

A photograph of a desk with a lamp and papers. The lamp is a modern, oval-shaped desk lamp with a black base and a white shade, casting a warm glow. The desk is dark wood, and there are several sheets of paper scattered on it. The background is dark, making the lamp and papers stand out.

Demystifying Data-Driven Fundraising

FIA Tasmania Forum 2023

Measuring Success

FIA Tasmania Forum 2023



I  data

**If you can't measure it,
you can't manage it.**

Peter Drucker (maybe)

don't
If you ~~can't~~ measure it,
you ~~can't~~ manage it.

Won't

Dan Wilson (adapted from Peter Drucker; maybe)

Success?









A close-up photograph of a person's hands, with white-painted fingernails, holding a pile of US coins. A small, torn piece of white paper is tucked into the coins, with the words "MAKE A CHANGE" written on it in black, hand-drawn capital letters. The person is wearing blue denim jeans. The background is blurred, showing a brick path and some greenery.

MAKE A CHANGE





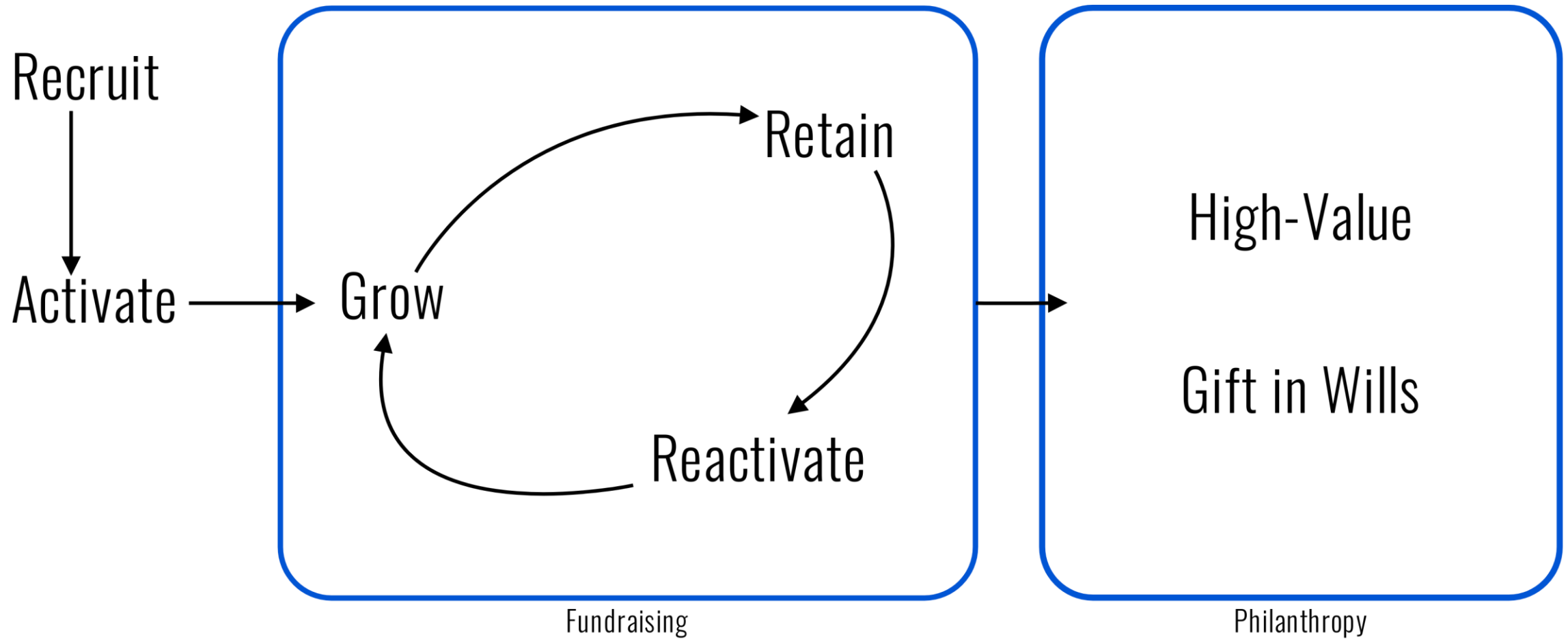
Success in fundraising





For you?

Donor Lifecycle



Recruitment Volumes

Provides an early indicator of growth or revitalisation.

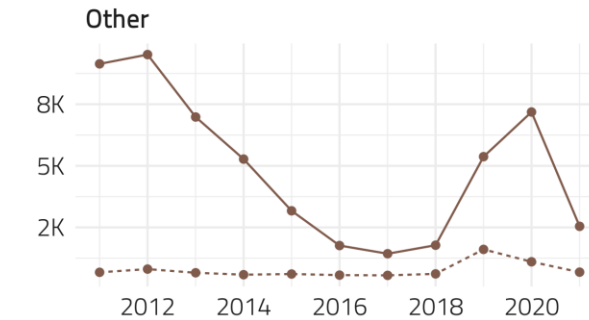
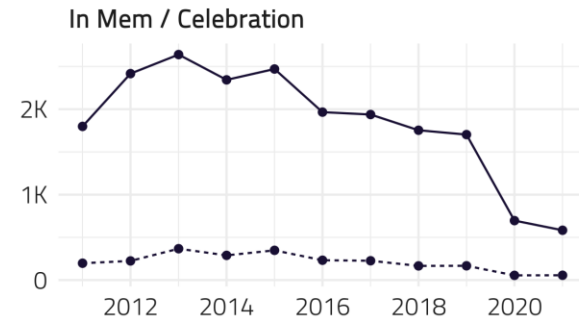
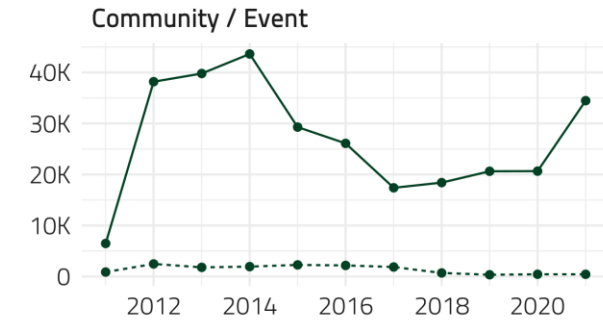
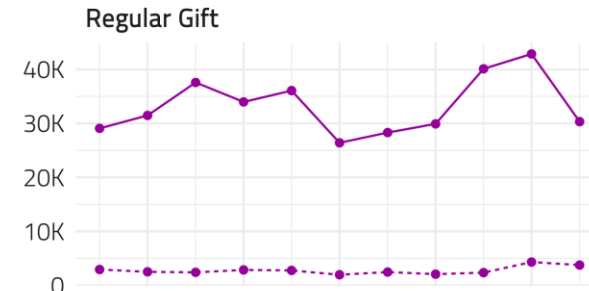
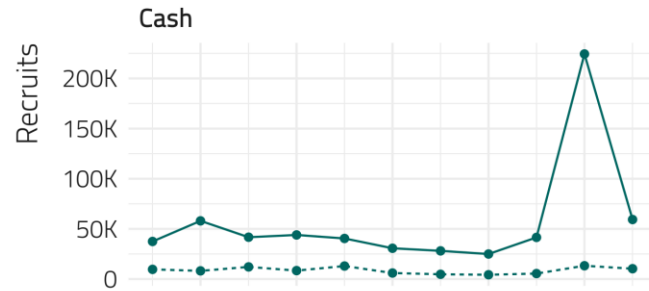
We know supporters will lapse, this figure on a monthly or quarterly basis helps provide confidence that our efforts to find new donors is working or not.

When combined with our gross acquisition spend we can determine our cost per acquisition.



Individual Giving Recruitment

Individual giving recruits accounted for **127.5K** donors in 2021



— New - - - X-Sell

Individual giving recruits only

Activation Rates

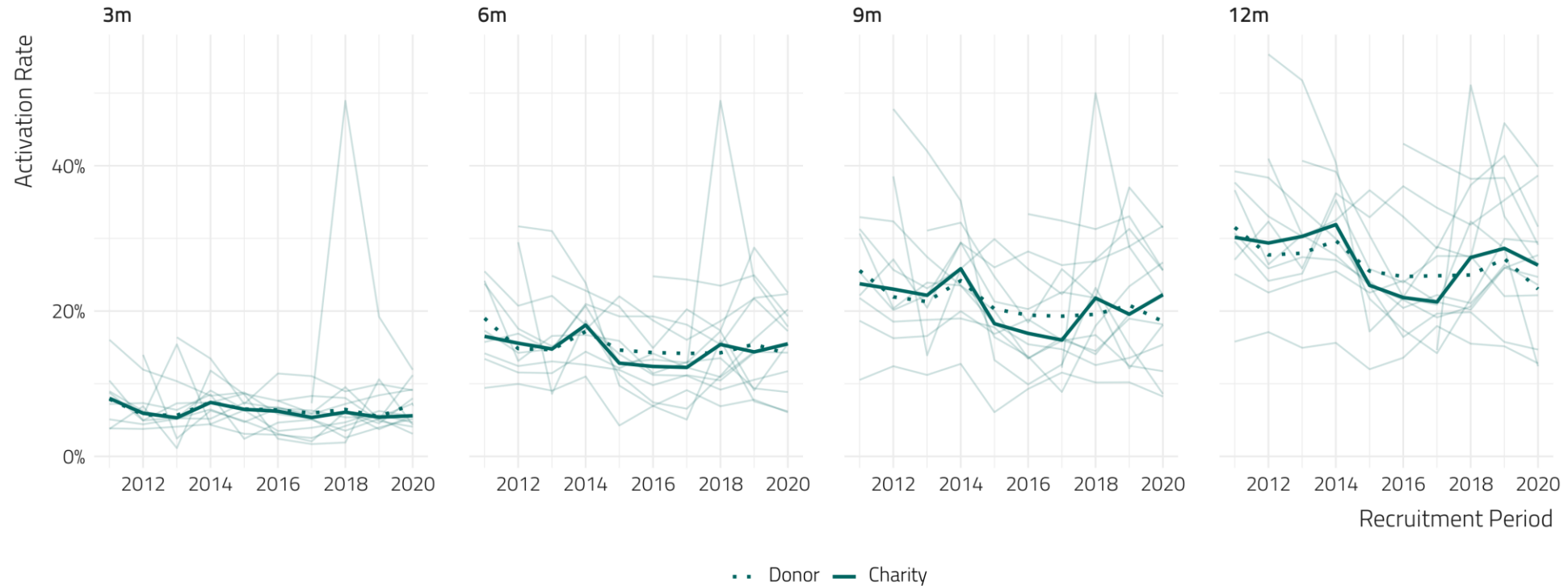
Identifies the rate at which we activate good quality donors.

We focus on 12m as this allows donors that give at a particular time of the year (e.g. Tax) to repeat that behaviour.

The sooner donors activate, the more likely they are to give again after activating.

Cash Donor Activation

Second gift rate at 3 monthly intervals



Minimum of 100 recruits per year

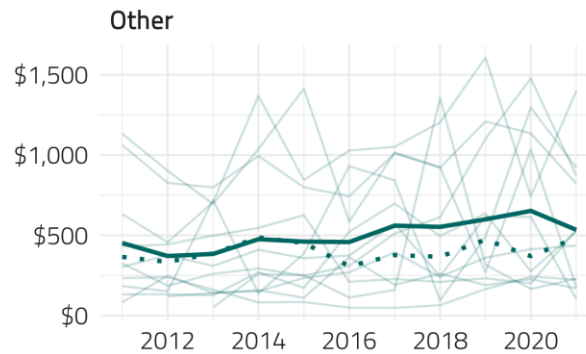
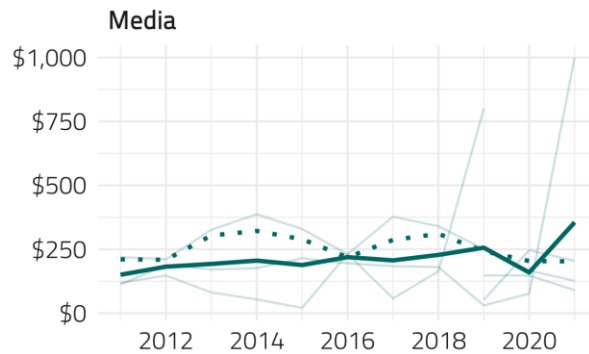
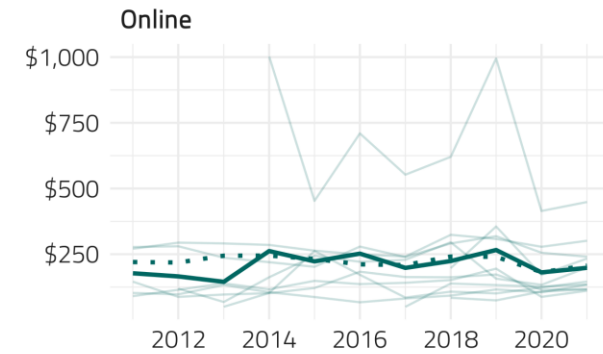
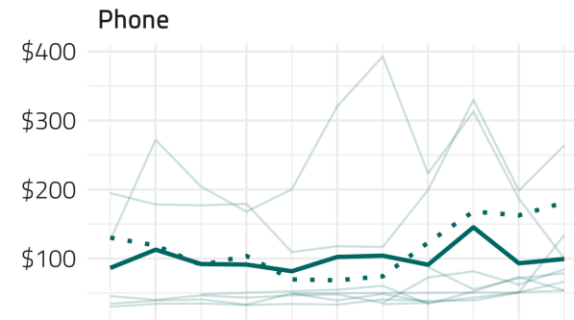
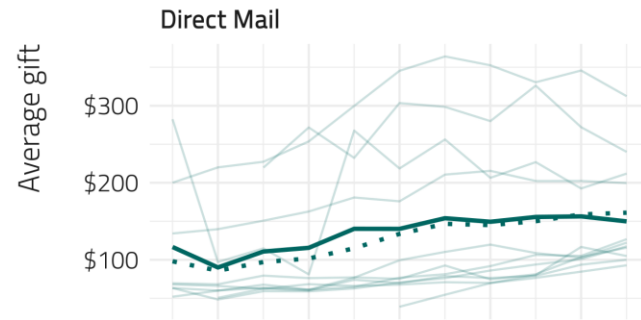


Growth

Average gift is useful to understand supporter value.

An increasing average gift indicates that each donor is increasing in value, or that your working well to keep donors of a higher value.

Average Cash gift



•• Donor — Charity

Excludes **Emergency** gifts and **gifts over \$25,000**



Growth

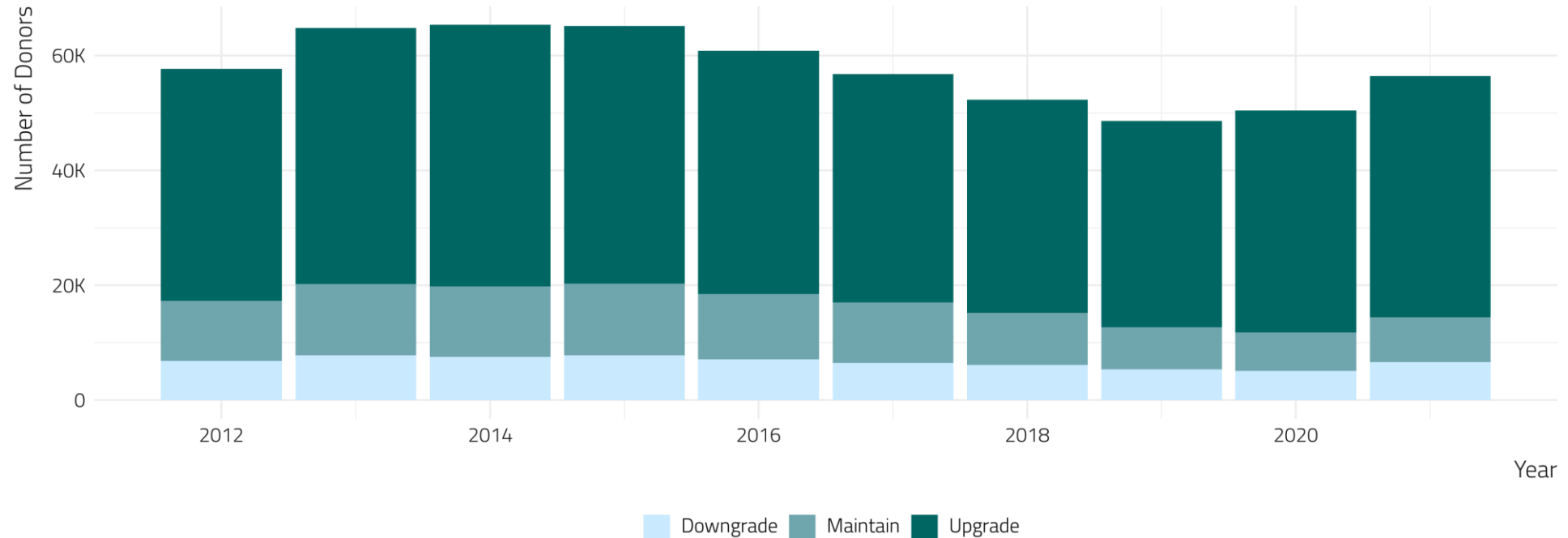
The value change is an alternate way to understand whether donors are genuinely increasing in value.

It compares the next years giving value to the value of their first donation.

It allows for growth detection from increased giving cadence or value.

Active Cash Donor Value Change

How does donor value relate to their first gift?



A donor's value change is relative to their recruitment gift. Only active (retained) donors included here.

Downgrade: Donor's annual total income is less than their recruitment gift.

Maintain: Donor's annual total income is equal to their recruitment gift.

Upgrade: Donor's annual total income is greater than their recruitment gift.



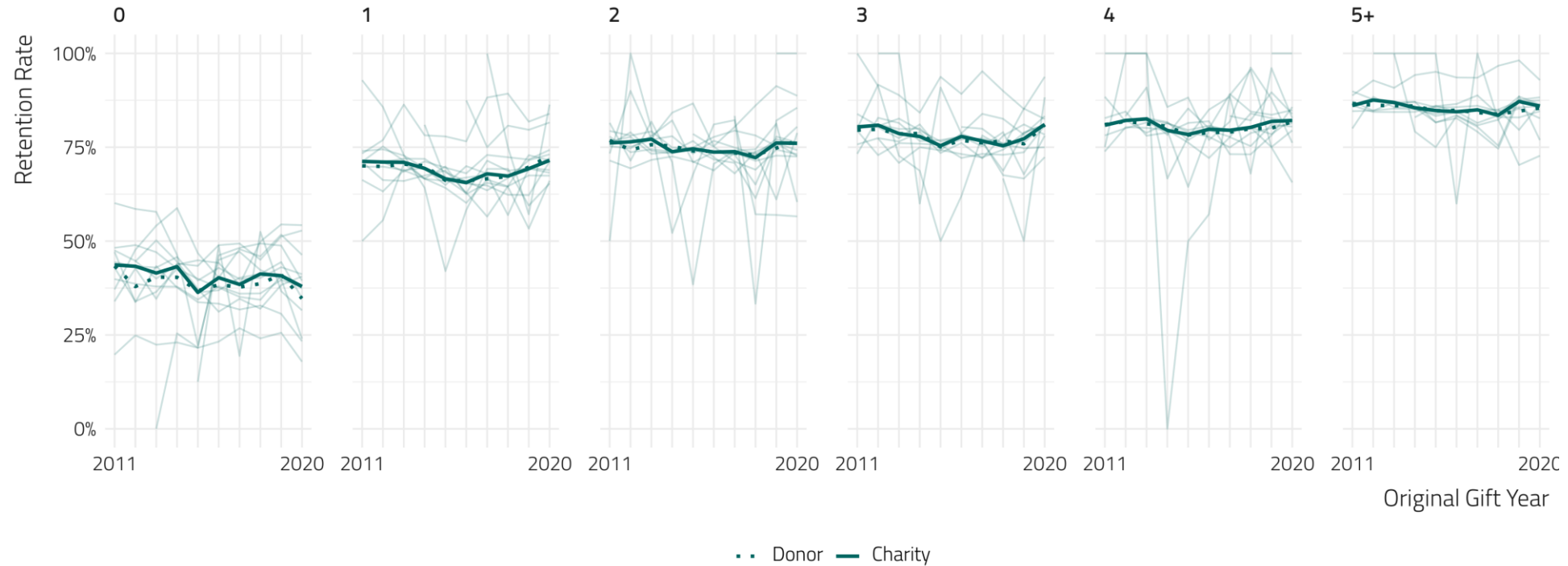
Retention

Retention rates should look at the proportion of donors in a period (e.g. year) who make another gift within 13 months.

It's often measured as a single figure for the period, but can be particularly useful to look at consecutive years of giving.

Annual Donor Retention - by Prior Giving Years

How many donors go on to make a follow-up gift within 13 months?



Each donors first gift in a given year is taken as a base, and a donor is determined to be retained if they give a follow-up gift within 13 months.



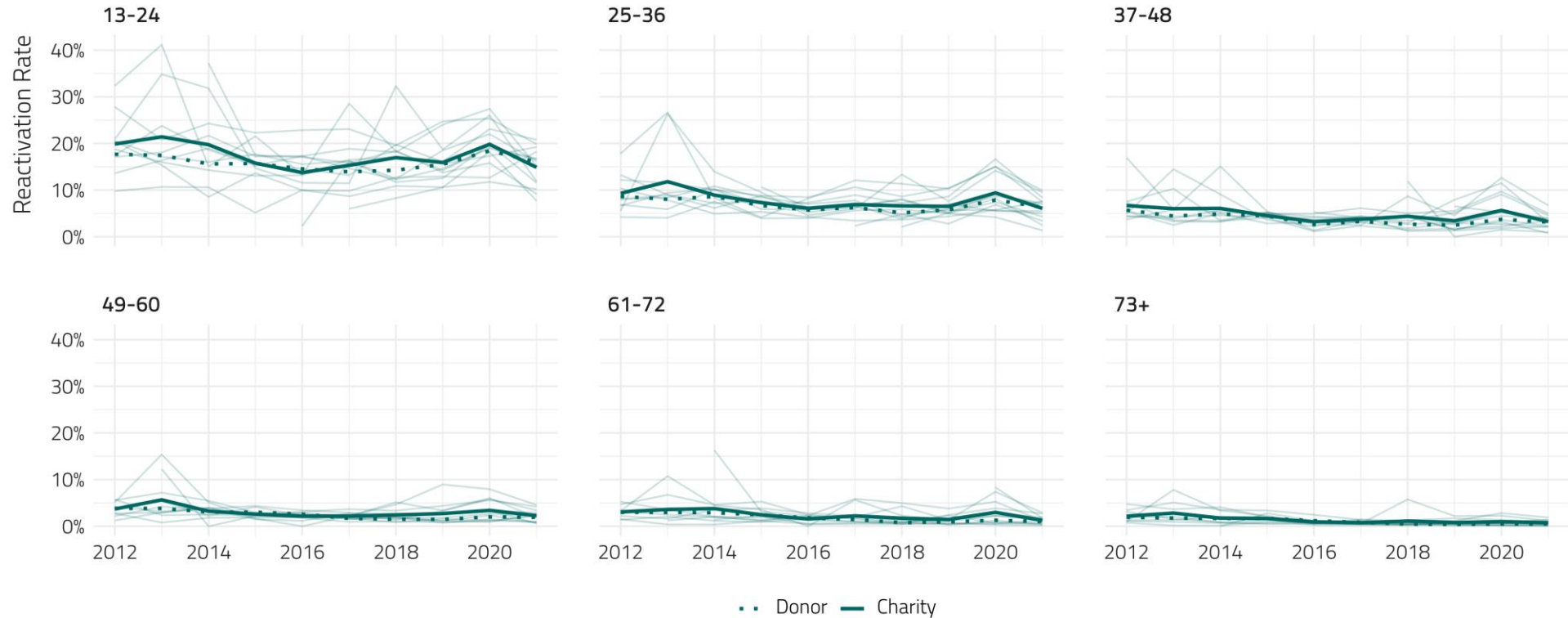
Reactivation

This looks at the proportion of donors at a giving recency who make a donation in the year.

The more lapsed a person is the less likely they are to respond. This can further be broken down by value, years of giving, number of gifts given etc. This helps identify good prospects to try to reactivate in campaigns.

Cash Donor Reactivation

How does **recency** (12 month bandings) influence reactivation?



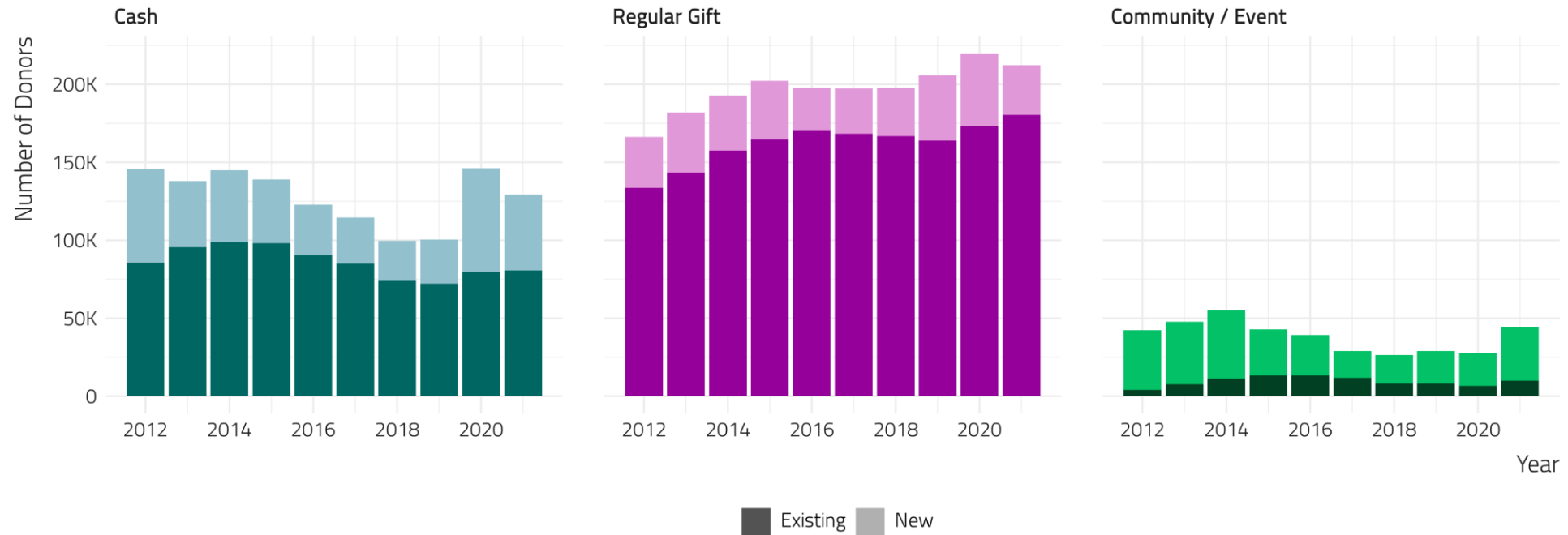
Active Volumes

The number of donors making gifts in a given period.

This gives very clear picture of whether the donor base is genuinely growing and you're recruiting more donors than you're losing.

Active Donor Volumes

How many Cash and/or Regular Giving donors gave each year?



A new donor is defined here as a donor whose first gift (of any type) is in the given year.

Note: Values are not cumulative, as some donors will have donated via both cash and regular giving.

Excludes **Emergency** donors

Definitions: Existing - Donors who have made this gift type in the past (could be reactivations); New - Donors making their first ever gift of this type

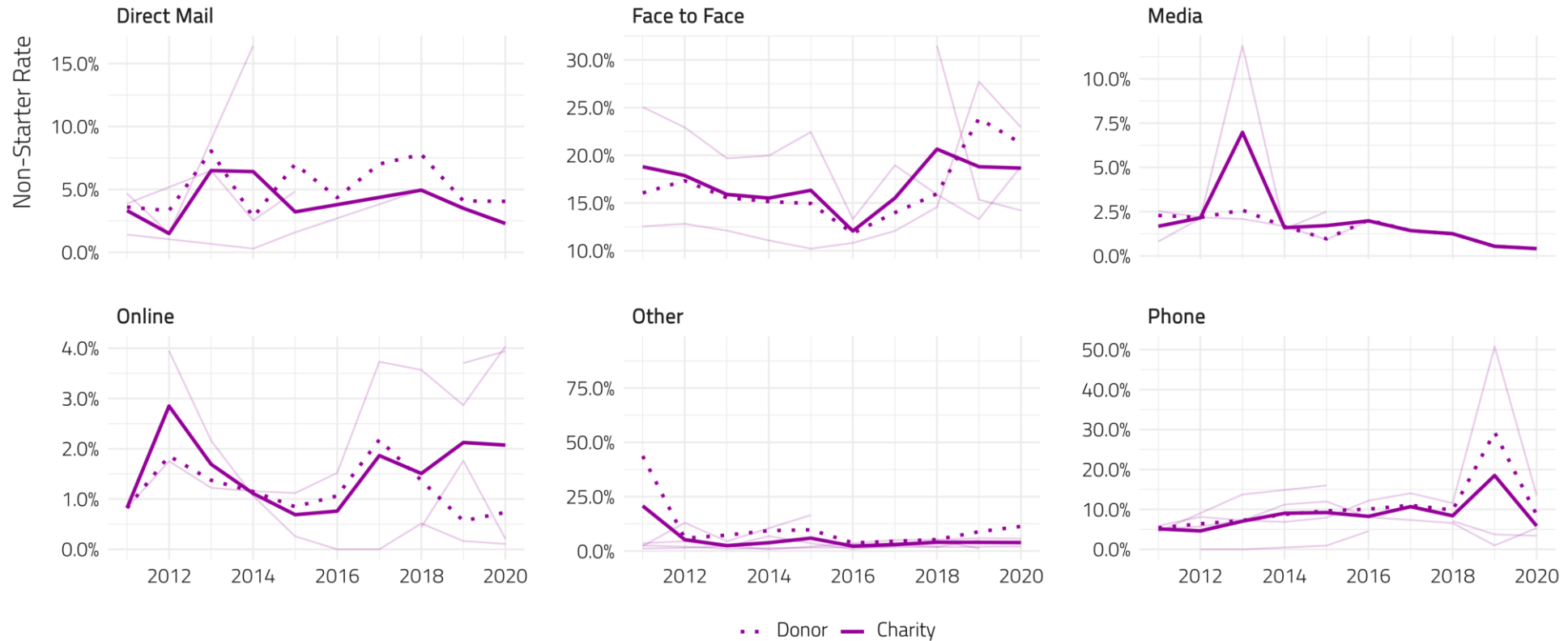


Regular Giving Non-Starter Rates

This is the proportion of donors who commit to a regular gift but never make a payment.

Most important if you're investing in Face to Face, Lead Conversion or 2-Step acquisition.

Regular Giving Non-Starter Rate by Channel



The non-starter rate is the proportion of RG sign-ups that do not go on to make a gift.



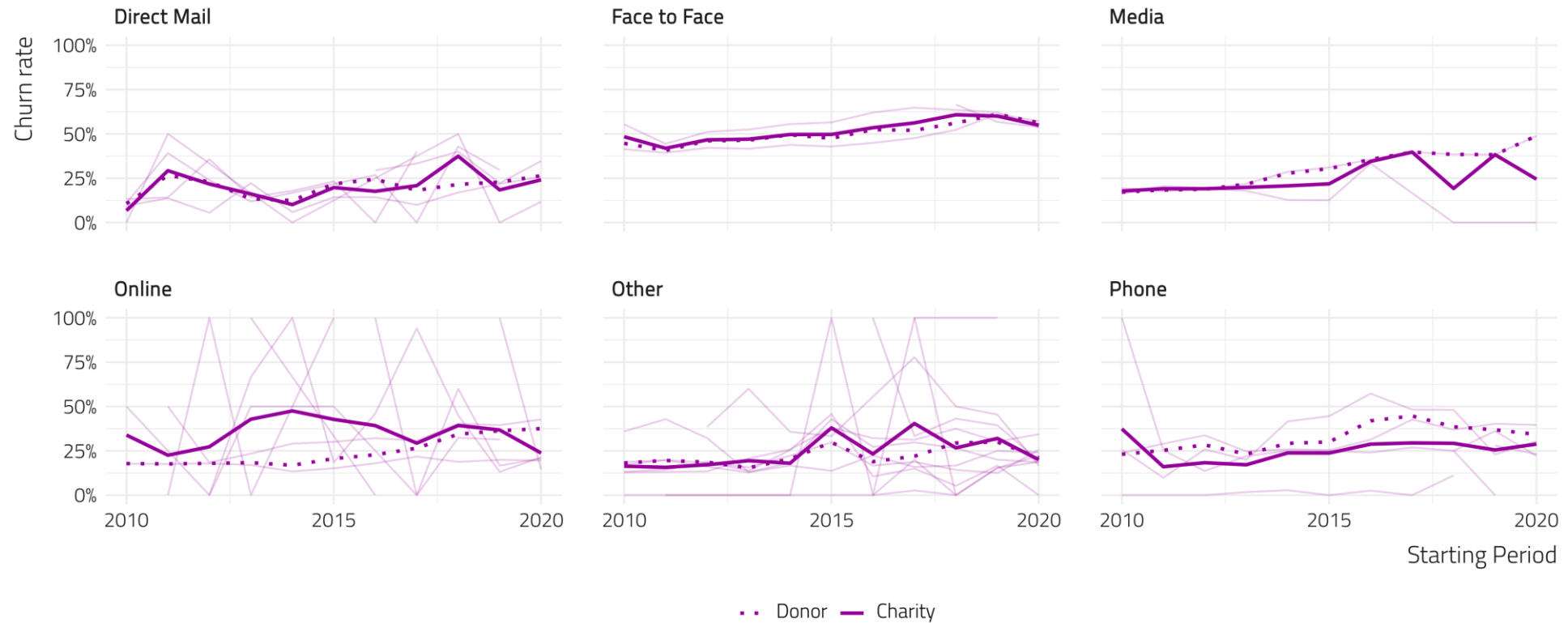
Regular Giving Churn

This is the proportion of donors who have cancelled their giving within the first 12 months of support.

Donors that make it past 12m remain less likely to churn, more likely to upgrade, and more likely to reactivate if they do churn.

Breakdowns by channel, age range, and time to activate provide additional insight.

Regular Giving Churn for First Year by Channel



Base for each churn rate is the set of RG recruits (at least one gift) in the given Starting Period.
An RG donor (monthly only) is defined as having churned when a period of 100 days with no giving occurs.



Bonus: Gift in Will Stagnation

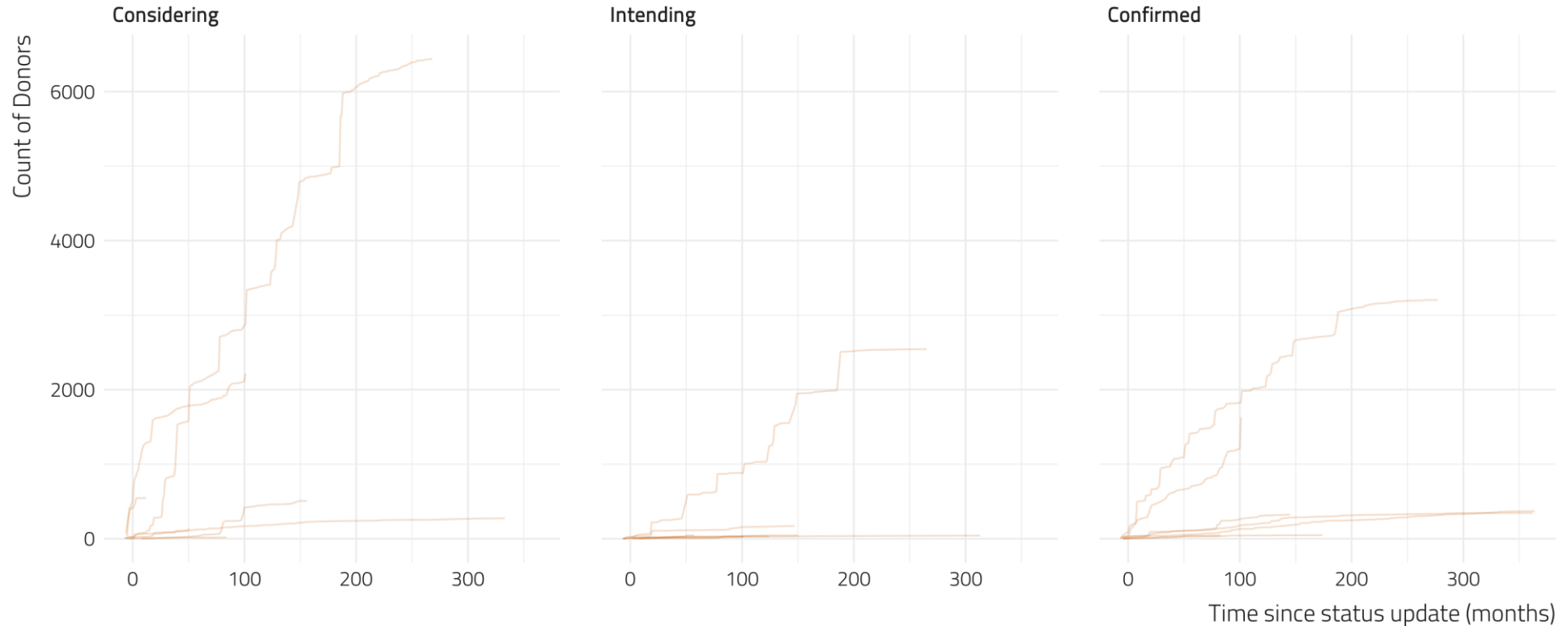
This reflects the amount of time that a donor has maintained this status.

It is particularly helpful in providing understanding about how active our gift in wills programs are.

It also allows us to determine a timeframe to revisit or reclassify our non confirmed pipeline.

Gift in Will Stagnation

When was the last time that the donor's gift in will status was verified?



Campaign Outcomes

Wave	Contacted Volume	Response	Cost	Response Rate	Average Gift	Gross Income	Net Income	ROI
EDM	18,427	200	\$368	1.09%	\$108	\$21,596	\$21,228	58.62
W1	6,753	1,217	\$22,420	18.02%	\$101	\$122,764	\$100,344	5.48
W2	5,286	872	\$12,168	16.50%	\$100	\$86,905	\$74,737	7.14
TOTAL	30,466	2,289	\$34,956	7.51%	\$101	\$231,264	\$196,308	6.62

Campaign Outcomes (continued)

Micro Segment	Recency	Frequency	Value	Contacted Volume	Response	Cost	Response Rate	Average Gift	Gross Income	Net Income	ROI
F001	0-12	Multi	\$1,000+	66	17	\$468	25.76%	\$1,215	\$20,654	\$20,186	44.10
F002	0-12	Single	\$1,000+	4	1	\$30	25.00%	\$2,000	\$2,000	\$1,970	67.24
F003	0-12	Multi	\$500-\$999	110	20	\$782	18.18%	\$559	\$11,170	\$10,388	14.28
F004	0-12	Single	\$500-\$999	13	1	\$97	7.69%	\$400	\$400	\$303	4.14
F005	0-12	Multi	\$250-\$499	246	60	\$1,559	24.39%	\$229	\$13,750	\$12,191	8.82
F006	0-12	Single	\$250-\$499	41	3	\$305	7.32%	\$367	\$1,100	\$795	3.61
F007	0-12	Multi	\$100-\$249	1,063	251	\$3,347	23.61%	\$106	\$26,519	\$23,173	7.92
F008	0-12	Single	\$100-\$249	222	16	\$652	7.21%	\$143	\$2,295	\$1,643	3.52
F009	0-12	Multi	\$50-\$99	1,053	287	\$3,092	27.26%	\$54	\$15,530	\$12,438	5.02
F010	0-12	Single	\$50-\$99	279	36	\$819	12.90%	\$70	\$2,505	\$1,686	3.06
F011	0-12	Multi	\$25-\$49	687	175	\$2,026	25.47%	\$29	\$5,153	\$3,127	2.54
F012	0-12	Single	\$25-\$49	207	23	\$608	11.11%	\$37	\$855	\$247	1.41
F013	0-12	Multi	\$10-\$24	360	122	\$1,057	33.89%	\$15	\$1,804	\$746	1.71
F014	0-12	Single	\$10-\$24	92	6	\$270	6.52%	\$28	\$170	(\$100)	0.63
F015	0-12	Multi	\$<10	38	12	\$112	31.58%	\$6	\$72	(\$40)	0.65
F016	0-12	Single	\$<10	21	3	\$62	14.29%	\$5	\$15	(\$47)	0.24
TOTAL				4,502	1,033	\$15,286	22.95%	\$101	\$103,992	\$88,706	6.80

Ask Performance

Wave	< Ask1	Ask Base	Ask1	Ask2	Ask3	Own Choice	> Ask3
EDM	32.5%	2.0%	21.0%	9.5%	8.0%	17.0%	10.0%
W1	24.6%	2.5%	57.0%	5.7%	4.0%	4.4%	1.8%
W2	26.4%	1.5%	58.7%	4.8%	4.4%	3.2%	1.0%
Total	26.0%	2.1%	54.5%	5.7%	4.5%	5.0%	2.2%

Wave	Downgraded	Maintained	Upgraded
EDM	26.3%	24.4%	49.4%
W1	12.5%	53.7%	33.9%
W2	16.7%	54.0%	29.2%
Total	15.1%	51.8%	33.1%

Top 5 Things to Measure

Long Term

- Recruitment volumes
- Activation / Non-Starter Rates
- Retention rates
- Reactivation Rates
- Active Donor Volumes

Short Term

- Response Rates (break it down)
- Average Gift (track it across appeals)
- ROI (are you spending too much?)
- Net Income (this is where the impact is)
- Upgrade rates
 - % of people giving more than their previous gift

But how?



Accurate data capture

Classify things



Conventions



Add new information

Dates



But how?

- Accurate collection and recording of data
- Helpful classification of information
- Useful conventions
- Create new records, don't overwrite old information
 - Particularly for bequests

More Information

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 FIA Masterclass on measurement for fundraisers



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