Fundraising Report

The KIT Foundation

Jan. 1, 2017 - Sept. 22, 2021

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Intro

The Fundraising Report (the "Report") is an opportunity to dive into your database and receive game-changing insights about your donors and their preferences. With KIT, you are already tracking hundreds, or even thousands, of relationships. In order to take these relationships to the next level, KIT's Fundraising Report will help you gain a deeper understanding of the impact and effectiveness of your past, current, and future fundraising strategies.

The information you will find in the Report is not aimed at specialized consultants, but rather is set in accessible terms for your own team to understand and connect with your donors in a meaningful way. The Report contains a clear, concise, and readable presentation of your data so that it can be quickly converted into actionable items. It has been built specifically for your organization, based on your donors' history.

Some features of the Report require data that has been logged into KIT and not imported from previous systems. This Report will note where the relevant data is required.

What You'll Find Inside this Report

The Executive Summary of Giving History provides an overview of your fundraising progress, year-over-year. It can display the fluctuations in your total revenue, and it can map the impact areas and campaigns that were at the core of your fundraising strategy. The remaining sections provide more detailed information about your donors, their behavior and the size of the gifts you received. We hope this Report will help you understand where your revenue is coming from and how effectively you are nurturing relationships with your donors.

How You Should Use this Report

The Report can be used as a guide to unleash the potential of your own data in KIT and adapt your fundraising strategies accordingly. We believe that the Report can help you achieve the following:

- Grasp the health of your fundraising programs
- Identify areas of opportunity to nurture your relationships with your donors; and
- Understand which strategies best align with your donors' preferences

Executive Overview of Giving History

Total Donations History

We understand that growing donation amounts is likely to be a high priority for your organization. Any net increase in revenue is an opportunity to broaden the impact of your mission. The graph on the right shows how successful you are in increasing donation amounts.

With this in mind, it is important to adopt a long-term perspective. Immediate results can be misleading because they do not tell the whole story. By looking at donation amounts over the last five (5) years, you are able to see if your organization is meeting its fundraising goals.

Additionally, your revenue can be vulnerable to quarterly or monthly fluctuations. The graphs below tell you when in the year it would be most effective to strengthen your fundraising efforts. Tracking changes over time can help you and your team manage effective fundraising strategies.

ANNUAL DONATION AMOUNTS

	Amount	Count
2017	$ 2864624.00	1353
2018	$ 2901538.00	1628
2019	$ 2591189.00	1551
2020	$ 6939758.00	3375
2021	$ 20847750.00	11731
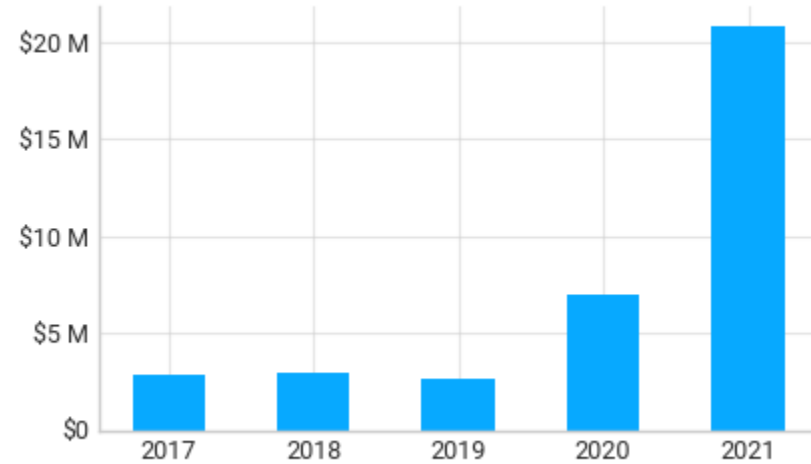
NUMBER OF ANNUAL DONATIONS
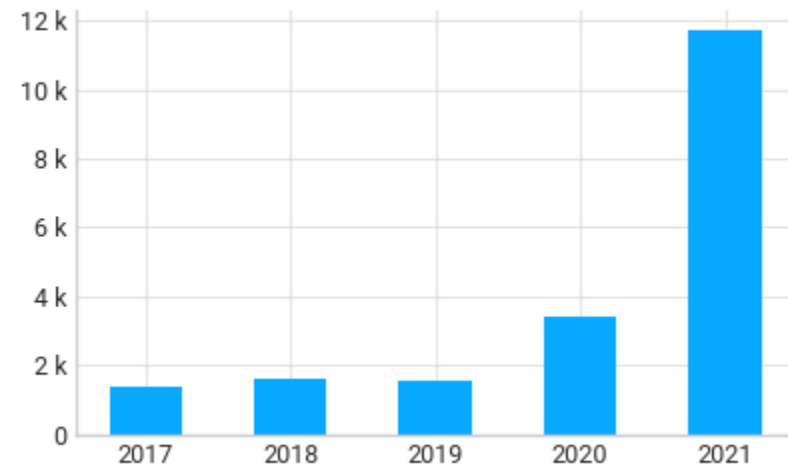
QUARTERLY DONATIONS YEAR OVER YEAR
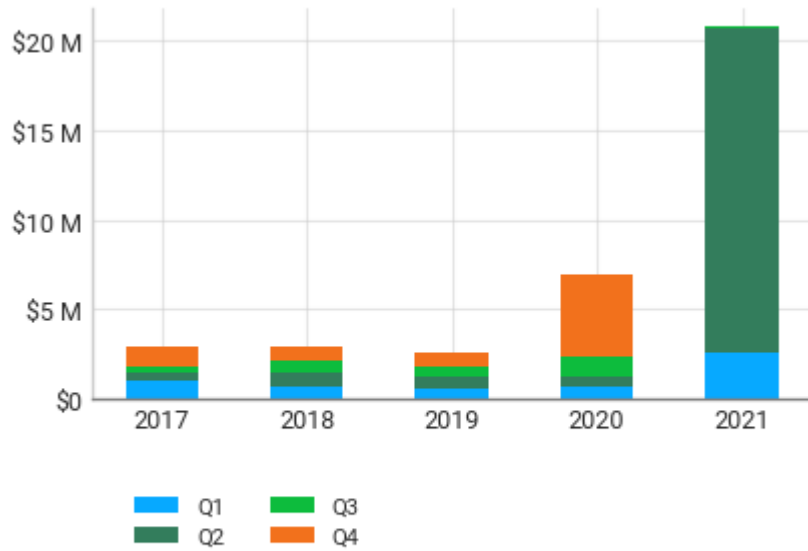
MONTHLY DONATIONS YEAR OVER YEAR
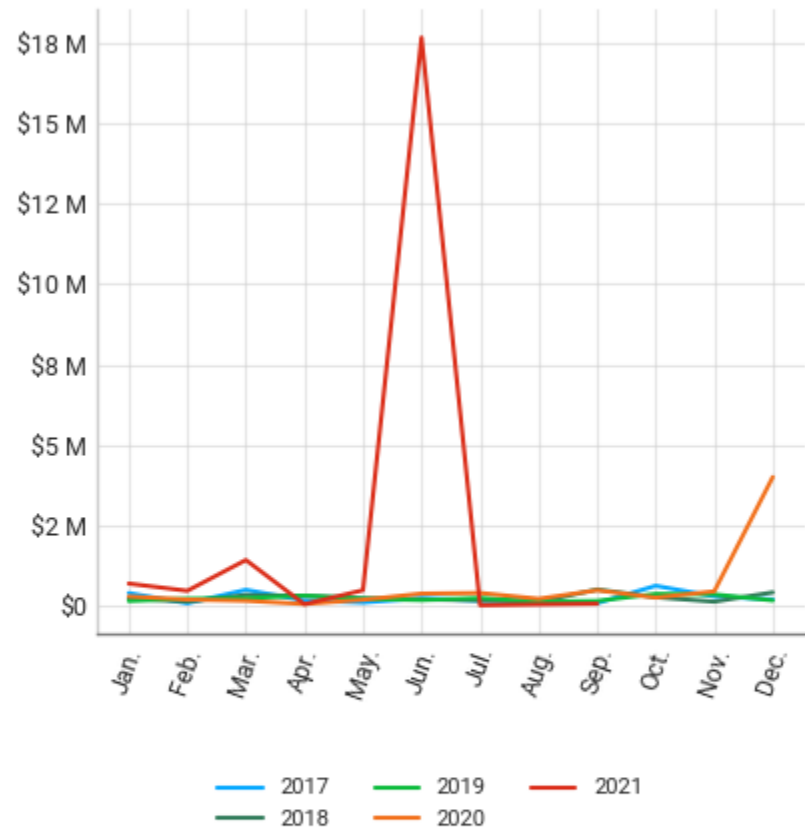
	Q1	Q2	Q3	Q4
2017	$936,045.00	$468,325.00	$378,148.00	$1,082,106.00
2018	$661,942.00	$707,480.00	$756,076.00	$776,040.00
2019	$570,970.00	$673,818.00	$489,344.00	$857,057.00
2020	$607,512.00	$586,974.00	$1,065,891.00	$4,679,381.00
2021	$2,548,927.00	$18,195,599.00	$91,362.00	-

Impact Areas

Impact areas represent the general impact categories. The graph below displays your top performing impact areas over the last five (5) years, based on donation amounts.

We believe this graph represents important information for your organization. By visualizing where donors are focusing their attention, you can make strategic decisions about which impact areas to focus your fundraising efforts on. For example, if an impact area is receiving a high amount of donations, this might show your fundraising efforts were successful for this area, or that donors believe it is a worthwhile cause.
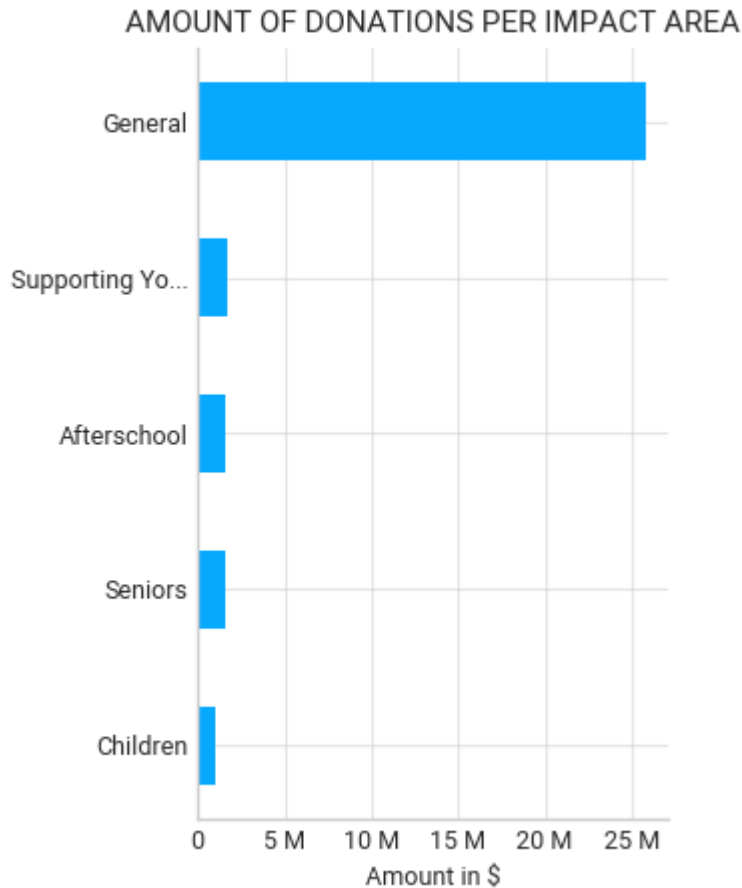
AMOUNT OF DONATIONS PER IMPACT AREA

	Count	Amount
General	7014	$25,793,237
Supporting Youth	4055	$1,678,498
Afterschool	3181	$1,611,928
Seniors	3133	$1,589,471
Children	1895	$978,787

Top Performing Campaigns

A campaign is a specific project with a clearly defined goal and timeline. In the graph below, we have displayed your top performing campaigns, which are the campaigns that received the most donations. This will help you visualize where your organization was the most successful over the past five (5) years.
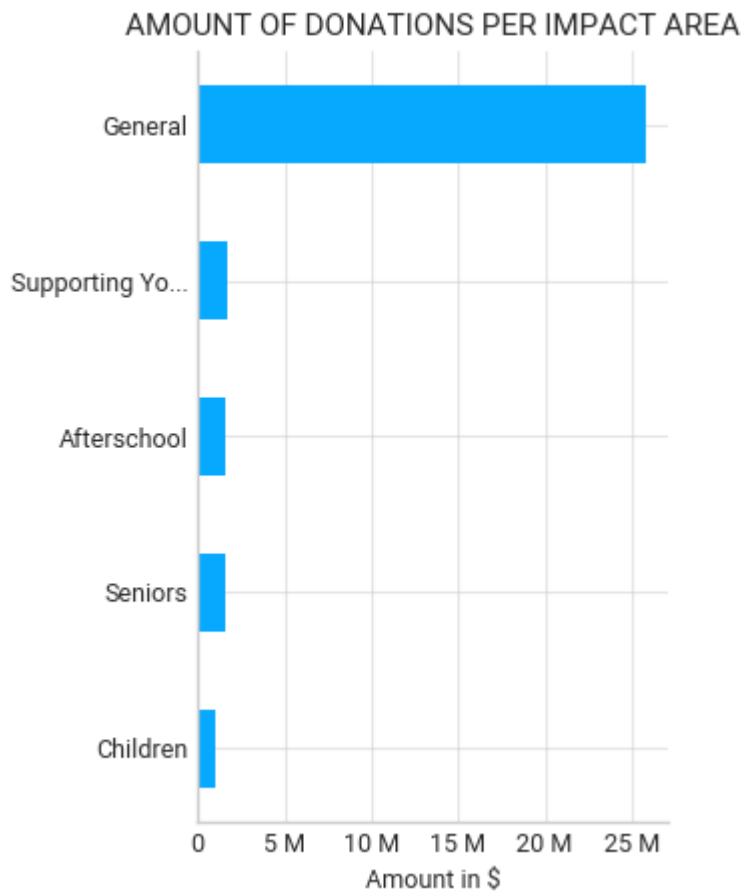
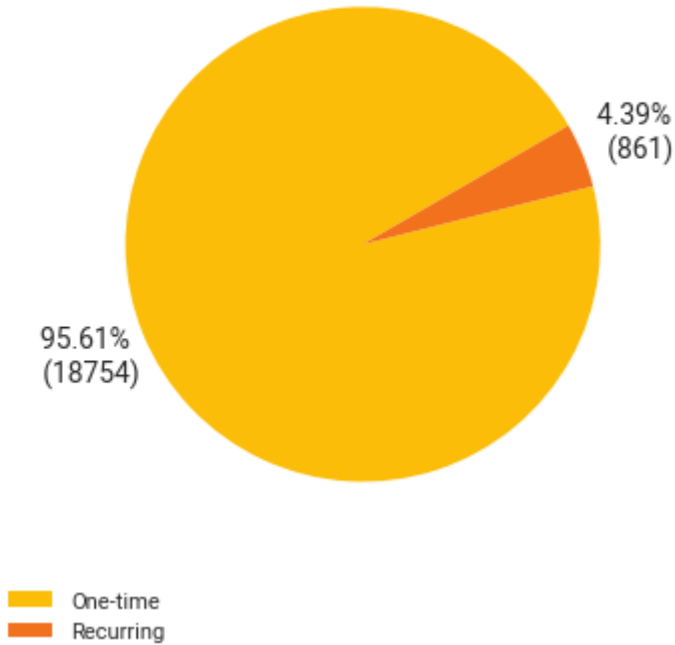|	Count	Amount
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AMOUNT OF DONATIONS PER IMPACT AREA

Recurring Donors

Number of Recurring Donors

A recurring donor is a donor who gives a predetermined amount of money on a regular basis. Recurring donations are the most sustainable source of income for most nonprofits because they reliably increase the size and volume of donations and allow organizations to plan their budgets.

The pie chart below displays the total number of single donations versus the total number of recurring donations. This information presents areas of opportunity for your team, and can be used to re-examine your strategy for highlighting the recurring donation option to your donors.

Average Donation Amounts per Recurring Donor

The following graph shows the average donation amount from non-recurring and recurring donors. As recurring donations can occur bi-weekly, monthly, or yearly, depending on the program you offer, the interpretation of the data may differ greatly among organizations.

For instance, one-time donations are usually a higher monetary amount than recurring donations, but if you have received a significant amount of annual donations, that might not be the case. To understand the full picture, it is important to compare this graph in relation to the other graphs displayed in this section.

NUMBER OF DONATIONS (Single vs. Recurring)

4.39% (861)

95.61% (18754)

- One-time
- Recurring

AVERAGE GIFT SIZE (Single vs. Recurring)
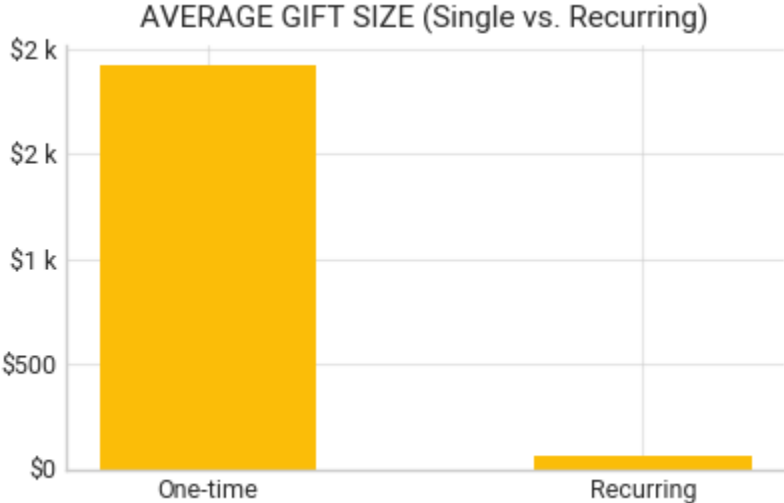
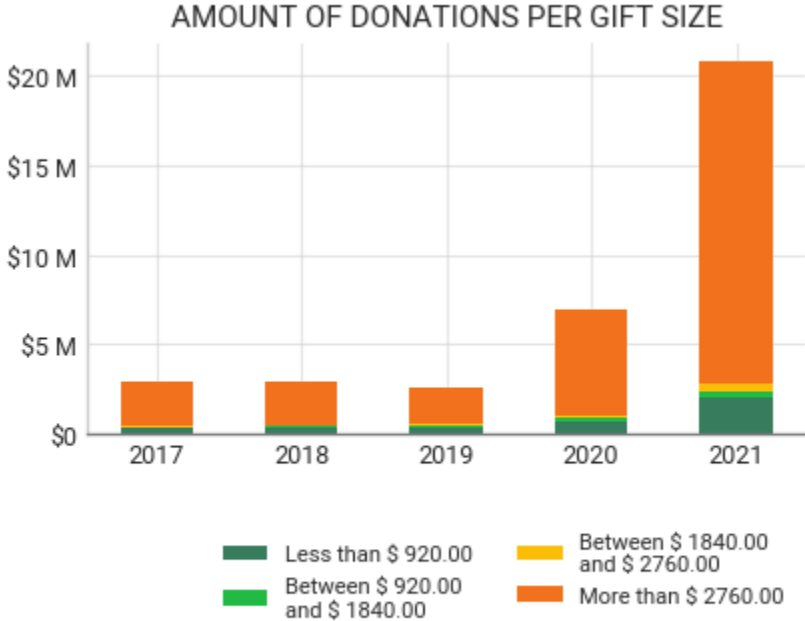|	Average	Count	All Time
One-time	$1,924	18754	$36,079,247
Recurring	$62	862	$53,750

Gift Sizes

All Donations

Donor gifts are important to the financial health of your organization. In the graph below, you will get a better understanding of the number of gifts your organization has received, year-over-year.
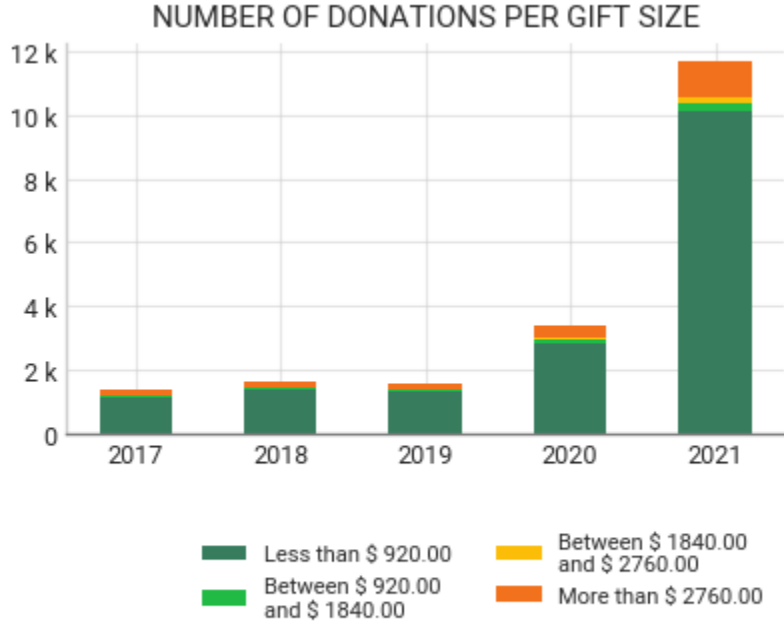
Segmenting data helps your organization understand that number more clearly. In the graphs below, we have displayed four (4) different ranges of gift sizes, and how much revenue those gifts have brought to your organization, year-over-year

	Less than $ 920.00	Between $ 920.00 and $ 1840.00	Between $ 1840.00 and $ 2760.00	More than $ 2760.00
2017	270200	56841	77181	2460402
2018	313379	58619	79467	2450073
2019	305302	62378	103318	2120191
2020	667119	144863	154809	5972967
2021	1953959	340874	465371	18075684

AMOUNT OF DONATIONS PER GIFT SIZE

Legend:
- Less than $ 920.00
- Between $ 920.00 and $ 1840.00
- Between $ 1840.00 and $ 2760.00
- More than $ 2760.00

While it is desirable to see high numbers of gifts each year, we know you are also likely focused on the quality, size, and whether they are recurring gifts. For example, if your organization has a large number of gifts in a single year, but they are smaller, one- time donations, this might not be as financially sustainable as a smaller number of sizable, recurring donations.

NUMBER OF DONATIONS PER GIFT SIZE

	Less than $ 920.00	Between $ 920.00 and $ 1840.00	Between $ 1840.00 and $ 2760.00	More than $ 2760.00
2017	1123	41	33	156
2018	1372	41	35	180
2019	1288	48	45	170
2020	2810	105	68	392
2021	10118	252	205	1134

One-time Donations

Non-recurring gifts are often referred to as one-time donations. The graph below displays how much revenue those one-time donations have generated, year-over-year. We believe this information presents areas of opportunity for your organization. It helps you identify the range of gifts in which you are seeing the most success. A natural next step would be to target donors who give in this range, and nurture the relationship toward becoming a recurring donor.
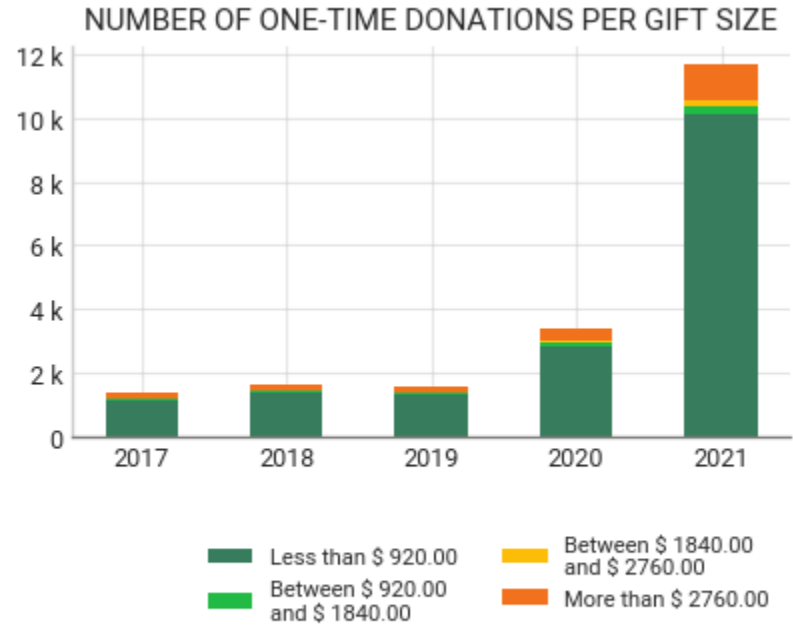
	Less than $ 920.00	Between $ 920.00 and $ 1840.00	Between $ 1840.00 and $ 2760.00	More than $ 2760.00
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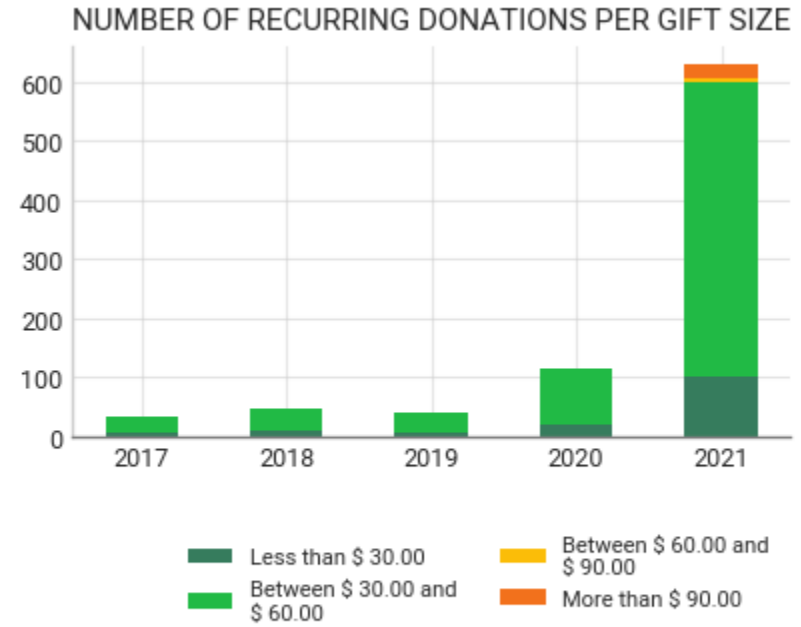Between $ 1840.00 and $ 2760.00
More than $ 2760.00

Recurring Donations

Recurring donors are the individuals who continue to give to your organization regularly. In the graph below, you can see four different ranges of recurring gift sizes, and how much revenue those gifts have generated over the years. This helps you understand how effective your recurring donors have been to your organization. It is also an indicator of the long-term health of your organization. More recurring gifts, and larger recurring gifts, results in a stronger foundation for your organization.

	Less than $ 30.00	Between $ 30.00 and $ 60.00	Between $ 60.00 and $ 90.00	More than $ 90.00
2017	145	1080	0	0
2018	163	1468	0	0
2019	90	1268	0	0
2020	365	3689	0	0
2021	1643	20104	369	23366

AMOUNT OF RECURRING DONATIONS PER GIFT SIZE

Legend:
- Less than $ 30.00
- Between $ 30.00 and $ 60.00
- Between $ 60.00 and $ 90.00
- More than $ 90.00
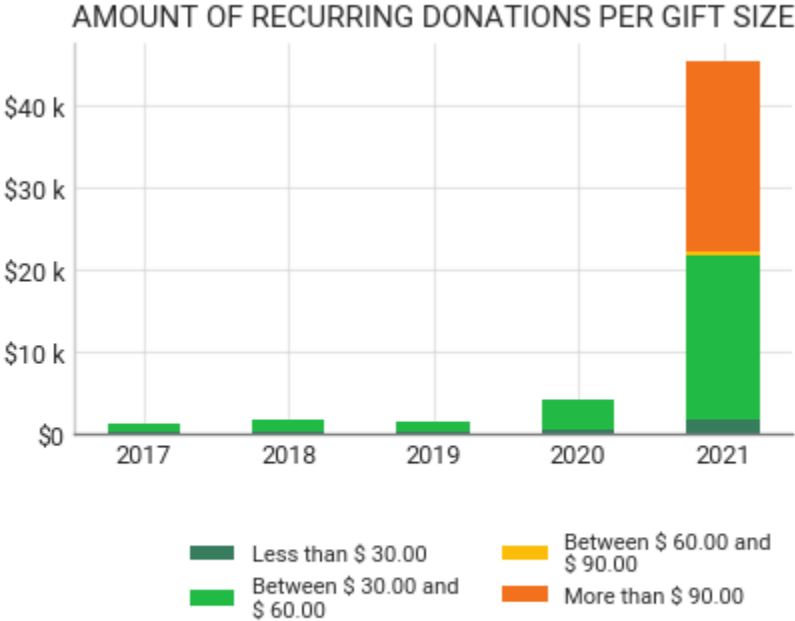
	Less than $ 30.00	Between $ 30.00 and $ 60.00	Between $ 60.00 and $ 90.00	More than $ 90.00
2017	7	27	0	0
2018	10	37	0	0
2019	7	31	0	0
2020	20	93	0	0
2021	102	499	5	24

NUMBER OF RECURRING DONATIONS PER GIFT SIZE

Legend:
- Less than $ 30.00
- Between $ 30.00 and $ 60.00
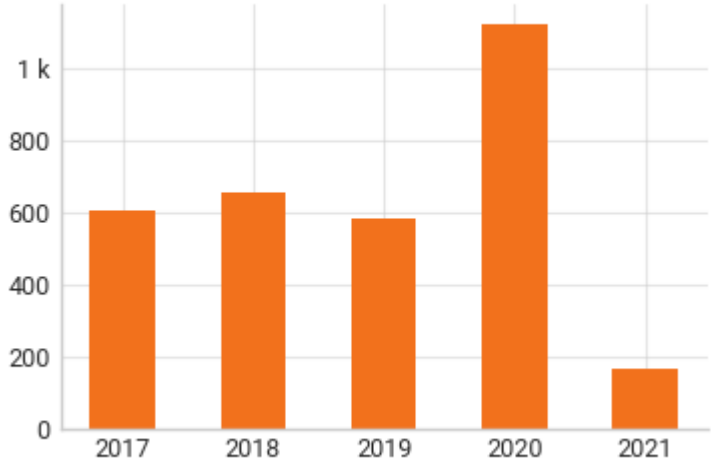- Between $ 60.00 and $ 90.00
- More than $ 90.00

Retention and Acquisition

Donor Acquisition

Donor acquisition reflects the number of new donors you are able to acquire each year. The following graphs show how many new donors you were able to acquire in a specific year.

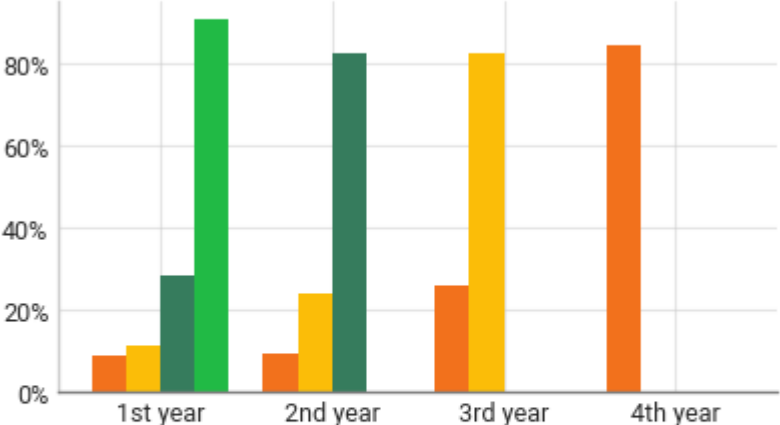|	2017	2018	2019	2020	2021
# Donors Acquired	601	655	579	1121	166

Donor Retention

Donor retention reflects the number of donors you are able to retain over the years. The following graph shows how many donors who started donating in a specific year continue to donate in the subsequent years. Rates are shown for up to four(4) years after donors were acquired.

We believe this is important because it helps you visualize and understand the drop-off in giving between each year. If there is a particularly high drop-off in giving, it is an indicator that something needs to be changed. Less significant drop-offs can help you understand which campaigns and strategies can be tweaked for better results.

Acquired in	2017	2018	2019	2020
Retention Rate after				
1st year	9%	11%	28%	91%
2nd year	9%	24%	82%	0%
3rd year	26%	83%	0%	0%
4th year	85%	0%	0%	0%

DONOR 1-4 YEARS RETENTION RATES

Donors' Year of Acquisition
- 2017
- 2018
- 2019
- 2020