

The Current Environment of Annual Giving

Fundraising Climate

Overall Participation Averages: 19% for private universities and 6% for public universities. These numbers have remained flat over the past five years.

This trend of participation remaining flat over the years won't hold as more and more students are graduating each year with a small percentage giving back to their school.

Revenue: Revenue is up 5% since last year with an average donor gift of **\$746** at a private institution and **\$451** at a public institution.

Asks Per Year: 20 years ago no schools made more than one ask per year. Ten years ago only a small percentage of schools were making more than one ask per year.

Today, **60% of all schools are making 2 or more asks per year** and have success with multiple ask programs.

Donor Retention

Average Retention Rates: 68% private and 56.8% public

New Donor Retention Rates: 23% private, 27% public

New Donors who give their first gift of \$100 or more have a 71% retention rate

Second ask programs that have donors making two or more gifts have much higher retention rates overall.

Lapsed Donor Reactivation

Slight drop in 2014 with reactivation being down to 16% private schools and 12.5% public

The longer lapsed the harder to reactivate. **Those who are 1-2 years out are the best prospects to reactivate.**

Looking at historical data is very important. **Those who give 6 or more times over 15 years will be best targets for reactivation.**

Acquiring New Donors: 30% of young alums that are 4-5 years out are giving with an average gift of \$127 at public school, but only \$77 at private schools. The lower than \$100 first time gift at private school is making it harder for them to acquire new donors.

Growth Potential

Parents are great donors and should be the first target for major gift officers.

Friends who are passionate about teams, arts, etc. are great targets.

Grateful Patients or Clients who are targeted right way (medical center, veterinary school) after interaction takes place are very likely to give.