



2016 FEP Report

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What is the Objective of the Fundraising Effectiveness Project?

The Fundraising Effectiveness Project was formed to help you, as a fundraiser, make smarter marketing decisions by analyzing donor giving data from more than 9,000 nonprofits.

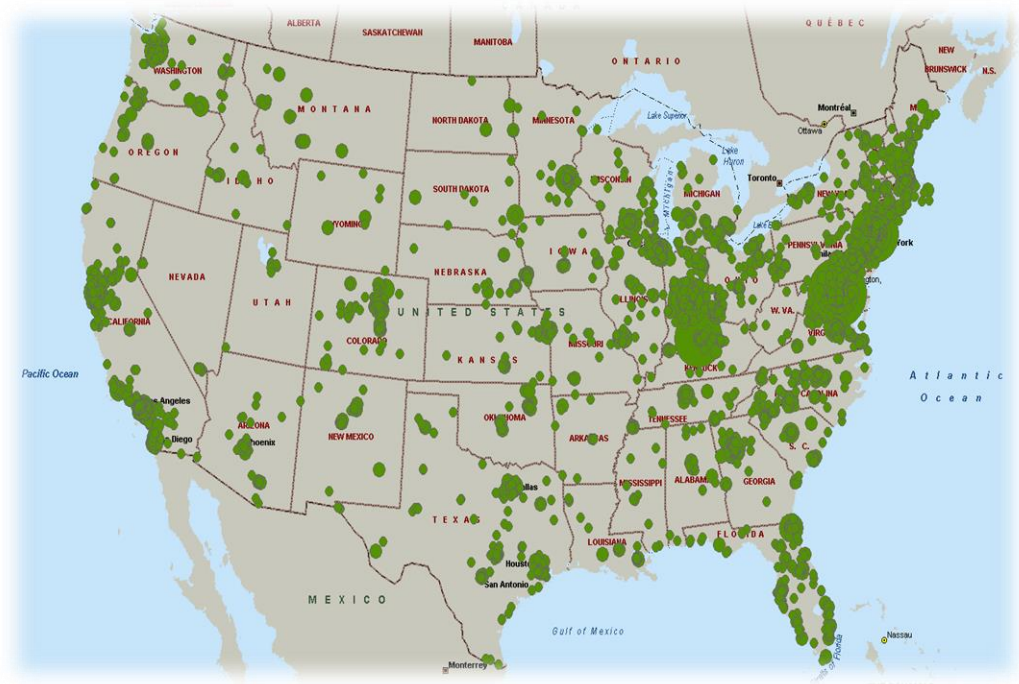
Questions you will be Able to answer:

- 1 Did nonprofits gain or lose donors in 2015? How much has donor retention increased / decreased?
- 2 Overall, how much gain / loss in revenue was realized in 2015?
- 3 What factors are involved in calculating gains and losses in amount of gifts and number of donors from one year to the next?
- 4 What FEP tools can help?

WHO: 9,000+ Nonprofit Organizations

The 2016 FEP report is an analysis of giving data from more than 9,000 nonprofits organizations.

- ✓ 9,992 nonprofit organizations from the United States
- ✓ Response data from 2014 – 2015
- ✓ Total amount raised 2014-2015: **\$8,628,240,699**
- ✓ Total donors giving in 2015: **8.3 million**



WHO: Donor Software Firms

The FEP wouldn't be possible without data. These software providers make the collection of data for this analysis possible.



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WHO: Project Sponsors

Dedicated to serving the nonprofit community, our sponsors make the FEP's vital research achievable.



The Y
PSI/Adventist



Data Analysis and Visualization:



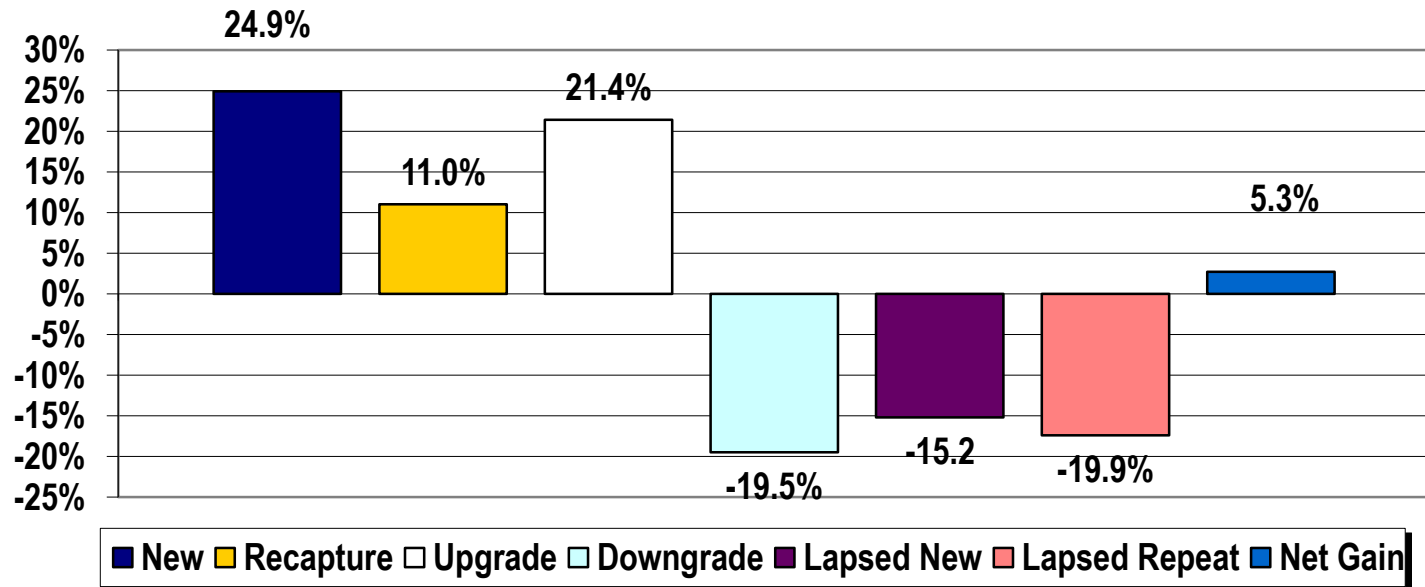
SUMMARY: What did we learn?

- ✓ Most nonprofits evaluate performance based only on overall gains in giving
- ✓ Effective nonprofits examine gains and losses separately
- ✓ Enormous losses each year can be attributed to donor attrition
- ✓ New gifts/donors generate the largest growth in gift dollars/donors
- ✓ Downgraded and Lapsed new gifts/donors represent the greatest losses in gift dollars/donors for lowest performing organizations

Gift Gains and Losses by Category

Gains were offset by losses in gifts from downgraded, lapsed new, and lapsed repeat donors for a net gain of just 5.3%.

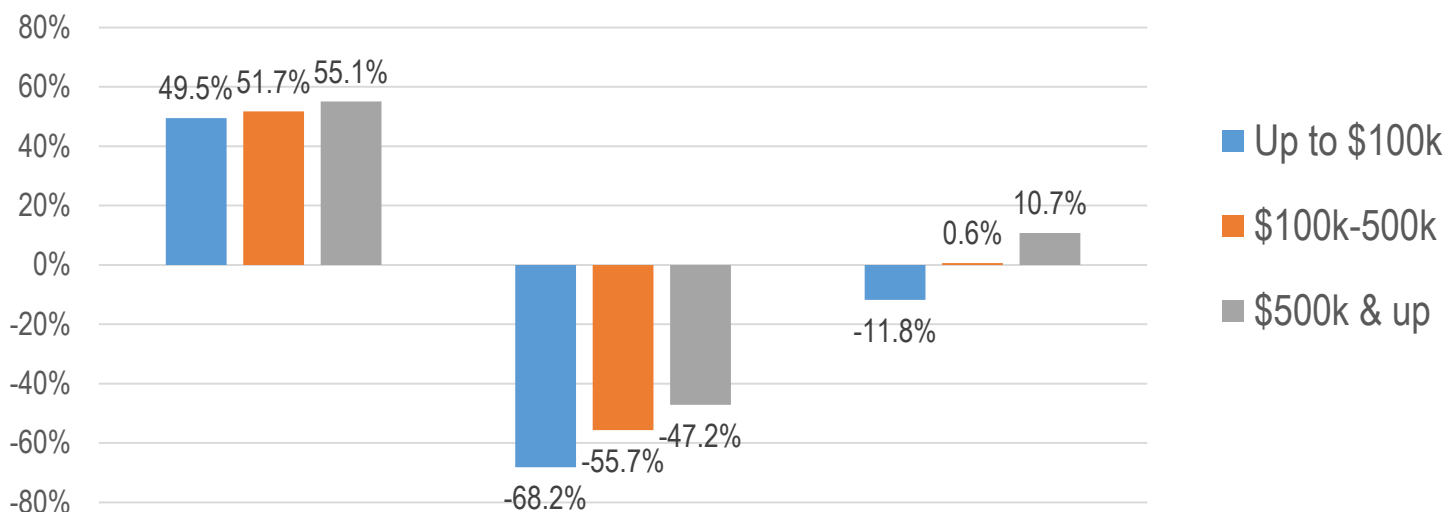
Amount of Gifts by Gain and Loss Category
2014-2015



Gift Gains and Losses by Size

(total amount raised)

Larger organizations performed much better than smaller ones. Organizations raising \$500,000 and up had a 10.7% overall positive rate of growth while those raising \$100,000 to \$500,000 had a rate of growth of 0.6%, and organizations in the under \$100,000 group had a loss of -11.8%.



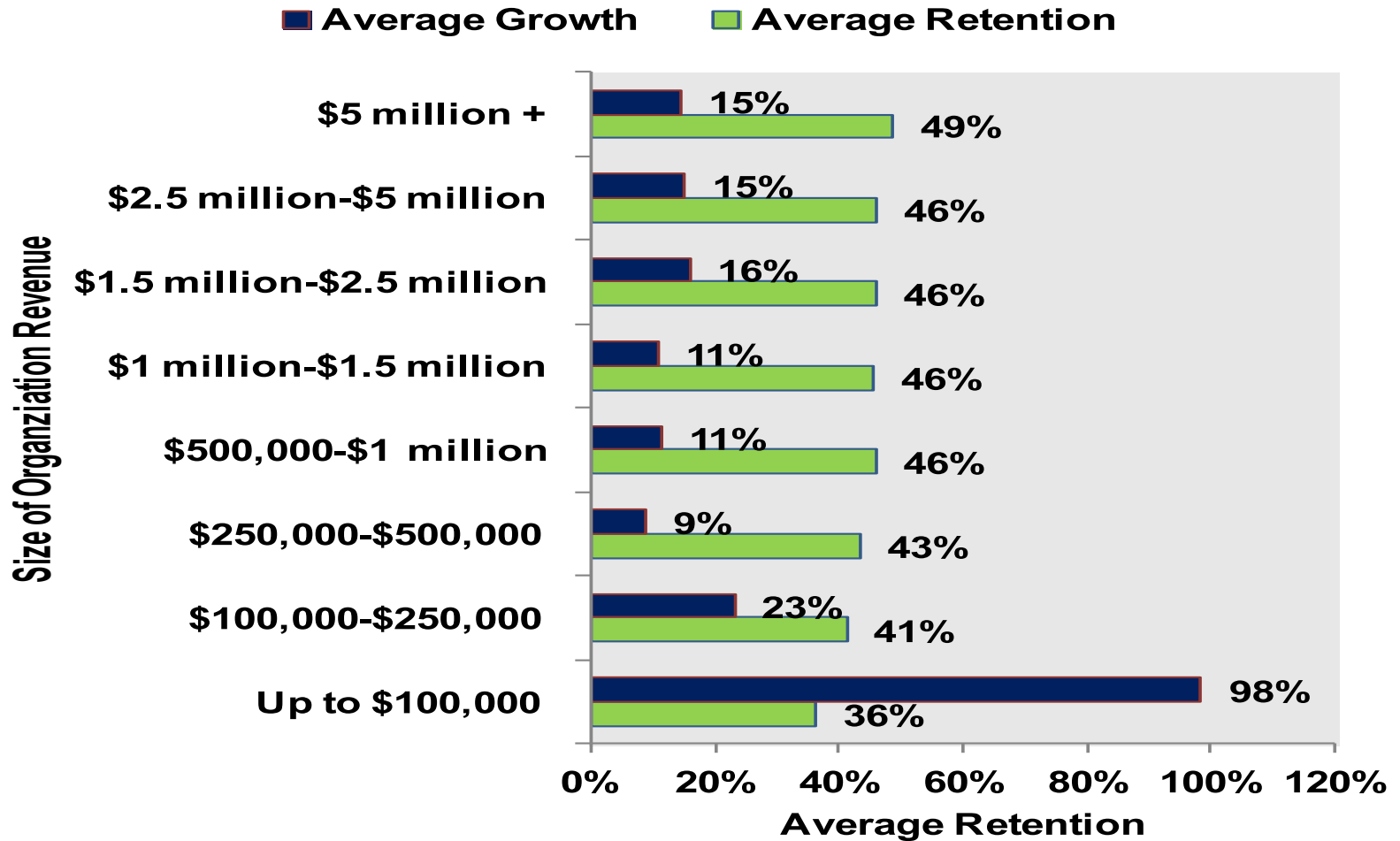
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URBAN
INSTITUTE

AFP
Association of
Fundraising Professionals

ELEVATE THE DEBATE

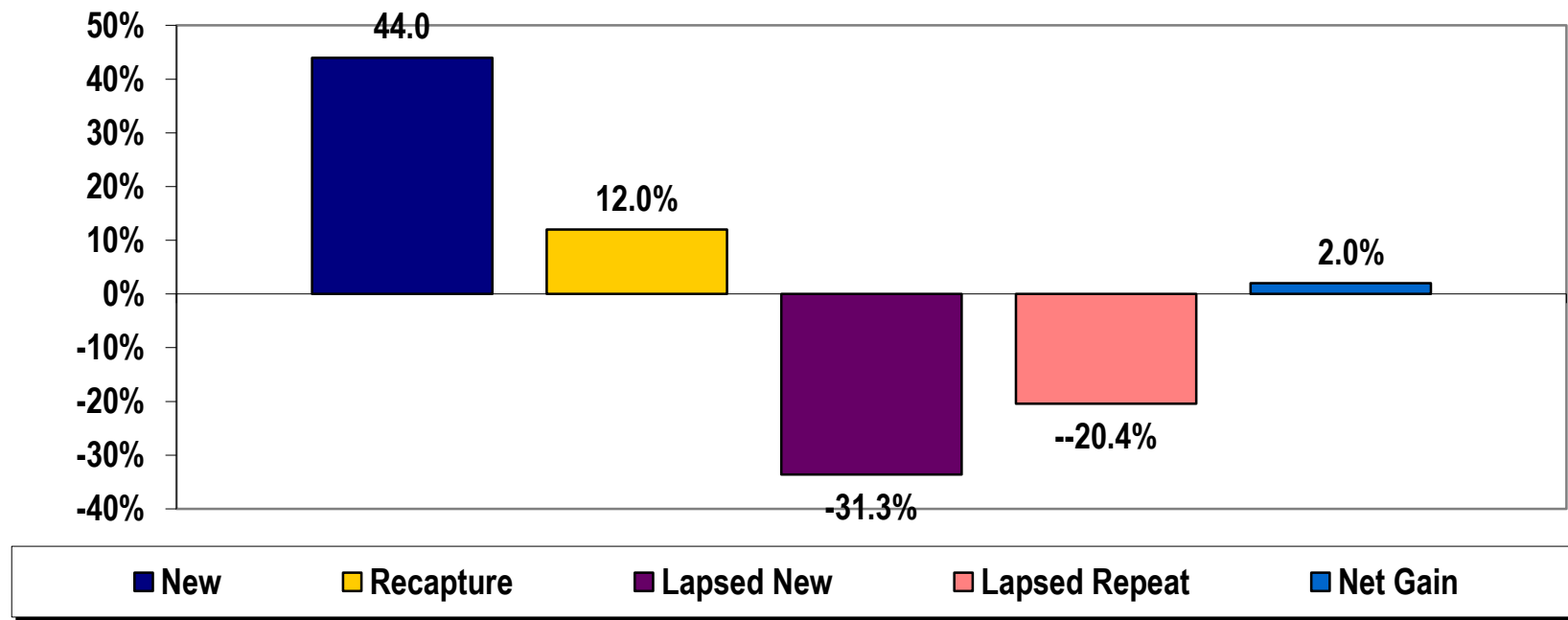
Donor Retention by Organization Size



Donor Gains and Losses by Category

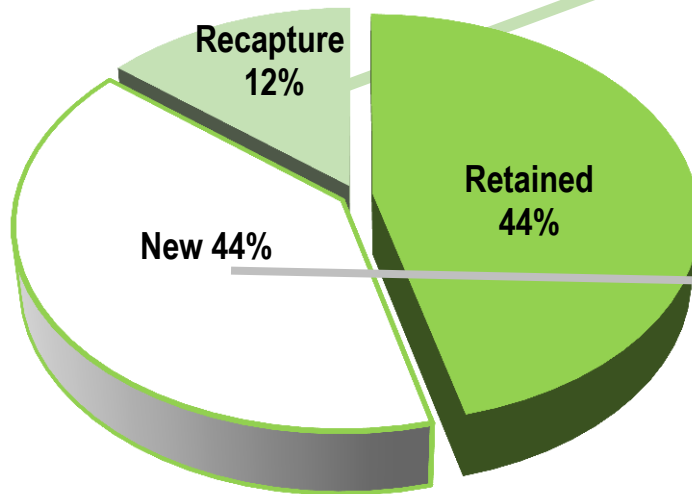
Gains in the number of new and recaptured donors were offset by losses in the number of lapsed new and lapsed repeat donors, producing a net gain in donors of just 2.0%.

Number of Donors by Gain and Loss Category
2014-2015



Replacing Lost Donors

How is your organization balancing the investment among retaining donors, acquiring new donors and reactivating lapsed donors?



12 % of the donors were recaptured lapsed donors.

44% of the donors were first-time donors

2015 Average Donor File Make Up



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Using the Fundraising Fitness Test

How to Prepare and Submit Your Data

What is needed? Just three (3) fields:

ID number, gift amount, date of gift

(All cash & pledge payments; no unpaid pledges)

Instructions to Submit your Data File:

Click on: www.afpfep.org/Tools

Popular Fundraising Fitness Test Reports

- Top Indicators
- Fundraising Income Summary
- Comparison FEP Ratios (my organization compared to other like organizations)
- 6-Year Trends
- Greenfield's 3-year Growth in Giving Analysis
- Greenfield Growth in Giving Report
- Gain/Loss Report
- “What If” Reports

Using Fitness Test Reports for Subsets of Data

In addition to reports for your overall fundraising, you can produce reports for specific activities or subsets of your stakeholders.

Examples:

- Direct mail program
- Special events
- Major gifts program
- Donors/volunteers by region or socioeconomic group

Action Steps: Start improving gift and donor retention today

- ✓ Use tools such as the FEP Fundraising Fitness Test to measure your performance.
- ✓ Compare your performance with that of like organizations using the annual FEP Report.
- ✓ Define your retention goals.
- ✓ Break your goals into manageable strategies – with benchmarks so you can track success.
- ✓ Sign up for AFP's Planning to Keep Your Donors workshop to get help with using FEP tools to develop a donor retention plan.
- ✓ Visit the FEP website afpfep.org for more information.

RESOURCES

- ✓ Visit the FEP website afpfep.org for more information.
 - ✓ Fitness Test Excel template is #1
 - ✓ How to enter data is #4
 - ✓ Note: if you add /tools/ to the web page it brings up a video

- ✓ When in doubt email:
 - ✓ randyfox@nadadventist.org : Randy “runs” the fitness test for all participants
 - ✓ Tel: 301.680.6131

- ✓ Andy Rutledge article “What is a Profession?”:
 - ✓ <http://designprofessionalism.com>