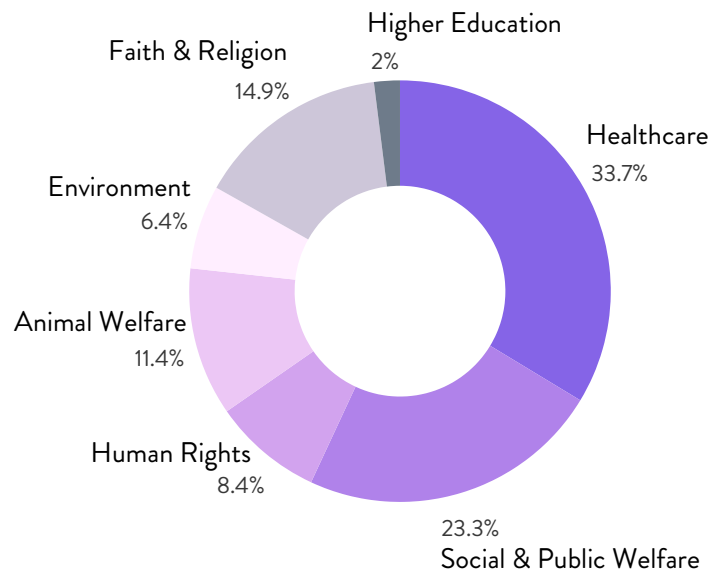
8 MIL

recurring givers
(2014 - 2023)

Organization Mix by Revenue Levels



Organization Mix by Nonprofit Sectors



Section 1. Overview of Recurring Giving

Recurring giving revenue and donor base size growing


Overall recurring giving revenue trends

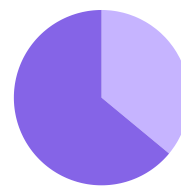
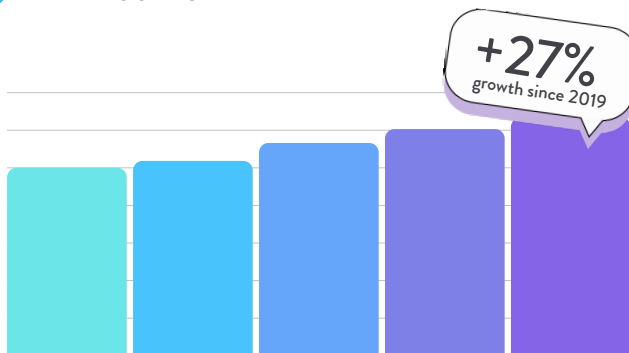
Globally, recurring giving (also referred as RG in this report) revenue has increased steadily since 2019. The cumulative 26.78% increase over five years highlights the global sector's expanding focus on recurring giving as a sustainable, predictable revenue stream for nonprofits.

For the 202 nonprofits in this global analysis, 63.6% of organizations achieved revenue growth in recurring giving revenue in 2023. The typical organization in our analysis grew recurring giving revenue by 3.6% that same year.

Recurring giving is still emerging in North America, accounting for just 5.47% of total annual revenue in 2023 for the typical nonprofit. This is well below the benchmark for other regions. However, revenue from recurring giving has grown by 61.9% for North American nonprofits since 2019, significantly outpacing the global benchmark growth of 26.8% during the same period.

Despite the growth in recurring giving, the typical North American nonprofit still generates the majority of revenue from traditional philanthropy efforts (41.5% in 2023).

 **Recurring giving revenue (\$USD) for typical nonprofit**

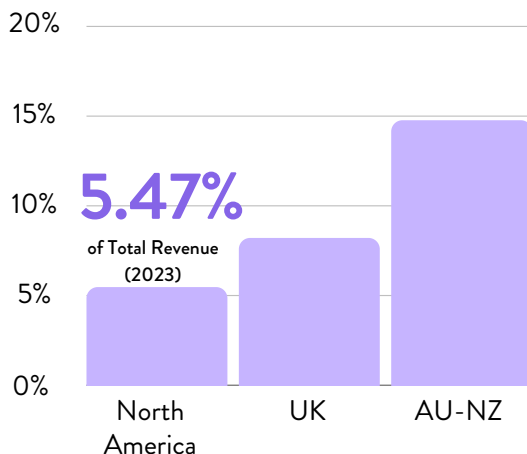



 **63.6%**
of nonprofits achieved recurring giving revenue growth in 2023

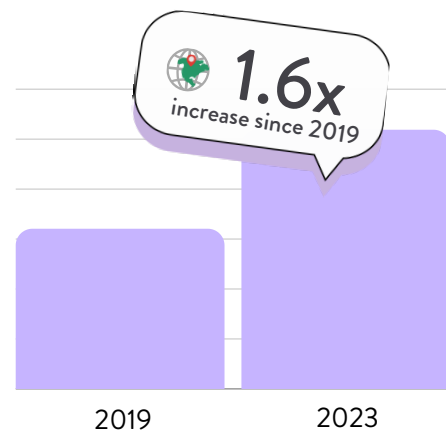


 **+3.6%**
increase in recurring giving revenue for the typical nonprofit

Recurring giving as % of revenue in 2023 by region



 **Recurring giving revenue (USD) change - North America**



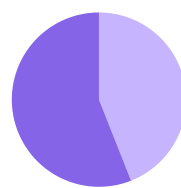
Donor base size and growth benchmarks

In 2023, 56% of nonprofits in this global analysis saw an increase in their active recurring giving donor base, while only 48% grew their overall donor base.

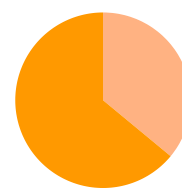
This indicates that more nonprofits are gaining traction with their recurring giving programs compared to traditional donor programs, which may lead to more stable revenue streams in the future. The typical nonprofit grew its recurring giving donor base by 1.8%.

The number of North American nonprofits that grew their recurring giving donor base in 2023 was higher than the global benchmark (64%), highlighting a greater focus on the acquisition of recurring givers. The typical North American organization grew its base by 5.4%.

While North American nonprofits have fewer recurring donors across all revenue levels, this disparity is particularly pronounced among those with annual revenues exceeding \$10 million (USD), with these organizations having only one-fifth the number of recurring givers compared to the typical nonprofit worldwide.



56.2%
of nonprofits worldwide
grew recurring donor base



64.0%
of North American nonprofits
grew recurring donor base

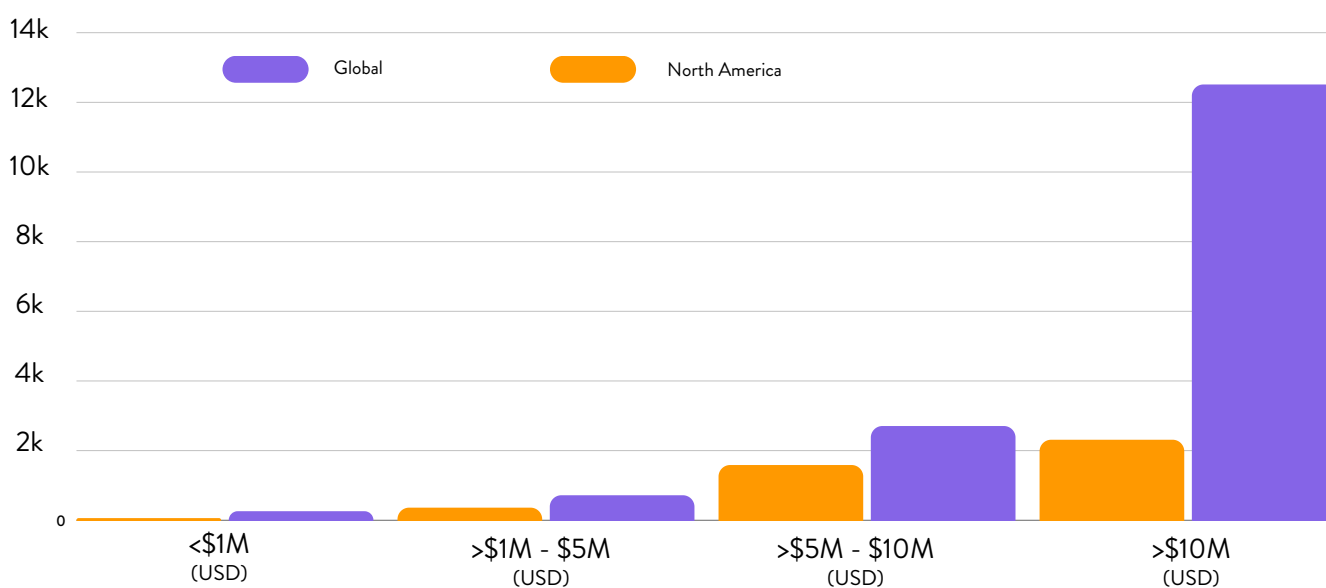


+1.8%
increase in donor base size
for typical nonprofit



+5.4%
increase in donor base size
for typical North American
nonprofit

Recurring giving donor base size by organization size (grouped by annual revenue)*



*for this analysis, nonprofits outside of AU/NZ, UK and North America have been excluded from global benchmark data.

Recognizing that many North American nonprofits are relatively new to recurring giving and often operate smaller programs, we sought to understand how long it typically takes for organizations to grow their active recurring giving donor bases to 100 donors, 1,000 donors, and 10,000 donors. To do this, we analyzed Dataro’s all-time data pool of more than 10 million recurring givers who made more than 377 million recurring gifts and looked at the median time the typical organization reached these milestones.

For North American nonprofits, it takes approximately 3 years to grow from 0 to 100 recurring givers, which aligns with the global benchmark. However, while it typically takes 7 years for the median nonprofit to reach over 1,000 recurring donors worldwide, North American organizations take about 11 years to achieve the same milestone, reflecting less focus on recurring giving historically in this region.

100 RG donors

  = **3 YRS**

to grow donor base to 100 recurring givers for the typical nonprofit. This is the same for North American nonprofits.

1,000 RG donors

 = **7 YRS**

to grow donor base to 1,000 recurring givers for the typical nonprofit

1,000 RG donors

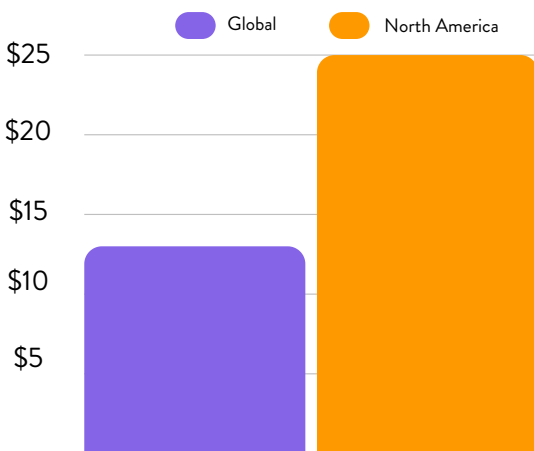
 = **11 YRS**

to grow donor base to + 1,000 recurring givers for the typical North American nonprofit

Average gift benchmarks

The average recurring gift value for the typical North American nonprofit in 2023 was \$25 USD (this includes recurring givers who have been giving for many years and new donors). For new recurring givers in North America who signed up in 2023, the average recurring contribution was higher at \$30 USD. This median new recurring gift ask has been steadily increasing over time, up from \$22 USD in 2019.

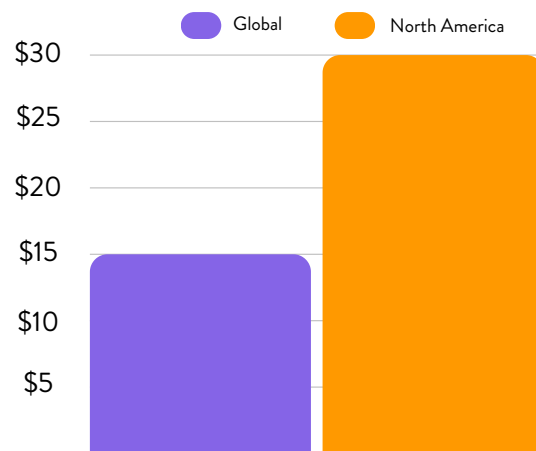
2023 median gift size
(new + existing donors recurring givers)



 **\$25 (USD)**

average value of recurring gifts for North American nonprofits in 2023

2023 median starting gift size
(new recurring givers)



 **\$30 (USD)**

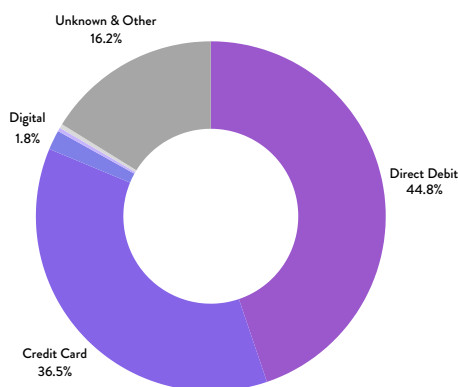
typical starting gift value for new donors to recurring giving for North American nonprofits in 2023


Payment method benchmarks

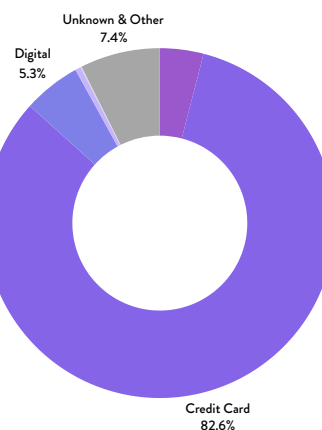
In North America, credit cards are the primary payment method for recurring gifts. However, donors using credit cards generally have shorter expected giving durations compared to those who opt for digital wallets and mobile payments or authorized direct debit. Traditional methods such as cash, checks and bank transfers account for only a small portion of the data analyzed in this report.


North America is at the forefront of adopting digital payment methods (including digital wallets). Although the number of donors using these methods is small, they show the highest longevity and LTV. Making digital payment options available (like PayPal, Stripe, Google Pay, Apple Pay Venmo etc) could help improve donor engagement and retention due to their seamless user experience and perceived security.

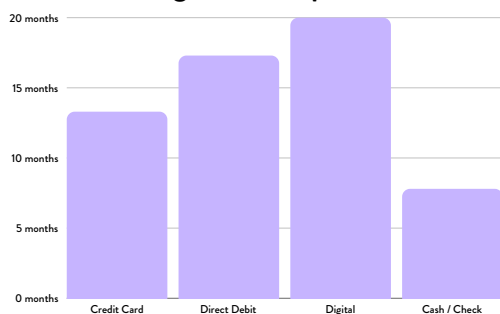
 Share of payment methods for recurring donations for global nonprofit




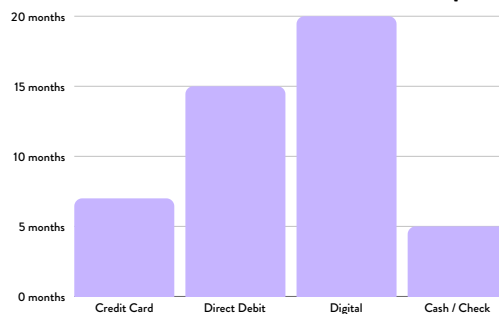
 Share of payment methods for recurring donations for North American nonprofit



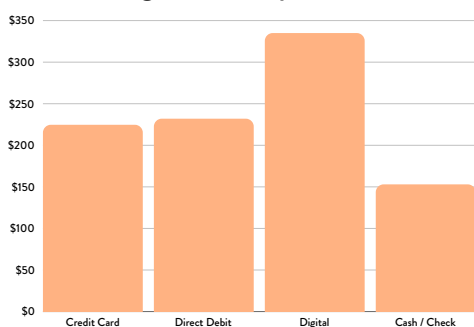
 Median giving duration by payment method for global nonprofit*



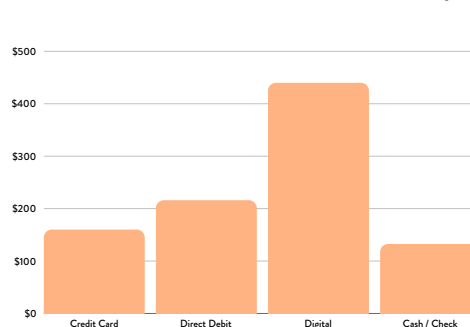
 Median giving duration by payment method for North American nonprofit*



 Median donor LTV (USD) by payment method for global nonprofit*



 Median donor LTV (USD) by payment method for North American nonprofit*



*among most popular payment method only. New donors in 2023 excluded from analysis to allow minimum 12-months of tenure. Only organizations from North America, UK, Australia and New Zealand.

Annual value of recurring givers exceeds that of single donors

Average annual revenue per donor

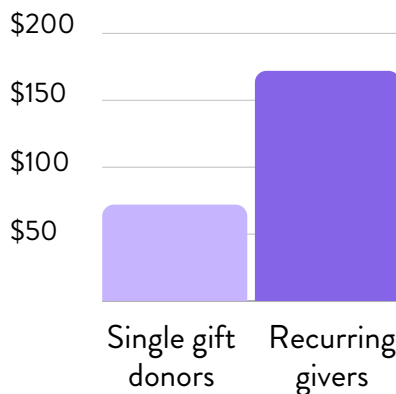
Comparing the behavior and contributions of single gift versus recurring gift donors within the year provides valuable insights into the impact of each fundraising approach.


In 2023, for the typical global nonprofit in the analysis, recurring givers contributed 2.9x more financially than single gift donors (excluding major gifts). For North American nonprofits, this figure was slightly lower, with recurring giving donors contributing 2.4x more than single gift donors.

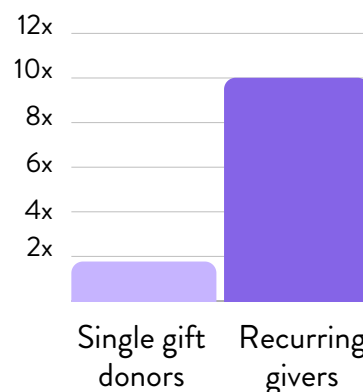
In 2023, recurring givers in North America made an average of 10 gifts compared to just 1.77 gifts made by single gift donors. The total annual value of donations from recurring givers was also significantly higher, with the average recurring donor contributing \$172 USD annually, compared to \$72 USD from single gift donors.

This highlights the strong financial impact of recurring giving programs, both in terms of donor engagement and overall revenue contribution.

 **Value of gifts (USD) made in 2023:**
North American nonprofits



 **Number of gifts made in 2023:**
North American nonprofits



Annual donation value

 **\$172 (USD)**

given in 2023 by North American recurring givers (per donor)

North American nonprofit

 **2.4X**

more revenue generated by recurring givers (per donor) than single gift donors in 2023

Typical global nonprofit

 **2.9X**

more revenue generated by recurring givers (per donor) than single gift donors in 2023

It is important to note a few things in this analysis:

- The number of donations made by single gift donors in 2023 is an indicator of within-year retention - that is, how effectively the typical organization re-engaged donors within the calendar year of 2023.
- The total annual donations made by recurring givers (both # of gifts and annual gift value) includes people who started and ended their recurring gifts during 2023.
- This analysis excludes additional single gifts made by recurring donors within the year.

Donor retention and lifetime value

Recurring givers are particularly valuable because of their higher annual donations and significantly stronger retention rates compared to single gift donors. This combination boosts donor lifetime value, reduces the demand for significant new donor acquisition, and provides nonprofits with a more stable and predictable revenue stream.

We analyzed all active donors in 2023 and compared those who gave to recurring giving programs only to those who gave single gifts only. We found the retention rate for recurring donors was 83.6% compared to just 45.2% for single gift donors. Refer to page 12 for more detailed analysis on donor retention.

When considering the broader context of lifetime value (LTV) over a 10-year period, recurring givers show a significantly higher LTV than single gift donors. This is largely due to their better retention rates and their tendency to make additional one-off donations alongside or before their recurring gifts. As a result, recurring givers have a lifetime value that is 5.4x times greater than that of single gift donors. In North America, however, the LTV for recurring givers is slightly lower, at 3.1x times that of single gift donors. This difference highlights that the North American market has room to grow and mature in terms of recurring giver lifetime value.

Retention:

Recurring givers

 **83.6%**

of recurring givers retained from 2022

Single gift donors

 **45.2%**

of single gift donors retained from 2022

Lifetime value (LTV):

LTV of recurring givers

 **5.4X**

higher than donors giving single gifts only

LTV of recurring givers

 **3.1X**

higher than donors giving single gifts only

It is important to note in this analysis:

- We emphasize the LTV ratio between single gift donors and recurring givers, as LTV accounts for all types of donations made by a donor during their entire giving history. This includes additional single gifts made during their giving lifetime.
- The North American data includes organizations from both Canada and the United States. This broader scope may result in more moderate lifetime value metrics compared to analysis based solely on US data.

Section 2. Drivers of Growth & Retention

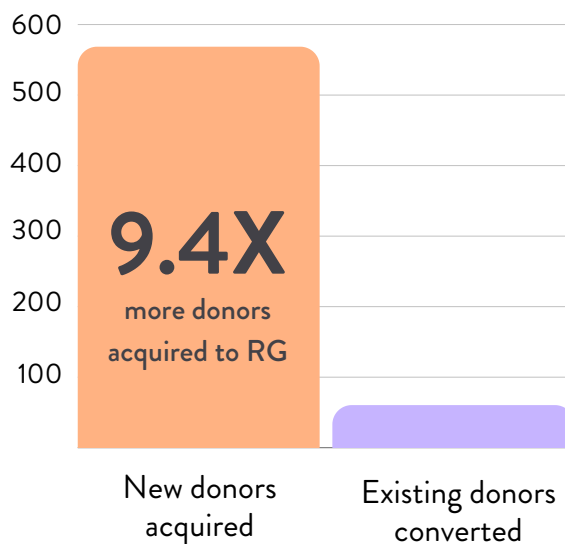
Strategies driving recurring giving growth

Acquisition v Conversion


Recurring giving program growth is primarily driven by the acquisition of new donors, which in 2023 outpaced conversions by a factor of 9.4x for the typical global nonprofit.

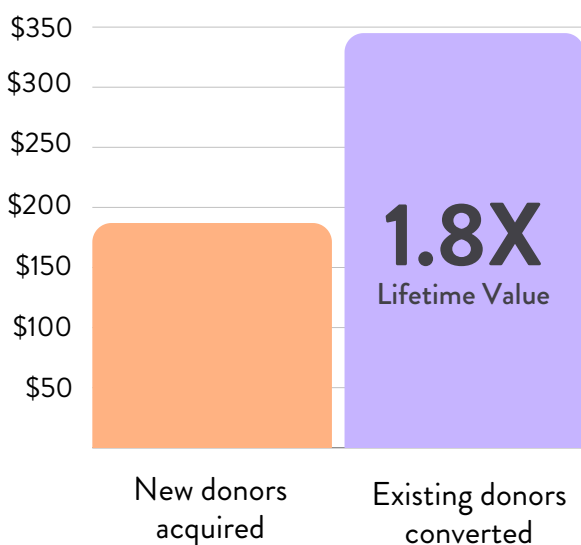
While acquisition is crucial for expanding the recurring giving donor base, it comes with high acquisition costs, making churn prevention essential to long-term success. Retaining new recurring givers reduces the need for constant, expensive acquisition efforts, ensuring steady program growth and return on investment.


 Number of new donors acquired v converted

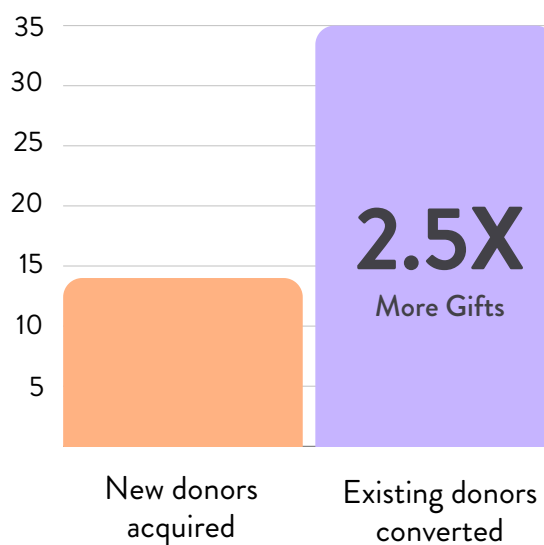


Acquired and converted donors also tend to behave differently over time. Acquired donors often have higher churn rates in general, particularly early on (see page 14 for Acquired versus Converted retention curve graphs), while converted donors are generally more committed, giving 2.5x more gifts and have a higher lifetime value (see page 17 - 18 for more detailed analysis).

 LTV (\$USD) of recurring donors:
new donors acquired v converted



 Number of recurring gifts:
new donors acquired v converted



Strategic implications for growth:

By balancing efforts to acquire new donors with strategies to retain and nurture existing ones, nonprofits can maximize the effectiveness and sustainability of their recurring giving programs.

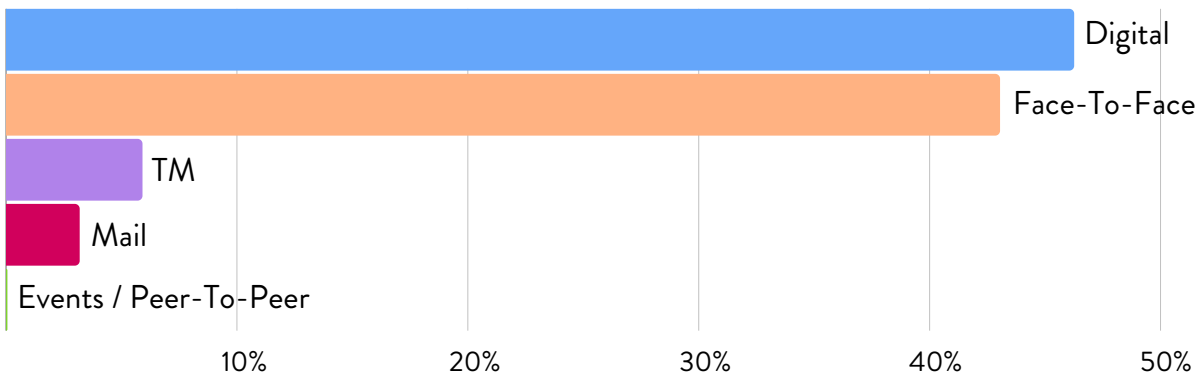
The importance of acquisition channel

Analyzing global data on the drivers of recurring giving growth reveals that different regions utilize distinct channels to acquire and convert donors. These channels not only vary by effectiveness but also attract distinct donor demographics, making it crucial to evaluate each region separately.

Consequently, this section of the report focuses exclusively on North American nonprofit data to provide a clearer understanding of the unique trends, benchmarks, and donor demographics in this region.

In North America, digital channels including email, web campaigns, social media, and SMS have emerged as the most effective methods for acquiring new donors and converting existing donors to recurring giving from 2019 to 2023. Face-to-face, including door-to-door fundraising, have also significantly contributed to the growth of recurring giving donor bases. In contrast, traditional methods like direct mail campaigns and telemarketing (TM)* have played a lesser role in growing recurring giving programs, accounting for only 3.2% and 5.9% of new recurring donors, respectively.

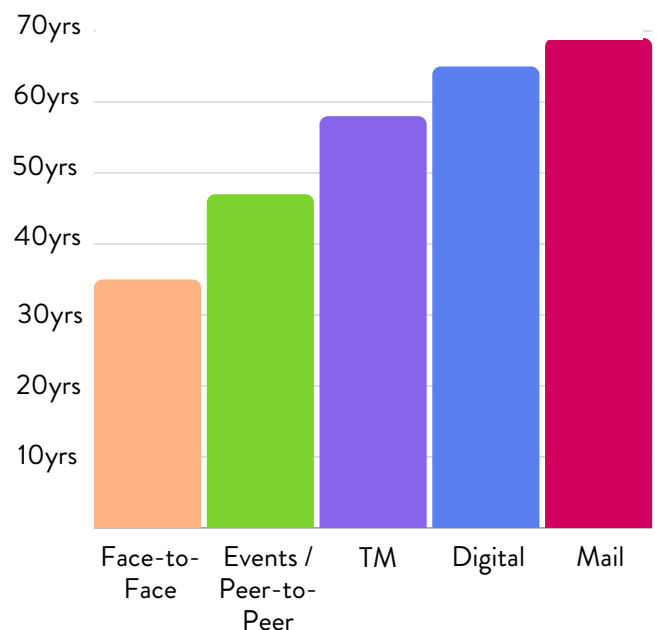
Top 5 channels driving acquisition of new recurring givers (new + converted donors)



Recurring givers are primarily younger to mid-life adults, with half the donors in this analysis are under the age of 42 when acquired. Different strategies tend to resonate better with specific age groups, making certain channels more effective at converting particular demographics into recurring givers.

For example, North American adults aged 30 to 45 are more successfully converted through face-to-face (median age: 35). Events and peer-to-peer campaigns (median age: 47) tend to attract a slightly older cohort. In contrast, older donors (over 50), are more likely to commit to recurring giving through telemarketing, digital and direct mail campaigns.

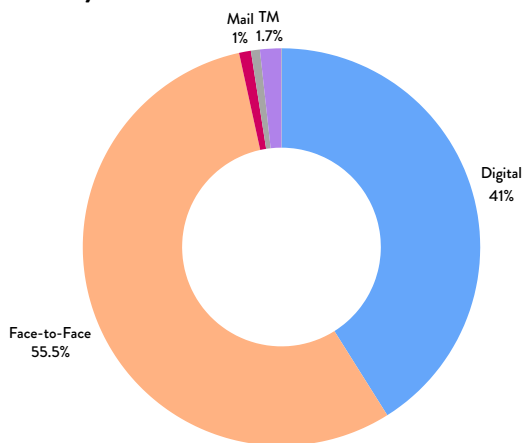
Age of recurring givers by channel



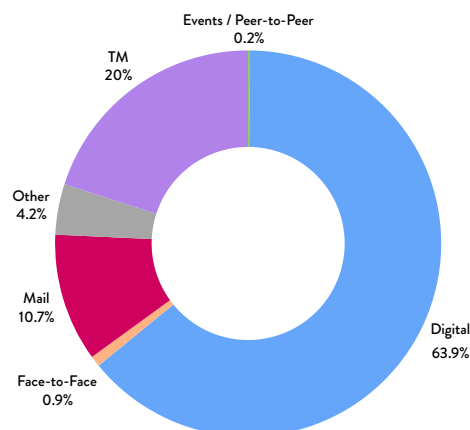
*for this analysis in particular, we've excluded one nonprofit with outlier data so the results better reflect the typical performance of North American organizations

In North America, face-to-face fundraising (including door-to-door) and digital platforms are the main methods for acquiring new donors directly to recurring giving programs. On the flip side, digital channels and telemarketing are more prominent in converting existing donors to recurring giving, with direct mail also proving a valuable channel for this task.

Acquisition of new donors to recurring giving by channel (2019 - 2023)



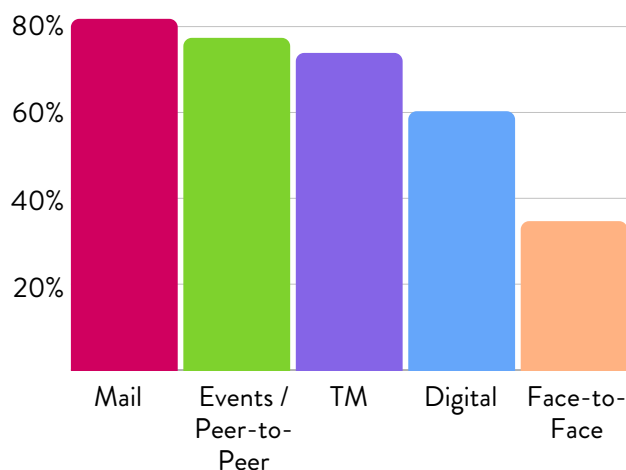
Conversion of existing donors to recurring giving by channel (2019 - 2023)



Our analysis reveals significant differences in donor retention based on the acquisition or conversion channel used. Among North American recurring givers, 81.8% of those who signed up via direct mail continued their giving after 12 months, compared to just 34.7% of those acquired through face-to-face and door-to-door. See page 13 for the global retention curve of new recurring givers by sign-up channel.

Understanding these differences can help nonprofits optimize their channel strategies to cultivate longer lasting donor relationships and prevent over investment in channels that drive short-term growth but low ROI in the longterm.

12-month retention for new recurring givers by channel



Strategic implications for growth:

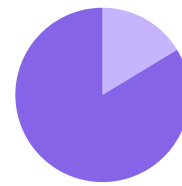
To grow your recurring giving programs effectively, invest in a mix of channels that support both short-term and long-term goals. Digital and face-to-face fundraising can drive donor acquisition volume, but face-to-face (including door-to-door) comes with higher costs and lower donor retention. In contrast, converting donors to recurring giving by mail, telemarketing and digital are effective and deliver stronger donor retention. An omnichannel strategy is essential; it prevents over-reliance on any single method and helps lower acquisition and conversion costs. By improving program ROI and increasing donor retention, this approach positions your organization for more sustainable recurring giving revenue growth.

Key drivers of donor retention and churn

Retention benchmarks

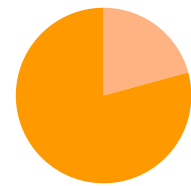
Year-to-year donor retention is a key measure of a fundraising program's health, showing how effectively an organization keeps donors engaged and committed.

In 2023, the typical global nonprofit retained 83.7% of its recurring giving donors, while the typical North American nonprofit in this analysis retained 79.3% of its donor base. Recurring giving retention rates saw modest improvements in 2023, with the typical global nonprofit increasing retention by 1.98% and North American organization by 1.79%.



83.7%

of recurring donors were retained year-to-year in 2023 for Global nonprofits



79.3%

of recurring donors were retained year-to-year in 2023 for North American nonprofits

Retention curves - trends in donor churn

While retention offers a broad view of donor engagement, churn provides a more urgent perspective on the challenge of donors canceling their recurring gifts. High churn rates can erode the impact of acquisition efforts, requiring nonprofits to continually replace lost donors. Just as acquisition fuels program growth, reducing churn is crucial for sustainable growth and maximizing the value of recurring giving programs.

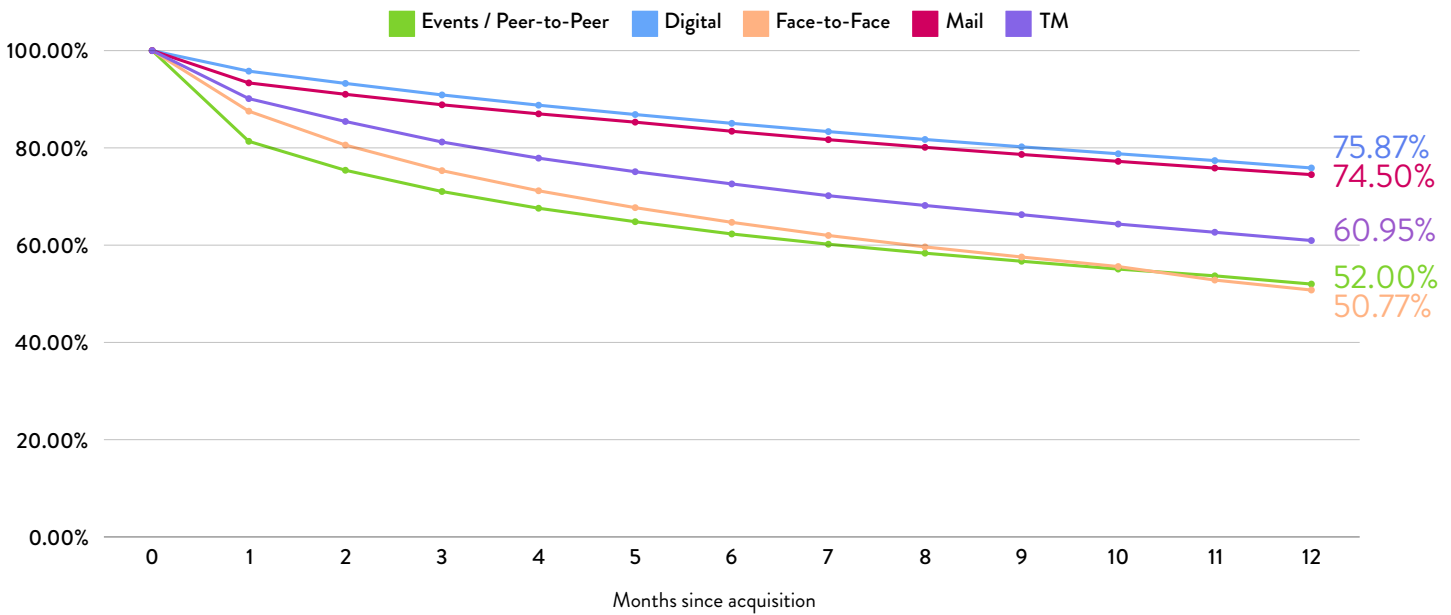
Retention curves are especially valuable for tracking churn trends among new recurring givers, as they highlight key periods, particularly within the first 12 months of giving when donors are most likely to stop giving.

By analyzing retention curves across donor segments, acquisition channels, and payment methods, we can uncover patterns in donor behavior and identify factors and strategies that can help nonprofits improve donor retention and build more sustainable recurring giving programs.

The retention curve graphs below present recurring giving data from organizations worldwide (2019–2023), illustrating the percentage of newly acquired recurring givers (both new and converted donors) who continue giving during their first 12 months after sign-up. The data is segmented by acquisition channel, payment methods and donor type. The Y-axis represents the percentage of retained donors, while the X-axis represents time in months from initial sign-up. A steeper drop in the curve indicates higher churn and poorer donor retention early on.

12 month retention of new recurring givers by channel

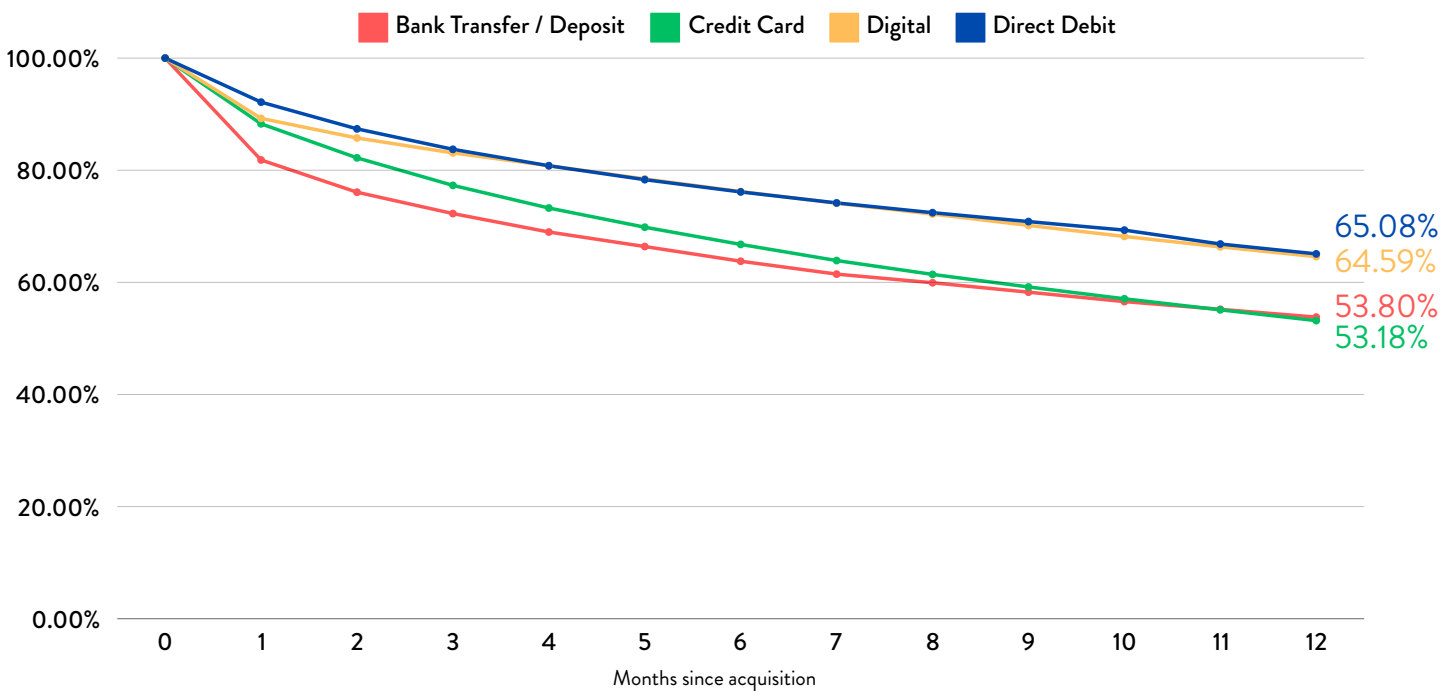
Newly acquired and converted donors (2019 - 2023) - global data



Donors acquired via face-to-face (including door-to-door) and events/peer-to-peer, churn faster than recurring givers brought in by other channels. Recurring givers acquired and converted digitally and via direct mail are retained at much better rates.

12 month retention of new recurring givers by top four payment types

Newly acquired and converted donors (2019 - 2023) - global data

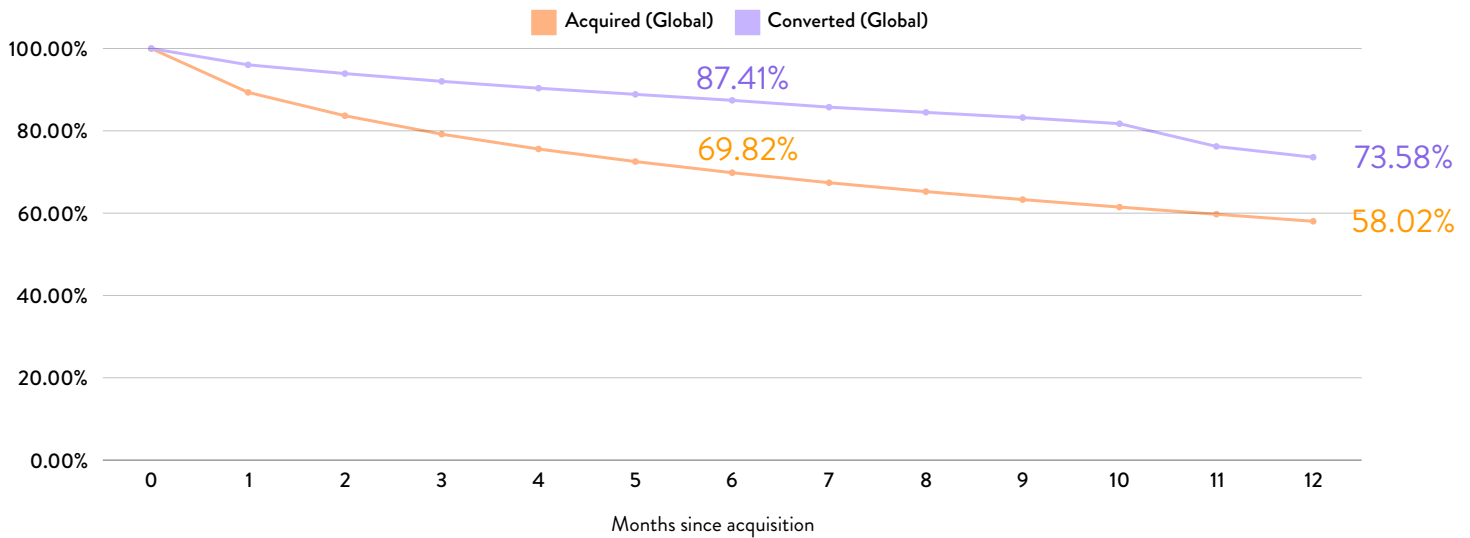


Recurring givers using direct debit and digital payments have the highest retention rates over their first 12 months at 65.08% and 64.59% respectively. In contrast, donors using credit cards and bank transfers experience higher churn, suggesting these methods are more prone to drop-off.

*digital payments includes Paypal, Stripe, G Pay, Apple Pay, Venmo etc

12 month retention of new recurring givers by type of donor

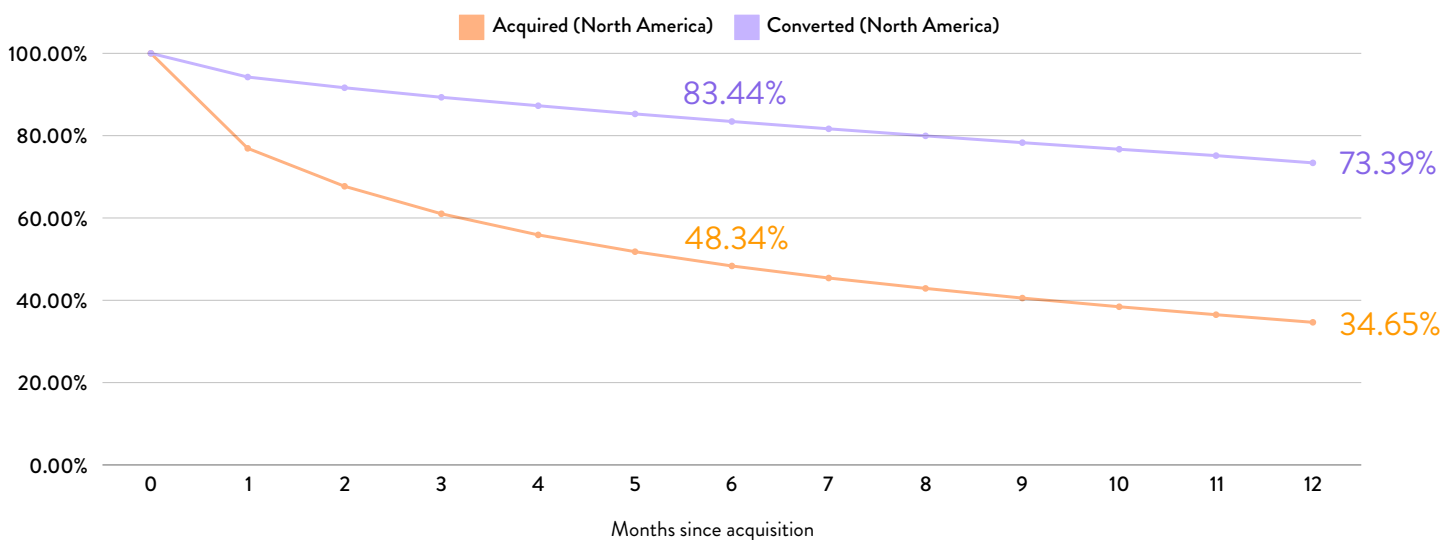
Newly acquired or converted donors (2019 - 2023) - global data



New donors acquired directly into recurring giving programs churn at a faster rate than converted donors. By month 12, the retention rate for converted donors exceeds that of newly acquired donors by 26.82%. This suggests that converted donors are more engaged with the causes they support, and prioritizing conversion can enhance program stability and improve donor lifetime value.

12 month retention of new recurring givers by type of donor

Newly acquired or converted donors (2019 - 2023) - North American data only



Fewer than half of North American donors acquired directly into recurring giving continue their contributions beyond the first six months. This retention rate falls significantly short of the global benchmark and is much lower than that of existing donors converted to recurring giving, of whom 73.39% remain engaged by month 12.

Strategic implications for growth:

While acquiring new donors is essential for growing recurring giving programs, reducing churn is equally important for sustainability. The success of your program relies on donor retention, which is influenced by how recurring givers were acquired, whether directly or converted from existing one-time donors, plus the channels and payment methods used for signing donors up. Keep these factors in mind when planning your growth strategy.

Retention curves also provide valuable insights into donor behavior, especially in the first year. New donors acquired directly into recurring giving tend to churn more quickly than converted donors, highlighting the need for effective donor onboarding. For new donors acquired directly to recurring giving, it's essential to provide clear and timely communications that show gratitude and provide information about your mission and how their ongoing commitment makes an impact. For converted donors, strategic onboarding should acknowledge the donors' prior support and emphasize the significance of their decision to become a recurring giver. The right touchpoints and engagement opportunities will help solidify donor commitment, right from the start.

Also consider exploring different strategies for growing your recurring donor base outside of traditional acquisition tactics. While face-to-face and door-to-door fundraising will always have a role, these methods mainly drive short-term growth and revenue and come with high costs. In contrast, digital campaigns, along with two-step strategies that leverage digital methods, have shown greater effectiveness and improved donor retention over time. Digital campaigns not only lead to better retention but also offer a higher return on investment, making them a strategic choice for building sustainable fundraising programs efficiently.

Additionally, consider new tactics and strategies that prioritize the conversion of new single-gift donors or running a targeted two-step conversion campaign that initially engages donors with a lower value single-gift, paving the way for their conversion to recurring giving in the future. Telemarketing and direct mail are used effectively to convert these donors and deliver improved donor retention.

Because direct debit and digital payment methods have higher retention rates, make sure to highlight these options in your communications and sign-up forms/websites. And don't forget to develop strategies to address and prevent the churn associated with credit card payments and bank transfers.

Leveraging Dataro's AI software can also help nonprofits identify which recurring donors are likely to churn (before they do!). This allows for proactive engagement, such as well-timed thank you calls or other stewardship touch points.

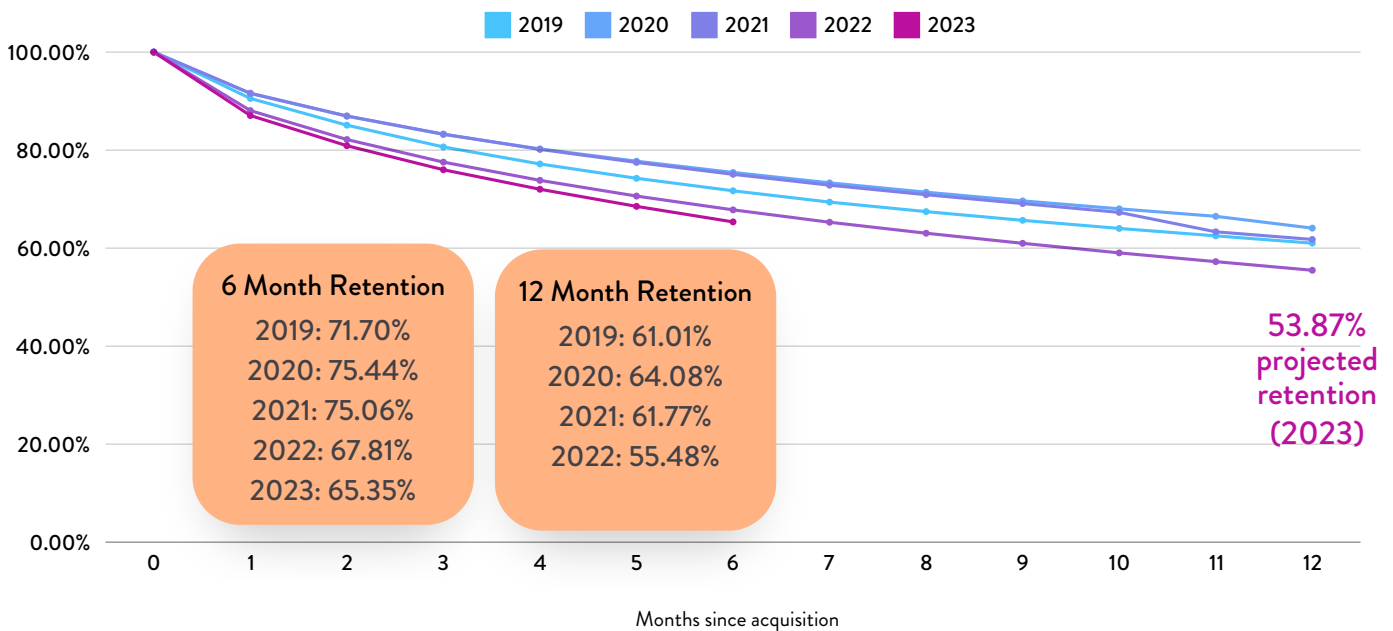
General recurring retention trend worsening over time

Retention rates for new recurring givers have declined in recent years. The retention curves for 2022 and 2023 indicate a sharper drop in retention compared to earlier years, showing larger numbers of recurring givers canceling their support within the first 12 months of signing up to recurring giving.

The current trends in donor retention are troubling. This is likely influenced by factors such as increasing inflation and economic uncertainty, all which can affect a donor's capacity to provide ongoing gifts. However, retention metrics vary across acquisition channels, and the choice of these channels significantly influences retention outcomes. Our projections indicate that retention rates for donors who became recurring givers in 2023 could reach a five-year low, with only 53.87% expected to remain active at month 12.

12 month retention of new recurring givers by year

Newly acquired and converted donors (2019 - 2023)



Retention rates for new recurring givers are at all time lows, with only 53.87% of first-year recurring donors expected to be giving at month 12. This highlights the need for nonprofits to evaluate their onboarding of new recurring givers and implement strategies to improve early engagement plus targeted interventions to enhance donor commitment and reduce churn, particularly in the critical first year of giving.

Section 3. Insights for Maximizing ROI

The role of acquisition and conversion


Converted donors are more valuable

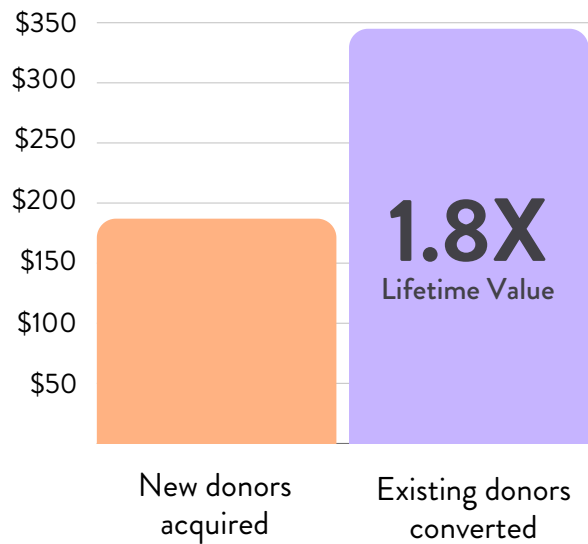
When it comes to recurring giving programs, not all donors are created equal. Understanding the differences between donors converted and acquired new to recurring giving programs is critical for planning sustainable growth. Both strategies are important for expanding the donor base, but they offer different benefits and long-term impacts.


Looking at recurring gifts only, donors who are converted to recurring giving have an expected lifetime value (LTV) that is 1.8x times higher than that of new donors acquired directly to recurring giving. This analysis doesn't take into account the additional gifts converted donors make on top of their recurring gifts and prior to becoming recurring givers.

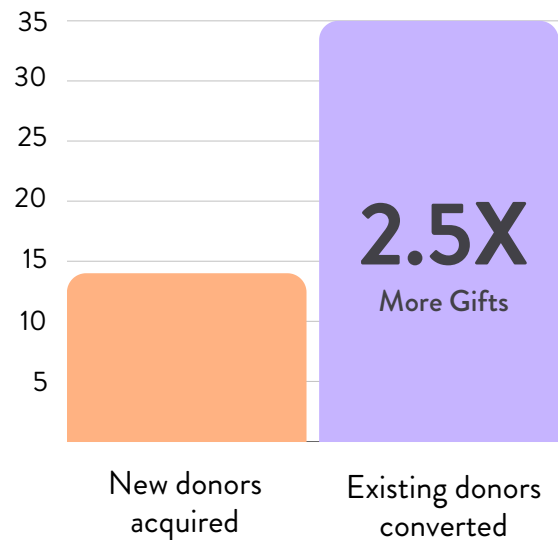
Globally, donors converted to recurring giving are also retained for 2.5x times longer than acquired donors. Both types of donors give similar-sized gifts, so the higher lifetime value of converted donors is primarily a factor of the increased number of gifts (better retention).

This compounding effect increases the difference in lifetime value (LTV) over time, highlighting the crucial impact of donor retention on LTV.

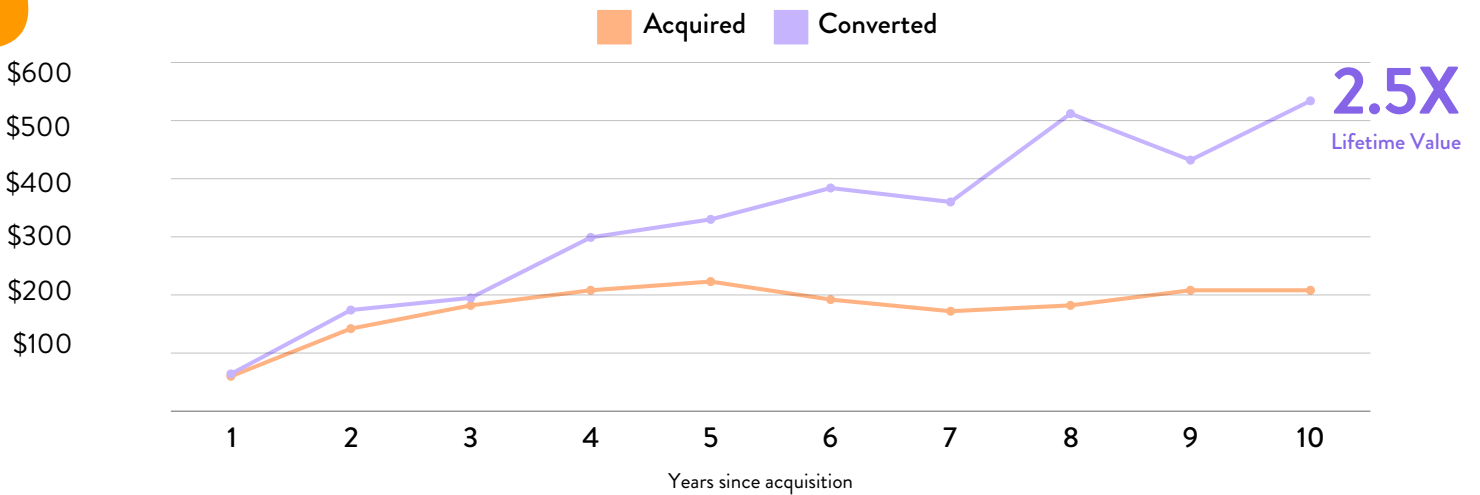
 LTV (\$USD) of recurring donors:
new donors acquired v converted



 Number of recurring gifts:
new donors acquired v converted



LTV* of recurring donors: acquired v converted (over years since acquisition 2014 - 2023)

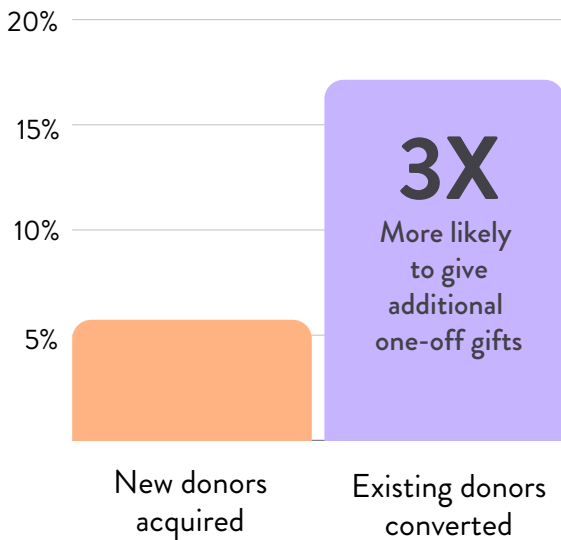


As converted donors are retained longer, their LTV increases steadily eventually reaching 2.5x times that of acquired donors by year 10. The LTV of acquired donors tends to plateau after year five, suggesting there are fewer of these donors who remain giving beyond this time.

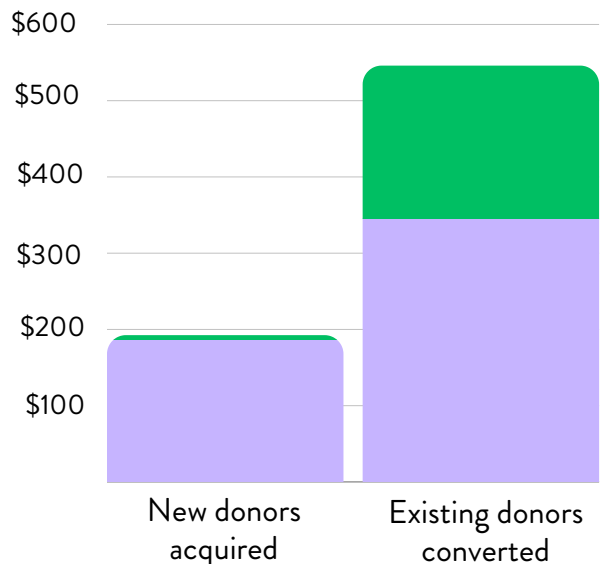
Converted donors are more committed

Converted recurring givers not only stay engaged longer but are also more likely to make additional one-off donations compared to acquired donors. About 17% of converted recurring givers make additional gifts beyond their recurring donations, while only 5.7% of acquired donors do the same. This means converted donors are 3x times more likely to give extra gifts than acquired donors. This suggests their prior engagement with the organization increases their commitment and likelihood of further support, thereby increasing their total lifetime value.

Likelihood to give additional gifts:
New donors acquired v converted



LTV (\$USD) including additional gifts:
new donors acquired v converted



*LTV calculated in USD \$ and based on recurring gifts only (no additional single gifts)

Converted donors more likely to upgrade

Upgrading existing recurring donors increases their total financial contribution over time, enhancing their overall lifetime value to the organization.

About 14.7% of all recurring givers have upgraded their giving amount in their donor lifetime (data from 2014 to 2023, global nonprofits). Of these donors who upgraded in this period, 94% of them have done so within the first 5 years of their recurring giving journey.

Only 4.78% of North American donors in our analysis have upgraded their gift. However, those who are converted to recurring givers are 3x more likely to upgrade compared to new donors acquired to recurring giving.

Converted donors are

 **1.6X**

more likely to upgrade than acquired donors (global benchmark)

 **3X**

more likely to upgrade than acquired donors (North American benchmark)

Appendix 1 - Methodology & Glossary

We use data from qualified organizations that have opted into our data pool, whose transaction count during the report period exceed our minimum threshold. The aim is to ensure the inclusion of only active organizations.

All revenue is categorized based on thresholds set in USD.

"Typical organizations" represent the median of individual metric calculations for each organization. This approach helps minimize the impact of outliers and provides more stable annual metrics. All dollar values have been consolidated using the July 2024 conversion rate and do not account for exchange rate fluctuations over time.

Active donor base refers to the number of recurring donors who made at least one donation in a single calendar year.

Recurring giving (RG) and single gifts (SG) are categorized based on the revenue labels associated with each transaction in the CRM. Only monthly or 4-weekly commitments qualify as RG, while commitments with longer intervals are excluded. Lifetime Value (LTV) is calculated separately for RG and SG, unless otherwise specified. To ensure accurate lifetime projections, a minimum of 12 months of data is required for LTV calculation.

The churn rate for RG donors is calculated with a 6-month grace period. A donor is considered churned if no additional transactions are made within six months following their last donation date.

Retention metrics are measured on a full calendar year basis, rather than a fiscal year.

For the global benchmark, outliers are excluded, and regional aggregation is performed prior to final global aggregation to eliminate region-specific biases. If a regional metric differs significantly and is underrepresented in terms of the number of organizations in our data pool, it is excluded from the global benchmark.

Glossary of Terms

1. **Acquisition:** The process of obtaining new donors to support an organization's mission.
2. **Bank Transfer/Deposit :** Payment method involving donors manually transferring funds from their bank account to the nonprofit's account. It typically requires donors to initiate the transaction through their banking platform or by visiting a bank branch, using details such as account number and routing code.
3. **Benchmarking:** Comparing an organization's performance metrics against industry standards or peers.
4. **Churn Rate:** The percentage of donors who stop giving over a certain period.
5. **Conversion:** The act of transforming one-time donors into recurring donors.
6. **Data Pool:** A collection of data from multiple organizations used for analysis and benchmarking.
7. **Demographics:** Statistical data relating to the population and particular groups within it, such as age, gender, and income level.
8. **Digital Channels:** Online methods of communication and engagement, including social media, email, SMS and websites.
9. **Digital Payment Methods:** Online payment methods including Paypal, Stripe, GooglePay, ApplePay, Venmo etc.
10. **Direct Debit:** A recurring payment method where donors authorize the nonprofit to automatically withdraw funds from their bank account at regular intervals.
11. **Direct Mail:** Sending physical promotional materials or donation requests to potential or existing donors through postal services.
12. **Donor Acquisition Costs:** The expenses associated with gaining new donors, including marketing and outreach efforts.
13. **Donor Base:** Active donor count who has contributed at least one donation within a single calendar year.
14. **Donor Base Growth:** Net increase in active donor count, including newly acquired donors minus churned donors, over a single calendar year.
15. **Donor Segmentation:** The practice of dividing donors into groups based on shared characteristics to tailor engagement strategies.
16. **Engagement Strategy:** Planned actions aimed at fostering relationships with donors to encourage ongoing support.
17. **Face-to-Face Fundraising:** Direct interactions with potential donors, often in public settings or door-to-door, to solicit contributions.
18. **Global Region:** Group of organizations included in the datapool across all countries. Certain exclusions have been made to ensure general representation.
19. **Lifetime Value (LTV):** The total amount of money a donor is expected to contribute over the duration of their relationship with an organization.
20. **North America Region:** Group of organizations from the United States and Canada.
21. **P2P (Peer-to-Peer) Fundraising:** A method where supporters raise funds on behalf of an organization, often through personal networks.
22. **Recurring Giving:** Donations made on a regular basis (e.g., monthly, quarterly) rather than as one-time contributions.
23. **Retention Curve (12-months):** The percentage of new recurring giving donors who continues giving over the first 12-months since their initial sign up.
24. **Retention Rate:** The percentage of all donors who continue giving over a specific period, indicating donor loyalty.
25. **Return on Investment (ROI):** A measure used to evaluate the efficiency or profitability of an investment, calculated by comparing the gains from the investment relative to its cost.
26. **Revenue Mix:** The proportion of revenue in dollar amount to the annual revenue split by revenue types.
27. **Telemarketing (TM):** The use of telephone calls to solicit donations or engage with donors.