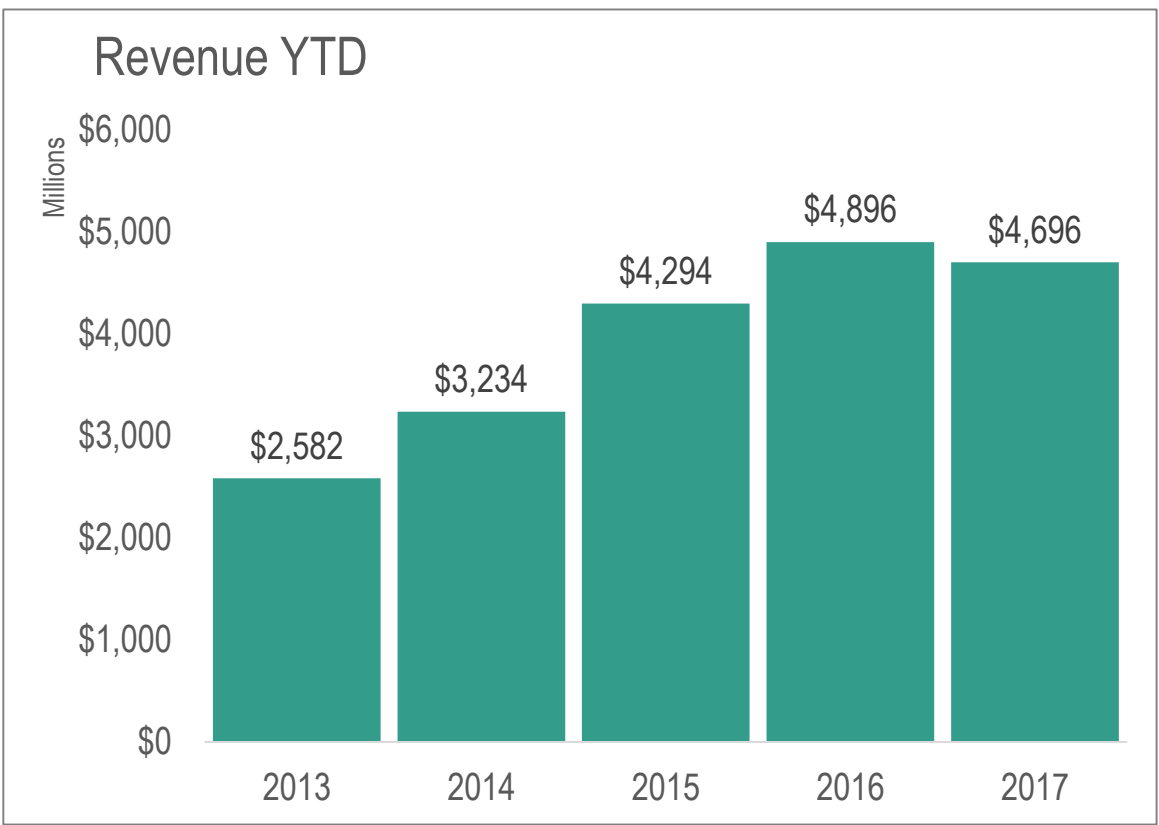
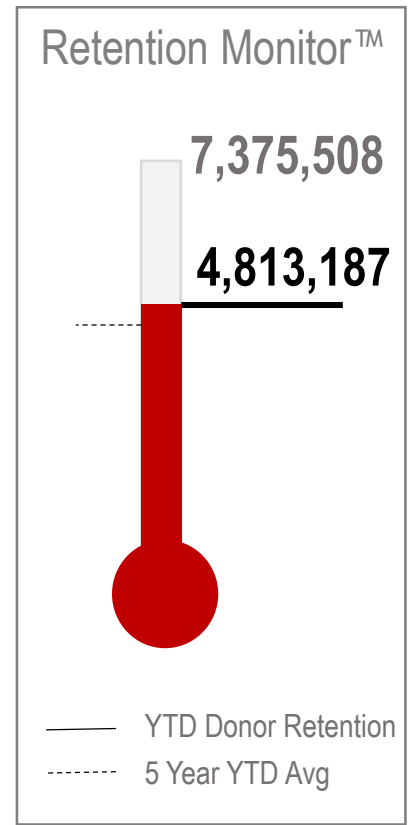
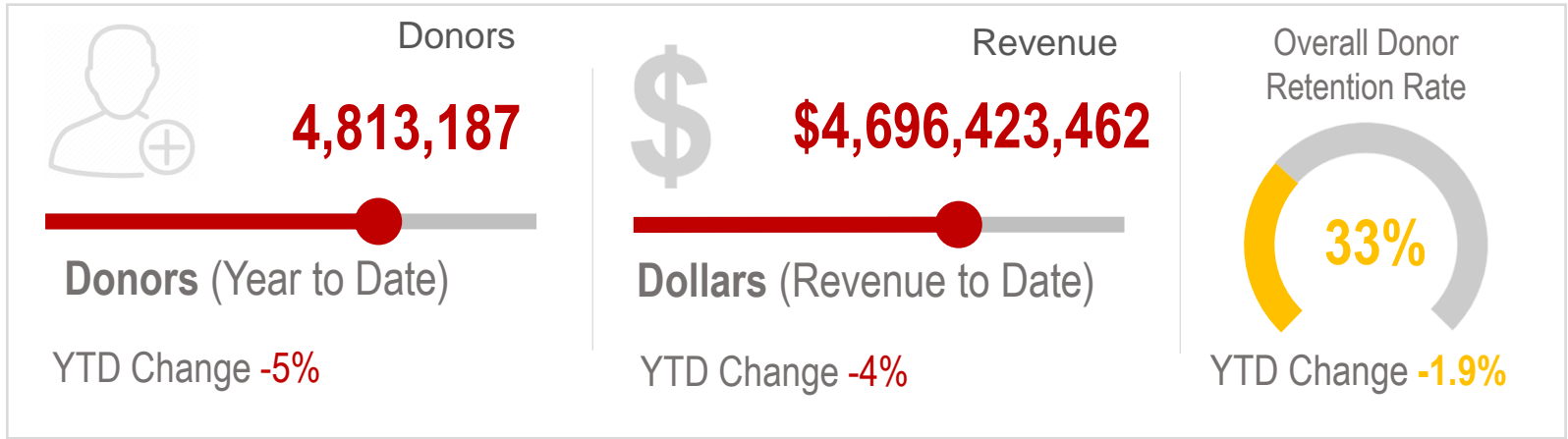


Fundraising Effectiveness Project

Year to date non profit sector trends
01/01/2017 to 09/30/2017

Quarterly Fundraising Report™

The Quarterly Fundraising Report™ provides vital intelligence on the health of the non profit sector. Revenue and retention metrics report on year-to-date (YTD) performance compared against the prior year for all of the organizations included in the survey.





Fundraising Effectiveness Project Retention

Year to date non profit sector trends
01/01/2017 to 09/30/2017

Year to-date response and retention metrics indicate how new, single gift, existing, and lapsed donors are responding.

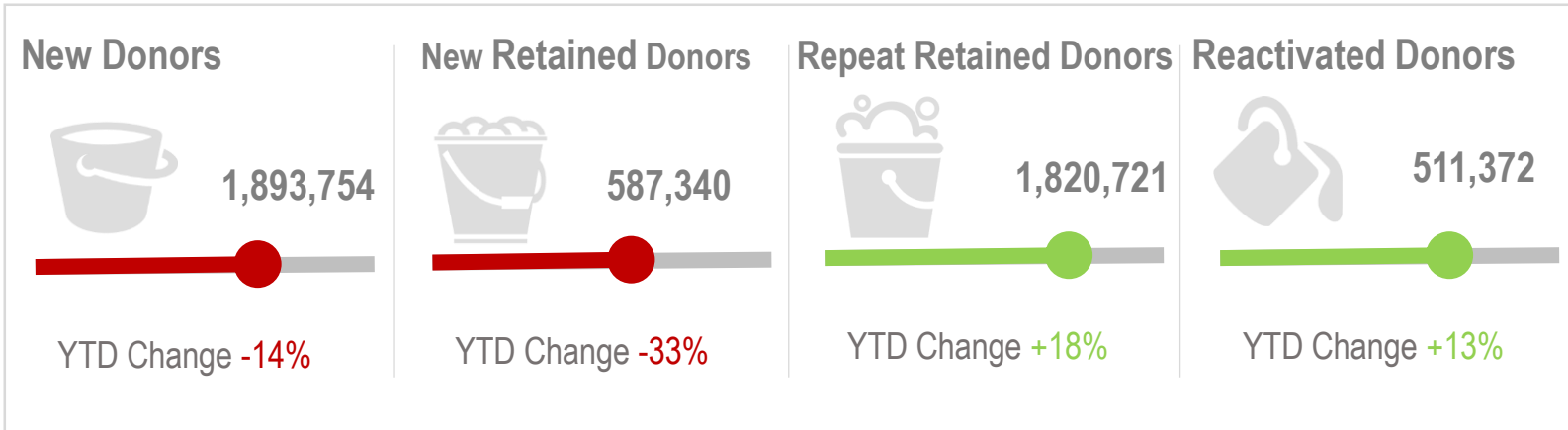
Donors Giving YTD

4,813,187 donors YTD

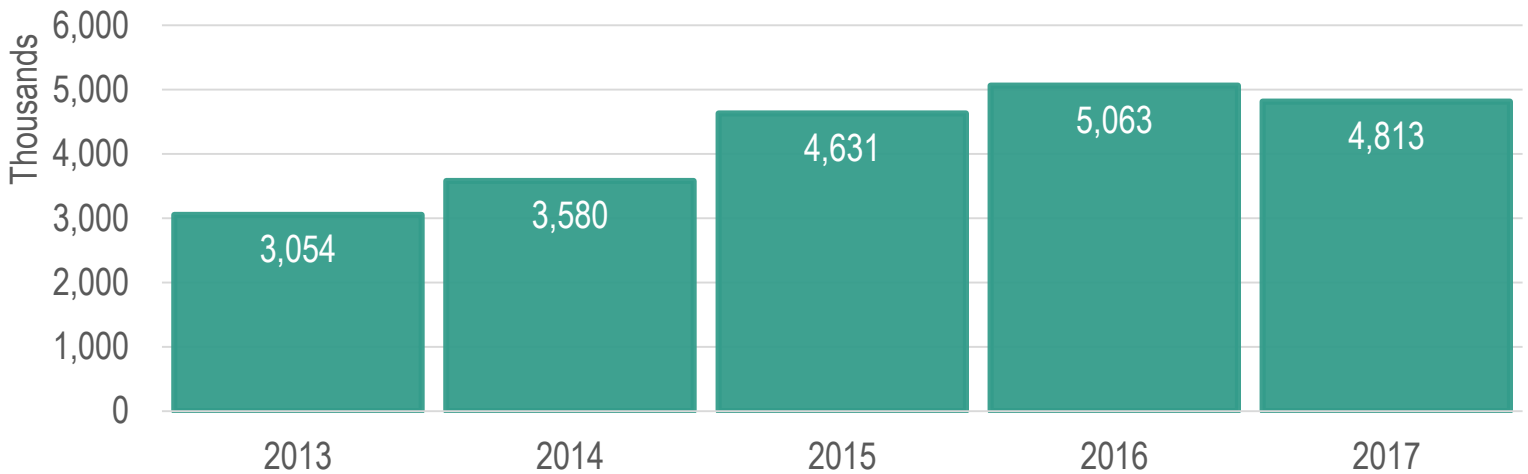
2,562,321 to go

Retention YTD by Donor Type

Donors that gave at the end of 2016



Donors YTD



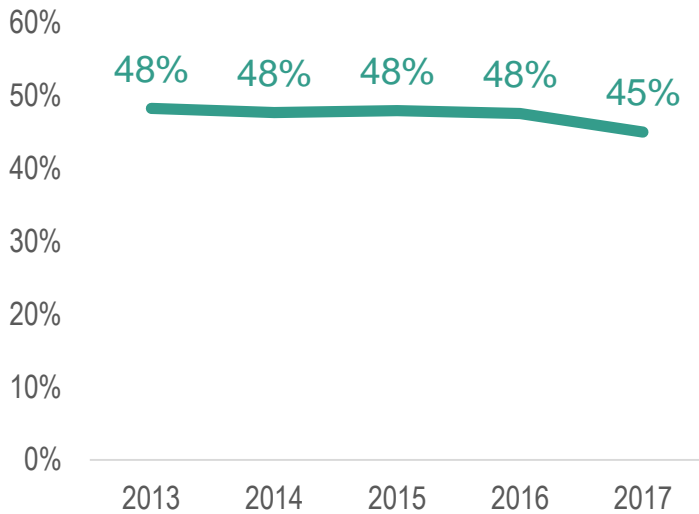


Fundraising Effectiveness Project Retention

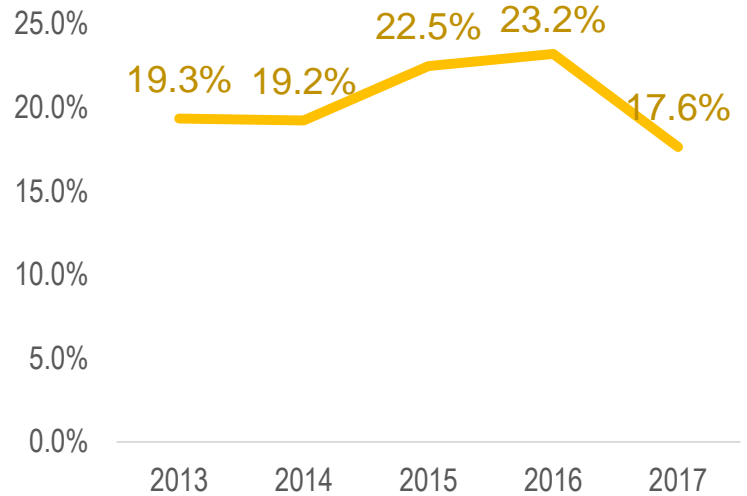
Year to date non profit sector trends
01/01/2017 to 09/30/2017

Year to-date response and retention metrics indicate how new, single gift, existing, and lapsed donors are responding.

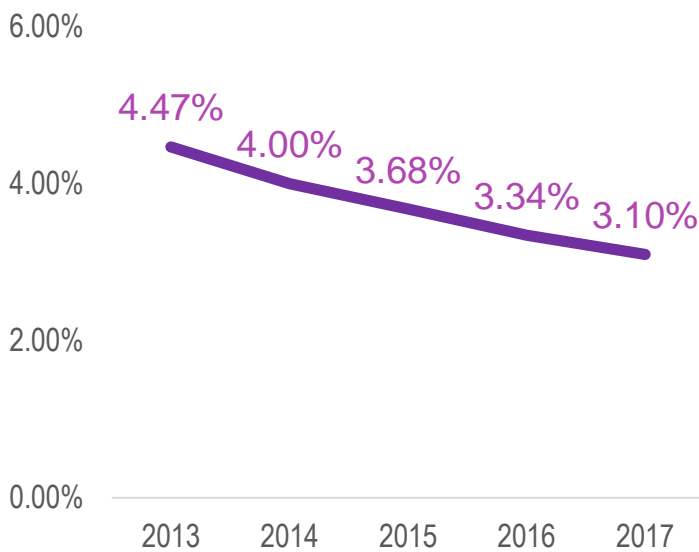
Repeat Retention Rate YTD



New Donor Retention Rate YTD



Reactivation Rate YTD



Definitions

Repeat Retention Rate YTD = How many donors who gave in the full prior year, excluding new donors and have given this year to date divided by the number of donors who gave in the full prior year, excluding new donors.

New Donor Retention Rate YTD = How many donors whose first gift was last year and have given this year to date divided by the number of donors whose first gift was last year

Reactivation Rate YTD = The percent [%] of reactivated donors who have given a gift from the beginning of the year through the date noted on the top of the report.





Fundraising Effectiveness Project Revenue

Year to date non profit sector trends
01/01/2017 to 09/30/2017

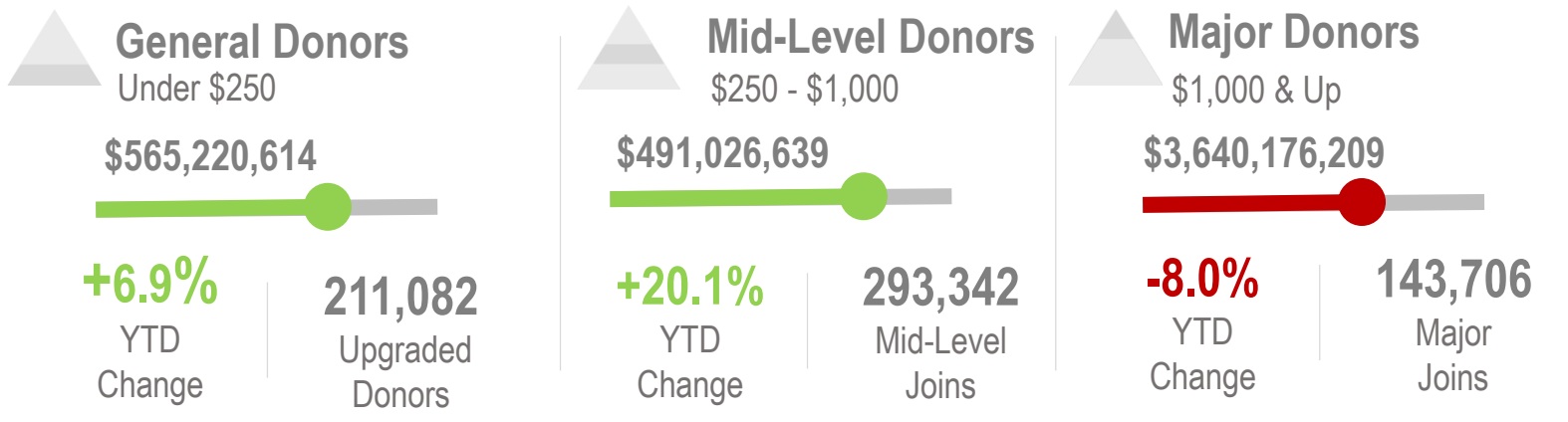
Year to-date revenue metrics indicate the value of general, mid-level, and major donors.

Revenue YTD

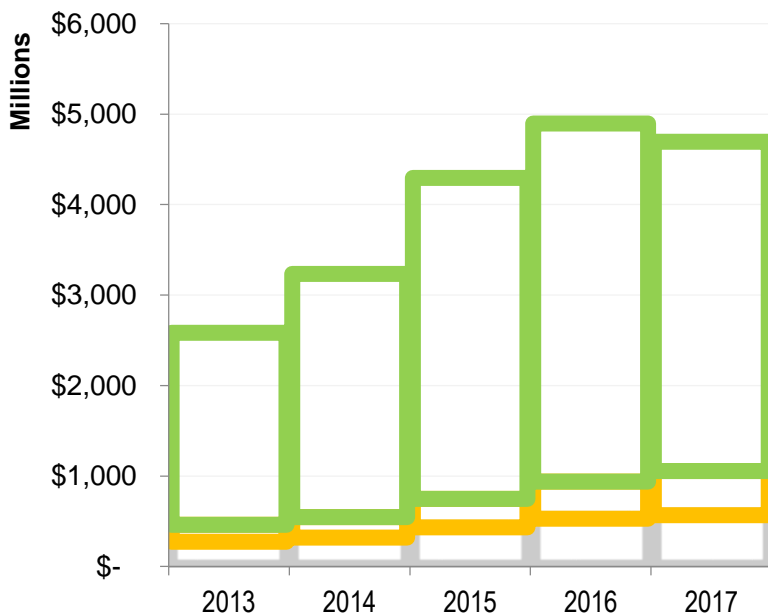
\$4,696,423,462

\$2,788,005,959 to go

Revenue YTD by Donor Level



Revenue YTD by Donor Level



Revenue YTD by Gift Range

Year	General	Mid-Level	Major
2013	\$274	\$186	\$2,122
2014	\$318	\$227	\$2,689
2015	\$432	\$314	\$3,548
2016	\$529	\$409	\$3,958
2017	\$565	\$491	\$3,640

*Millions



The Fundraising Effectiveness Project (FEP)

In 2006, the Association of Fundraising Professionals (AFP) and the Center on Nonprofits and Philanthropy at the Urban Institute established the Fundraising Effectiveness Project (FEP) to conduct research on fundraising effectiveness and help nonprofit organizations increase their fundraising results at a faster pace.



Data Providers

The FEP wouldn't be possible without data. These software providers make the collection of data for this analysis possible.



*Listed in alphabetical order.

Data Reporting

The Quarterly Report wouldn't be possible without the data processing and analytics provided by these firms.

