

The logo for Campbell Rinker, featuring the company name in a bold, white, sans-serif font. The background of the entire page is a solid orange color with a pattern of overlapping, semi-transparent chevron shapes pointing to the right.

Campbell Rinker

Marketing Research for the Nonprofit World

Sample Report

Donor Performance Analysis

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Analysis by Donor Life Cycle Stage

Introduction

The first analysis is the Fundraising Overview. It shows the essential statistical indicators of fundraising success for current donors overall, and then broken-out into Donor Life Cycle Stages. Detailed graphs and verbal analysis follow this table, outlining the findings for each key Donor Life Cycle Stage.

ABC Nonprofit Fundraising Overview Report

Donor Status Beginning of Year

	FY2004	FY2005	FY2006	FY2007	% Chg '04-'07"
New Donors (First Gift This Year)					
Number Acquired This Year	15,129	14,426	12,111	14,776	-2%
Number of Gifts	16,932	17,381	13,935	17,732	5%
Value of Gifts	\$526,849	\$549,845	\$479,658	\$556,419	6%
Average Number of Gifts Per Donor	1.1	1.2	1.2	1.2	7%
Average Gift Size	\$31	\$32	\$34	\$31	1%
Annual Giving Per Donor	\$35	\$38	\$40	\$38	8%
Second Year New Donors (New Donors Last Year)					
Number at the Beginning of Year	15,256	15,129	14,426	12,111	-21%
Number Renewing This Year	3,945	4,350	3,859	3,817	-3%
Percent Renewing This Year	26%	29%	27%	32%	22%
Number of Gifts	5,850	6,712	6,060	6,033	3%
Value of Gifts	\$168,852	\$192,951	\$179,398	\$184,782	9%
Average Number of Gifts Per Donor	1.5	1.5	1.6	1.6	7%
Average Gift Size	\$29	\$29	\$30	\$31	6%
Annual Giving Per Donor	\$43	\$44	\$46	\$48	13%
Multi-Year Donors (Gave Last 2+ Years)					
Number at the Beginning of Year	13,460	14,764	18,374	18,526	38%
Number Renewing This Year	9,371	10,579	12,174	13,095	40%
Percent Renewing This Year	70%	72%	66%	71%	2%
Number of Gifts	15,808	18,927	20,144	22,074	40%
Value of Gifts	\$574,645	\$697,797	\$802,255	\$872,660	52%
Average Number of Gifts Per Donor	1.7	1.8	1.7	1.7	0%
Average Gift Size	\$36	\$37	\$40	\$40	9%
Annual Giving Per Donor	\$61	\$66	\$66	\$67	9%
Lapsed Donors (No Gift Last Year, Given Previously)					
Number at the Beginning of Year	23,223	34,607	46,957	63,341	173%
Number Renewing This Year	6,213	5,818	4,001	5,764	-7%
Percent Renewing This Year*	21%	15%	13%	17%	-16%
Number of Gifts	7,723	7,482	4,921	7,315	-5%
Value of Gifts	\$358,805	\$308,484	\$198,353	\$301,430	-16%
Average Number of Gifts Per Donor	1.2	1.3	1.2	1.3	2%
Average Gift Size	\$46	\$41	\$40	\$41	-11%
Annual Giving Per Donor	\$58	\$53	\$50	\$52	-9%
Second Year Reactivated Donors (Lapsed Donors, Reactivated Last Year)					
Number at the Beginning of Year	3,058	6,213	5,818	4,001	31%
Number Renewing This Year	1,448	3,445	2,493	1,883	30%
Percent Renewing This Year	47%	55%	43%	47%	-1%
Number of Gifts	1,910	4,986	3,470	2,625	37%
Value of Gifts	\$86,465	\$242,065	\$179,721	\$102,419	18%
Average Number of Gifts Per Donor	1.3	1.4	1.4	1.4	6%
Average Gift Size	\$45	\$49	\$52	\$39	-14%
Annual Giving Per Donor	\$60	\$70	\$72	\$54	-9%
Totals: All Donor Types					
Number Giving This Year	36,106	38,618	34,638	39,335	9%
Number of Gifts	48,223	55,488	48,530	55,779	16%
Value of Gifts	\$1,715,616	\$1,991,142	\$1,839,385	\$2,017,710	18%
Average Number of Gifts Per Donor	1.3	1.4	1.4	1.4	6%
Average Gift Size	\$36	\$36	\$38	\$36	2%
Annual Giving Per Donor	\$48	\$52	\$53	\$51	8%

*In order to provide the most accurate trend data, for this statistic only, Lapsed donors are defined as those who did not give last year, but did give during the prior year.

Total File Trends

Findings

This sub-section combines the results for the whole file, which is the sum of the four donor types to be discussed immediately after this section: New, Second Year New, Multi-Year, and Lapsed donors, plus Second Year Reactivated donors.¹

1 The characteristics for Second-Year Reactivated donors (See Fundraising Overview Report) are usually of less consequence to the health of the donor file than are the characteristics for the other life-cycle stages, and therefore, Second Year Reactivated donors are not discussed in depth.

ABC Nonprofit Total File ~ Overview

Fig. 1.1

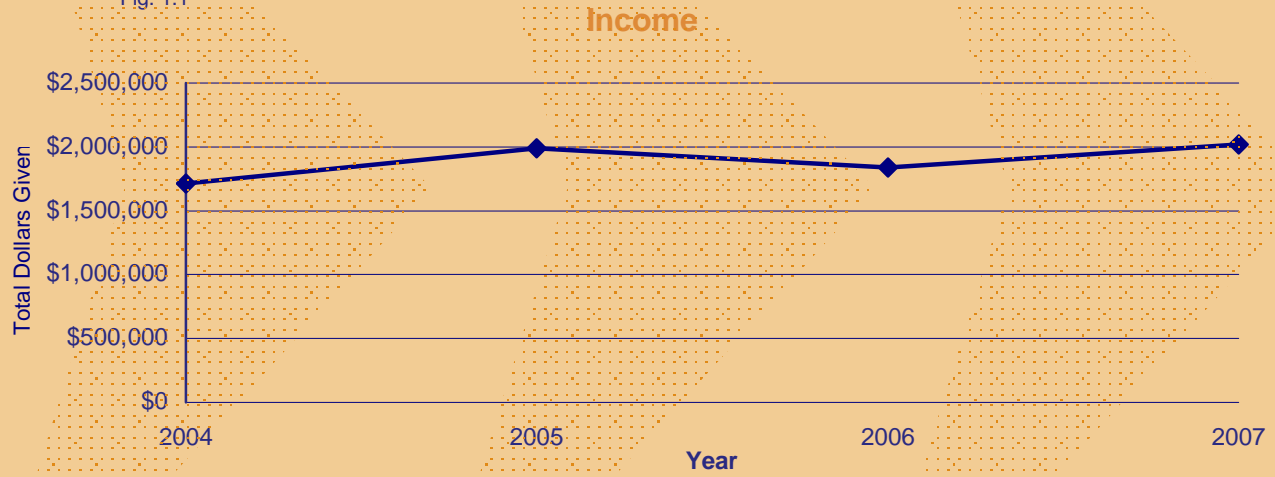


Fig. 1.2



Fig. 1.3



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Total File ~ Donor Giving Quality

Fig. 1.4

Donor Giving Quality

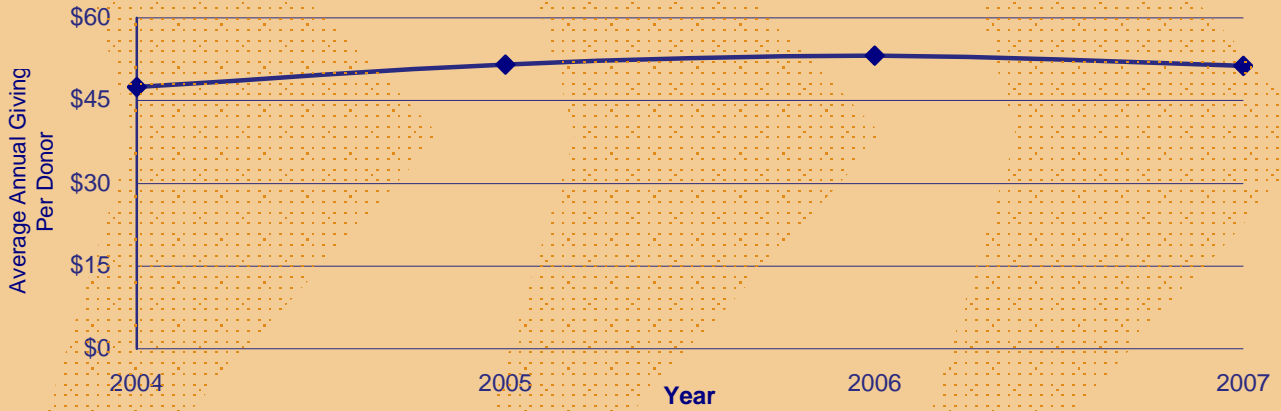


Fig. 1.5

Average Gift Size

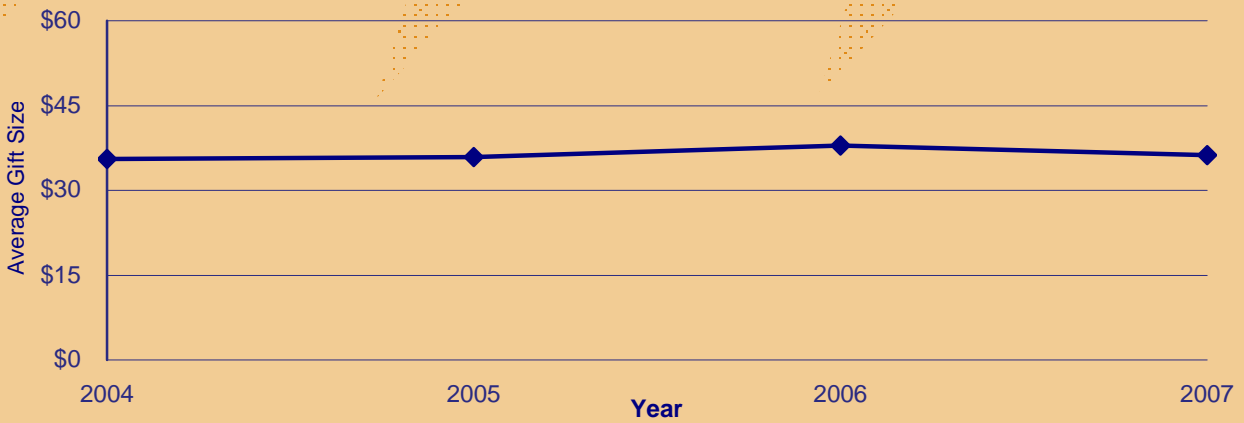


Fig. 1.6

Frequency



ABC Nonprofit Total File ~ Proportions

Fig. 1.7

Proportion of Donor Income

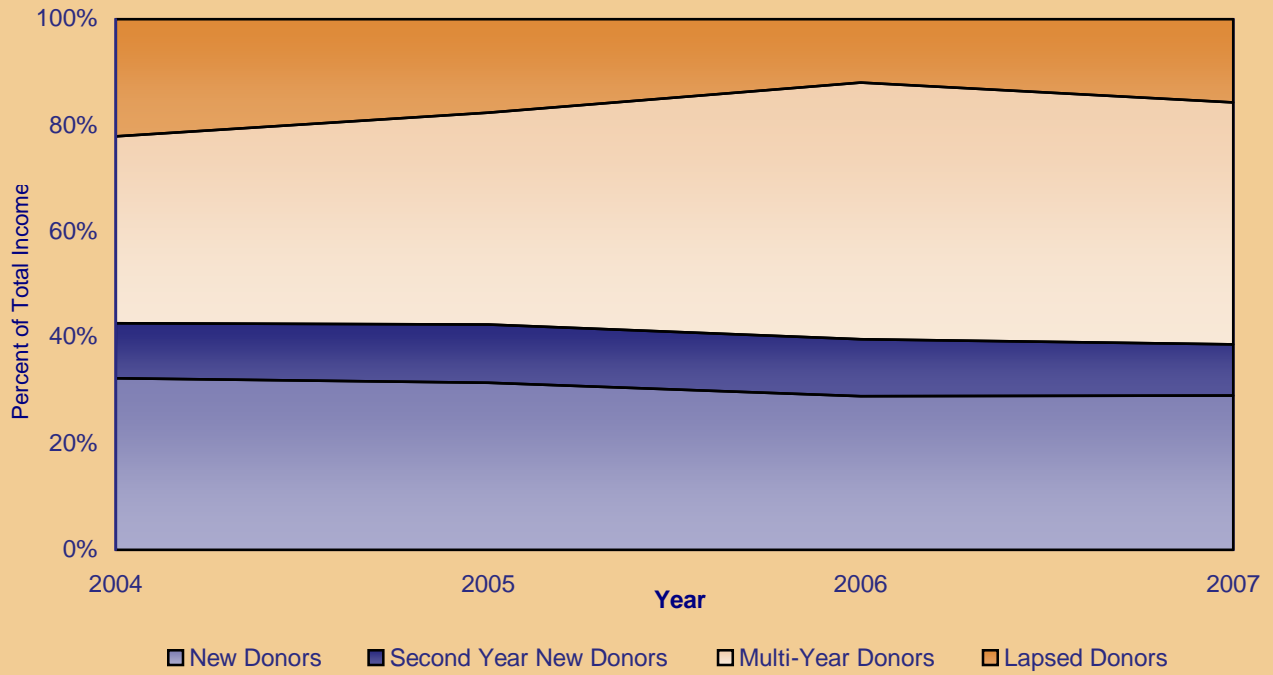
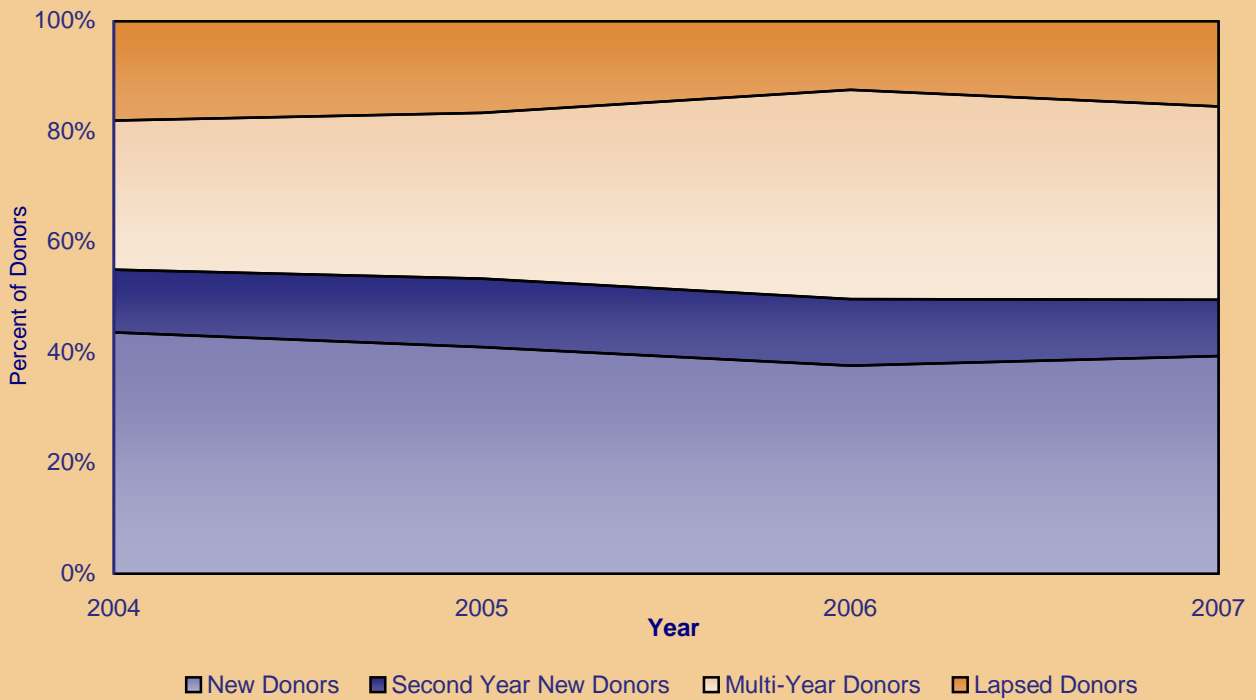


Fig. 1.8

Proportion of Donors to Total File



Note: For these graphs only, Total File excludes Second Year Reactivated Donors.

New Donors

Findings

The New donor sub-section examines donors who gave their first gift during the specified year. The results are displayed by the six graphs on the following two pages entitled “New Donor Trends - Overview” and “New Donor Trends - Donor Giving Quality.”

Of course, the key statistic for this group is the number of donors being acquired year by year. Of secondary importance is their average gift size, because this provides a rough indication of the quality of donors being acquired.

Note: Looking at donor giving quality (a.k.a., annual giving per donor) may be deceptive because it could be affected by whether the donors were acquired at the beginning or end of the acquisition year.

ABC Nonprofit New Donor ~ Overview

Fig. 2.1



Fig. 2.2

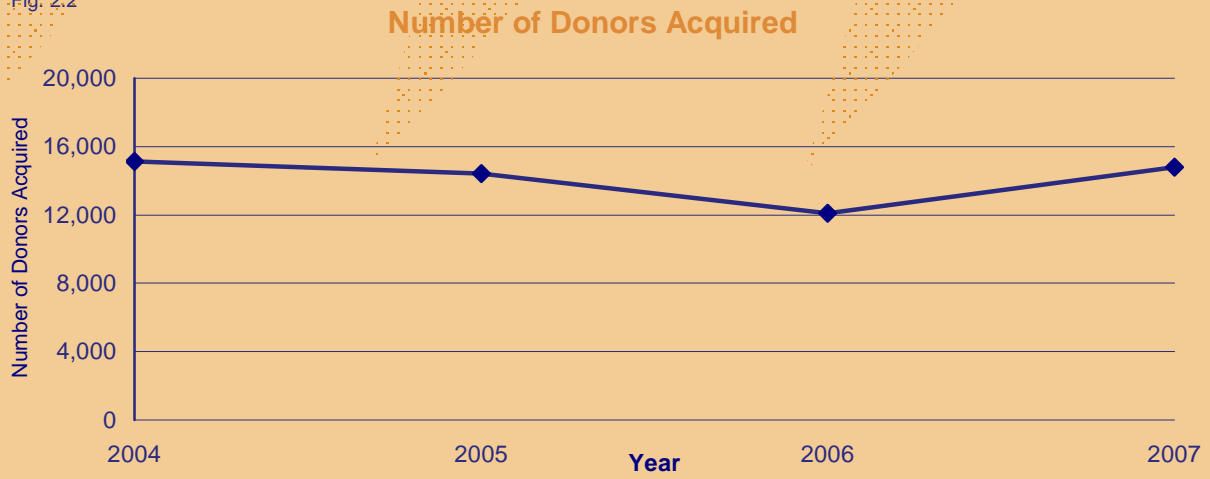


Fig. 2.3



ABC Nonprofit New Donor ~ Donor Giving Quality

Fig. 2.4

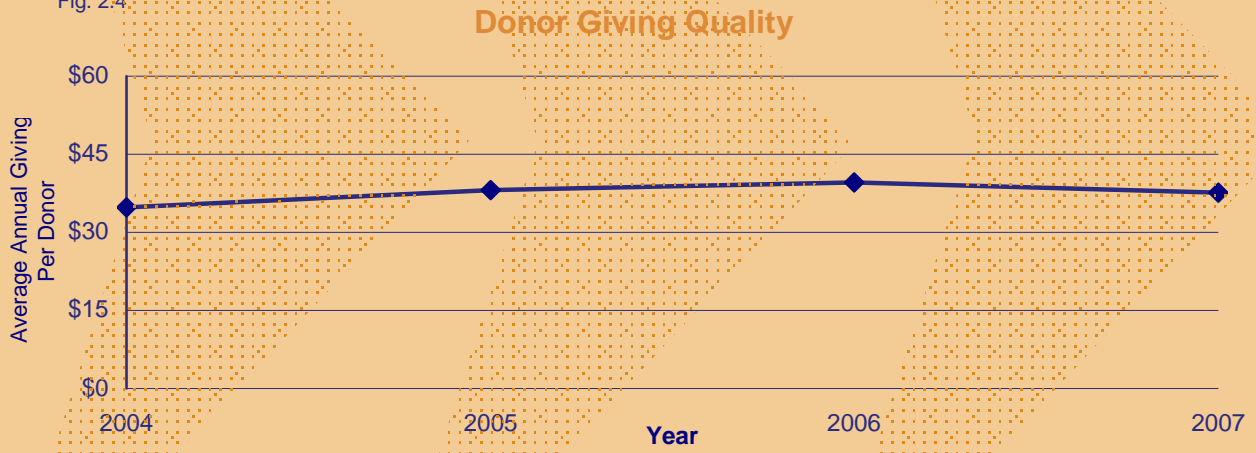


Fig. 2.5

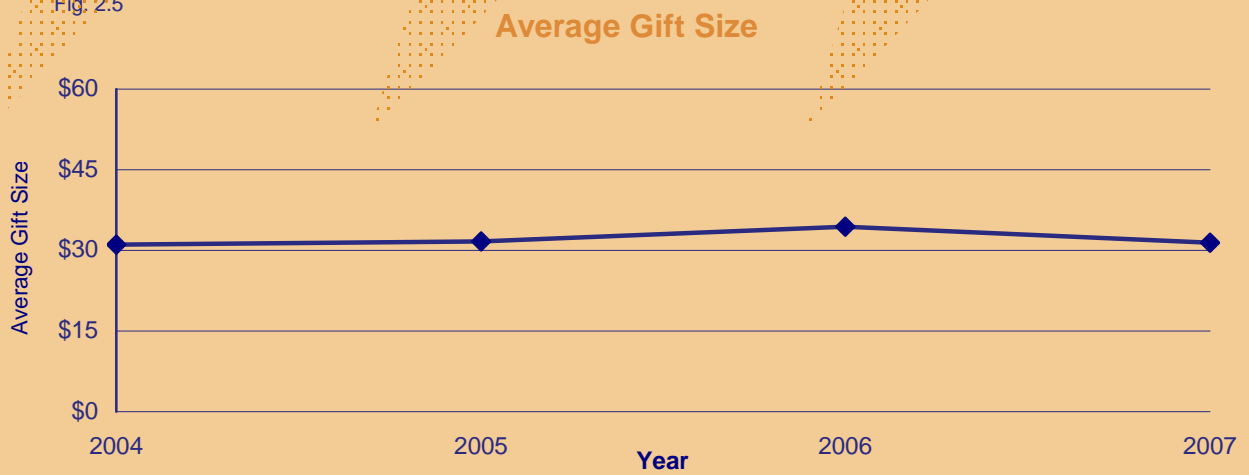
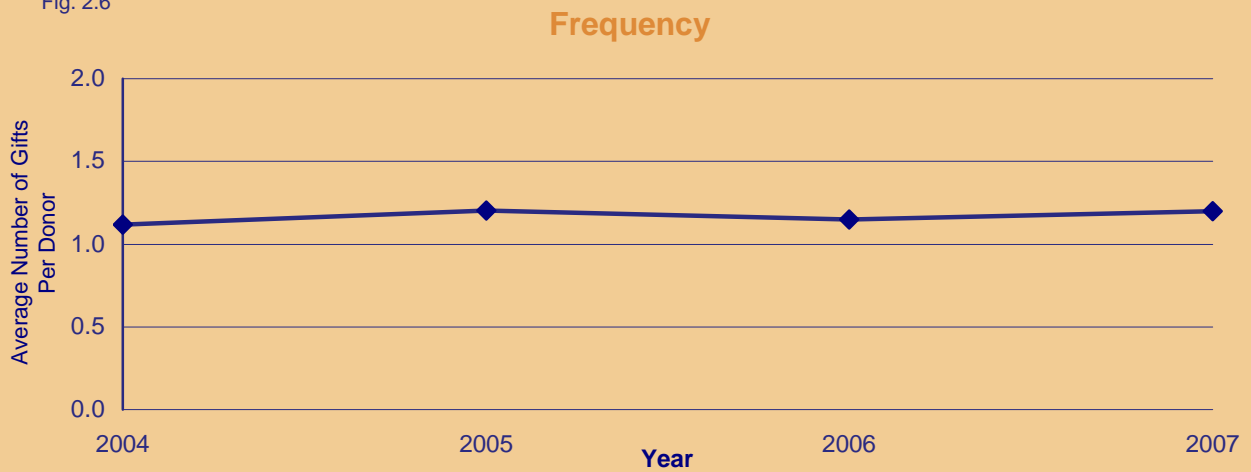


Fig. 2.6



Second Year New Donors (New Last Year)

Findings

Second Year New donors are defined as those who were new last year. On the following two pages entitled, “Second Year New Donors - Overview” and “Second Year New Donors - Donor Giving Quality,” the results of this sub-section are displayed on seven graphs.

The key performance statistics to consider for this group are percent of donors renewing and donor giving quality (a.k.a., annual giving per donor).

ABC Nonprofit Second Year New Donor ~ Overview

Fig. 3.1

Total Income

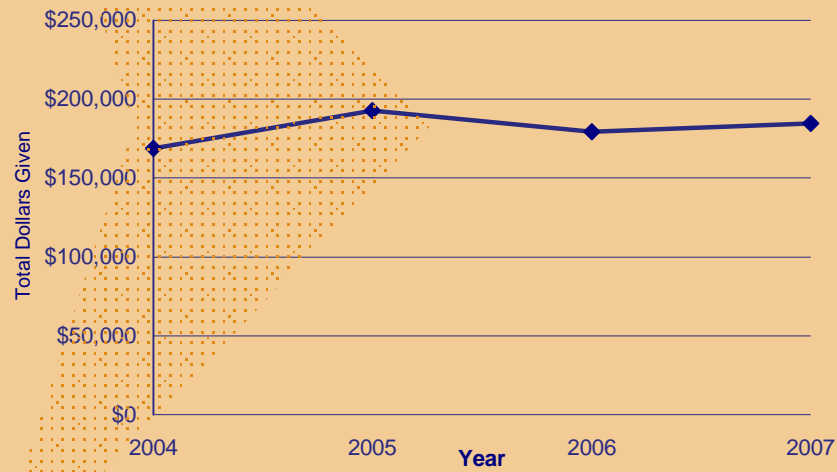


Fig. 3.2

Number of Second Year New Donors at the Beginning of Each Year

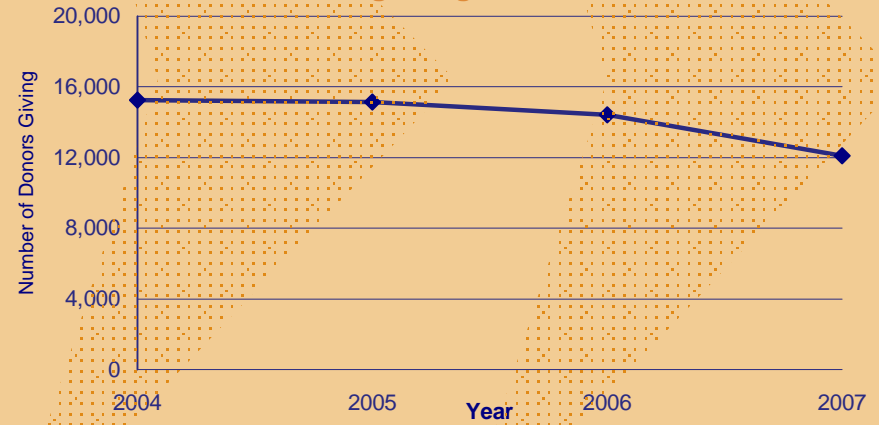


Fig. 3.3

Percent of Donors Renewing

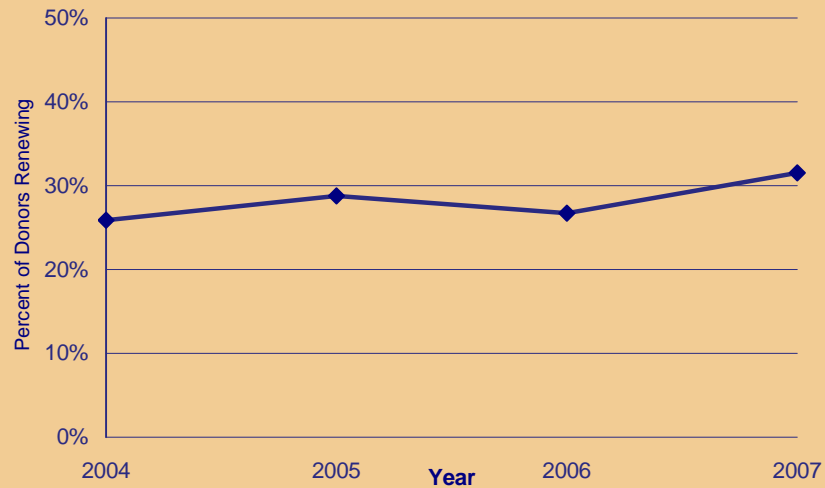
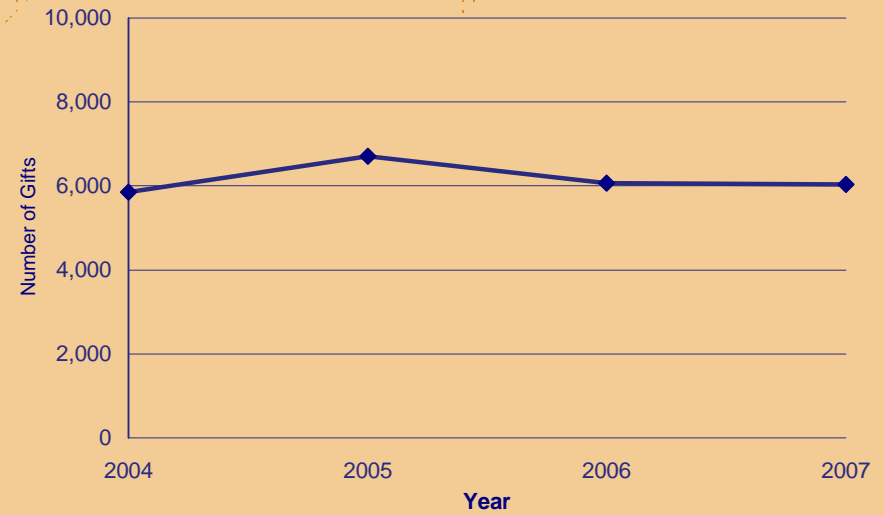


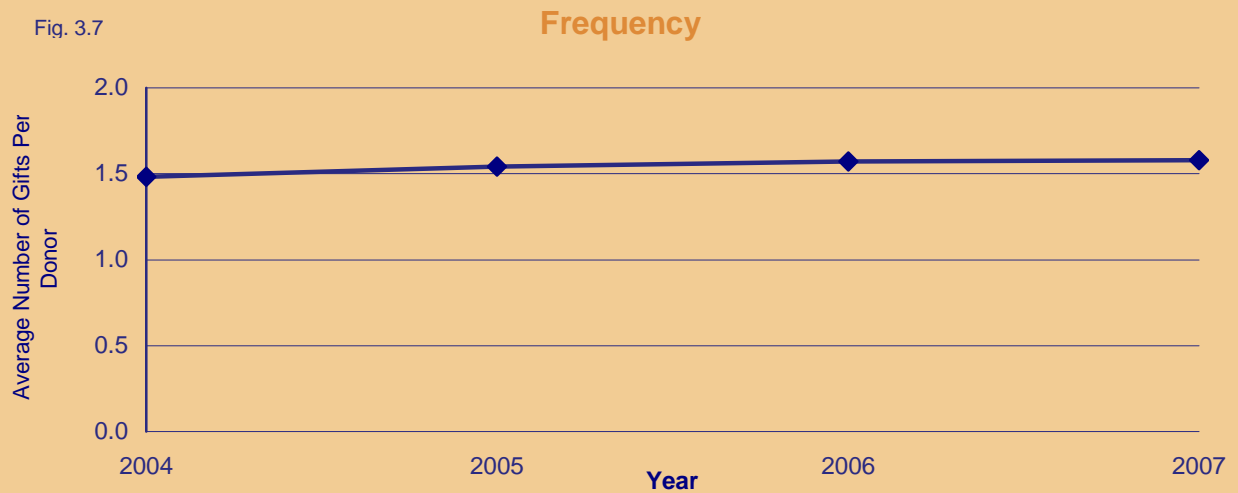
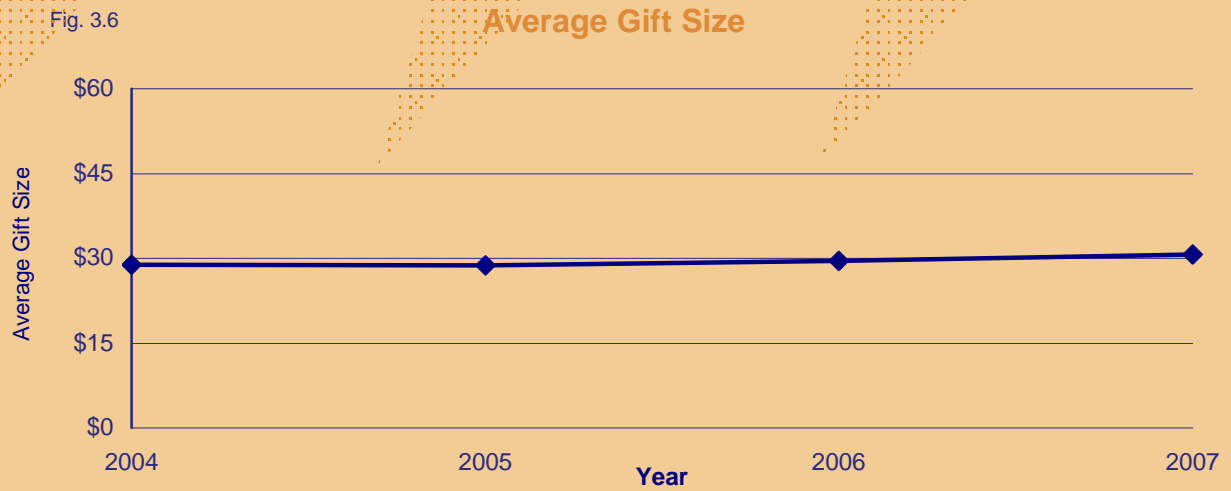
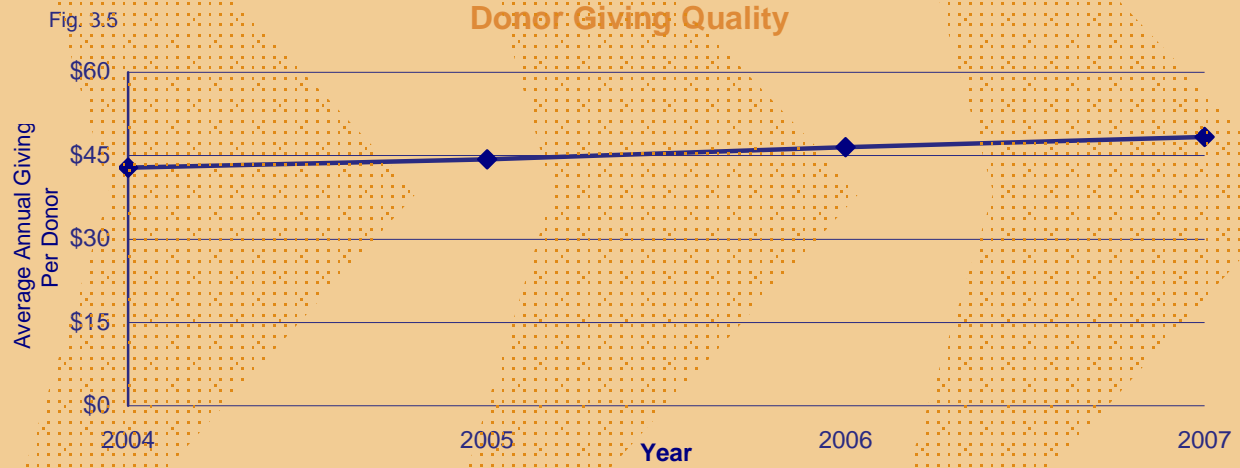
Fig. 3.4

Number of Gifts



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Second Year New Donor ~ Donor Giving Quality



Multi-Year Donors

Findings

This sub-section examines Multi-Year donors, which are defined as those who gave during each of the last two years, and may or may not have given previously. The results are summarized by the following seven graphs.

The most important performance measures to examine for this group are percent of donors renewing and donor giving quality.

ABC Nonprofit Multi-Year Donor ~ Overview

Fig. 4.1

Total Income

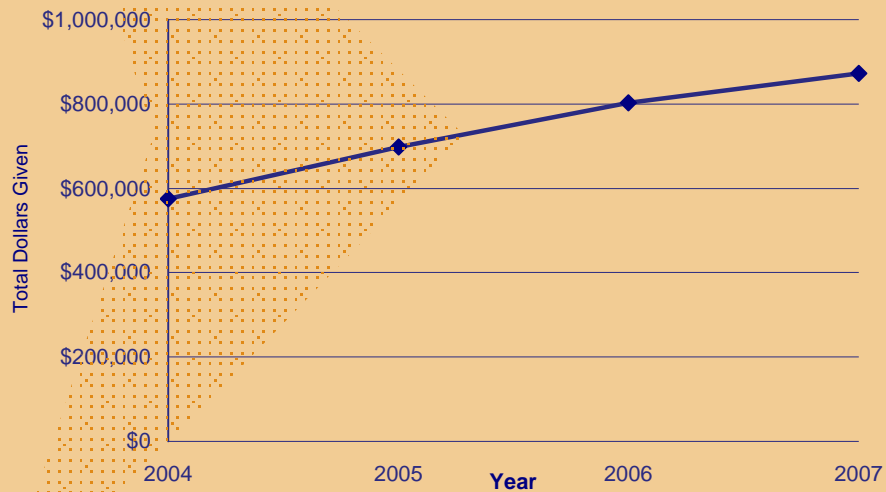


Fig. 4.2

Number of Multi-Year Donors at the Beginning of Each Year

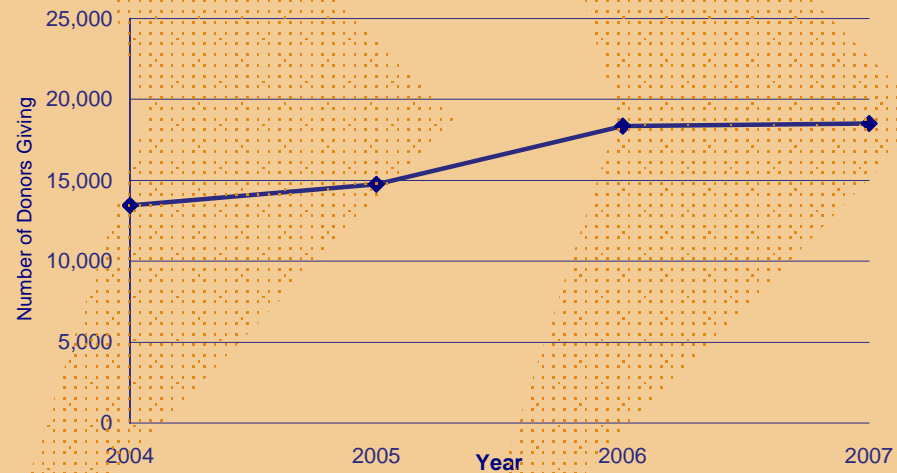


Fig. 4.3

Percent of Donors Renewing

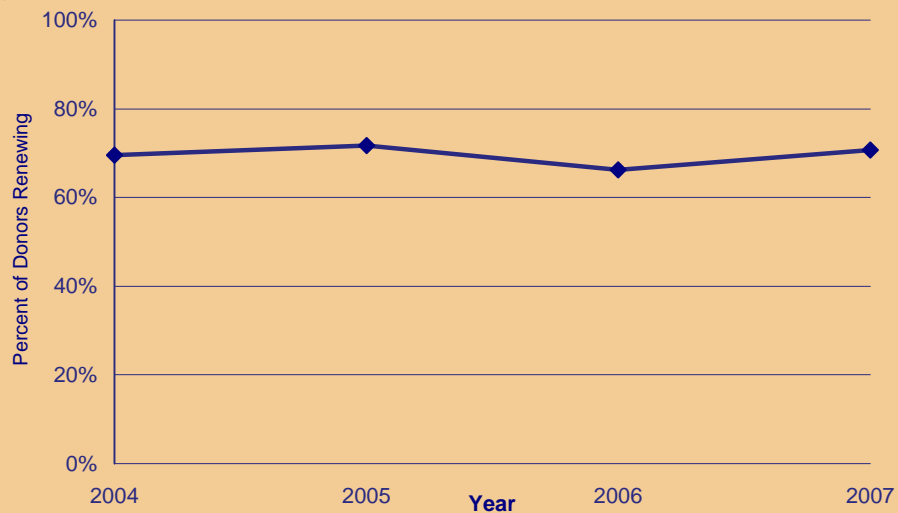
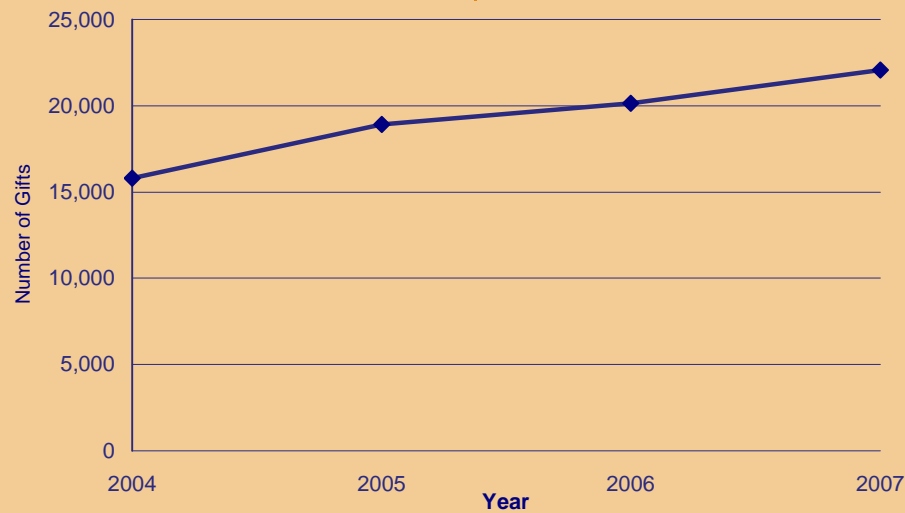


Fig. 4.4

Number of Gifts



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Multi-Year Donor ~ Donor Giving Quality

Fig. 4.5

Donor Giving Quality

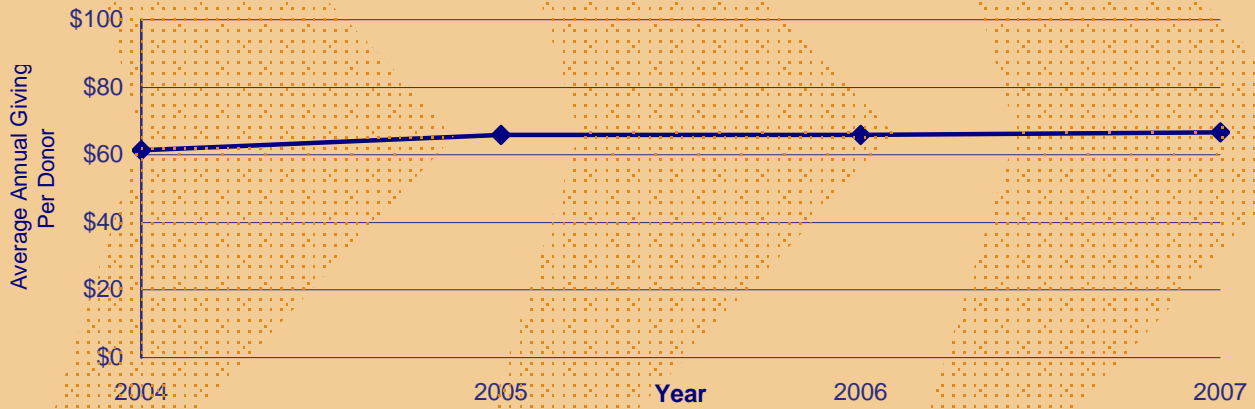


Fig. 4.6

Average Gift Size

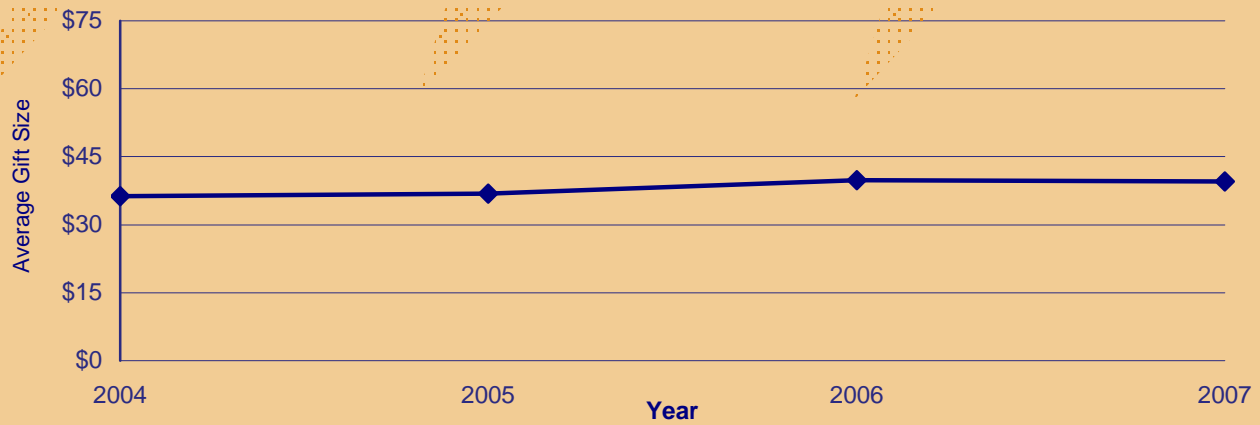


Fig. 4.7

Frequency



Lapsed Donors (No Gift Last Year)

Findings

This final sub-section of the Donor Life Cycle section examines Lapsed donors. They are defined as all those on the database who did not give last year, but did give in some previous year. The seven graphs that follow summarize the results for these donors.

The most important performance measures to consider for Lapsed donors are percent renewing and average gift size.

Note: Just as with New donors, donor giving quality (a.k.a., annual giving per donor) and frequency statistics reflect full-year activity, which may unfairly skew the results of donors who renewed just at the end of a given year.

ABC Nonprofit Lapsed Donor ~ Overview

Fig. 5.1

Total Income

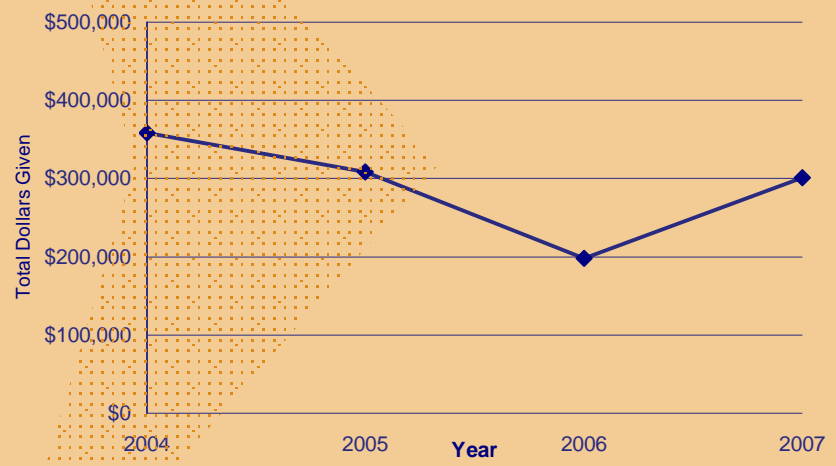


Fig. 5.2

Number of Lapsed Donors
Renewing This Year

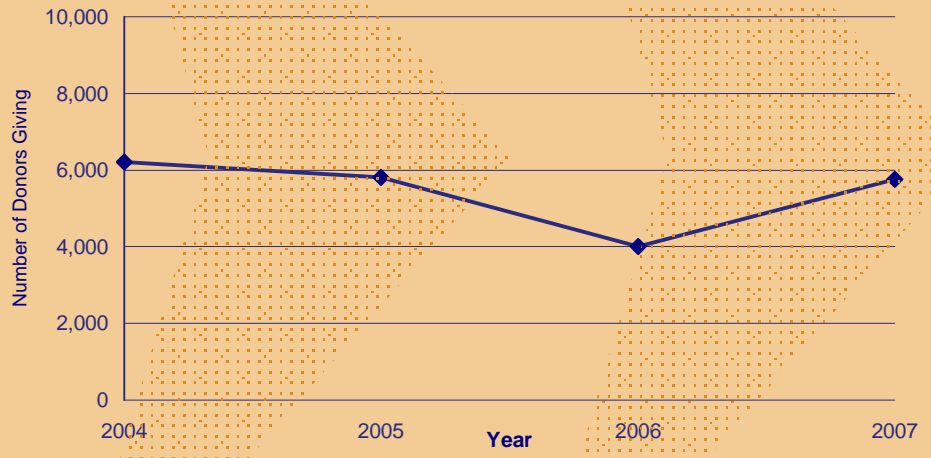


Fig. 5.3

Percent of Donors Renewing*

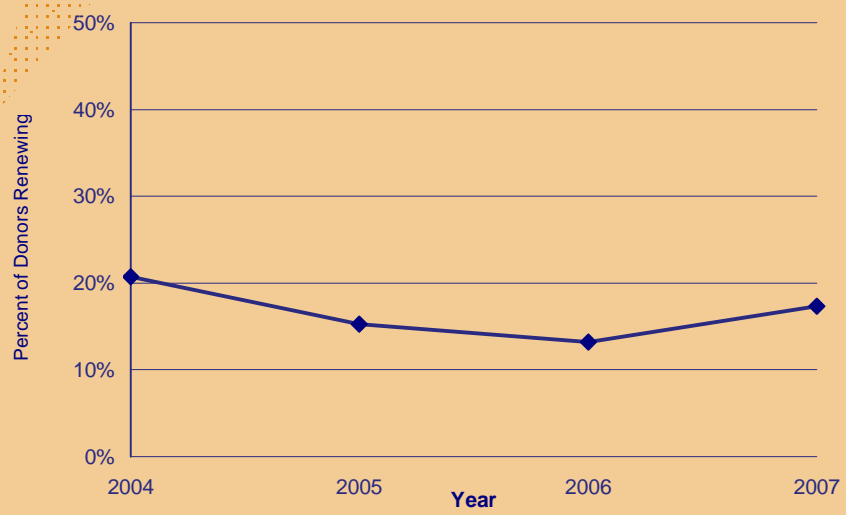


Fig. 5.4

Number of Gifts



*To provide consistency for this graph only Lapsed donors have been defined as those who gave two years ago, but not last year.

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Lapsed Donor ~ Donor Giving Quality

Fig. 5.5

Donor Giving Quality

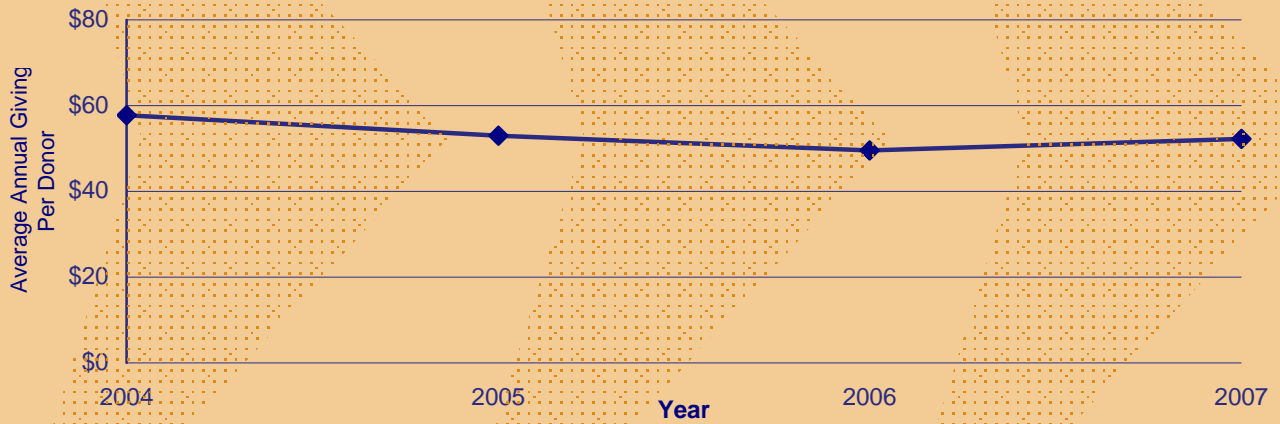


Fig. 5.6

Average Gift Size

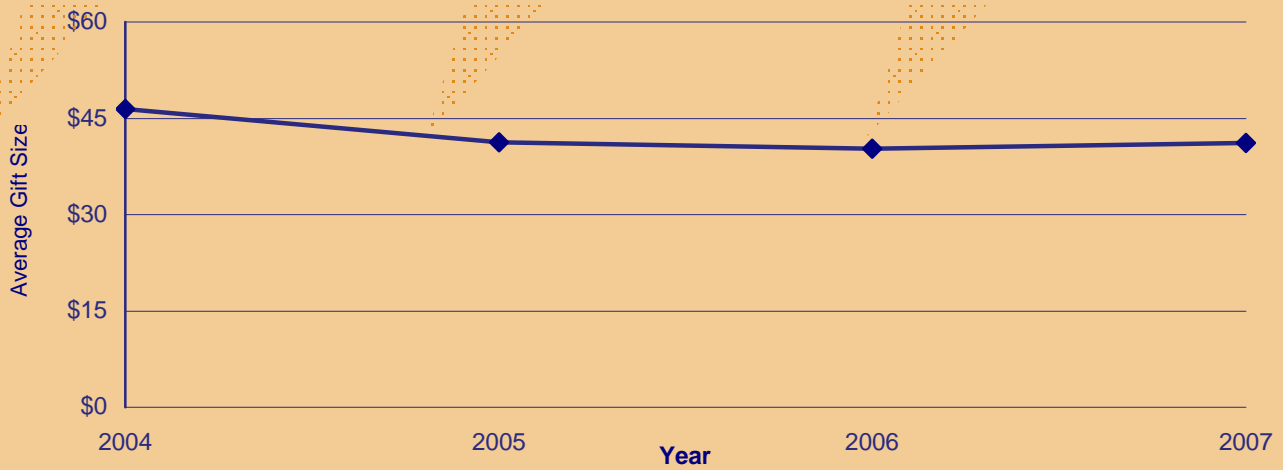
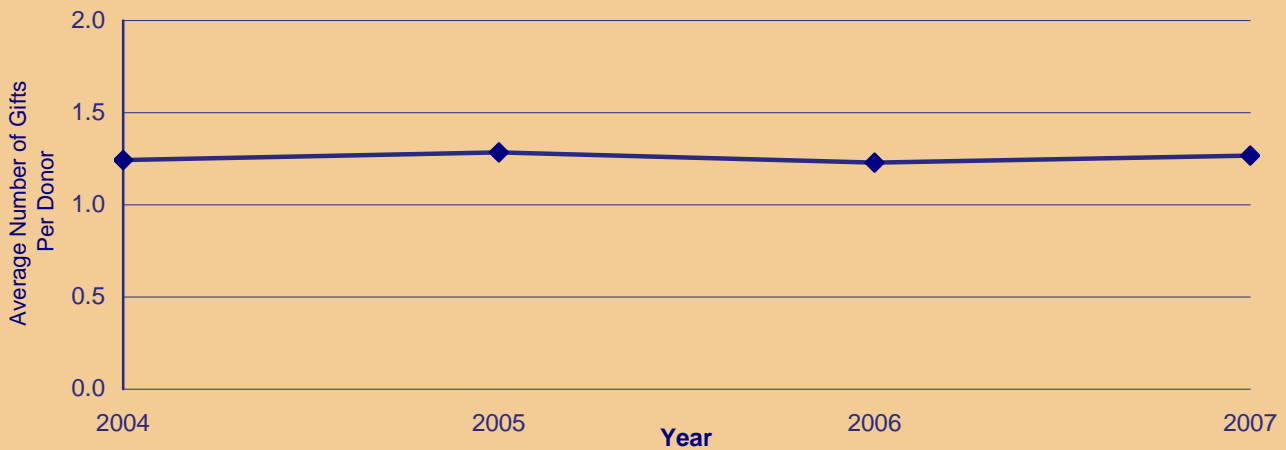


Fig. 5.7

Frequency



Donor Movement Analysis

Findings

The Donor Movement Report for the current year and the previous years can be found on the page immediately following this text. These tables display how many donors migrated upwards or downwards in terms of annual cumulative giving from one year to the next. It should be understood that all donors will *eventually* lapse, therefore, it is expected that this category will be relatively high. The graphs at the back of this subsection are based on the data in these tables.

ABC Nonprofit Donor Movement Analysis

Fiscal Year 2007

Status	Donors	% Donors	2006 Income	2007 Income	Difference
Upgrades	5,988	17%	\$300,336	\$548,880	\$248,544
Same	7,971	23%	\$377,213	\$377,213	\$0
Downgrades	4,836	14%	\$434,650	\$233,768	(\$200,883)
Lapsed	15,843	46%	\$727,186	\$0	(\$727,186)
New	14,776	n/a	\$0	\$556,419	\$556,419
Recaptured	5,764	n/a	\$0	\$301,430	\$301,430
Total	55,178	100%	\$1,839,385	\$2,017,710	\$178,325

Fiscal Year 2006

Status	Donors	% Donors	2005 Income	2006 Income	Difference
Upgrades	5,573	14%	\$276,536	\$517,008	\$240,472
Same	7,540	20%	\$366,845	\$366,845	\$0
Downgrades	5,413	14%	\$526,008	\$277,521	(\$248,488)
Lapsed	20,092	52%	\$821,753	\$0	(\$821,753)
New	12,111	n/a	\$0	\$479,658	\$479,658
Recaptured	4,001	n/a	\$0	\$198,353	\$198,353
Total	54,730	100%	\$1,991,142	\$1,839,385	(\$151,757)

Fiscal Year 2005

Status	Donors	% Donors	2004 Income	2005 Income	Difference
Upgrades	6,608	18%	\$309,525	\$591,499	\$281,974
Same	7,294	20%	\$330,812	\$330,812	\$0
Downgrades	4,472	12%	\$391,942	\$210,501	(\$181,440)
Lapsed	17,732	49%	\$683,337	\$0	(\$683,337)
New	14,426	n/a	\$0	\$549,845	\$549,845
Recaptured	5,818	n/a	\$0	\$308,484	\$308,484
Total	56,350	100%	\$1,715,616	\$1,991,142	\$275,527

Fiscal Year 2004

Status	Donors	% Donors	2003 Income	2004 Income	Difference
Upgrades	5,287	17%	\$227,941	\$445,834	\$217,893
Same	5,745	18%	\$220,378	\$220,378	\$0
Downgrades	3,732	12%	\$327,277	\$163,750	(\$163,527)
Lapsed	17,010	54%	\$728,191	\$0	(\$728,191)
New	15,129	n/a	\$0	\$526,849	\$526,849
Recaptured	6,213	n/a	\$0	\$358,805	\$358,805
Total	53,116	100%	\$1,503,787	\$1,715,616	\$211,828

ABC Nonprofit Donor Movement Analysis

Fig. DM.1

Donor Movement Analysis From FY2006 to FY2007

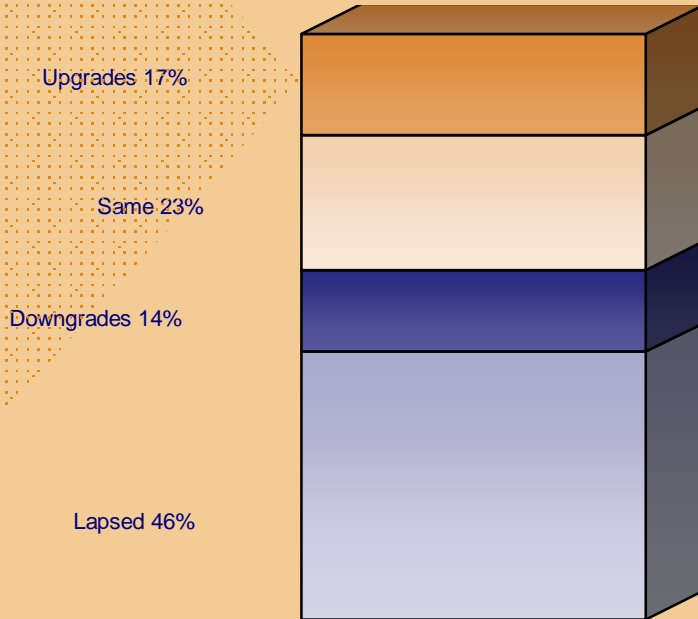
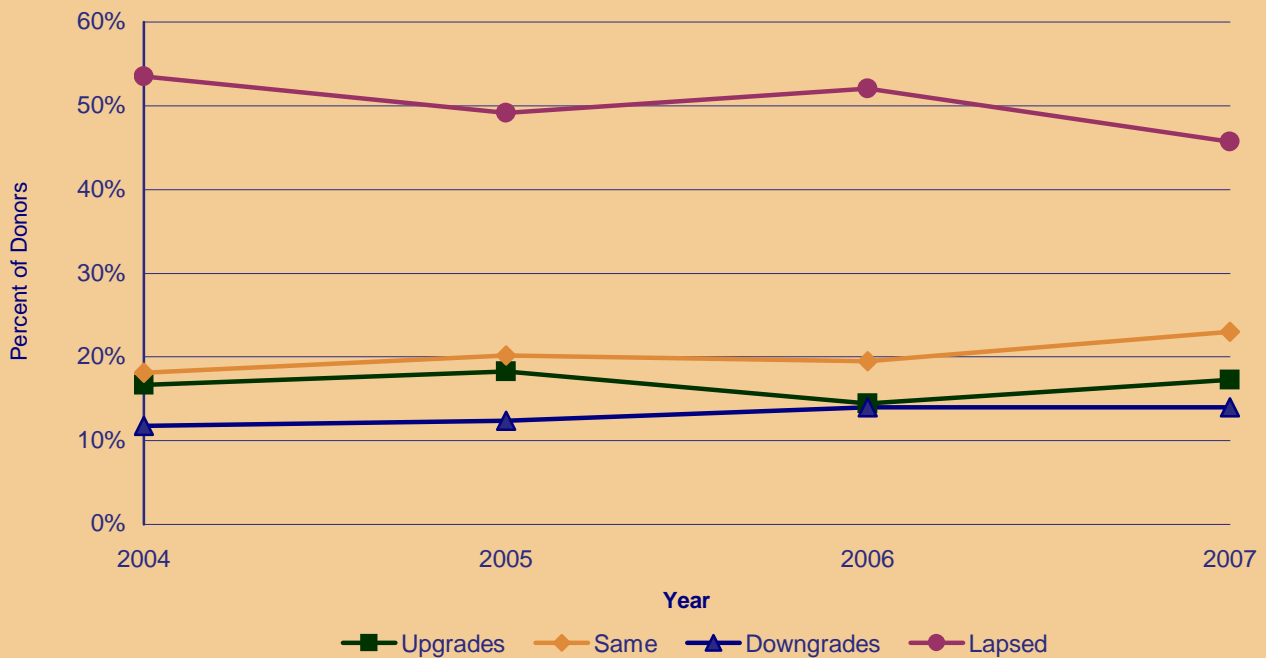


Fig. DM.2

Donor Movement Trend Analysis



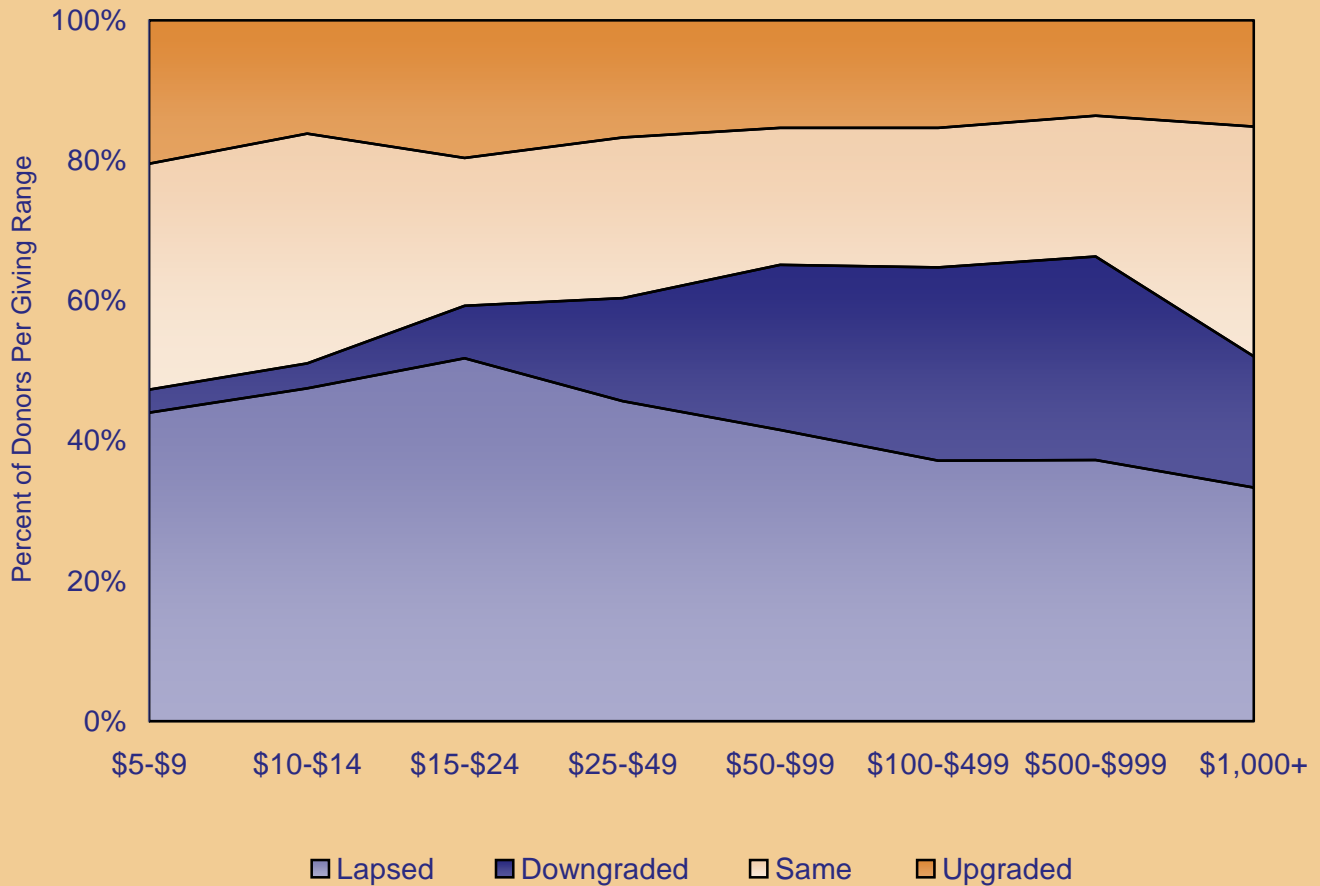
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Donor Movement by Annual Cumulative Giving Range

Giving Segment	Fiscal Year 2006		Fiscal Year 2007			
	# of Donors	Upgraded	Same	Downgraded	Lapsed	Total
\$1,000 +	171	15%	33%	19%	33%	100%
\$ 500 - \$999	279	14%	20%	29%	37%	100%
\$ 100 - \$499	4,130	15%	20%	28%	37%	100%
\$ 50 - \$ 99	5,551	15%	20%	24%	42%	100%
\$ 25 - \$ 49	9,182	17%	23%	15%	46%	100%
\$ 15 - \$ 24	9,515	20%	21%	8%	52%	100%
\$ 10 - \$ 14	3,905	16%	33%	4%	47%	100%
\$ 5 - \$ 9	1,523	20%	32%	3%	44%	100%
\$ 0 - \$ 4	382	24%	19%	7%	51%	100%

Fig. DM.3

Donor Movement By Annual Cumulative Giving Range



Donor Renewal by Year of Acquisition

Findings

This analysis provides an excellent view of the actual long-term to-date value (but not projected life-time value) of donors by their year of acquisition. Figure DR.1 displays the trend in actual first, second, and third year donor values and can show us two things: 1) how much money tends to be donated by the average donor in her first, second, and third years after acquisition, and 2) how these long-term donor values are trending over time.

Figure DR.2 looks at donor retention as a percent of donors originally acquired. This provides two pieces of information: 1) the average percent of retention, which is accomplished year by year, and 3) any trend in that retention over time (i.e., from one acquisition year to the next).

Figure DR.3 shows the same data displayed in Figure DR.2, but from a different aspect. Instead of comparing each year's donor retention as a percent of the *originally* acquired donors, it looks at retention as a percent of the *previous* years acquired donors. Typically, donor retention is about 40%-50% after the first year, but then jumps to the 80%-100% range for the second through fourth years. When the total number of donors giving in the current year exceeds those who gave in the previous year, donor retention will be over 100%.

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Donor Renewal By Year of Acquisition

Activity Since Each Donor's Acquisition Date

0 - 12 Mos 13 - 24 Mos 25 - 36 Mos 37 - 48 Mos 49 - 60 Mos

Activity for FY2006 Acquired Donors

Donors	12,251
% Renewed	100%
Gifts	18,222
Income	\$621,332
Average Gift	\$34
Gifts Per Donor	1.5
Actual LTDV*	\$51

Activity for FY2005 Acquired Donors

Donors	14,565	3,787
% Renewed	100%	26%
Gifts	20,981	5,826
Income	\$672,002	\$188,505
Average Gift	\$32	\$32
Gifts Per Donor	1.4	1.5
Actual LTDV*	\$46	\$59

Activity for FY2004 Acquired Donors

Donors	15,330	3,877	3,106
% Renewed	100%	25%	20%
Gifts	21,118	5,915	4,665
Income	\$659,376	\$182,975	\$151,335
Average Gift	\$31	\$31	\$32
Gifts Per Donor	1.4	1.5	1.5
Actual LTDV*	\$43	\$55	\$65

Activity for FY2003 Acquired Donors

Donors	15,513	3,940	3,163	2,699
% Renewed	100%	25%	20%	17%
Gifts	20,174	5,933	4,758	3,982
Income	\$687,268	\$193,501	\$161,033	\$141,660
Average Gift	\$34	\$33	\$34	\$36
Gifts Per Donor	1.3	1.5	1.5	1.5
Actual LTDV*	\$44	\$57	\$67	\$76

Activity for FY2002 Acquired Donors

Donors	14,318	3,425	3,099	2,554	2,196
% Renewed	100%	24%	22%	18%	15%
Gifts	18,744	5,199	4,819	3,988	3,421
Income	\$624,356	\$167,280	\$160,643	\$139,940	\$119,334
Average Gift	\$33	\$32	\$33	\$35	\$35
Gifts Per Donor	1.3	1.5	1.6	1.6	1.6
Actual LTDV*	\$44	\$55	\$67	\$76	\$85

* LTDV = long term value (to-date)

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Donor Renewal by Year of Acquisition

Fig. DR.1

Trend of Actual 1, 2, & 3 Year Donor Value

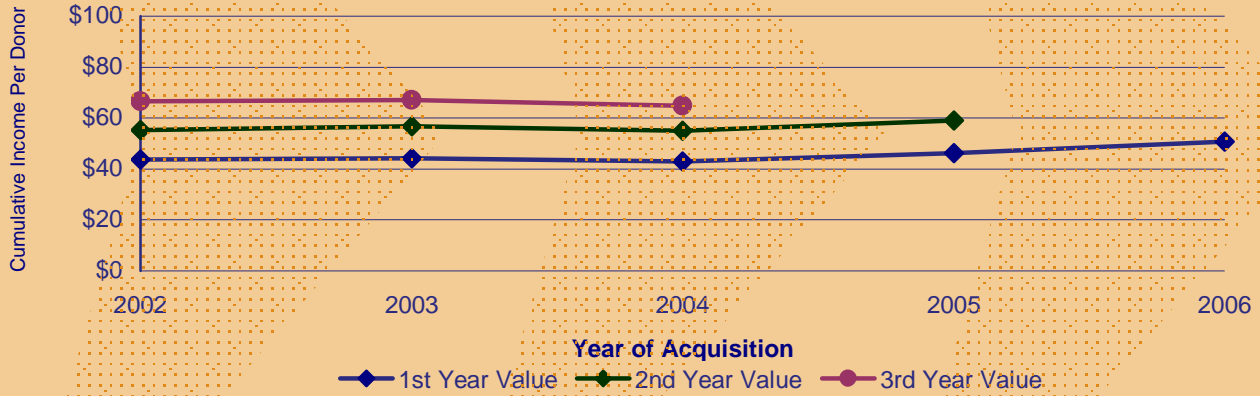


Fig. DR.2

Donor Retention as a % of Donors Originally Acquired

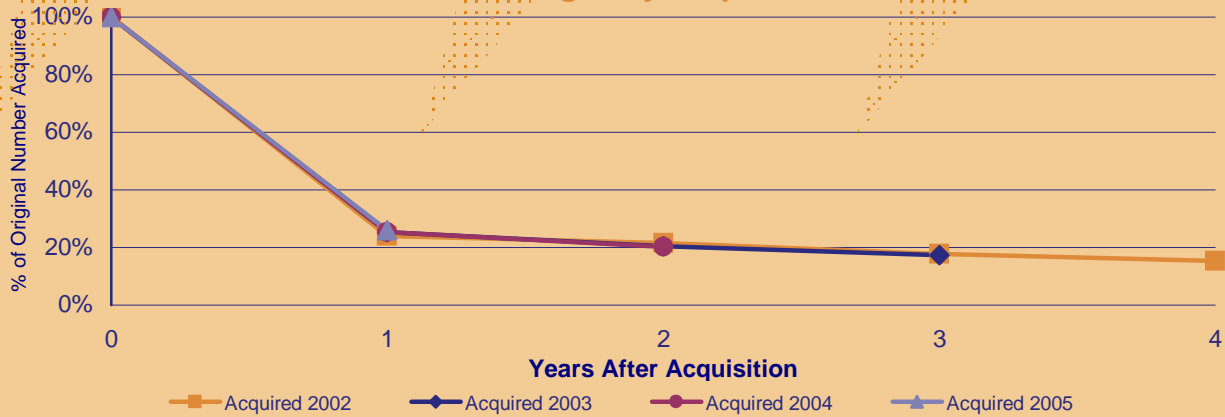
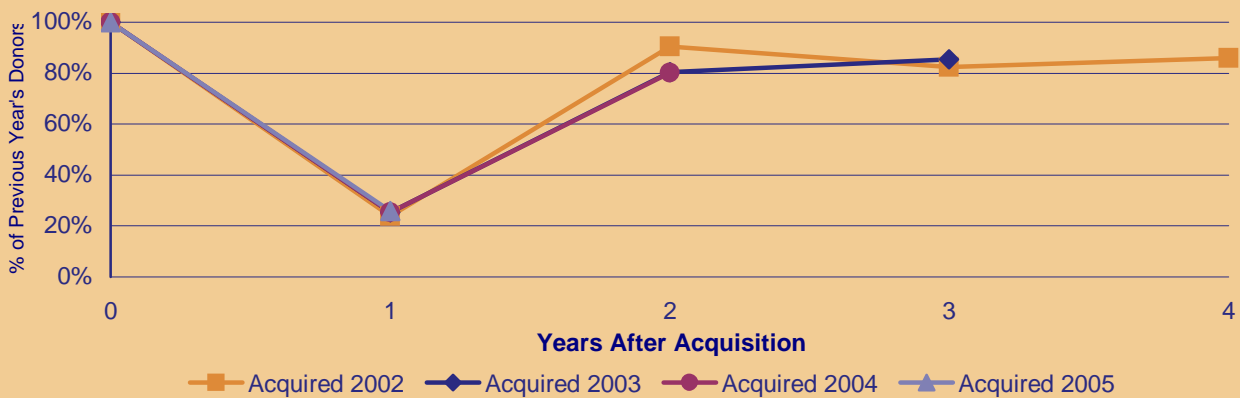


Fig. DR.3

Donor Retention as a % of Previous Year's Donors



Annual Cumulative Giving Analysis

Findings

This Annual Cumulative Giving Analysis gives an overview of some general donor giving patterns, helping to focus fund raiser energies on the truly important issues.

The tables display the number of donors, gifts, and income for the current year (first table) and the previous years. These statistics are broken out by annual cumulative giving segments.

Figure CG.1 is especially helpful in allowing one to detect and, therefore, focus upon the most productive segments of the file. Figure CG.2 helps one see which donor segments have been experiencing the most/least growth. Figure CG.3 indicates which segments give the most frequently. Generally, those that respond most frequently warrant the greatest frequency of appeals and vice-versa.

ABC Nonprofit Annual Cumulative Giving Report

Fiscal Year 2007

Cumulative Gift Range	Number of Donors	Number of Gifts	Total Income	Percent Donors	Percent Income	Average Gift Size	Gifts Per Donor	Dollars Per Donor
\$1,000 +	185	459	\$279,737	0.5%	13.9%	\$609	2.5	\$1,512
\$ 500 - \$999	267	663	\$153,142	0.7%	7.6%	\$231	2.5	\$574
\$ 100 - \$499	4,432	9,359	\$670,751	11.3%	33.2%	\$72	2.1	\$151
\$ 50 - \$ 99	6,121	10,677	\$351,670	15.6%	17.4%	\$33	1.7	\$57
\$ 25 - \$ 49	10,245	14,247	\$309,855	26.0%	15.4%	\$22	1.4	\$30
\$ 15 - \$ 24	11,254	12,677	\$197,084	28.6%	9.8%	\$16	1.1	\$18
\$ 10 - \$ 14	4,490	5,014	\$45,102	11.4%	2.2%	\$9	1.1	\$10
\$ 5 - \$ 9	1,767	1,959	\$9,200	4.5%	0.5%	\$5	1.1	\$5
\$ 0 - \$ 4	574	724	\$1,170	1.5%	0.1%	\$2	1.3	\$2
Totals	39,335	55,779	\$2,017,710	100%	100%	\$36	1.4	\$51

Fiscal Year 2006

Cumulative Gift Range	Number of Donors	Number of Gifts	Total Income	Percent Donors	Percent Income	Average Gift Size	Gifts Per Donor	Dollars Per Donor
\$1,000 +	171	368	\$248,362	0.5%	13.5%	\$675	2.2	\$1,452
\$ 500 - \$999	279	642	\$158,307	0.8%	8.6%	\$247	2.3	\$567
\$ 100 - \$499	4,130	8,705	\$625,342	11.9%	34.0%	\$72	2.1	\$151
\$ 50 - \$ 99	5,551	9,571	\$318,105	16.0%	17.3%	\$33	1.7	\$57
\$ 25 - \$ 49	9,182	12,244	\$274,636	26.5%	14.9%	\$22	1.3	\$30
\$ 15 - \$ 24	9,515	10,624	\$166,721	27.5%	9.1%	\$16	1.1	\$18
\$ 10 - \$ 14	3,905	4,231	\$39,188	11.3%	2.1%	\$9	1.1	\$10
\$ 5 - \$ 9	1,523	1,654	\$7,885	4.4%	0.4%	\$5	1.1	\$5
\$ 0 - \$ 4	382	491	\$841	1.1%	0.0%	\$2	1.3	\$2
Totals	34,638	48,530	\$1,839,385	100%	100%	\$38	1.4	\$53

Fiscal Year 2005

Cumulative Gift Range	Number of Donors	Number of Gifts	Total Income	Percent Donors	Percent Income	Average Gift Size	Gifts Per Donor	Dollars Per Donor
\$1,000 +	191	470	\$255,304	0.5%	12.8%	\$543	2.5	\$1,337
\$ 500 - \$999	280	620	\$158,635	0.7%	8.0%	\$256	2.2	\$567
\$ 100 - \$499	4,557	10,013	\$684,461	11.8%	34.4%	\$68	2.2	\$150
\$ 50 - \$ 99	6,064	10,711	\$349,373	15.7%	17.5%	\$33	1.8	\$58
\$ 25 - \$ 49	9,965	13,991	\$302,019	25.8%	15.2%	\$22	1.4	\$30
\$ 15 - \$ 24	10,189	11,632	\$181,187	26.4%	9.1%	\$16	1.1	\$18
\$ 10 - \$ 14	4,800	5,188	\$48,139	12.4%	2.4%	\$9	1.1	\$10
\$ 5 - \$ 9	2,112	2,306	\$10,993	5.5%	0.6%	\$5	1.1	\$5
\$ 0 - \$ 4	460	557	\$1,032	1.2%	0.1%	\$2	1.2	\$2
Totals	38,618	55,488	\$1,991,142	100%	100%	\$36	1.4	\$52

Fiscal Year 2004

Cumulative Gift Range	Number of Donors	Number of Gifts	Total Income	Percent Donors	Percent Income	Average Gift Size	Gifts Per Donor	Dollars Per Donor
\$1,000 +	157	346	\$236,558	0.4%	13.8%	\$684	2.2	\$1,507
\$ 500 - \$999	235	521	\$134,918	0.7%	7.9%	\$259	2.2	\$574
\$ 100 - \$499	3,664	7,096	\$540,314	10.1%	31.5%	\$76	1.9	\$147
\$ 50 - \$ 99	5,140	8,957	\$295,177	14.2%	17.2%	\$33	1.7	\$57
\$ 25 - \$ 49	8,931	11,936	\$268,099	24.7%	15.6%	\$22	1.3	\$30
\$ 15 - \$ 24	9,865	10,940	\$174,255	27.3%	10.2%	\$16	1.1	\$18
\$ 10 - \$ 14	5,394	5,660	\$54,057	14.9%	3.2%	\$10	1.0	\$10
\$ 5 - \$ 9	2,178	2,202	\$11,117	6.0%	0.6%	\$5	1.0	\$5
\$ 0 - \$ 4	542	565	\$1,120	1.5%	0.1%	\$2	1.0	\$2
Totals	36,106	48,223	\$1,715,616	100%	100%	\$36	1.3	\$48

ABC Nonprofit Cumulative Giving Analysis

Percentage of Donors & Income
Per Annual Cumulative Giving Segment

FY2007

Fig. CG.1

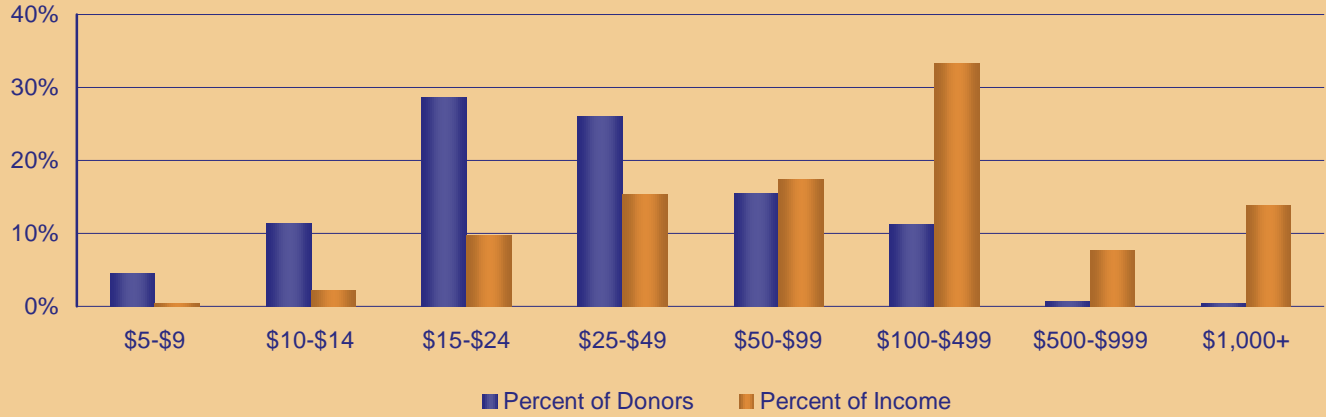


Fig. CG.2

Four Year % Change in Number of Donors
Per Annual Cumulative Giving Segment

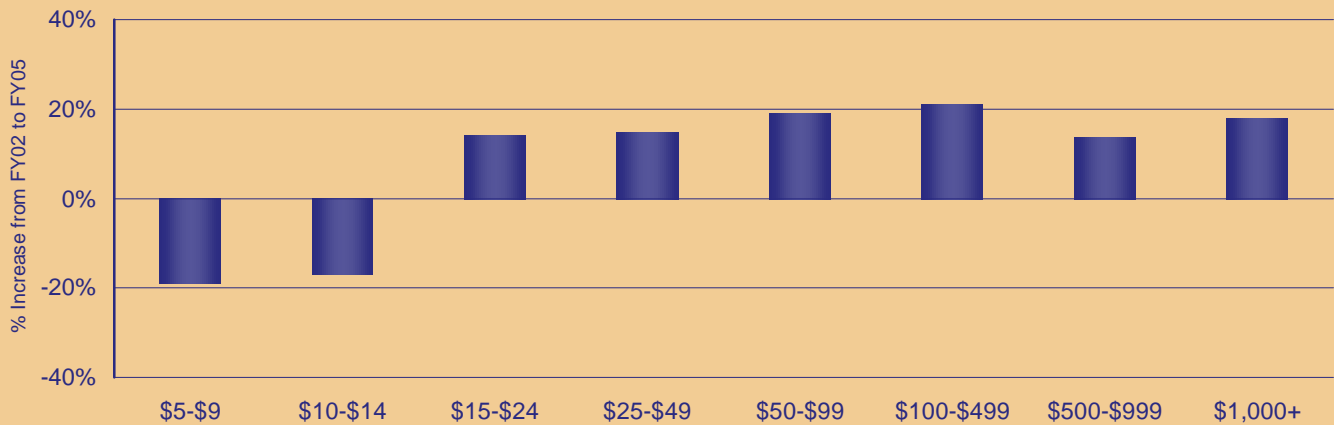
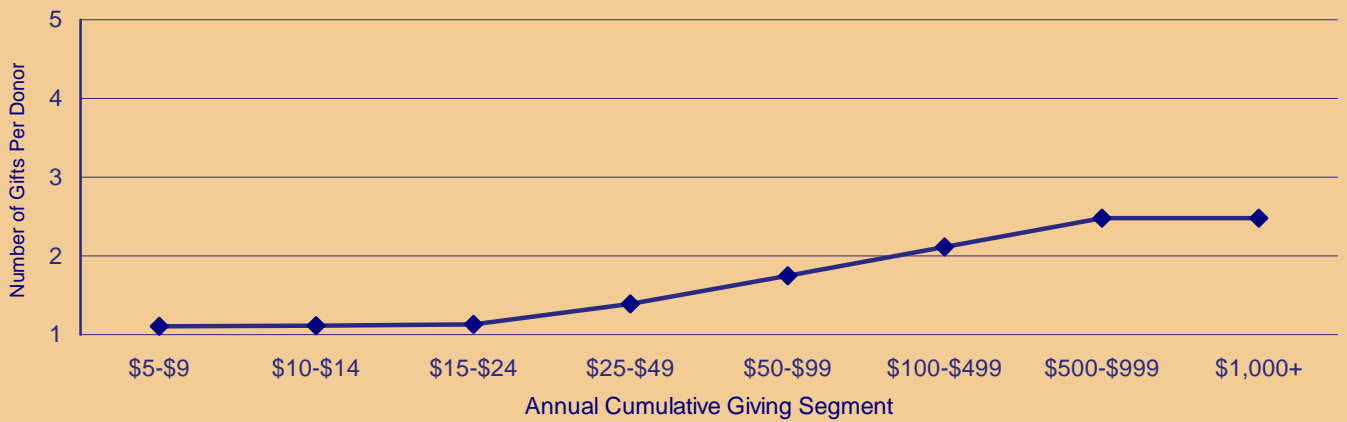


Fig. CG.3

Frequency of Giving
Per Annual Cumulative Giving Segment

FY2007



Most Recent Gift Analysis

Findings

This sub-section addresses the size of the donors' most recent gift. The tables showing which giving segment the donors' most recent gift fell into for the previous three years are on the next page. The line graphs on the last page summarize the results.

ABC Nonprofit Most Recent Gift Analysis

Fiscal Year 2007		FY2007	FY2006	FY2005	FY2004	FY2003	FY2002	
Recent Gift Size		1-12 Mos	13-24 Mos	25-36 Mos	37-48 Mos	49-60 Mos	61+ Mos	Total
\$1,000 +		148	56	35	38	39	32	348
\$ 500 - \$999		213	89	62	51	70	50	535
\$ 100 - \$499		3,291	1,231	1,174	1,009	1,098	803	8,606
\$ 50 - \$ 99		4,766	1,956	1,853	1,438	1,600	1,282	12,895
\$ 25 - \$ 49		10,458	3,937	3,709	3,163	3,284	2,776	27,327
\$ 15 - \$ 24		13,219	5,003	5,154	4,213	4,315	3,848	35,752
\$ 10 - \$ 14		6,089	2,001	2,619	2,909	3,029	1,345	17,992
\$ 5 - \$ 9		2,538	714	1,294	1,278	1,229	478	7,531
\$ 0 - \$ 4		783	176	314	346	277	67	1,963
Total		41,505	15,163	16,214	14,445	14,941	10,681	112,949

Fiscal Year 2006		FY2006	FY2005	FY2004	FY2003	FY2002	
Recent Gift Size		1-12 Mos	13-24 Mos	25-36 Mos	37-48 Mos	49-60 Mos	Total
\$1,000 +		148	42	41	42	33	306
\$ 500 - \$999		223	77	53	72	51	476
\$ 100 - \$499		3,125	1,379	1,060	1,133	816	7,513
\$ 50 - \$ 99		4,438	2,136	1,518	1,641	1,299	11,032
\$ 25 - \$ 49		9,834	4,352	3,336	3,366	2,816	23,704
\$ 15 - \$ 24		11,218	6,038	4,467	4,429	3,911	30,063
\$ 10 - \$ 14		5,445	3,024	3,051	3,095	1,370	15,985
\$ 5 - \$ 9		2,110	1,495	1,319	1,247	488	6,659
\$ 0 - \$ 4		507	342	358	288	68	1,563
Total		37,048	18,885	15,203	15,313	10,852	97,301

Fiscal Year 2005		FY2005	FY2004	FY2003	FY2002	
Recent Gift Size		1-12 Mos	13-24 Mos	25-36 Mos	37-48 Mos	Total
\$1,000 +		156	47	44	33	280
\$ 500 - \$999		198	62	75	52	387
\$ 100 - \$499		3,194	1,197	1,184	847	6,422
\$ 50 - \$ 99		4,579	1,709	1,718	1,337	9,343
\$ 25 - \$ 49		10,071	3,797	3,553	2,880	20,301
\$ 15 - \$ 24		12,024	5,101	4,649	4,009	25,783
\$ 10 - \$ 14		6,536	3,457	3,189	1,396	14,578
\$ 5 - \$ 9		2,889	1,452	1,277	501	6,119
\$ 0 - \$ 4		594	386	300	69	1,349
Total		40,241	17,208	15,989	11,124	84,562

Most Recent Gift Summary

	FY2005	FY2006	FY2007
Trend in Size of Most Recent Gift	\$52.34	\$53.17	\$53.14
Trend in Average Recency of Donor File (in Months)	18	19	18
	FY2005	FY2006	FY2007
Recency Segments	48%	43%	48%
(as a Percent of Total	20%	22%	17%
Donors, 0-48 Months)	19%	18%	19%
	13%	18%	17%

ABC Nonprofit Most Recent Gift

Fig. MR.1

Trend in Size of Most Recent Gift

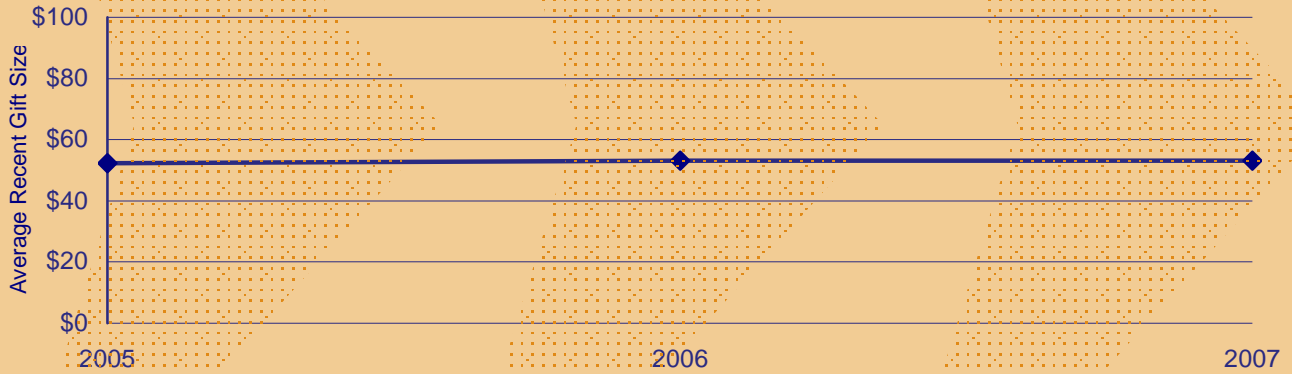


Fig. MR.2

Trend in Average Recency of Donor File



Fig. MR.3

Recency of Segments as a Percent of Total Donors (0-48 Months)

