



Center *for*
Nonprofits & Philanthropy
THE BUSH SCHOOL • TEXAS A&M UNIVERSITY

Toward Fundraising Effectiveness

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Center for Nonprofits and Philanthropy



Our Mission: The CNP supports a vibrant nonprofit and philanthropic sector in Texas and beyond, through high quality research, professional outreach and engaged learning.

Founded in 2017, the Center operates with the belief that that nonprofits are instrumental in creating opportunities for all. This happens through capable leadership, excellent governance, and engagement of stakeholders.



Educational Opportunities

- Master of Public Service & Administration
- Executive Master of Public Service & Administration
- Certificate in Nonprofit Management
- Continuing & Professional Education Courses



Toward Fundraising Effectiveness



- Professional fundraising is a misunderstood profession
- We have more data than ever before, and one challenge is using it wisely
- Another challenge is the scrutiny of our sector to use resources wisely, which leads to other challenges:
 - The Overhead Myth
 - Cost to Raise a Dollar
 - Organizations reporting \$0 fundraising expenses



Growth in Giving



Fundamental philosophy of the Growth in Giving Approach

Raising more
money

Effectiveness

Efficiency

Reducing
expenses



Fundraising Effectiveness Project



[About](#) [FEP Reports](#) [FEP Tools](#) [FEP Resources](#) [Latest FEP News](#) [Donors](#)



The Fundraising Effectiveness Project

Helping nonprofits increase giving at a faster pace by providing critical tools for tracking and evaluating their annual growth in giving.



The Fundraising Effectiveness Project website is brought to you by the Association of Fundraising Professionals (AFP) Foundation for Philanthropy.



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Fundraising Effectiveness Project



- Established in 2006, The Fundraising Effectiveness Project (FEP) is supported by the Association of Fundraising Professionals (AFP) Foundation for Philanthropy
- Founded by AFP and the Center on Nonprofits & Philanthropy at the Urban Institute to conduct research on *fundraising effectiveness and help nonprofit organization increase their fundraising results at a faster pace*
- AFP Foundation makes all of the data and tools developed free to the public
- Provides real-time data that is anonymized from donor software firms
- Partnership with Giving Tuesday for data



Fundraising Fitness Test



You extract your organization's data to calculate your information

----- Amount of Gifts -----			----- Growth-in-Giving Performance Indicators -----			
Year 1	Year 2	Gains	YOUR	FEP		
2011	2012	(Losses)	Gain (Loss)	Survey	Difference	Objective
(AS)	(BS)	(CS=B-A)	Ratio	Ratios(%)	(E-D)	
			(D%=C/totalA)	(E%)		
n/a	133,838	133,838	16.4%	24.2%	7.8%	Increase
n/a	54,477	54,477	6.7%	13.2%	6.6%	Increase
183,332	307,294	123,962	15.1%	23.5%	8.3%	Increase
183,332	495,609	312,277	38.2%	60.9%	22.7%	Maximize
54,201	54,201	-	0.0%	0.0%	0.0%	Upgrade
314,530	187,866	(126,664)	-15.5%	-21.6%	-6.1%	Reduce
103,250	n/a	(103,250)	-12.6%	-13.2%	-0.6%	Reduce
162,936	n/a	(162,936)	-19.9%	-16.7%	3.2%	Reduce
580,716	187,866	(392,850)	-48.0%	-51.5%	-3.5%	Minimize
\$ 818,249	\$ 737,676	\$ (80,573)	-9.8%	9.3%	19.2%	Net gain(loss)

Fundraising Performance Indicators

Using Gift Transaction Data By Giving Level/Range

Year2: 2012

Year1: 2011

Ind No.	Fundraising Performance Indicator	----- Giving Level/Range -----					
		All Donors	Under \$100	\$100-\$249	\$250-\$999	\$1,000- \$4,999	\$5,000 & Up
Donor retention rate							
1	New donor retention rate	32%	19%	41%	72%	77%	50%
2	Repeat donor retention rate	75%	55%	73%	85%	90%	79%
3	Overall donor retention rate	59%	33%	63%	83%	88%	73%
Donor acquisition rate							
5a	New donor acquisition rate	40%	77%	31%	12%	5%	3%
5b	Repeat donor re-acquisition rate	11%	14%	13%	5%	8%	10%
6	Overall donor acquisition rate	51%	90%	43%	17%	12%	13%
Donor gains, losses & net							
5	Donor gains	1,287	809	343	115	16	4
7	Donor losses	1024	597	293	111	15	8
9a	Net gain in donors	263	212	50	4	1	(4)
12	Net gain in donors (%)	20%	26%	15%	3%	6%	-100%
Number of donors							
13	Overall donors retained	1,483	297	500	549	115	22
16	Percent of Year2 donors by range	100%	40%	30%	24%	5%	1%
Amount of gifts							
18	Percent of Year2 gift\$ by range	100%	5%	14%	32%	23%	26%
19	Average gift size in Year2	\$ 266	\$ 35	\$ 121	\$ 354	\$ 1,307	\$ 7,330
Dollar gains, losses & net							
20	Dollar gains	\$ 312,277	\$ 29,916	\$ 51,142	\$ 82,117	\$ 48,409	\$ 100,693
22	Dollar losses	\$ 392,850	\$ 22,500	\$ 44,308	\$ 58,453	\$ 36,218	\$ 231,371
27	Net gain in dollars (%)	-26%	25%	13%	29%	25%	-130%
Growth in giving (GiG)							
39	Overall rate of growth in gifts	-10%	23%	7%	11%	8%	-41%
Growth in donors							
43	Overall rate of growth in donors	10%	24%	6%	1%	1%	-13%



Fundraising Net Analyzer



- Goal is to help maximize net revenue from fundraising activities through activity-based management.
- Help you prove your effectiveness when management and boards are setting budgets and deciding how much they “can afford to spend on fundraising”

Enough Money to
Fund Programs

+

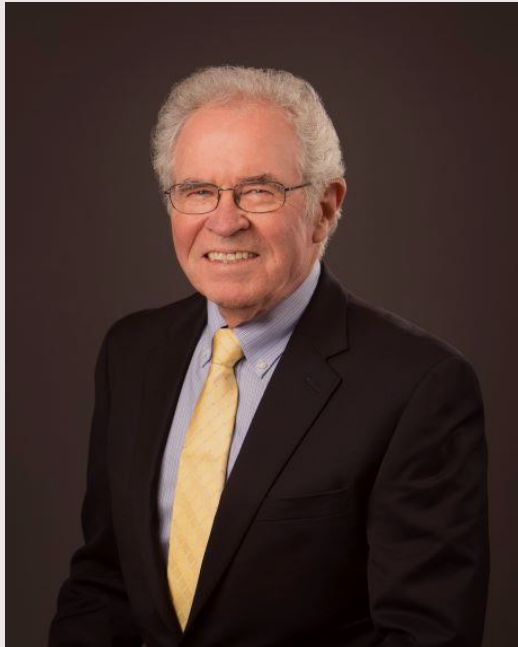
Responsible
Balance of
Risk & Reward

=

Healthy
Fundraising
Program



Welcome Our Speakers



James Greenfield, ACFRE



Michael Buckley, CFRE



Kirk Schmidt

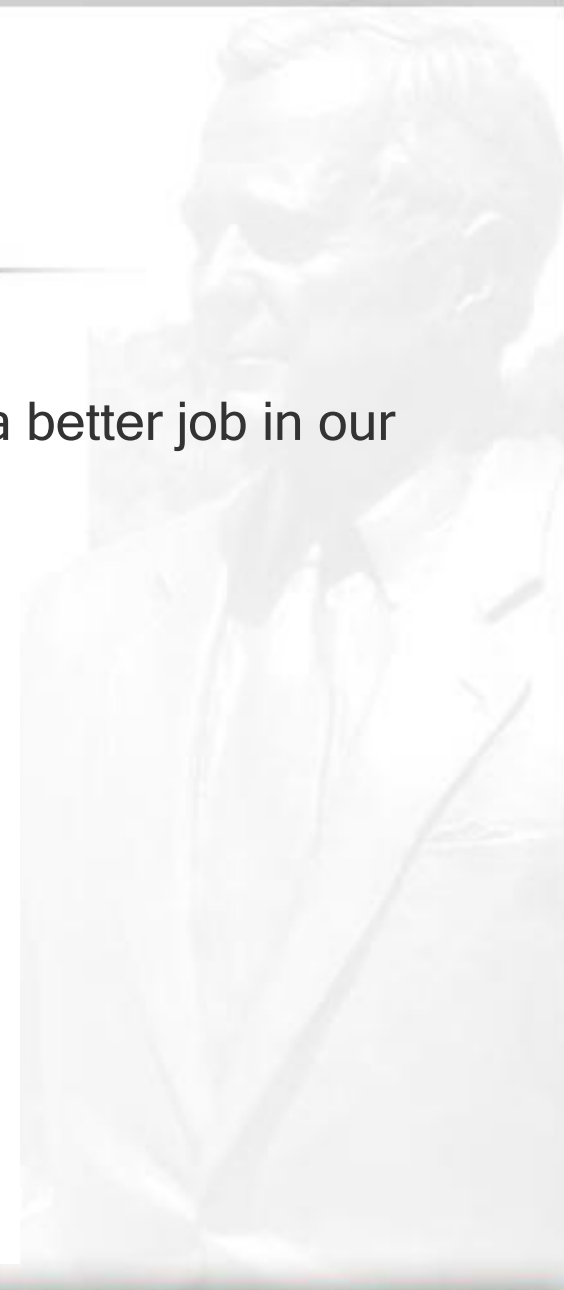


Metrics for Efficiency



Does the data we have access to allow us to understand if we are doing a better job in our fundraising shops, beyond did we raise more than last year?

- % Participation
- Average Gift Amount
- Retention Rate



Using Data for Decision Making



- How can data help us make decisions on investing?
- Long-term versus short-term fundraising?
- Giving vehicles we use?
- Types of programs we invest in over time?
- Setting institutional goals?



Resources



- The Fundraising Effectiveness Project - <https://afpglobal.org/FundraisingEffectivenessProject>
- FEP Fundraising Tools - <https://afpglobal.org/feptools>
 - Fundraising Fitness Test
 - Fundraising Net Analyzer
- Association of Fundraising Professionals - <https://afpglobal.org/>
- Giving USA - <https://givingusa.org/>
- Giving Tuesday - <https://www.givingtuesday.org/>



Learn More About Our Center



Our Center's team is committed to strengthening the nonprofit sector, so please contact us to learn how we may help your organization or help you advance your nonprofit career.

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