



# Dataro Fundraising Benchmark Report

**2023 Report**

**FIA EXCERPT**

An analysis of data, trends and benchmarks to help nonprofits improve fundraising performance in 2023.

# About this report

## Welcome to the Dataro 2023 Fundraising Benchmark Report.

Dataro's mission is to solve the big (and small) data problems facing nonprofits and help them build a better world through smarter fundraising.

The goal of this report is to provide a view of fundraising in 2022, identifying global trends and providing a strategic roadmap for fundraising success in 2023.

The report is based on data from Dataro's data pool of +100 nonprofit fundraising organisations and brings together a wealth of data, benchmarks and insights to help nonprofits understand the changing fundraising landscape and performance of fundraising organisations in 2022.

We hope this report gives fundraisers and data teams greater insight into the broader fundraising landscape and can serve as a tool to help benchmark their performance and provide insights to guide fundraising strategy and investment in the year ahead.

We know that fundraising is about people, not data. But when data is harnessed correctly, it can inform fundraising strategy, and help nonprofits build better donor relationships and raise more for their cause - so they can continue to do incredible things in the world.

We hope you find the insights helpful for your fundraising in 2023. Happy reading!



**dataro**

Dataro is a global technology company providing state-of-the-art fundraising analytics and AI donor predictions to help nonprofits raise more for their cause. Our software solutions are used by more than 150 nonprofits globally to improve fundraising performance across appeals, recurring giving, mid-major giving, donor retention, upgrades, reactivations, legacies and more.

The Dataro team are passionate about helping nonprofits, both small and large, to harness the power of their data so they can do more good in the world.

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the full report



# Section 1. Income

## Fundraising income growth, but not for all

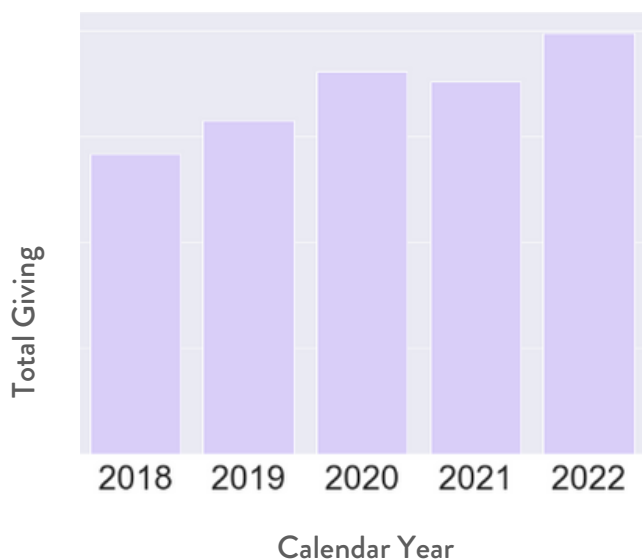
### Overall giving trends

Fundraising income has increased steadily over the last 5 years for the 117 organisations in this analysis, demonstrating the resiliency of the nonprofit sector during a turbulent period of change and disruption.

**In 2022, overall giving grew by 13.2% on the previous year.**

52.1% of organisations in our sample saw total fundraising income increase in 2022. For the median organisation, revenue was up 2% compared to 2021.

While the overall income has gone up, most organisations actually saw a decline in the number of donations and number of unique donors.



**But fewer donors and less gifts were received in 2022.**

53.8% of nonprofits in the analysis experienced a decrease in the total number of gifts received in 2022, while 57.2% saw a decline in the number of donors giving compared to the previous year.

The median organisation saw 3% fewer donors and 1% fewer gifts.

The main reason for income growth is an increase in the average gift amount. 53.6% organisations saw their average gift size increase and the median organisation saw a 1% increase in their average gift.

**52%**

of organisations saw fundraising income increase

**2%**

increase in income for the median organisation

**54%**

of organisations received less donations

**57%**

of organisations had less active donors

**Income growth driven by an increase in average gift, despite fewer donors and less donations.**

**In 2022 the average gift increased by 1% for the median organisation.**

## Overall giving trends by cause

Each organisation in Dataro's data pool is categorised into one of 8 causes or nonprofit subsectors. These include Healthcare (31.76%)\*, International Aid (31.36%), Social & Public Welfare (13.39%), Faith & Religion (7.22%), Environment (6%), Higher Education (3.96%), Human Rights (3.48%), Animal Welfare (2.83%).

*\*% of contribution to total fundraising income analysed.*

International Aid organisations grew income significantly in 2022 (compared to 2021). This is likely a response to world events like the ongoing war in Ukraine.

Healthcare (+11.78%), Environment (+1.93%) and Higher Education (+1.08%) organisations also achieved income growth in 2022, despite a decline in donor numbers.

While Animal Welfare (-12.53%) organisations saw year on year income decline, donor numbers remained on par with previous year.

Human Rights (-6.21%) and Social & Public Welfare (-4.96%) also saw income decline, largely due to a decline in their supporter base.

2023 overall giving trends by cause Subsector	YOY % Change Income	YOY % Change Donors
Animal Welfare	-12.53%	1.85%
Environment	1.93%	-3.16%
Faith & Religion	0.18%	-0.68%
Healthcare	11.78%	-3.48%
Higher Education	1.08%	3.91%
Human Rights	-6.21%	-14.20%
International Aid	36.10%	31.68%
Social & Public Welfare	-4.96%	-2.18%

# Section 4. Recurring Giving

## Growth and stability through recurring giving

### Growing in importance

Recurring giving programs continued to be a bright spot in the fundraising landscape in 2022. Organisations who grew recurring giving income in 2022 typically outperformed organisations without a robust recurring giving program.

In 2022, recurring giving income increased by 6.93% YOY and 65.71% of organisations grew this income stream. The median organisation saw an increase of 5.16%. Comparatively the median organisation saw a 7.26% decline in appeal giving.

The number of new recurring givers grew in 2022 by 2.68% YOY.

Over the longer term, recurring giving income has increased by 19.09% since 2018, with an annual compound growth rate of 3.56% per annum and more organisations growing this program.

In 2022 the typical organisation grew recurring giving by 5.16% while mail appeal income declined by -7.26%\*

\*for the median organisation

7%

increase in recurring giving income YOY (2021 v 2022)

3%

increase in new RG donors YOY (2021 v 2022)

19%

increase in recurring giving income over 5 years (2018 - 2022)



RECURRING  
GIVING

66%

of organisations  
grew income in 2022

5%

increase in  
income in 2022\*

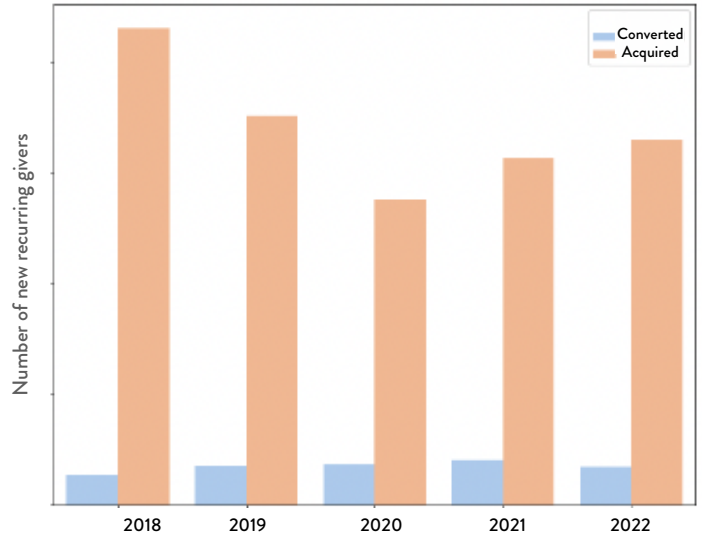
\*for the median organisation

## Acquisition versus conversion

In 2022, organisations acquired 5.22% more new to file recurring givers YOY. However, 16.87% less donors were converted to recurring giving from other fundraising activities in 2022 versus 2021.

Despite a drop in recurring giving conversion last year, over the longer term (2000-2022), converted donors are retained at 2.6x the rate of newly acquired donors and have 9x the lifetime value.

Recurring givers converted from other fundraising activities have a much higher lifetime value (LTV) because they are retained for more than twice as long and continue giving single gifts on top of their monthly contribution.



2000 - 2022	# of Gifts (Average)	Years of Giving (Average)	LTV (Average)
Acquired donors	23.8 gifts	1.98 yrs	\$896.29
Converted donors	62.1 gifts	5.17 yrs	\$7,923.11



RECURRING  
GIVING

Converted donors give  
**2.6x more**  
gifts as newly acquired donors

LTV of converted donors  
**9x higher**  
than LTV of newly acquired donors

Want to compare these  
results to your  
organization?



The screenshot shows the Dataro dashboard interface. On the left, there is a text overlay: "FREE FUNDRAISING BENCHMARKS" followed by the URL "app.dataro.io/sign-up-free". The main dashboard area displays two key metrics: "62% Retention" (up 33% vs Benchmark) and "\$125 Avg Gift Size" (up 12% vs Benchmark). Below these metrics is a bar chart titled "Recurring Gift revenue by Office" showing quarterly revenue from 2019 to 2023 for five different offices. A circular callout highlights a comparison between "Your results" and "Your peers" with two bars.



Get in touch with Dataro  
hello@dataro.io  
dataro.io

238A Riley Street  
Surry Hills  
NSW, 2010  
Australia