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Webinar:

Effective Fundraising Data: What It Is & How To Use



Agenda

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- Housekeeping / About Us
- How to create a data driven culture
 - Sense of urgency
 - Buy in from EVERYONE
 - Why it's important
- Fundraising Metrics
 - Fundraising Effectiveness Project
 - Deeper Dive
- Top Takeaways
- Q&A
- Next Webinar - May 16

About Us

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Tim Sarrantonio



Mike Buckley

Data Driven Culture

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Data Metrics

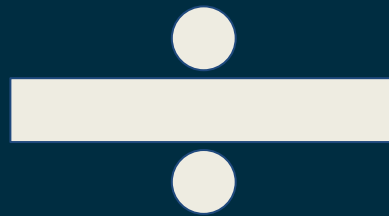
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<https://www.afpfep.org>

Donor Retention

Number Of Donors Who Gave Last Year And
Gave Again This Year

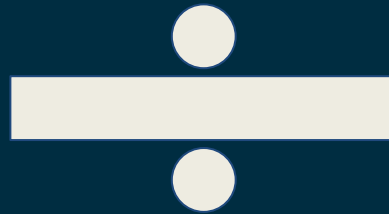


Total Number Of Donors Last Year

New Donor Acquisition

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Number Of New Donors This Year

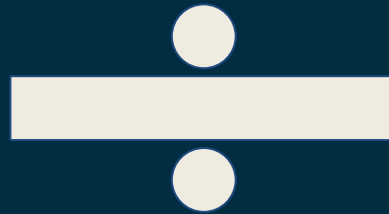


Total Number Of Donors Last Year

Average Gift

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Total Dollars Received

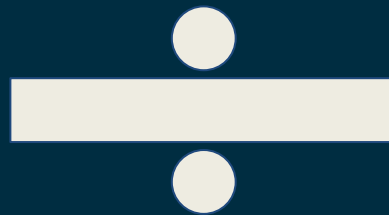


Total Number Of Gifts Received

Growth In Giving

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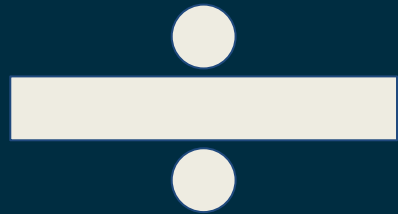
Net Of Gains And Losses In Giving From Last
Year To This Year



Total Value Of Gifts Received Last year

Conversion Rate

Total Number of Donors



100

Number of Appeals Made

See your metrics!

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Fundraising KPIs						
Average Annual Giving/Donor	Average Gift	Donor Retention Rate	Donor Attrition Rate	Donor Participation Rate	Donor Reactivation Rate	Donor Recapture Rate
\$5,254.27	\$2,313.24	97.73%	2.27%	95.31%	93.68%	998.86%
↑ \$4,701.35 (850.28%) from \$552.92 in 2016	↑ \$1,927.08 (499.03%) from \$386.16 in 2016	↑ 9,281.82% from 1.04% in 2016	↓ 97.70% from 98.96% in 2016	↑ 999.36% from 8.67% in 2016	↑ from 0.00% in 2016	↑ 47,845.45% from 2.08% in 2016
Donor Reacquire Rate	Donors in Database	Donors This Year	Estimated Donor Lifetime	New Donor Acquisition Rate	Rate of Growth in Donors	Rate of Growth in Giving
1,975.00%	1,067	1,017	44.00	59.09%	1,055.68%	10,882.23%
↑ 38,412.50% from 5.13% in 2016	↑ 52 (5.12%) from 1,015 in 2016	↑ 929 (1,055.68%) from 88 in 2016	↑ 42.99 (4,254.17%) from 1.01 in 2016	↓ 33.26% from 88.54% in 2016	↑ 12,768.18% from -8.33% in 2016	↑ 145,841.36% from -7.47% in 2016

FUNDRAISING
REPORT CARD 

Action Items

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1. Set a foundation

Action Items

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2. Choose a goal

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3. Do not be afraid to fail - in a smart way

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4. Segmentation will always work

Action Items

1. Set a foundation
2. Choose a goal
3. Do not be afraid to fail - in a smart way
4. Segmentation will always work
5. Success = data, not gut feeling

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Questions?

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Next webinar

*The Strategic Formula For
Nonprofit Email Appeal Success*

May 16, 2018 @ 1pm CT

<https://www.neoncrm.com/upcoming-webinars>