



# 7 Key Database Metrics

Proven practices in fundraising webinar

Wednesday May 6, 2020

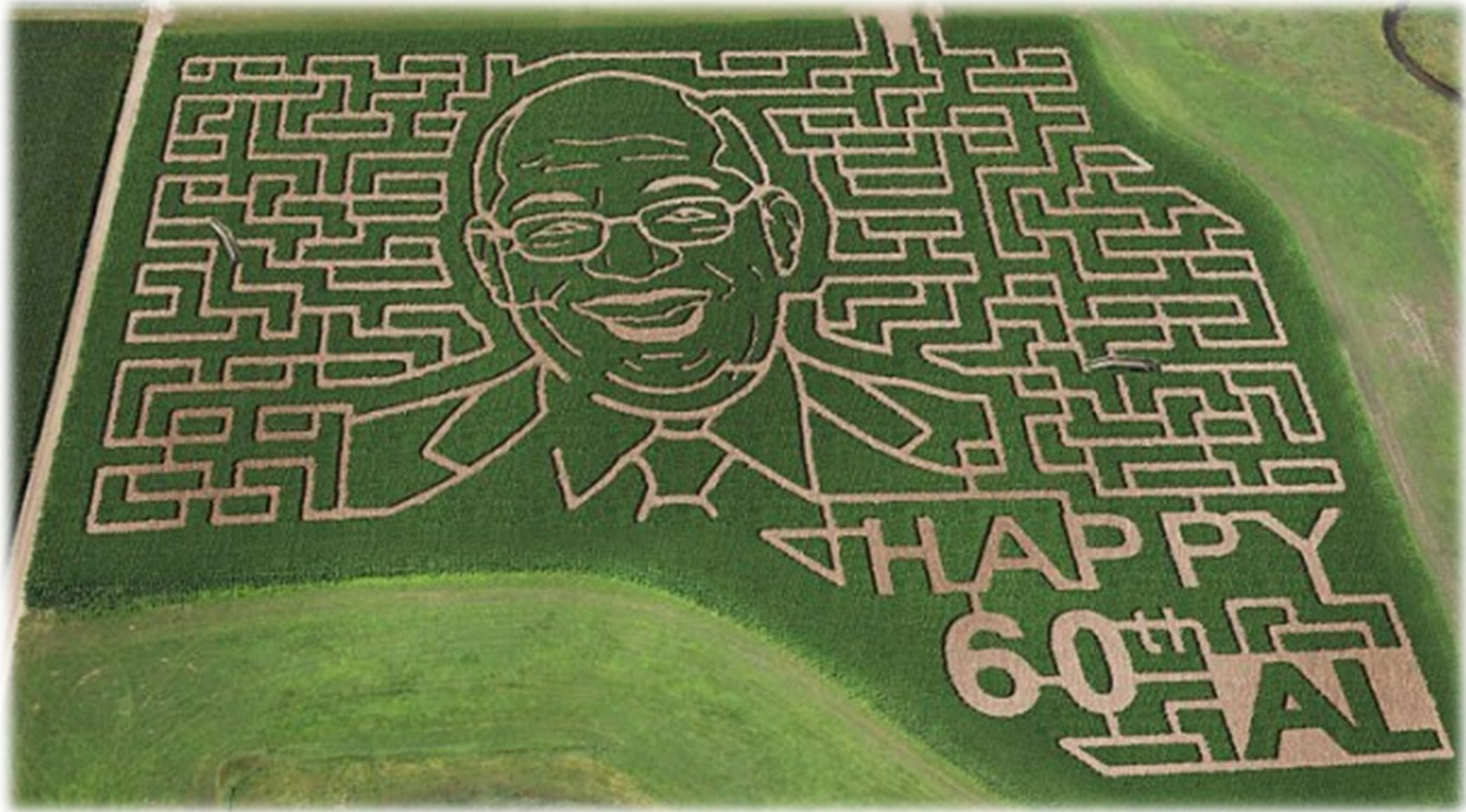


Presented by:



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President, Agency Services







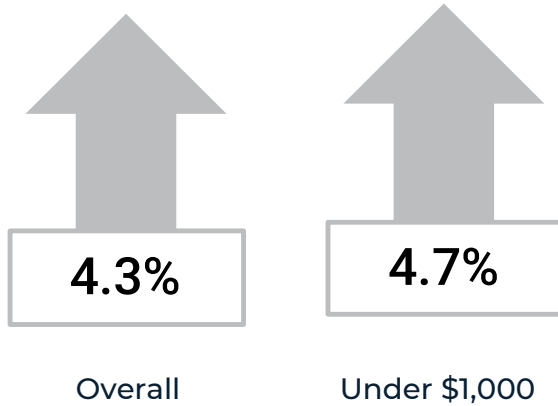
## Campaign Results

- ✓ Read test results
- ✓ Determine if campaign goals were achieved
- ✓ Identify opportunity for incremental improvement in next campaign

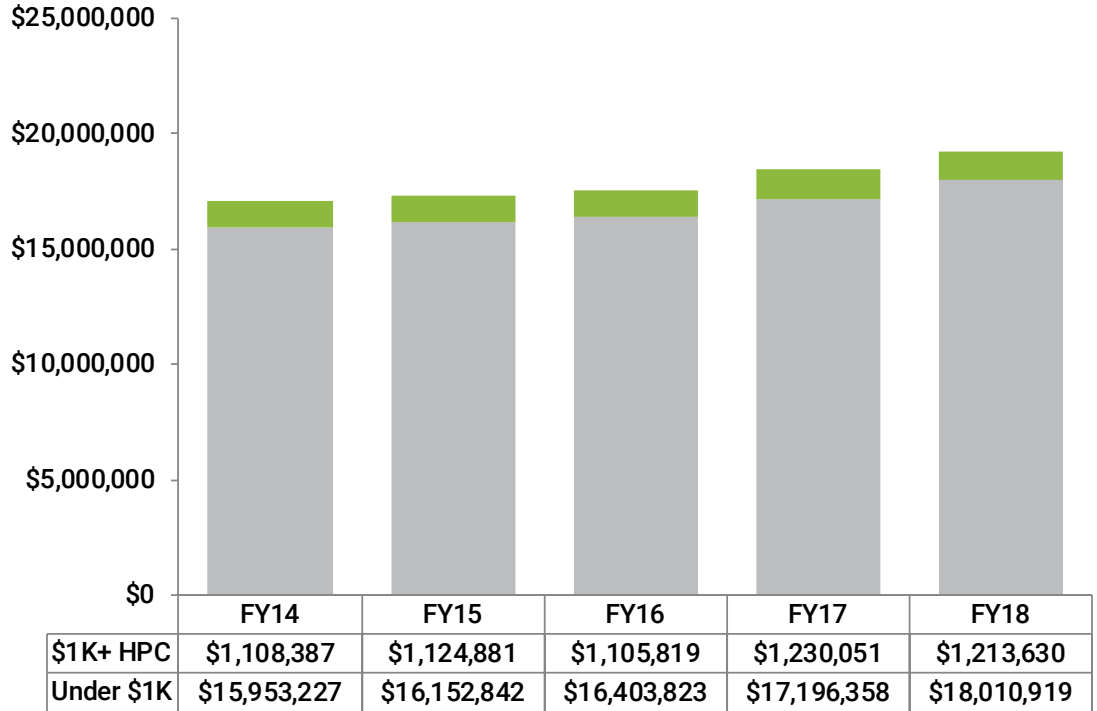
## Database Metrics

- ✓ Understand the health of the donor file – irrespective of channel/technique
- ✓ Foundation for determining a strategy, so you can then determine which tactics to implement in upcoming campaigns

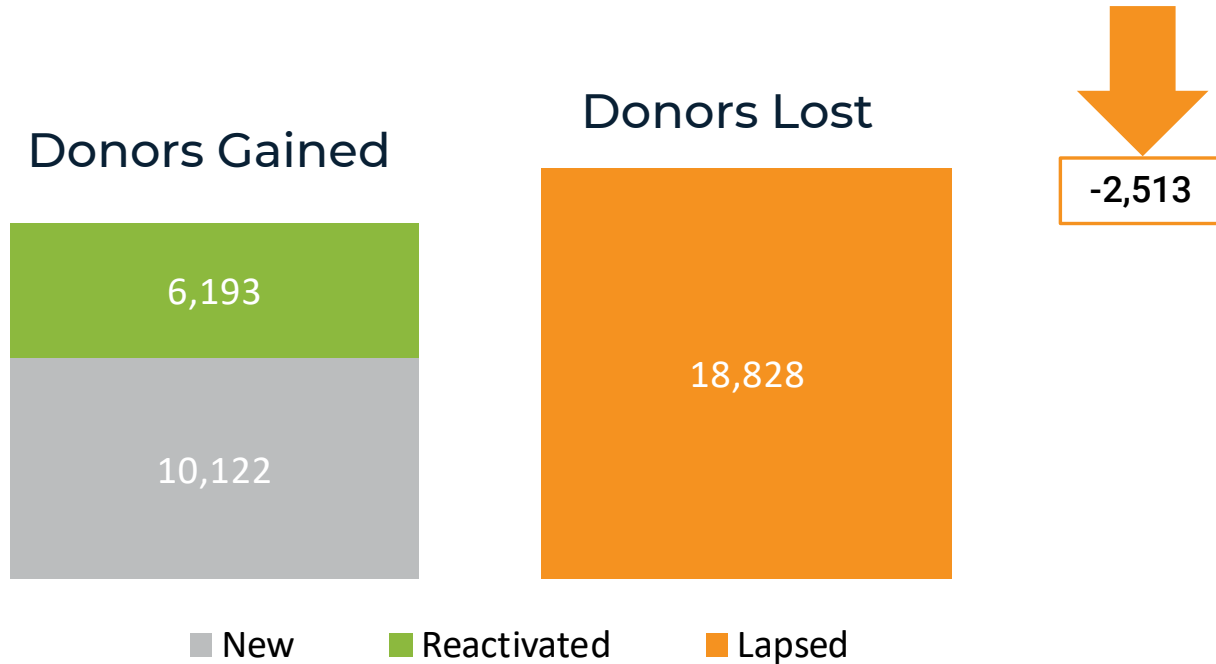
# Year to Year Revenue Comparison



Revenue from donors that have a highest previous contribution (HPC) of \$1,000 or more is shown in green and revenue from donors that have a HPC under \$1,000 is shown in grey.



# Donor File Growth





# Applying the right tactic

Don't

Test increasing the average gift

Consider

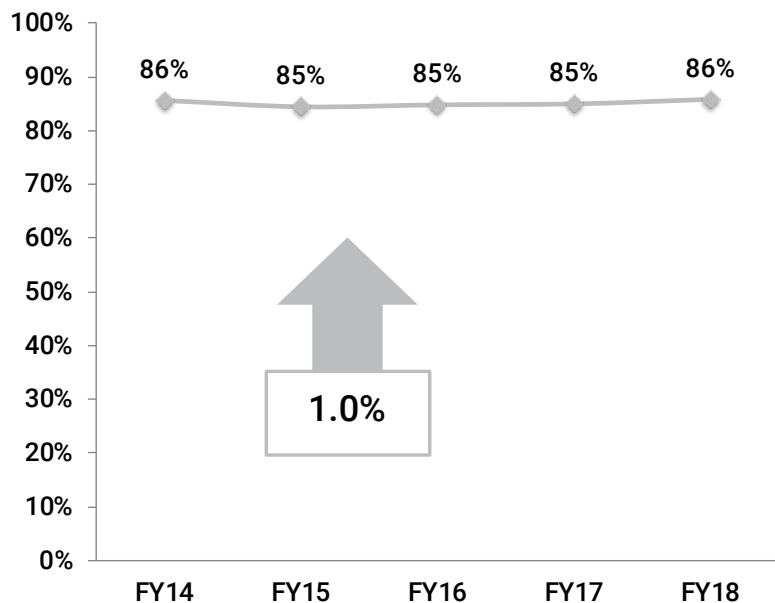
Improving Response Rate in:

- ✓ New Donor acquisition
- ✓ Lapsed Recapture
- ✓ Renewals



# Donor Retention

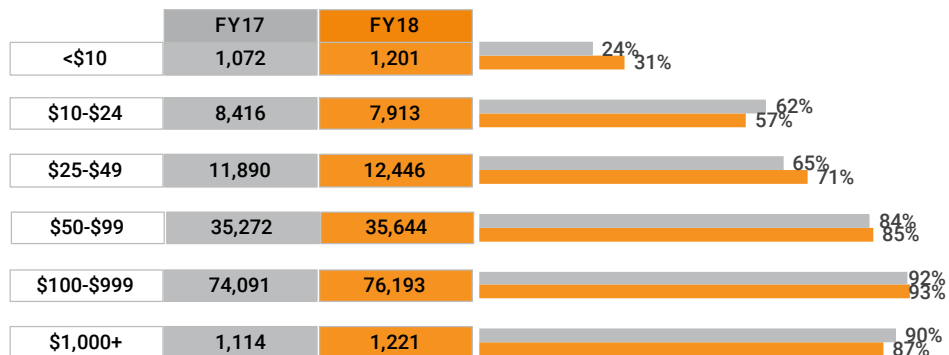
## Overall Retention



## Lifecycle Retention

Lifecycle	FY14	FY15	FY16	FY17	FY18
Multi-Year	89%	87%	88%	88%	90%
Second-Year	73%	70%	68%	67%	69%
Win-Back	67%	65%	62%	65%	65%

## Retention by Donor Value\*



\*Annual Cumulative Giving

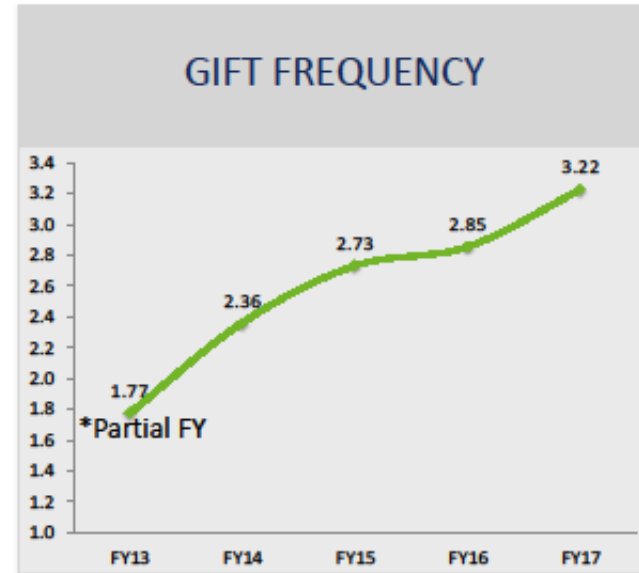
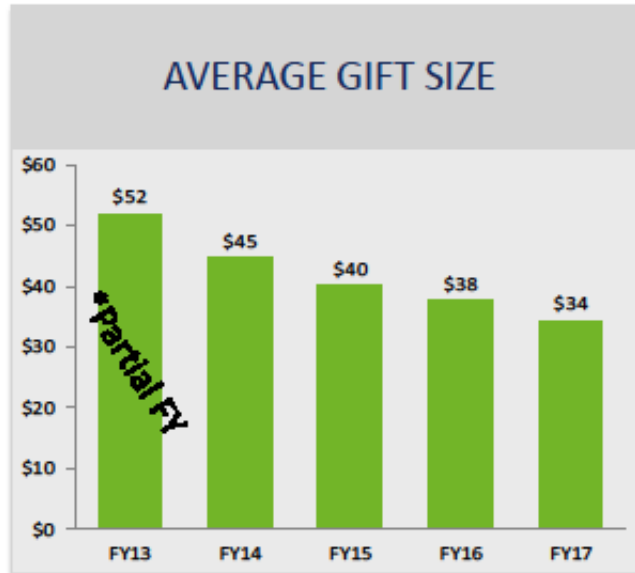
# Gift Frequency & Average Gift



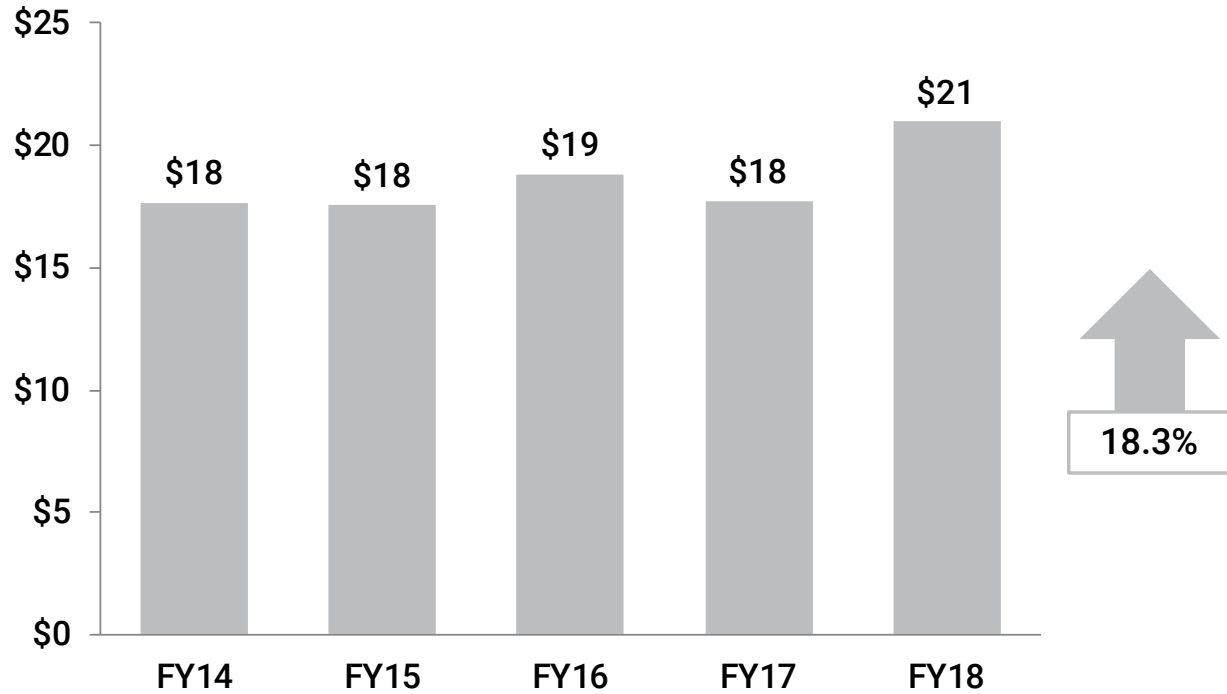
**-8.9%**



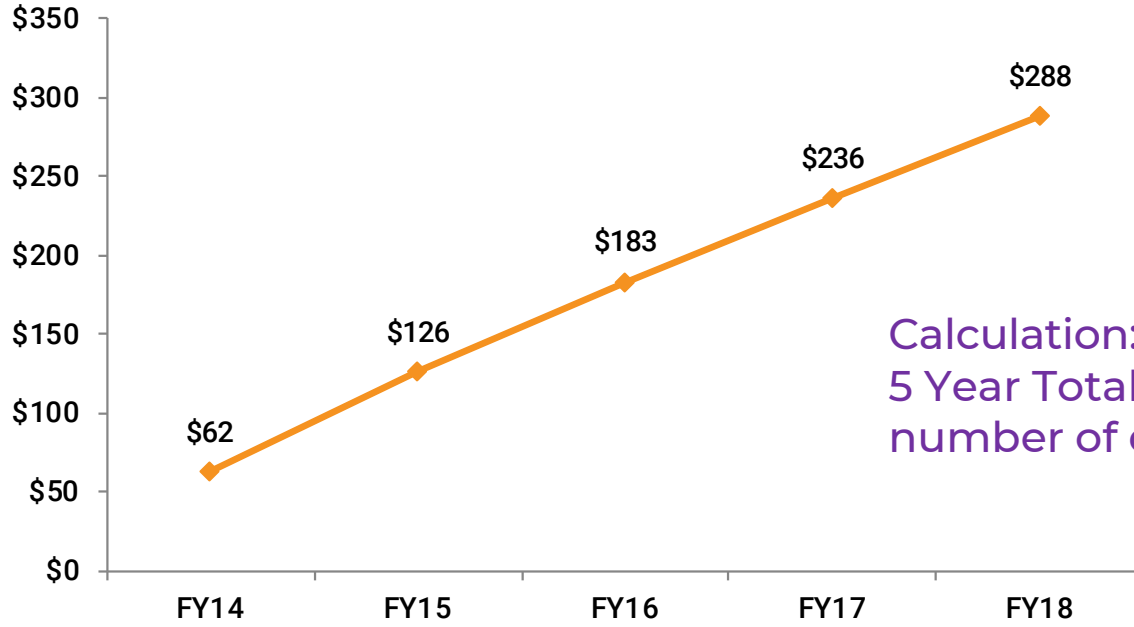
**13.0%**



# Average 1<sup>st</sup> Gift



# Donor Value



Calculation:  
5 Year Total Revenue generated by class /  
number of donors in class 5 years ago

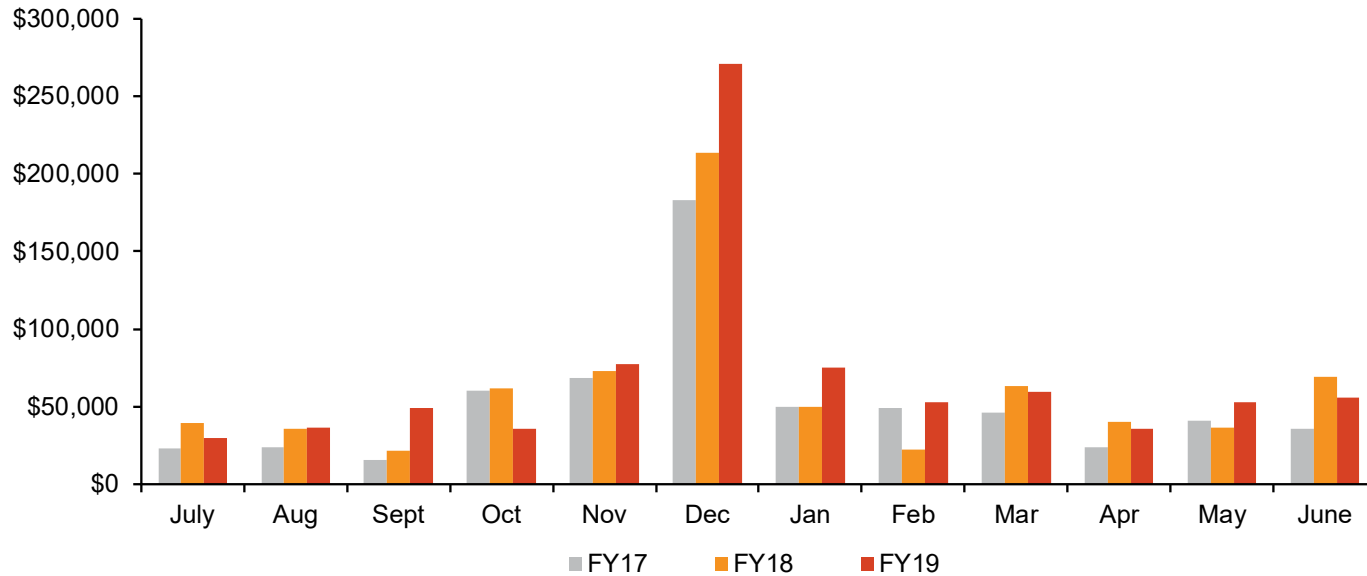
# of Donors: 14,662  
Total Revenue: \$4,223,421



# Cost to Acquire

Qty	Total Cost	# Gifts	Gross Rev	% Resp	Net Rev	Net Cost to Acquire
35,586	\$28,788	480	\$19,548	1.35%	(\$9,240)	(\$19.25)

# Bonus Metric: Revenue by Month





# What does the next fiscal year hold?

1. How had year-on-year revenue been trending for the past four years, and where are you expected to end this fiscal year?
2. Have you acquired/renewed fewer donors this year? What impact will that have on revenue in the coming fiscal year?
3. What is your cost to acquire/retain a donor? Use this metric to project the necessary investment for next year's activities. And based on Lifetime Value, project when these new donors will likely pay for themselves.

# What does the next fiscal year hold?

4. Are certain segments of your file experiencing uncharacteristic declines in donor retention? Does that segment account for a large number of donors? Revenue? What actions will you take to try and turn the tide?
5. Have you seen changes in gift frequency and/or the size of the average gift? What tests can you implement in future campaigns to address any changes?
6. Do you have plans to take advantage of Giving Tuesday and Calendar Year End?





**ALLEGIANCE**  
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# Key Database Metrics

1. Year to Year Revenue Comparison
2. Donor File Growth
3. Donor Retention
4. Gift Frequency
5. Average Gift
6. Donor Value
7. Cost to Acquire
8. Revenue by Month



# Thank you!



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