



Data-Backed Insights *for* Resilient Fundraising

What do you dream about?



MICRO
(\$1 - \$100)

-11.1%
YOY Change

57.0%
% of total donors



SMALL
(\$101 - \$500)

-5.0%
YOY Change

29.2%
% of total donors



MIDSIZE
(\$501 - \$5K)

-3.2%
YOY Change

11.7%
% of total donors



MAJOR
(\$5K - \$50K)

-1.1%
YOY Change

1.9%
% of total donors



SUPERSIZE
(\$50K+)

-0.3%
YOY Change

0.3%
% of total donors



MICRO
(\$1 - \$100)

-0.7 p.p.
YOY Change

9.8%
retained YTD



SMALL
(\$101 - \$500)

-0.8 p.p.
YOY Change

22.8%
retained YTD



MIDSIZE
(\$501 - \$5K)

-0.3 p.p.
YOY Change

32.2%
retained YTD



MAJOR
(\$5K - \$50K)

-0.3 p.p.
YOY Change

29.4%
retained YTD



SUPERSIZE
(\$50K+)

+0.2 p.p.
YOY Change

33.0%
retained YTD

Why is this happening?

Of 15 organizations:

3

Sent no receipt

2

Sent nothing at all

10+

Had no personal follow-up

4

Added her to email lists

1

Sent a receipt from a different org

E	F	G	H	I
Gift amount	Receipt	Other personal outreach? Emails?	# of Match Your Donation Emails	From/Sender
\$10	Immediately	No. Added to welcome series.		Person.
\$10	Immediately	None. No other emails.	2	Org
\$10	No receipt	None. Receiving campaing emails?		Person. So that's good.
\$10	Immediately	None. Added to email list. Great emails!	2	Both
\$10	Immediately x2 CRM + Stripe	None. No other emails.		Org
\$10	Immediately	None. No other emails.	2	Org
\$10	Immediately	Mailed receipt. Already on list.	2	Org
\$10	Immediately 3x CRM + Stripe + Link.com?	None. No other emails.		Org
\$100	Nothing so far.	None. No other emails.		--
\$10	Nothing so far.	None. No other emails.		--
\$50	Immediately	None. Thank you from friend (who I donated on behalf)		Org
\$10	immediately	2 emails to set up donor account		Org
\$10	Immediately	None. No other emails.		Person
\$10	Immediately	From a different email than what I gave to?		Org

01

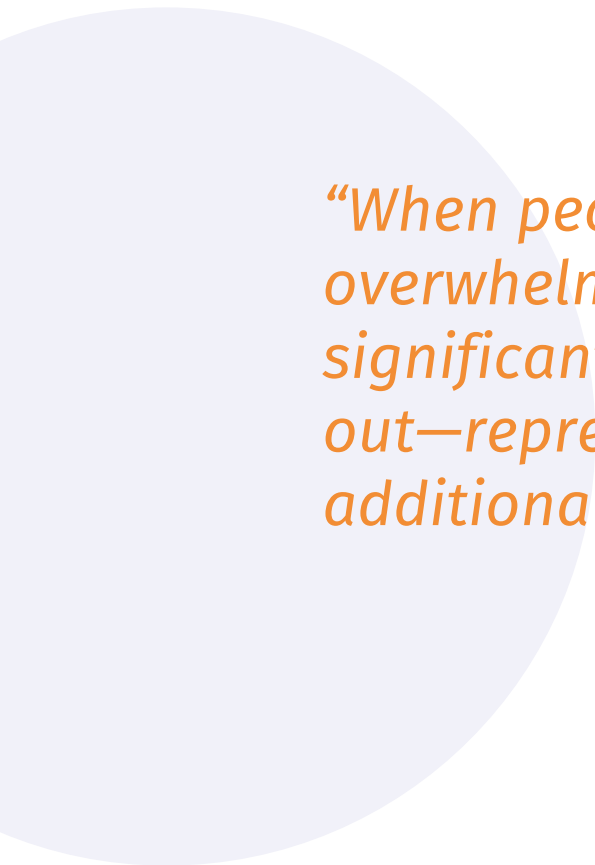
Transactional Mindset

02

Fear



What could happen?



*“When people are asked to give, they overwhelmingly respond with generosity, yet significant portions of people are being left out—representing a potential **\$19-46 billion** in additional giving annually.”*

*- Asha Curran
CEO GivingTuesday*

The image features a sunset scene on the left, with a person standing on a beach with their arms outstretched, silhouetted against the bright orange and red sky. The person's reflection is visible in the wet sand. On the right, there is a large, light purple circular graphic. At the bottom right, there is a large, thick orange arch graphic.

**It is time
to change
our mindset**

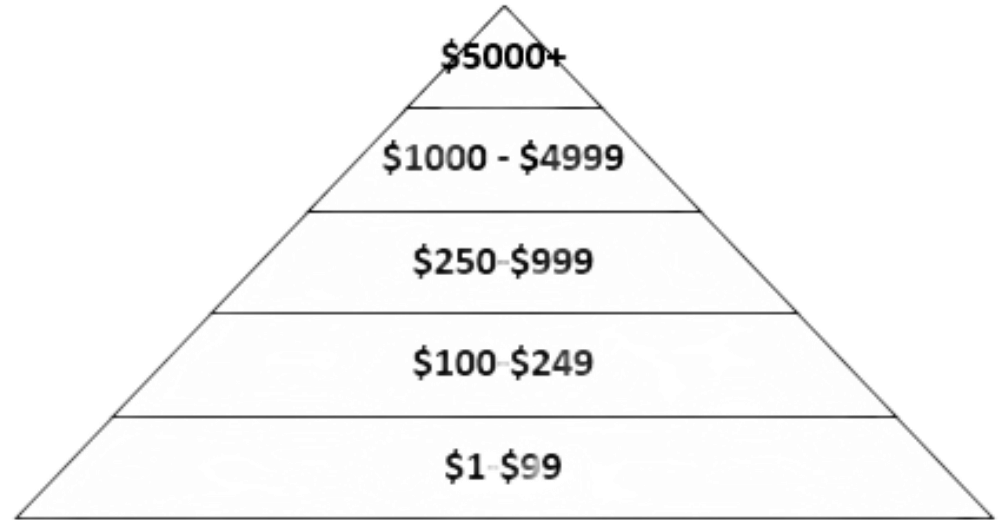
Donors

Non-Donors

Volunteers

**Event
Registrants**

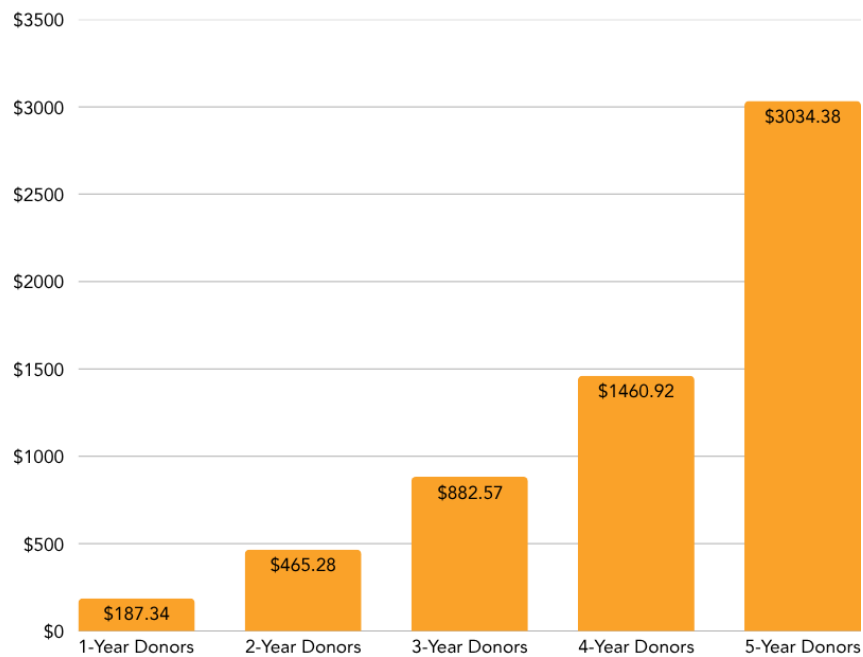
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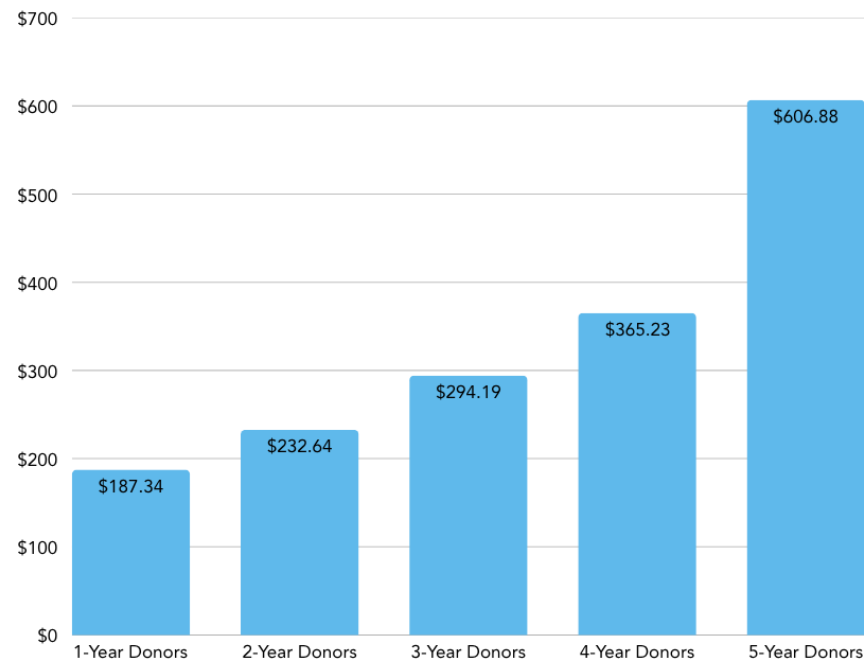


	Made recurring gifts?	Made pledges?	Purchased memberships?	Registered for events?	Served as volunteers?	Were peer-to-peer participants?
How many recurring donors also:		8.97% That's 260 recurring donors who did both.	10.76% That's 312 recurring donors who did both.	20.66% That's 599 recurring donors who did both.	5.34% That's 155 recurring donors who did both.	2.21% That's 64 recurring donors who did both.
How many pledgemakers also:	8.97% That's 260 pledgemakers who did both.		10.75% That's 387 pledgemakers who did both.	26.35% That's 949 pledgemakers who did both.	7.66% That's 276 pledgemakers who did both.	1.83% That's 66 pledgemakers who did both.
How many members also:	2.45% That's 312 members who did both.	3.04% That's 387 members who did both.		26.94% That's 3,429 members who did both.	5.45% That's 694 members who did both.	1.30% That's 165 members who did both.
How many event registrants also:	4.01% That's 599 event registrants who did both.	6.36% That's 949 event registrants who did both.	22.96% That's 3,429 event registrants who did both.		9.89% That's 1,477 event registrants who did both.	4.39% That's 656 event registrants who did both.
How many volunteers also:	4.16% That's 155 volunteers who did both.	7.40% That's 276 volunteers who did both.	18.61% That's 694 volunteers who did both.	39.61% That's 1,477 volunteers who did both.		5.28% That's 197 volunteers who did both.
How many peer-to-peer participants also:	4.33% That's 64 participants who did both.	4.47% That's 66 participants who did both.	11.17% That's 165 participants who did both.	44.41% That's 656 participants who did both.	13.34% That's 197 participants who did both.	

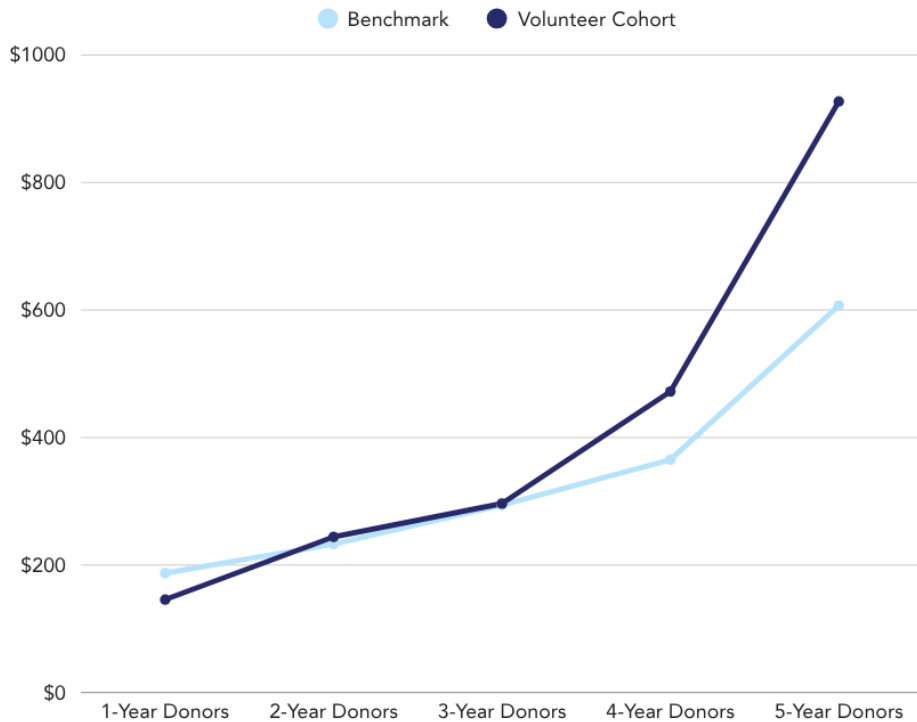
Average 5-Year Cumulative Giving (Panel)



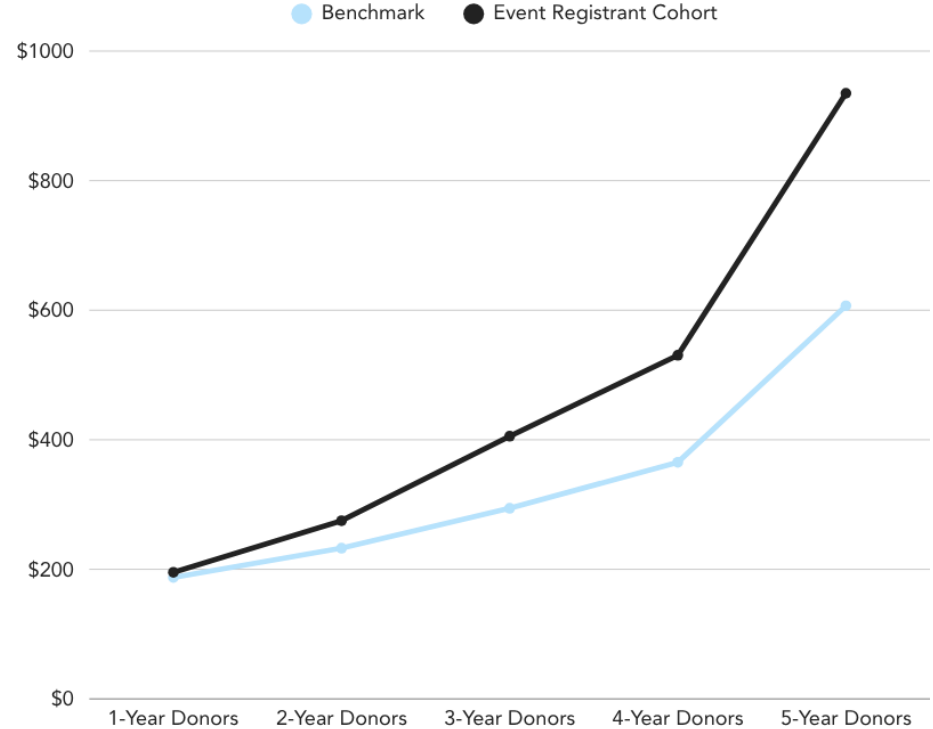
Average Annual Giving (Panel)



Average Annual Volunteer Giving



Average Annual Event Registrant Giving



Recurring Donor Behavior

 **49.81%** Also give another gift annually

20.33% Also have a membership

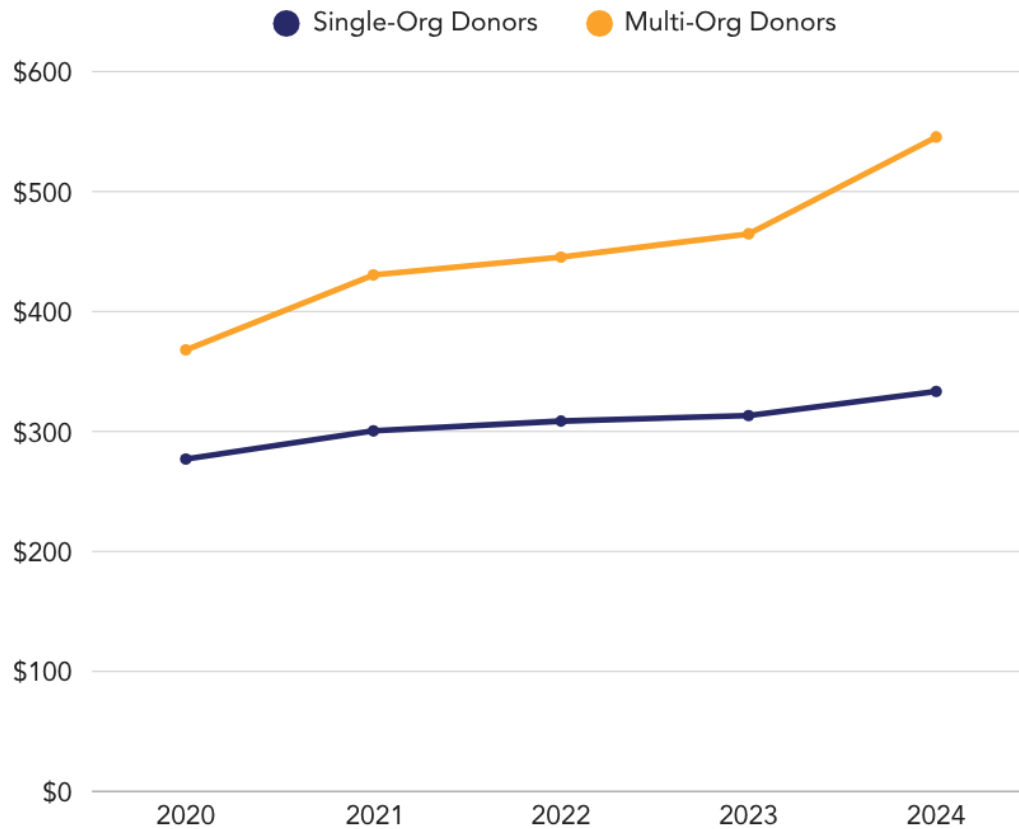
15.86% Also register for events

11.63%
Are also tagged as a board member

5.20%
Also made a store purchase

3.3%
Are also tagged as a volunteer

Average Annual Giving: Single- vs. Multi-Org Donors



We need to see *people*

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.

People give because they are *passionate about a cause.*

It is part of their *identity.*

We need to overcome fear

—

Fear Says:

“If I don’t do exactly the right thing,
I will bother my donors.

They won’t donate, and I will fail.”

Data Tells Us:

“People are generous, and they
want to change the world.

We can make that happen.”

But how do we get there?

—

1. Redefine **generosity**
2. Prioritize **people**
3. **Talk to them** like
4. **people**
Make them **partners**



**Your community wants to support
your work.**

Let them.

—

Get your copy of
the report!

