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FUNDRAISING *presents*

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A month full of webinars to help you rock your fundraising



Food Bank Benchmarking



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Today's Agenda

- Information vs Insights
- FY20 Food Bank Donor Performance Benchmarks

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Information vs. Insights

A fundamental question...

- Are the findings of the Strategic Growth Analysis to provide **information** or **insights**?



WHAT

WHY & WHAT NOW

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Information vs. Insights

- **Reporting:**

- Presents facts - often without context.
- Answers simple questions - and creates new ones.

- **Analysis:**

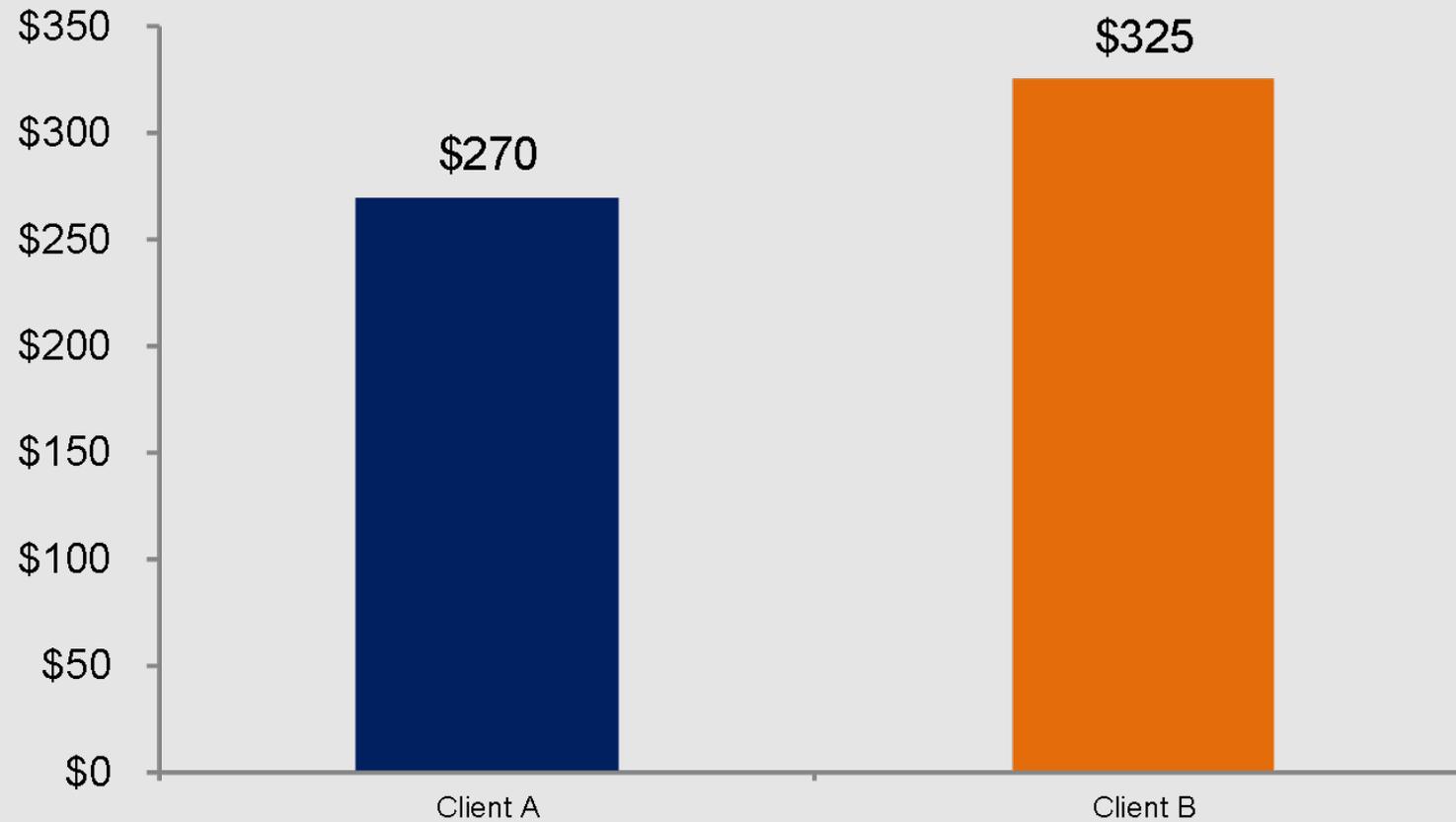
- Explains patterns
- Finds problems
- Identifies opportunity

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Let's play a game... A or B

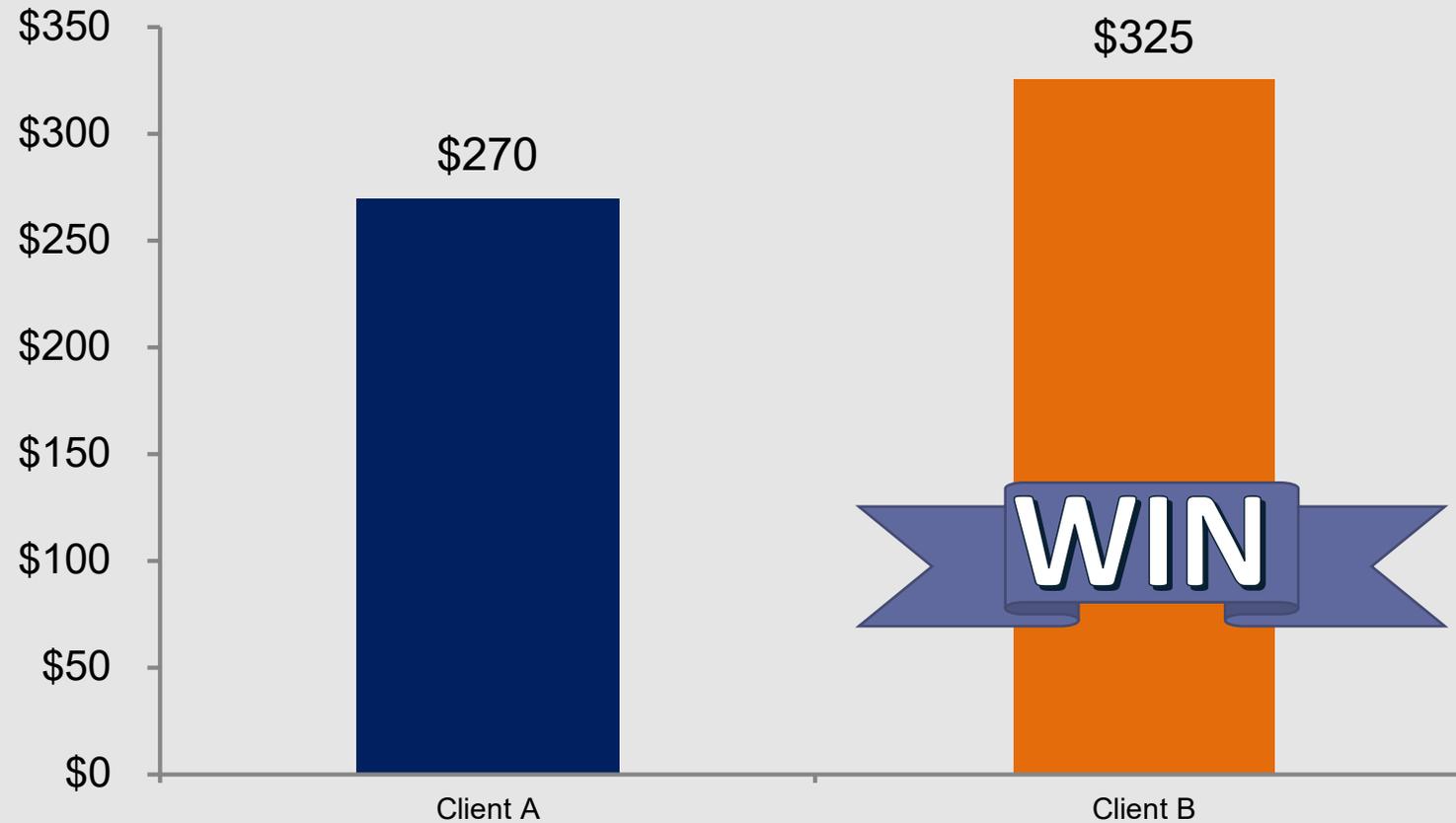
Donor 5-Year Value – Choose Blue or Orange



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Donor 5-Year Value – Choose Blue or Orange

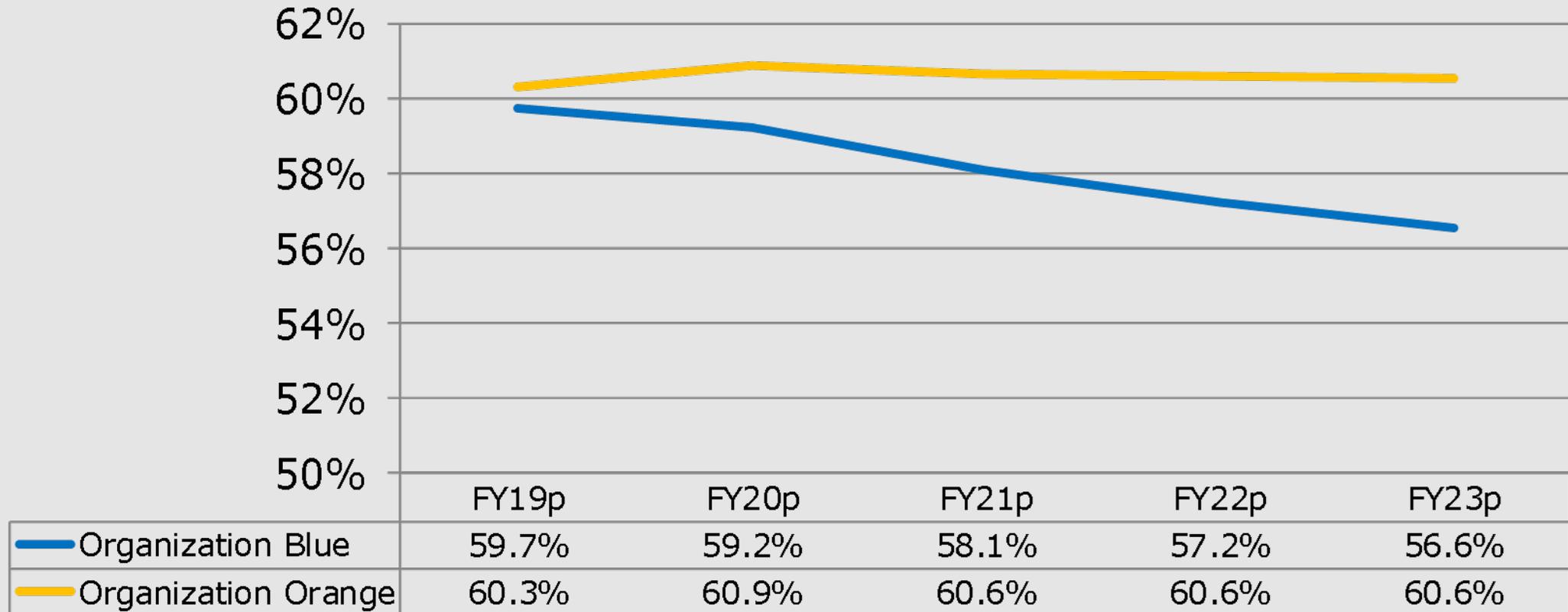


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Overall Donor Retention – Choose Blue or Orange

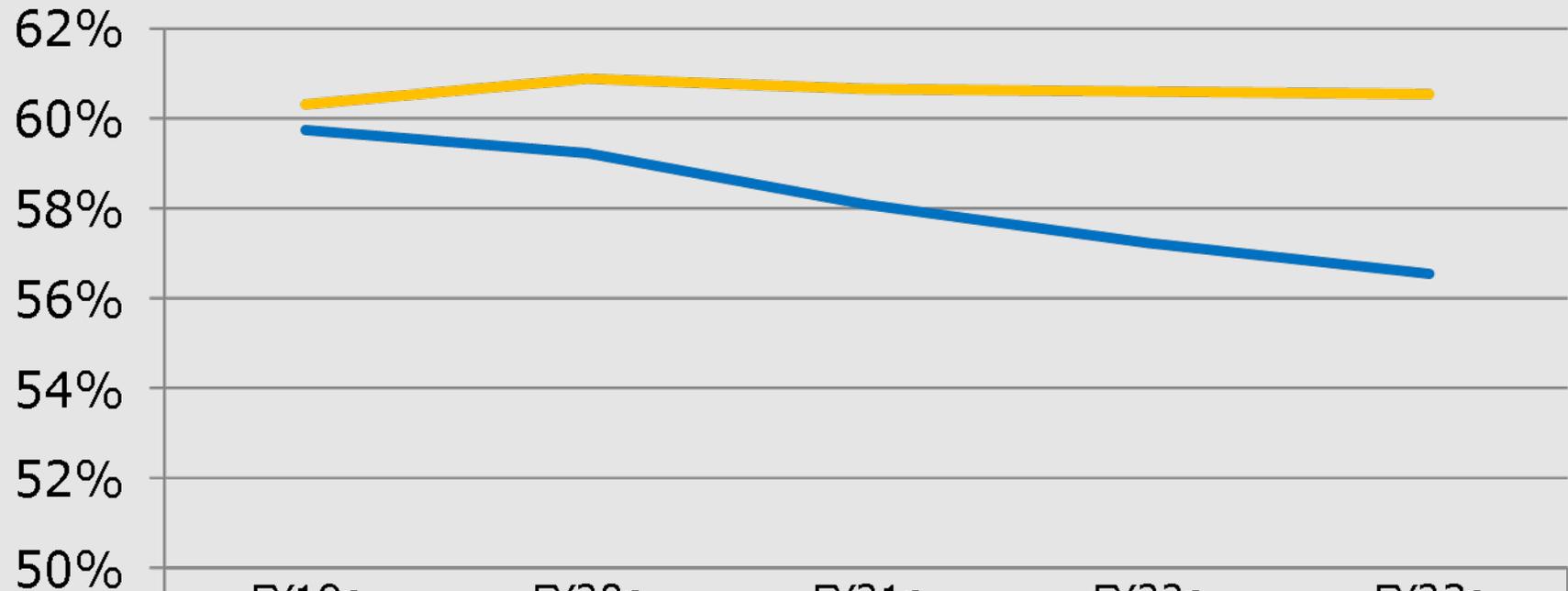
Overall Retention of 0-12 Month Active Donors



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Are you sure?

Overall Retention of 0-12 Month Active Donors

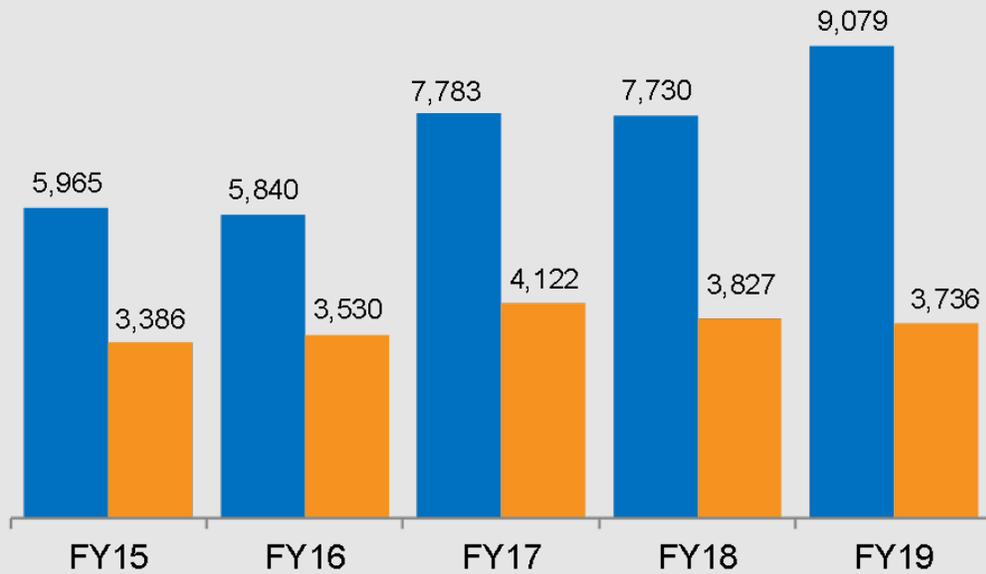


	FY19p	FY20p	FY21p	FY22p	FY23p
Organization Blue	59.7%	59.2%	58.1%	57.2%	56.6%
Organization Orange	60.3%	60.9%	60.6%	60.6%	60.6%

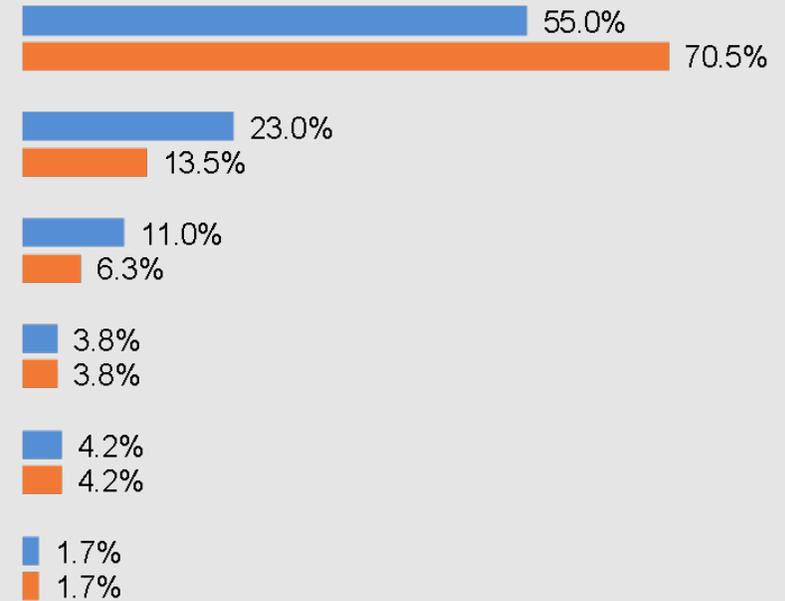
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Lifecycle Mix

New Donors Acquired

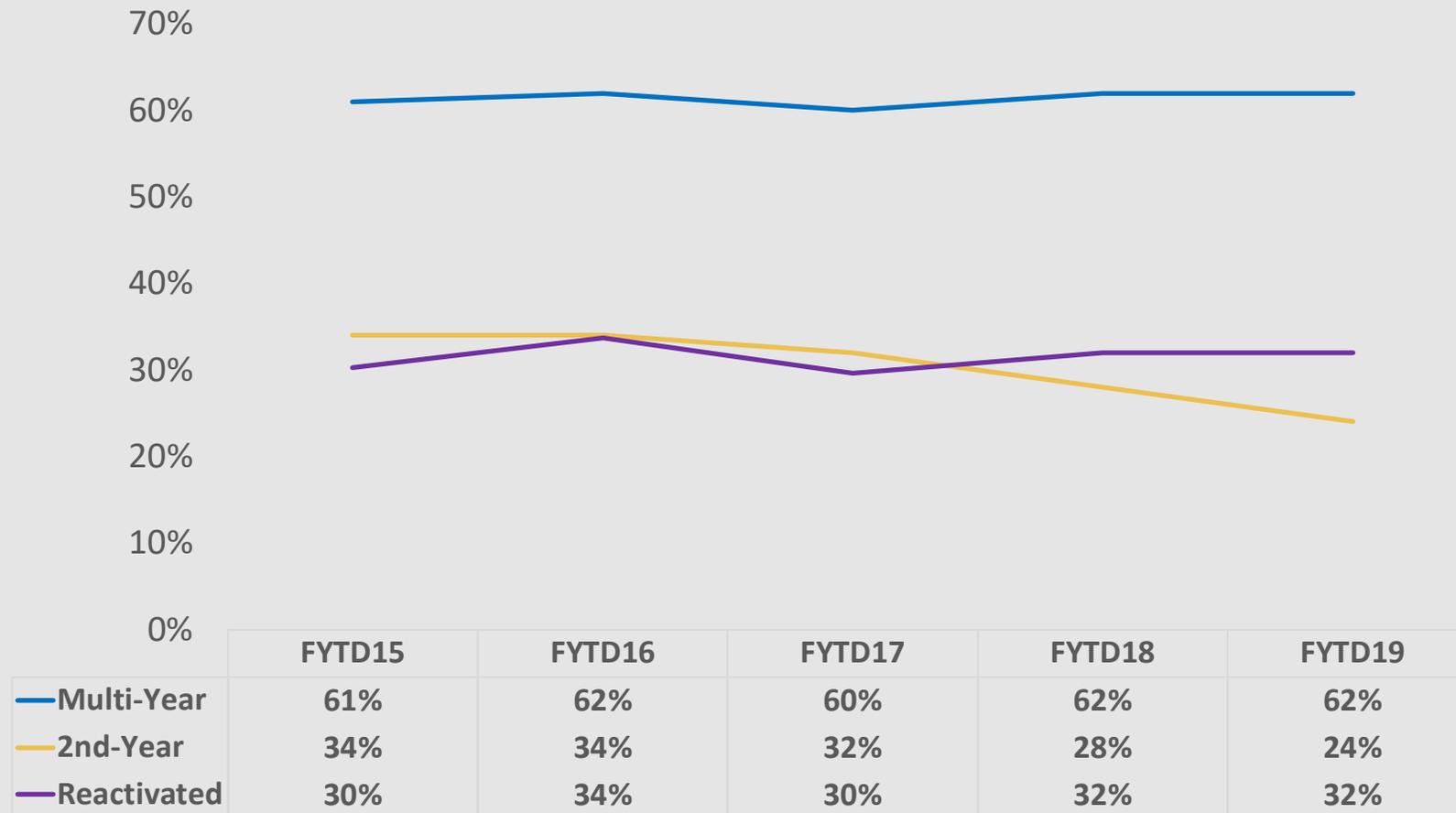


% of Active Donors by Lifecycle



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2nd Year Retention – Crisis or Not?

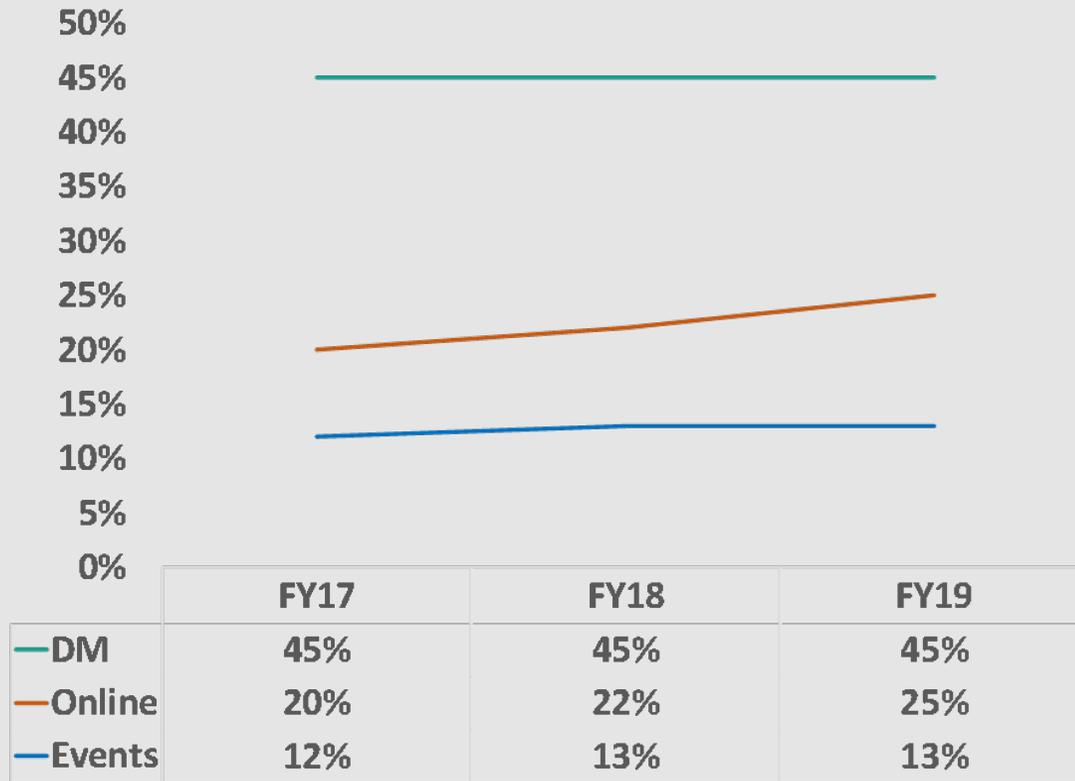


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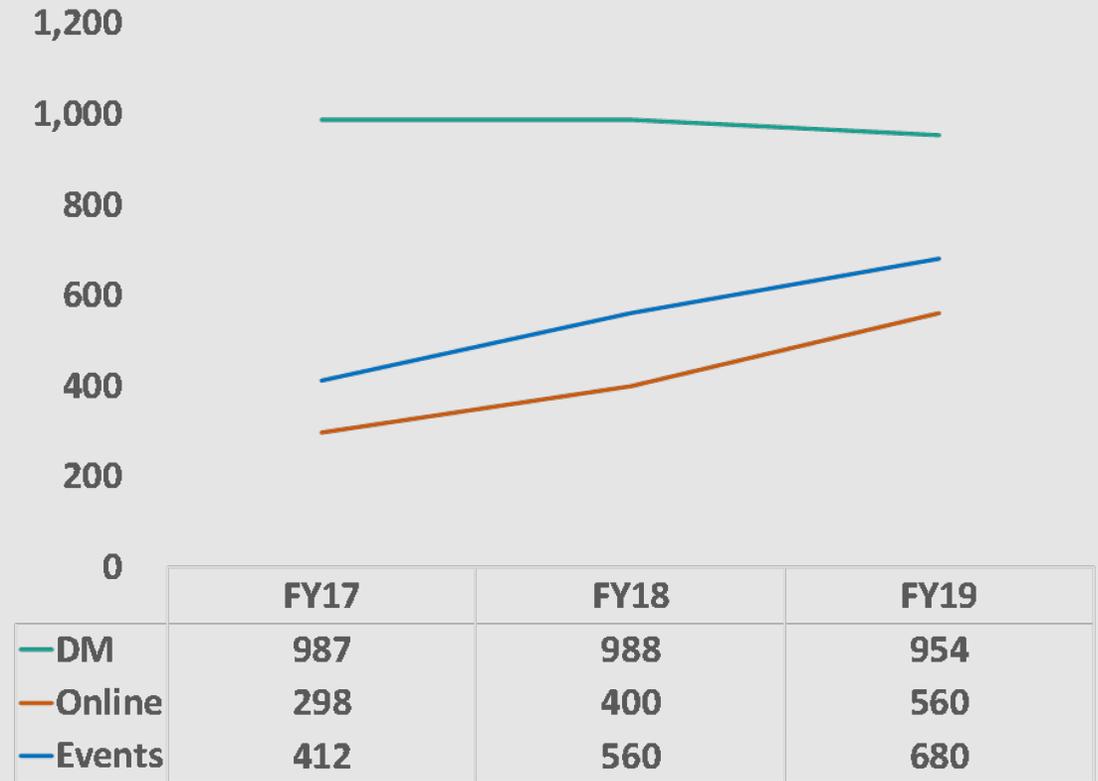
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Channel Mix

2nd Year Retention



New Donors by Channel



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Conclusion

No slide or metric exists in a vacuum.

Each one informs the others if you know where to look and can ask the right questions.

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**FY20 Food Bank
Donor Performance Benchmarks**

Revenue Index (Gifts under \$5,000)

UNDER \$5K INDEX



The Index is based on FY16 = 100%.

In FY20, the Revenue Index is 225%.

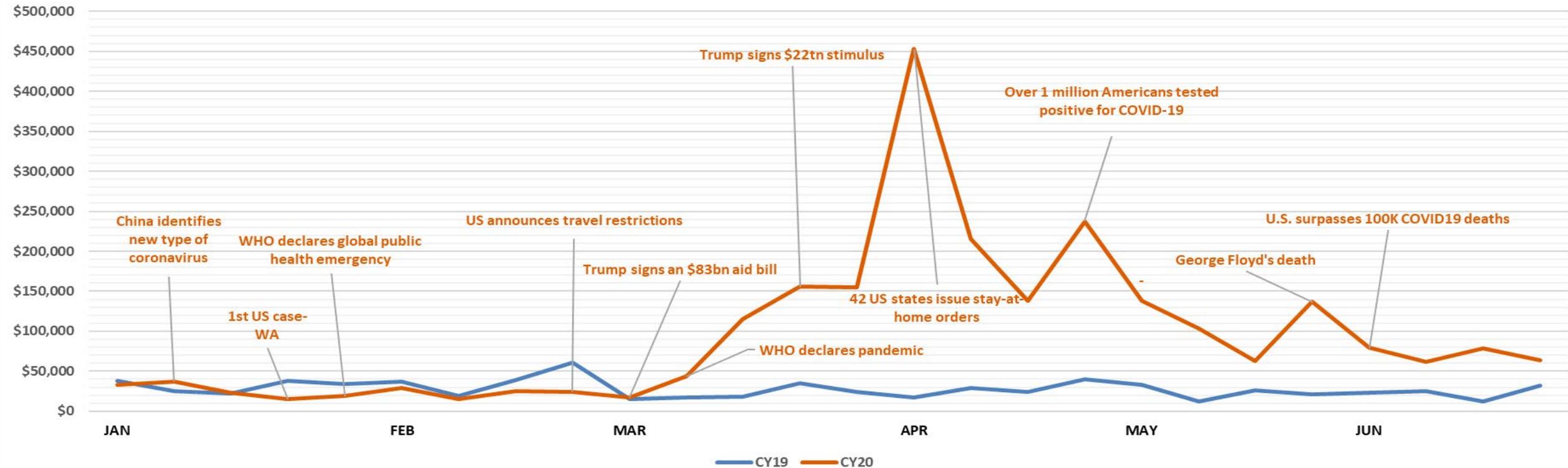
This means, on average, revenue for Food Banks more than doubled in FY20.

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Revenue by Week: January - June 2020

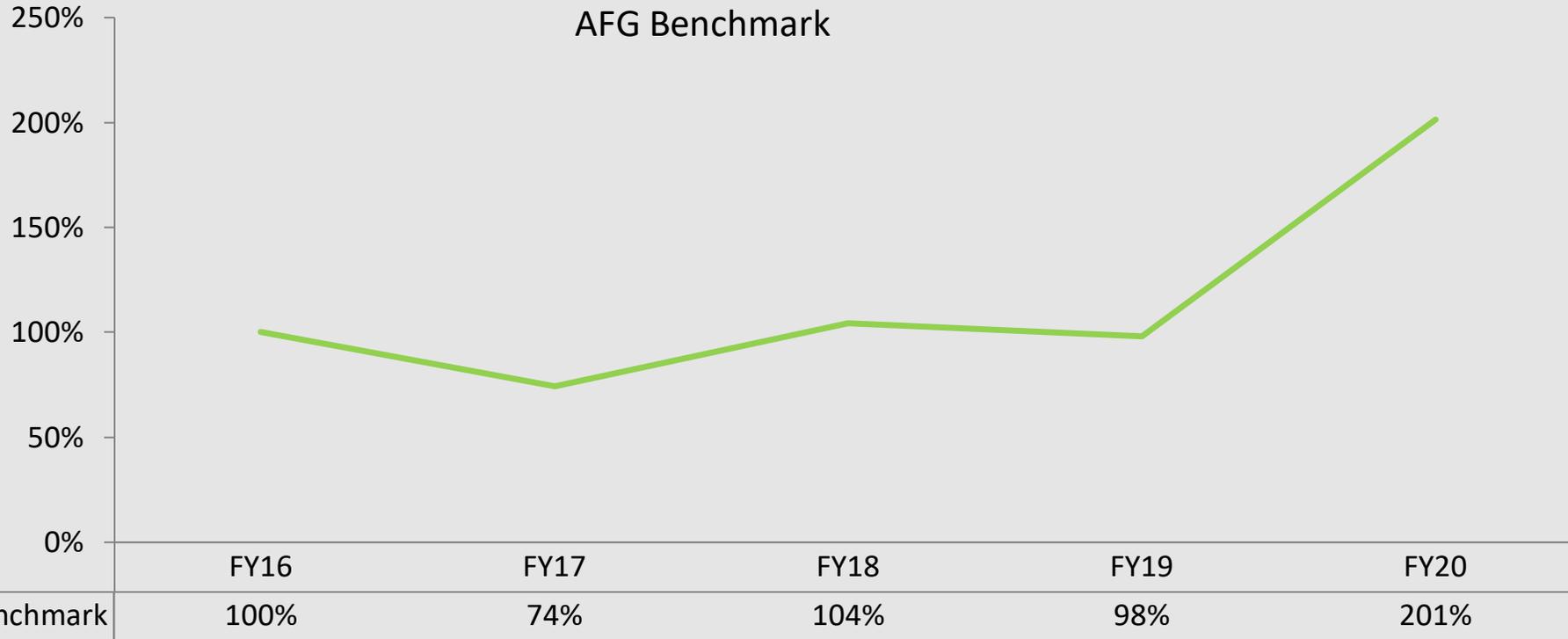
Food Bank Benchmark
2019 vs 2020 Weekly Revenue Differences
January - June



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Revenue Index (Gifts of \$5,000+)

\$5K+ INDEX



Again, FY16 comprises the 100% Index.

In FY20, Revenue from coming from donors giving gifts larger than \$5,000 doubled.

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Active Donor Index

ACTIVE DONOR INDEX



The Index is based on FY16 = 100%.

In FY20, the Active Donor Index is 150%, the highest level of the analysis period.

This means that in FY20, donor counts for Food Banks are up 50% compared to FY16.

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New Donor Index

ACQUISITION INDEX



The Index is based on FY16 = 100%.

In FY20, the Active Donor Index is 230%, the high-mark.

This means that in FY20, New Donor counts for Food Banks have more than doubled since FY16.

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Insights

1. Key Finding: On average, Food Banks acquired double the New Donors in FY20 – most of these donors were acquired online because of COVID19.

Recommendation: Include these New Donors in both direct mail and e-cultivation streams.

Expected Outcome: Donors cultivated in multiple-channels retain better than donors cultivated in single-channel efforts. The goal should be to match the 31% second year retention rate of online acquired donors in FY21.

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Revenue per Active Donor

REVENUE PER DONOR



Revenue per Active Donor has risen throughout the analysis period, and jumped over \$50 in FY20, to \$276.

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Average Gift Size

AVERAGE GIFT



The average gift size for Food Banks have steadily increased over the analysis period, at \$142 in FY20.

This excludes gifts above \$5,000.

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Average Gift Size – New Donors

NEW AVERAGE GIFT SIZE



New Donor average gift size has improved over the analysis period, at \$157 in FY20.

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Insights

2. Key Finding: New Donor average gift size increased dramatically in response to COVID19 – however, retention, not average gift size – will fuel revenue in FY21 and beyond.

Recommendation: Conduct gift ask table testing with newly acquired donors to maximize response.

Expected Outcome: In crises, donors often give larger than normal gifts. Don't assume that they will continue to give similar gift amounts. Testing gift ask tables will optimize retention.

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Average Gift Size – Reactivated Donors

REACTIVATED AVERAGE GIFT SIZE



The average gift size of Reactivated Donors have also increased, at a very strong \$147 in FY20.

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Average Gift Frequency

GIFT FREQUENCY

Gift Frequency has been steady throughout the analysis period, just shy of 2 gifts per donor.

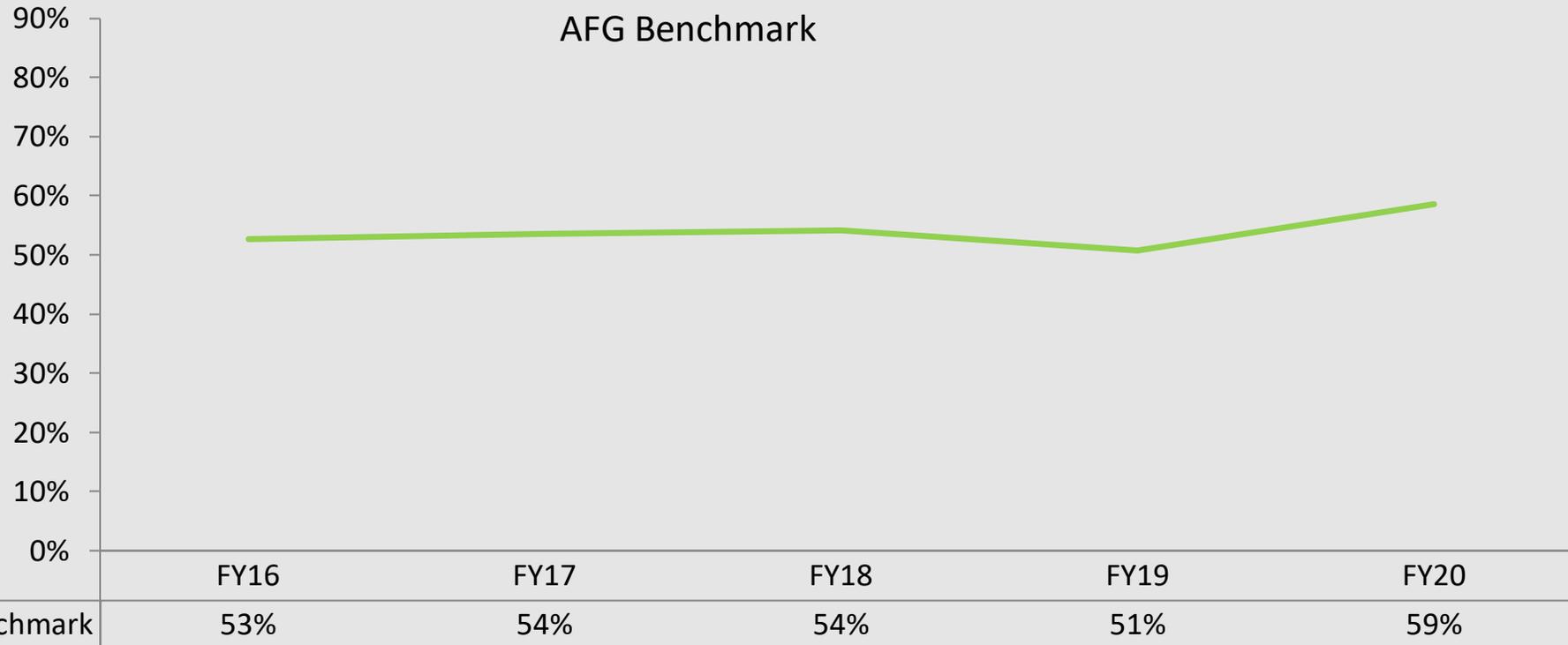


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Average Donor Retention

OVERALL RETENTION



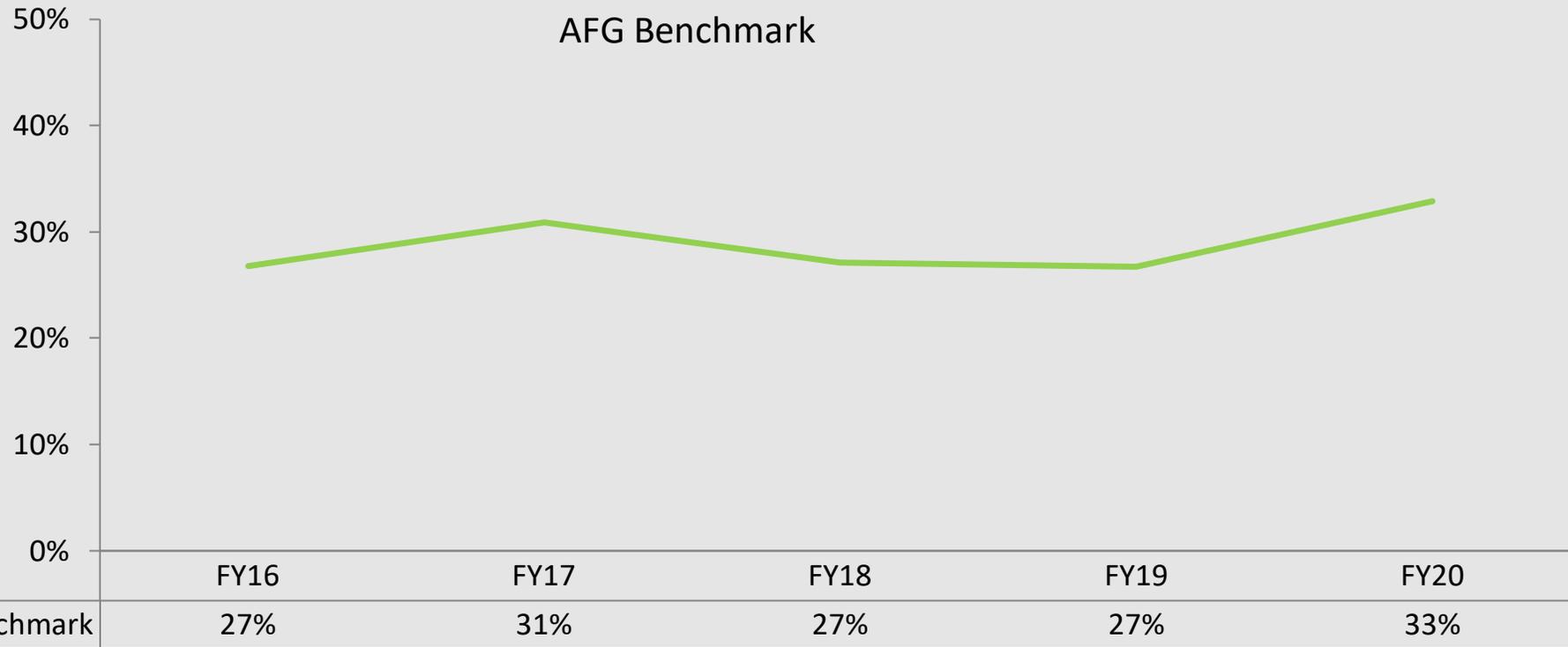
Overall Donor Retention improved to its highest level of the past five years in FY20, to 59%.

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Average Second Year Donor Retention

2ND YEAR RETENTION



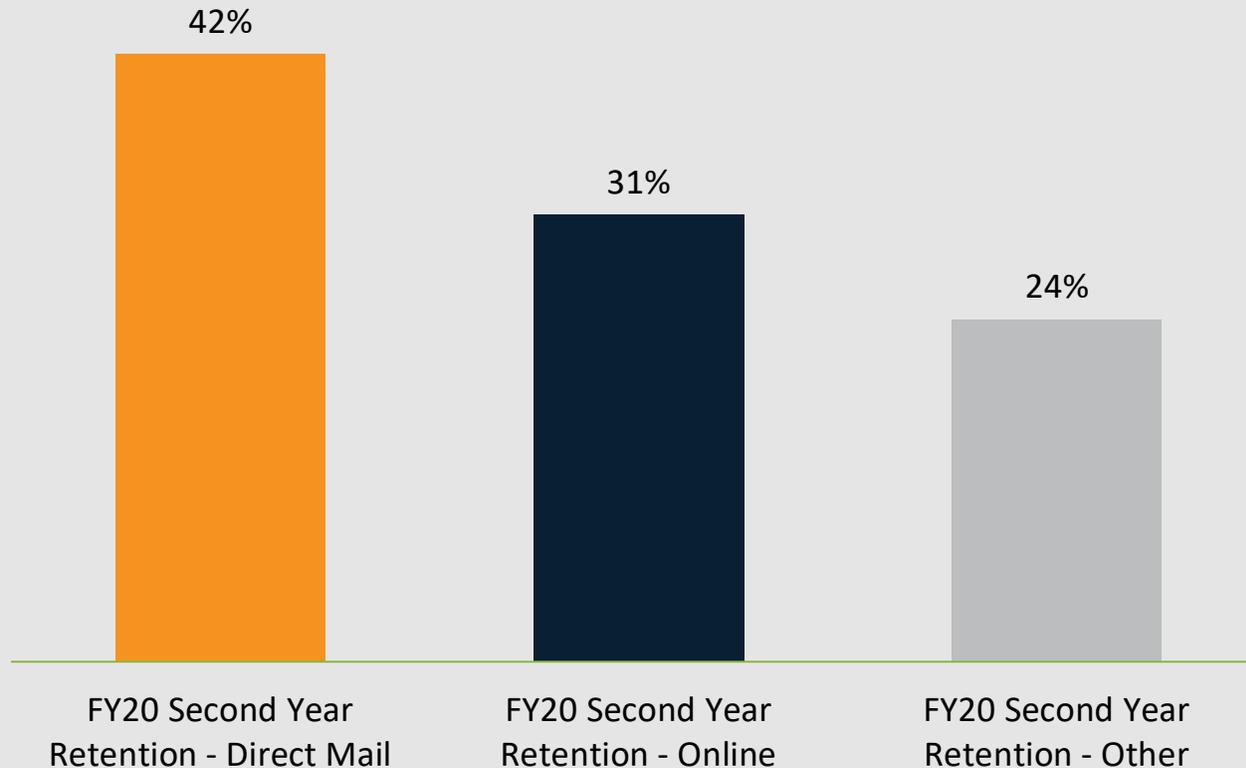
Second Year Donor Retention has ranged from 27-33% over the analysis period.

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Second Year Donor Retention By First Gift Channel

SECOND YEAR RETENTION BY FIRST GIFT CHANNEL



Direct Mail acquired donors had the highest retention rates in the second year, at 42%. Online acquired donors were close second, at 31%. Donors acquired in Other manners had lower second year retention, 24%.

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Average Multi-Year Donor Retention

MULTI YEAR DONOR RETENTION

Multi-Year Donor Retention has remained consistently high throughout the analysis period, at 75% in FY20.

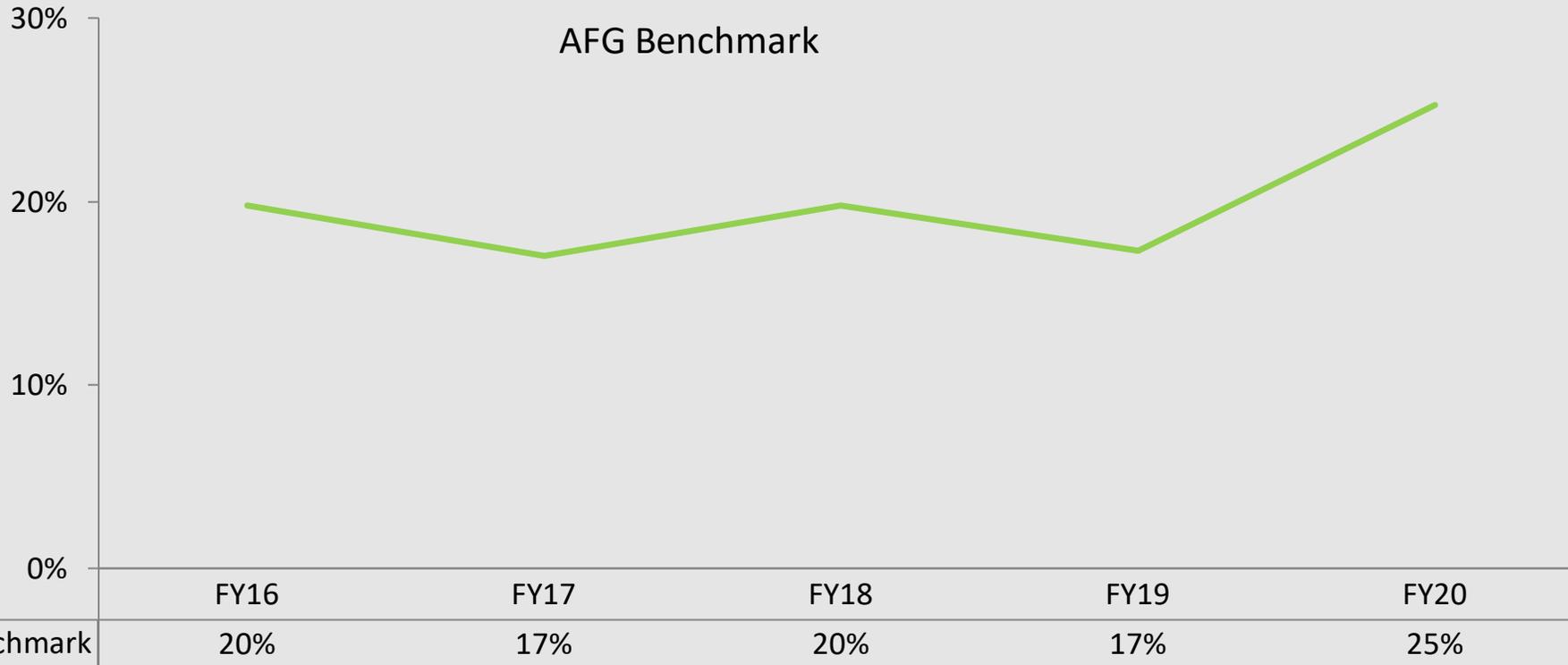


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Average 13-24 Lapsed Donor Reactivation

LAPSED DONOR REACTIVATION



Donors who reactivated after missing a year of giving has also improved in FY20, 25%.

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Insights

3. Key Finding: File sizes for Food Banks grew by 50% this year.

Recommendation: Prioritize major donor prospects via modeling and wealth screening.

Expected Outcome: It is likely there is a number of donors on your file that have capacity for large gifts. Knowing who and how to cultivate these large gift donors during the COVID19 crisis will allow your organization to better meet the needs of your community.

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Five Year Donor Value

LONG TERM VALUE

\$409



Food Bank

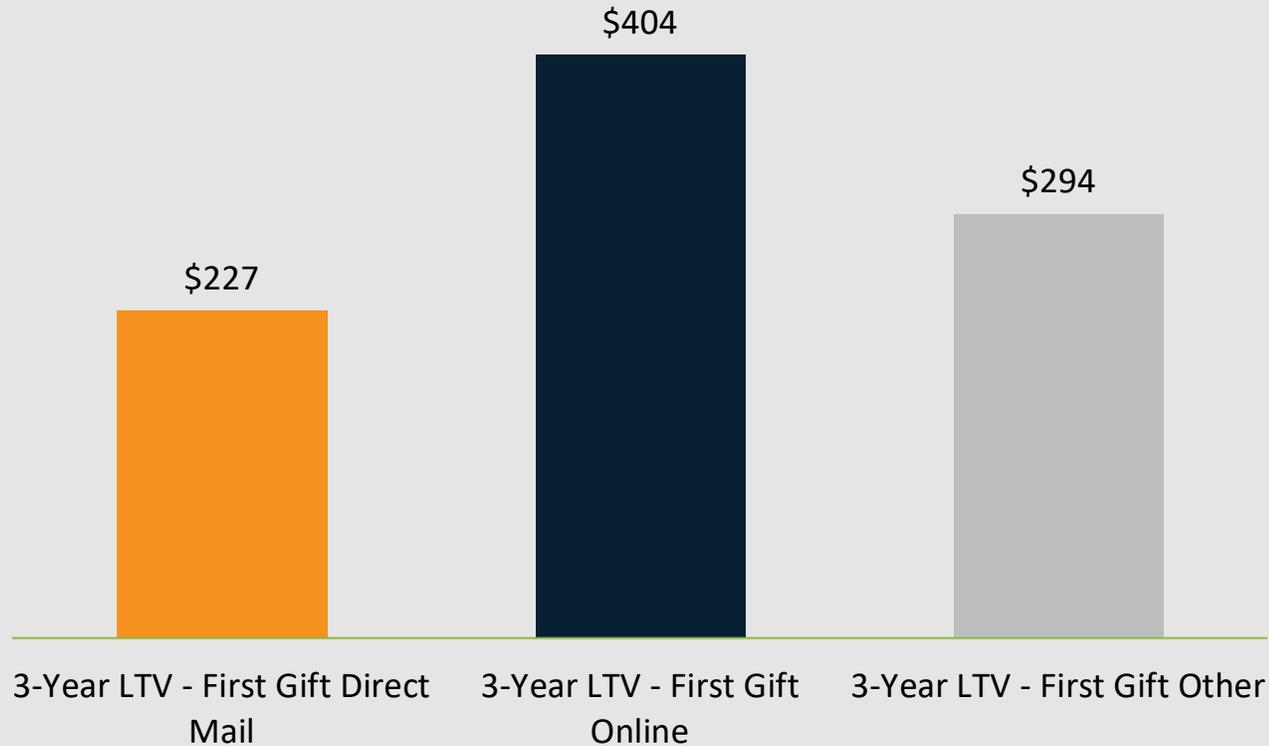
The Five-Year Value of a Food Bank donor is \$409.

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Three Year Donor Value By First Gift Channel

THREE YEAR VALUE BY FIRST GIFT CHANNEL



The 3-Year value of donors acquired via Direct Mail was \$227, versus Online donors at \$404. Donors acquired via other methods (events, telemarketing, white mail) were just under \$300.

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How can I get this data for my own Food Bank?

- The data in this presentation was gleaned from Strategic Growth Analyses (SGA) performed for our clients. If you would like to learn more about the SGA and how we can analyze your donor data email: llowe@allegiancefundraising.com

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Questions?