

# RNL360 Unpacked

Six things we need to know about our donors in order to succeed

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# A little bit about RNL360

Developed a decade ago to help better understand donor behavior.

# Project Goals

## **Expand view from a single channel.**

Collect a broader data set for analysis and insights, looking beyond phone channel.

## **Connect the dots.**

Better understand how annual giving outreach impacts longer-term donor behavior; reframe ROI.

## **Use data to drive results.**

Findings can inform smarter decision-making and improve program performance.



# RNL360 Today



## Giving Trends

Historic and recent trends including retention by donor type, median and average gift amounts, max consistency, path to major gifts, and channel reach by generations.



## Actionable Insights

Data and insights help inform strategies, prioritization, and goal setting. Companion data file is used for follow-up to various segments or subpopulations.



# Today's Session

## INSTITUTIONS

18 total | 10 public | 8 private

## TOTAL PROSPECTS

4.5 million

## ALUMNI

2.3 million

125,250 avg per institution

## FAMILY

671,000

39,495 avg per institution

## FRIENDS

1.6 million

92,862 avg per institution

# The 6 things we should know about our donors

## #1 Use baselines for guidance

First step is knowing your numbers. Goals should be grounded in historic and recent trends. Industry benchmarks help educate and provide a gut check.

## #2 Retention is dimensional

Look at behaviors by donor type, gift amount, and consistency. Ideally layer in behavioral attributes.

## #3 Quantify long-term ROI

Big gifts don't grow on trees. Show the impact of early annual giving outreach.

## #4 Ramp to major giving

Understanding the past helps us shape the path forward, build a stronger pipeline, and ideally accelerate major or milestone giving.

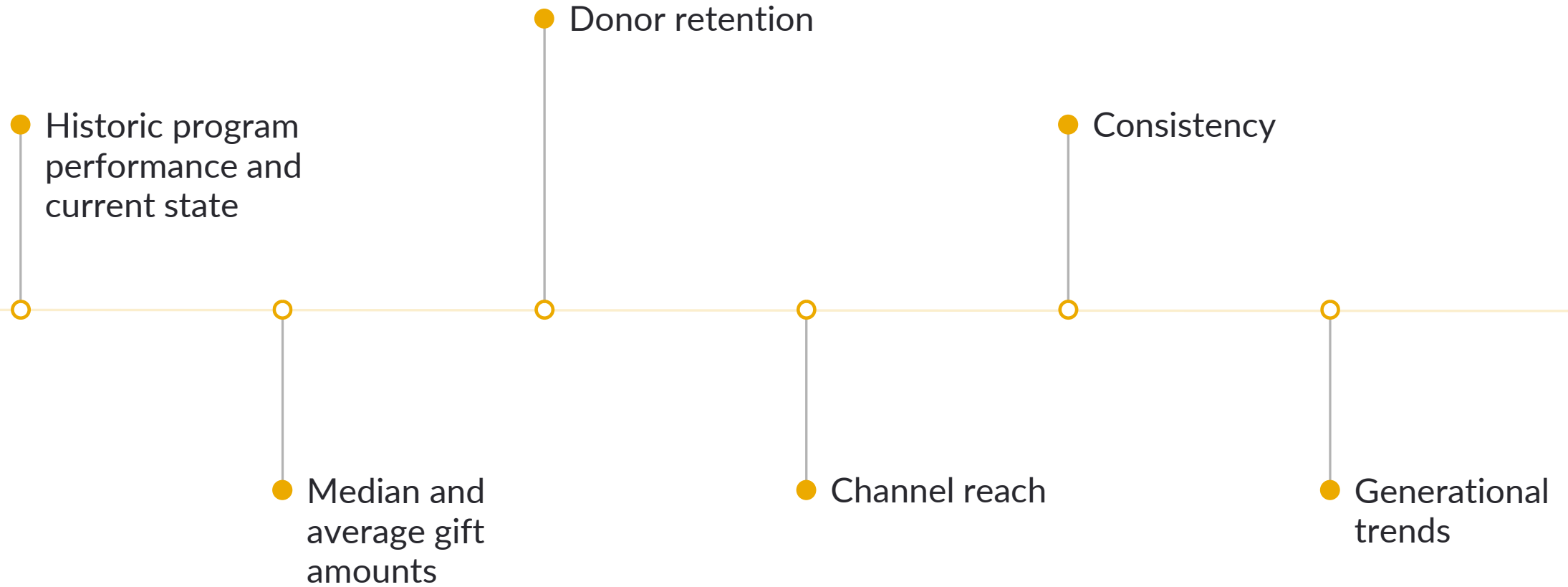
## #5 Consistency matters

Discover pockets of donors who aren't your usual suspects; consider loyalty and friends.

## #6 Generational shifts

Future success requires engaging new generations; recent graduates are philanthropic.

# #1 Use Baselines for Guidance

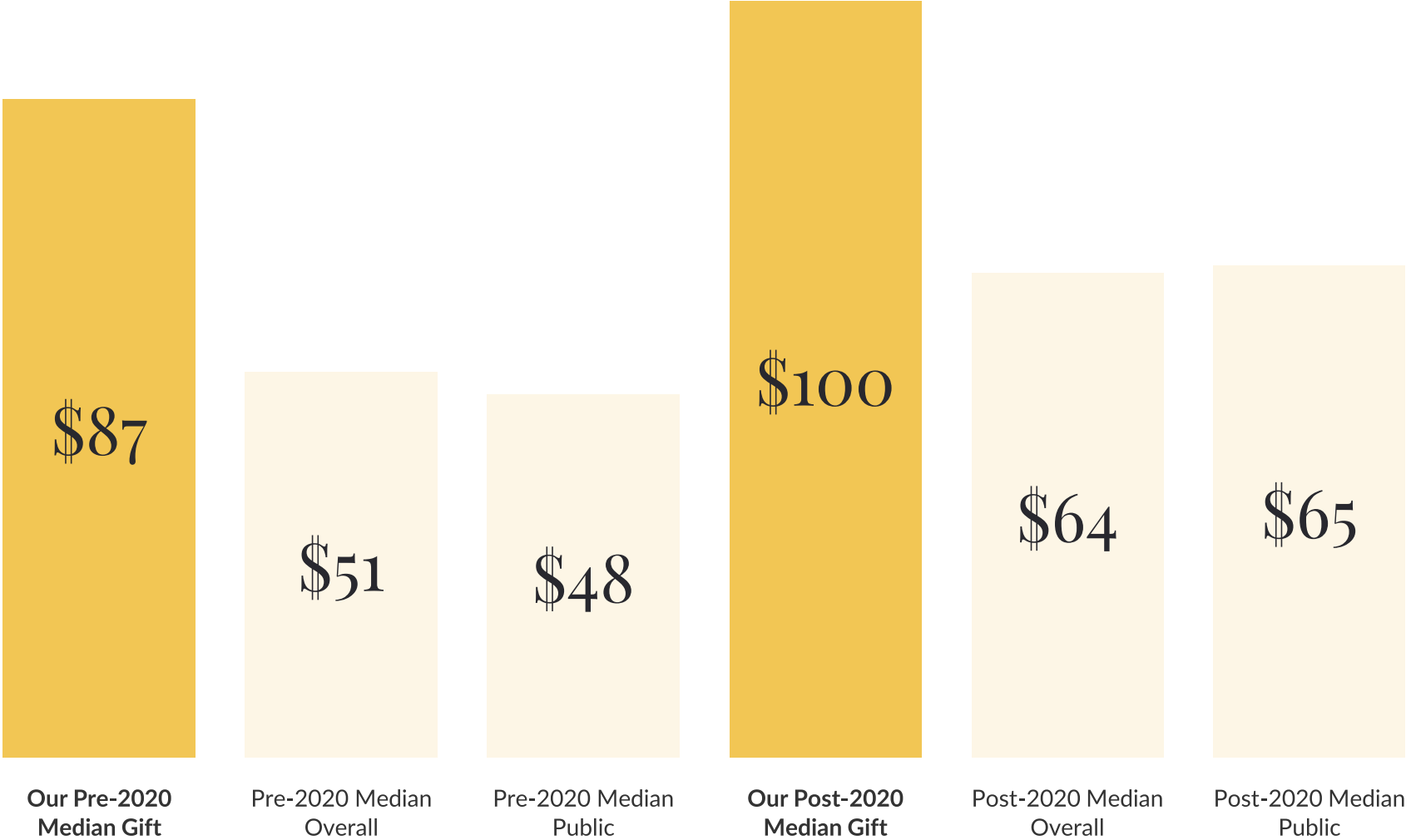


# Program Snapshot: Knowing Your Numbers

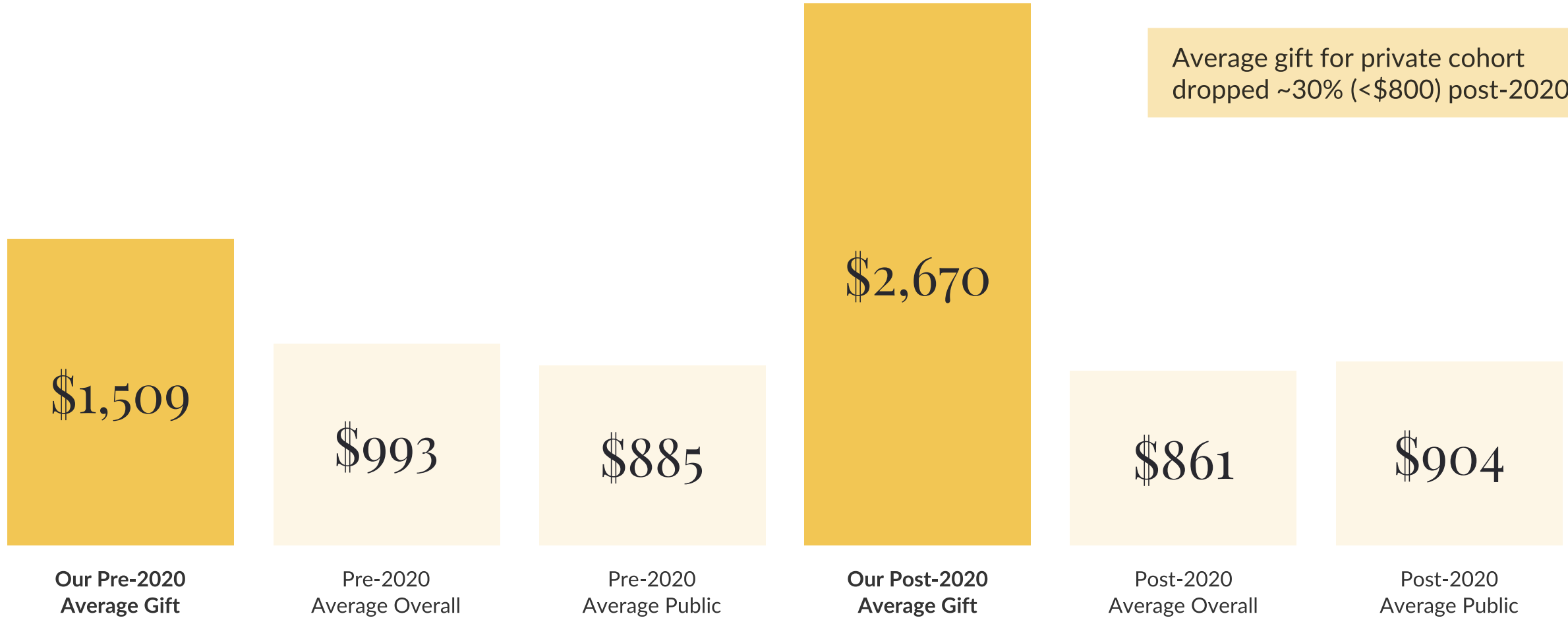
	FY18	FY19	FY20	FY21	FY22
Solicitable Pool	429,651	446,923	459,237	473,053	489,361
Donors	12,716	11,881	7,641	9,022	6,854
Dollars	\$31,103,391	\$22,669,056	\$20,349,051	\$42,407,824	\$20,005,943
Median Gift	\$83	\$87	\$100	\$100	\$100
Average Gift	\$2,105	\$1,770	\$2,146	\$3,285	\$2,056



# Median Gift: How do we compare?

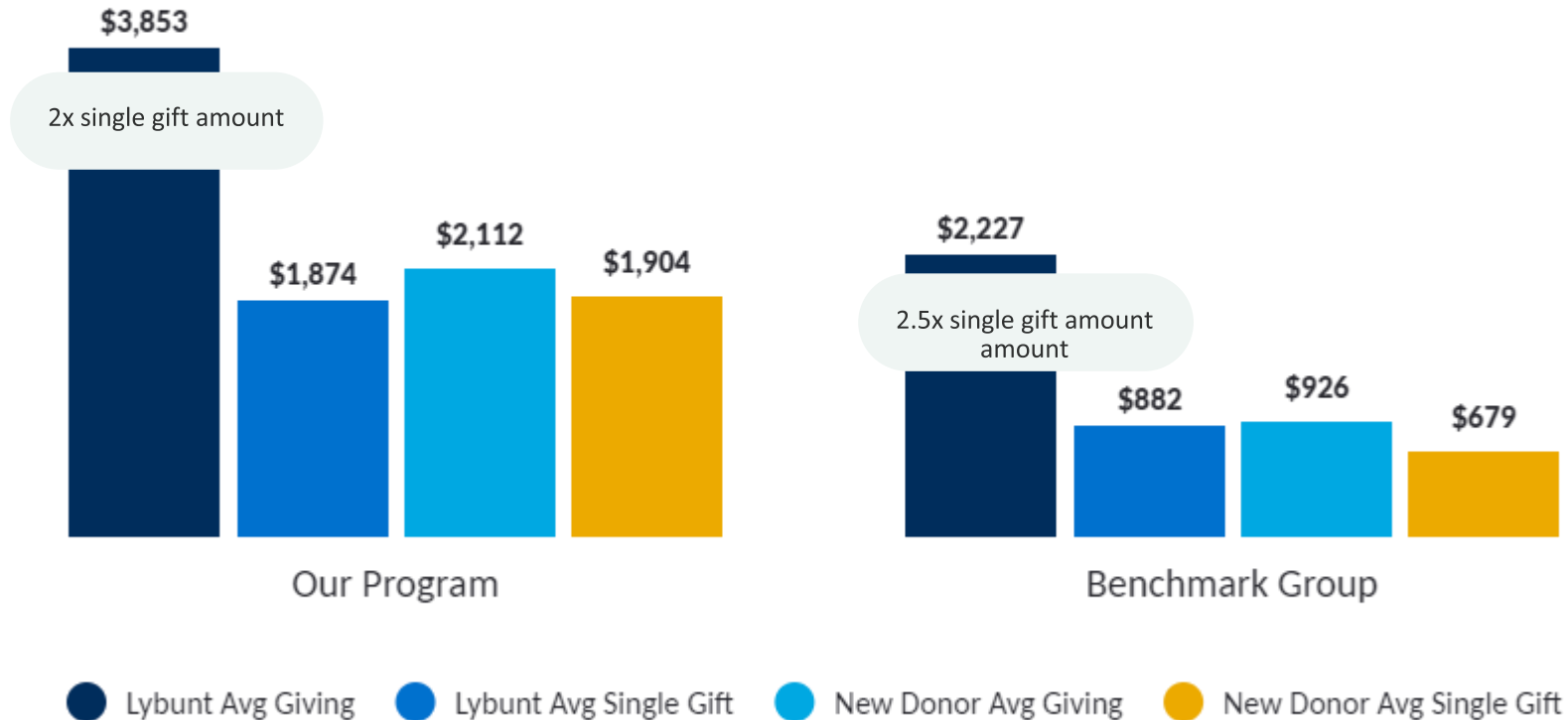


# Average Gift: How do we compare?



# Average Giving by Donor Type

Alumni giving last fiscal year (all gifts combined) and average single gift amount.

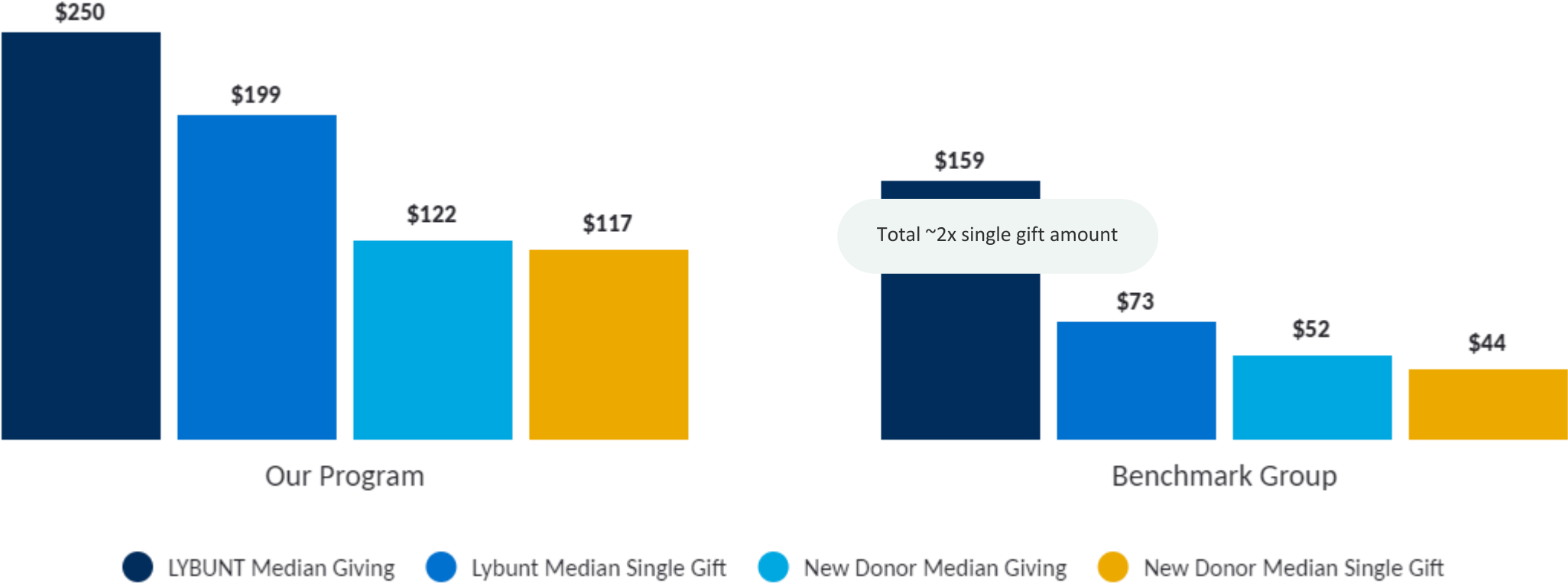


Donors make multiple gifts during the year.

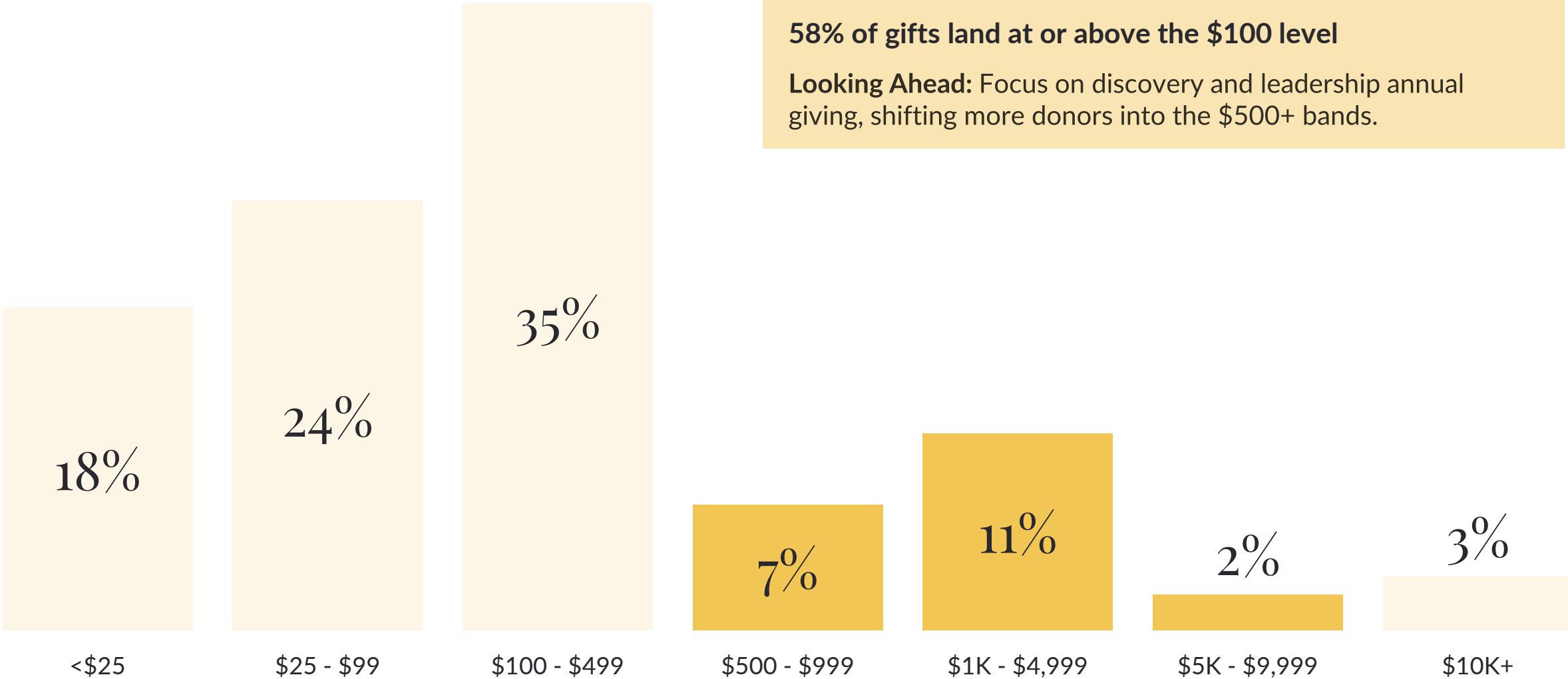
Let's be sure to provide plenty of *good* opportunities for them to do so.

# Median Giving by Donor Type

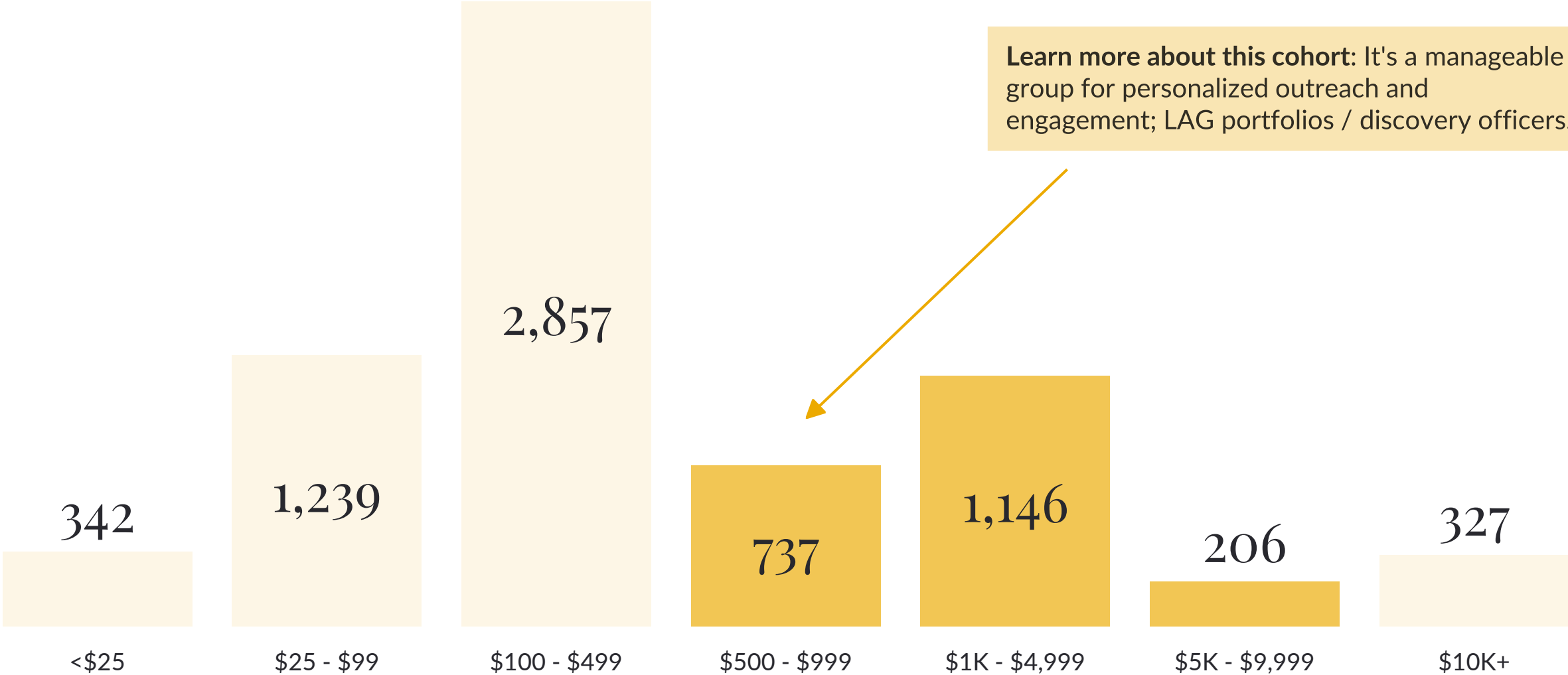
Alumni giving last fiscal year (all gifts combined) and median single gift amount.



# Distribution of gifts across gift range



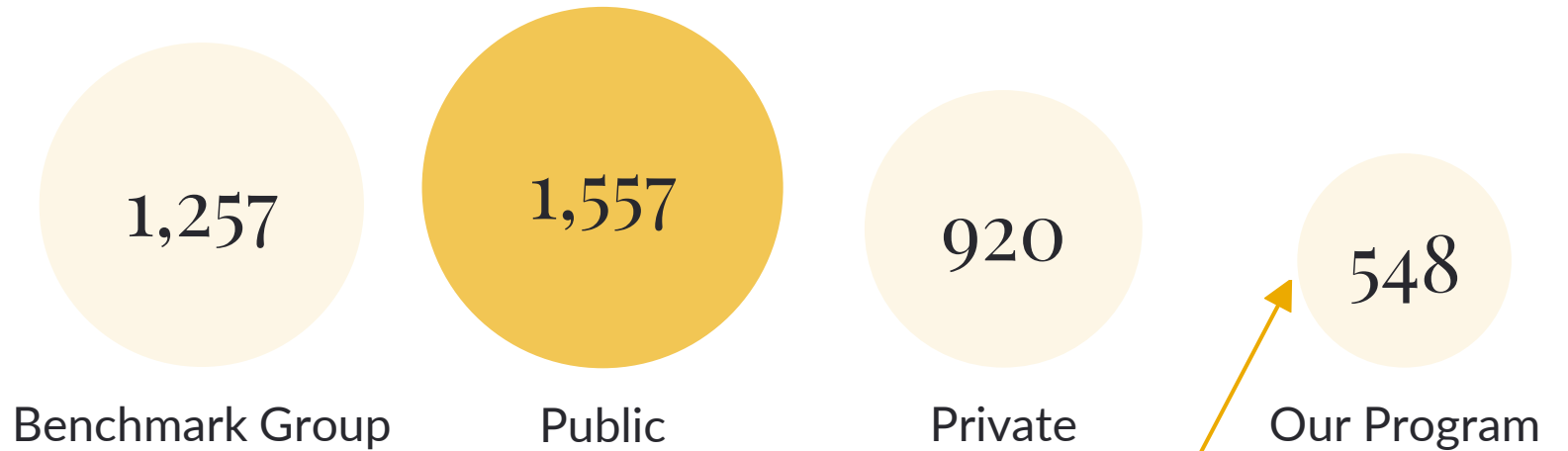
# Distribution of gifts across gift range





# Acquisition

Average count of new alumni donors last fiscal year. 1% conversion rate among alumni non-donor segment.



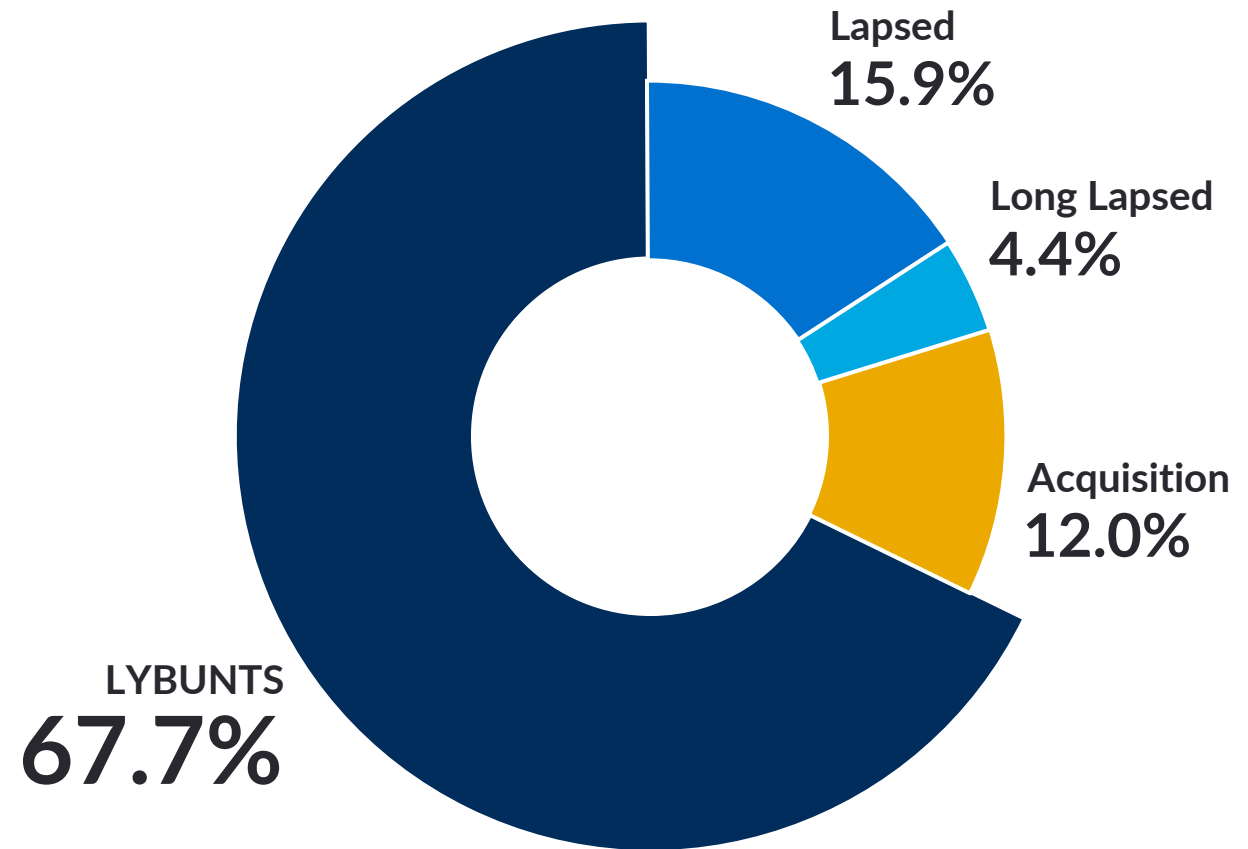
Who are they? We can grab this list for further analysis and follow-up.





# Giving by Donor Type

Percentage of dollars contributed last fiscal year.





# How well do you know your numbers?

Baseline stats and benchmarks are pretty key as we approach strategic planning, educate stakeholders, set goals, prioritize resources, track progress, and celebrate wins.

## #2 Retention is Dimensional

51.1%



overall donor retention last fiscal year

53.7%



avg annual donor retention rate last five years

# How about retention by donor type?

Loyal donors with at least 5 years of consistent giving

83.9%

3-year consistent donors

69.8%

Reacquired donors

57.0%

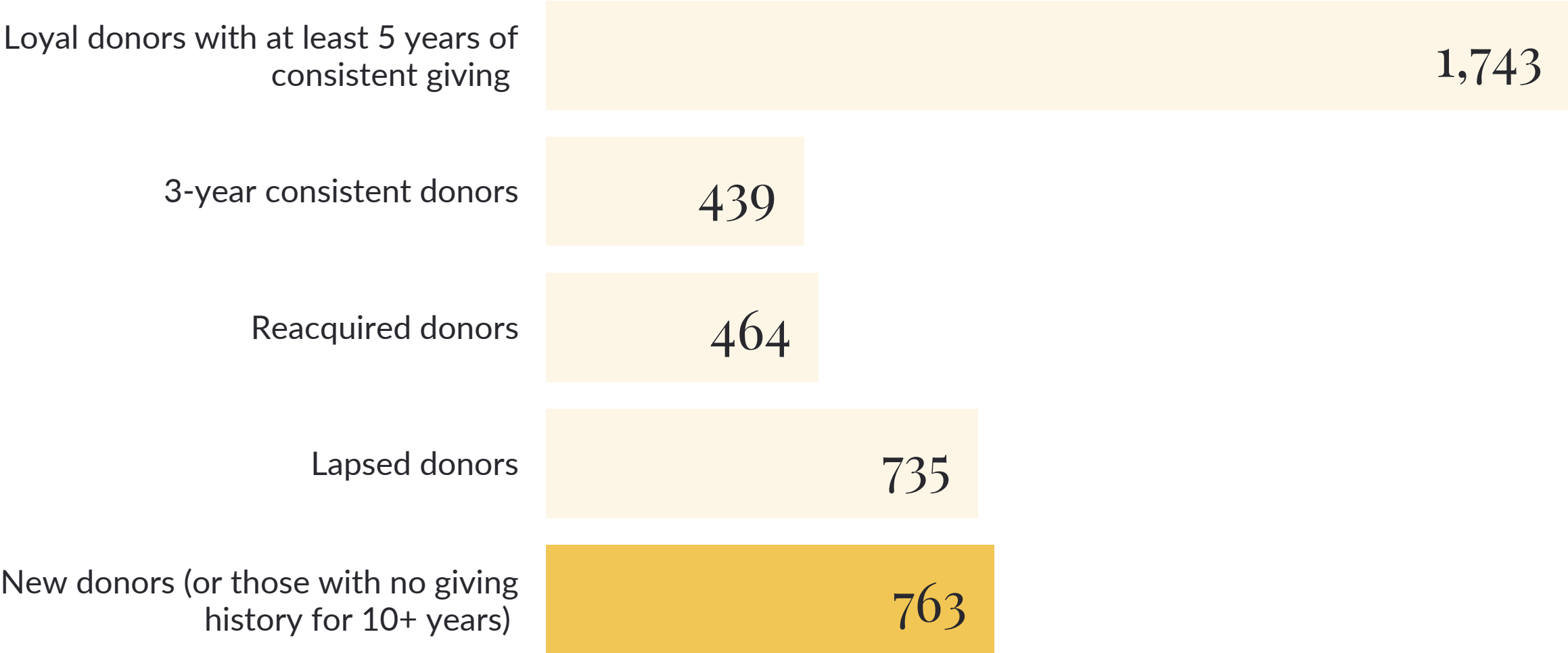
Lapsed donors

39.4%

New donors (or those with no giving history for 10+ years)

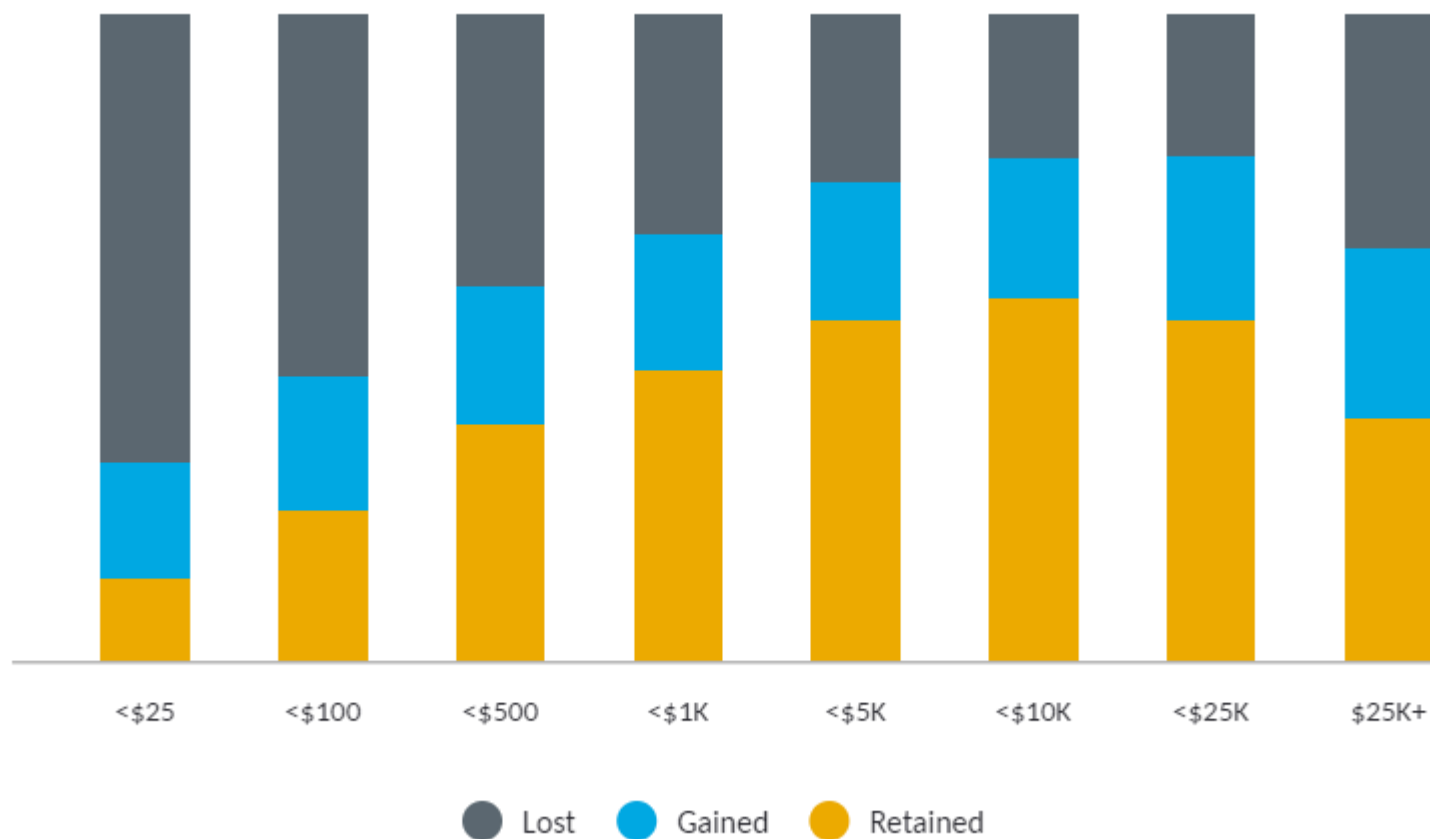
28.9%

# How about retention by donor type?





# How about retention by gift range?



# How about retention by gift range?

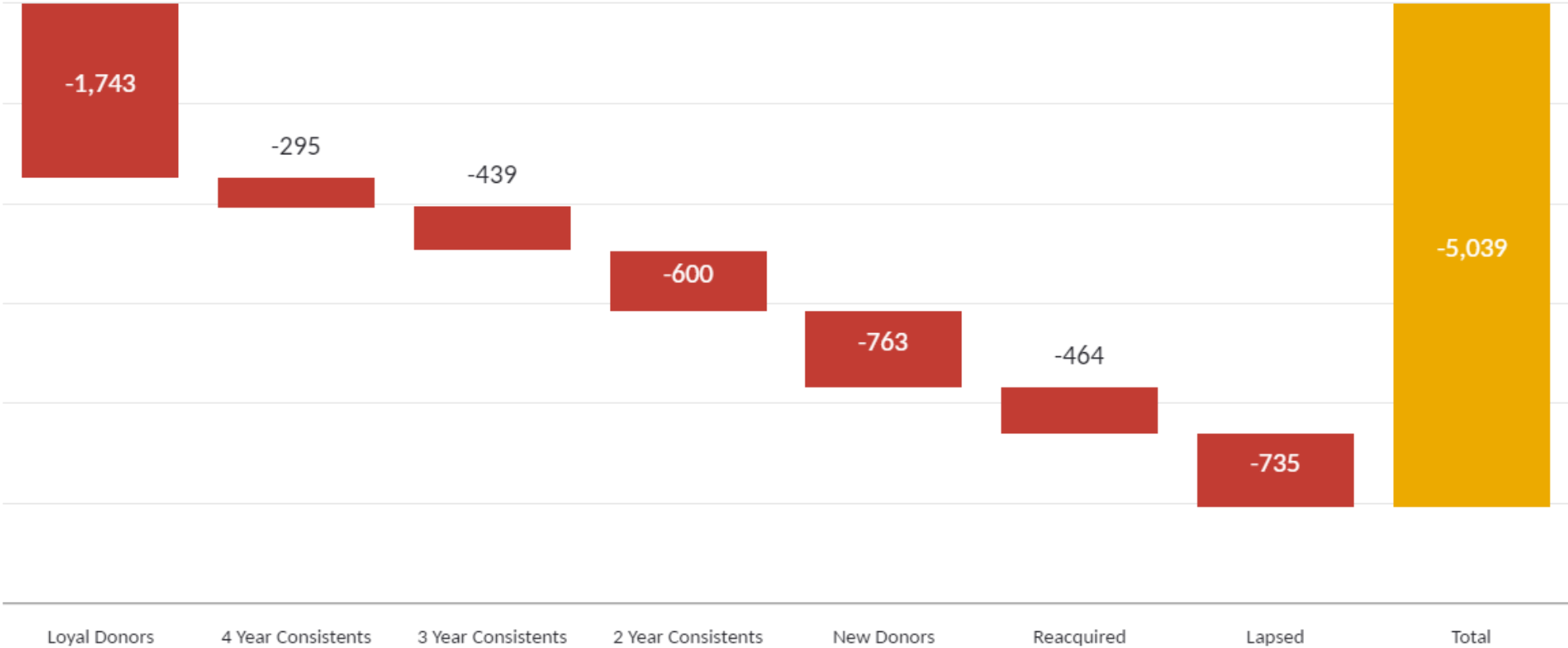
**ACTION:** Better understand who lands in each bucket and develop tailored outreach, targeted stewardship, pipeline development, and “win back” or reactivation campaigns for lost donors.

	Donor Retention Rate	Retained	Gained	Lost
< \$25	30.1%	160	319	401
\$25 - 99	46.3%	701	769	814
\$100 - 499	60.3%	1,248	659	762
\$500 - 999	68%	271	99	111
\$1,000 - 4,999	73.5%	389	106	127
\$5,000 - 9,999	76.5%	67	14	16
\$10,000 - 24,999	76.4%	46	11	11
\$25,000 +	74%	33	10	11

# On the Flip Side: The cost of attrition last year



# On the Flip Side: The cost of attrition last year





## #3 Quantify Long-term ROI

“ROI is different when we're looking at annual giving programs and alumni or donor participation. It's a longer-term play.”



Annual giving is (or should be)  
pipeline development.

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# Big gifts don't grow on trees.

While we want to accelerate the path to major giving, it takes time and investment.



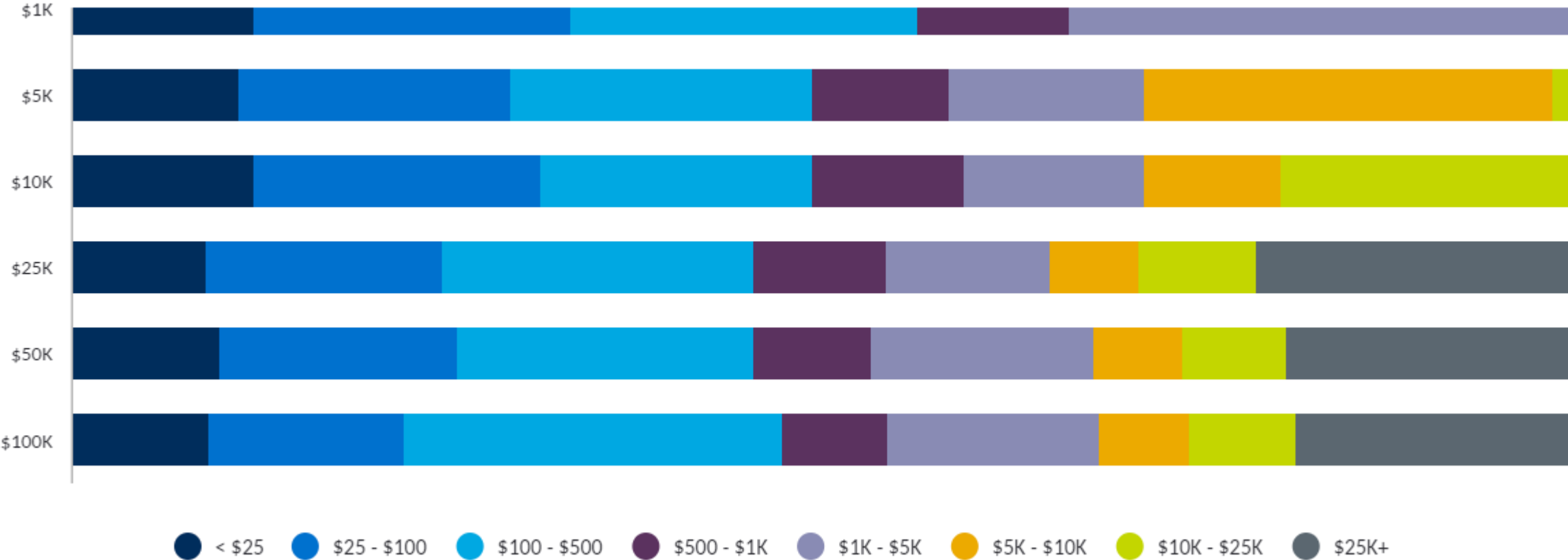
Michael Bloomberg speaking at Johns Hopkins University.



# Broad, *strategic* marketing and engagement pays off



# First gift amount by milestone gift level



Most donors start their philanthropic relationship with an initial gift of a smaller amount.

# #4 Ramp to Major Giving

28,441

donors making a single gift of \$1,000+



# Average activity before milestone gift amount

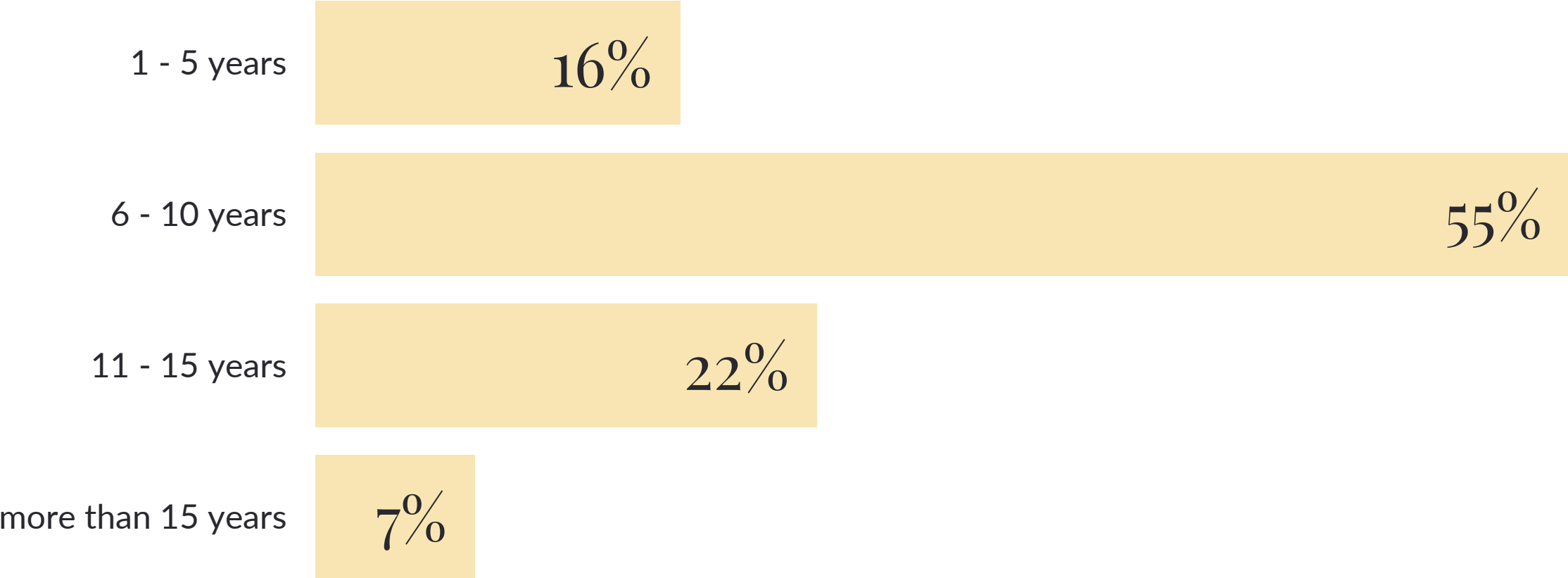
Leadership Level	Average Years Elapsed	Average Giving Years	Average Number of Gifts
\$1,000	6.5	5.3	7.6
\$5,000	8.1	6.6	13
\$10,000	8.9	6.6	13
\$25,000	9.8	8.3	13
\$50,000	10.5	8.9	13
\$100,000	11	9.3	13





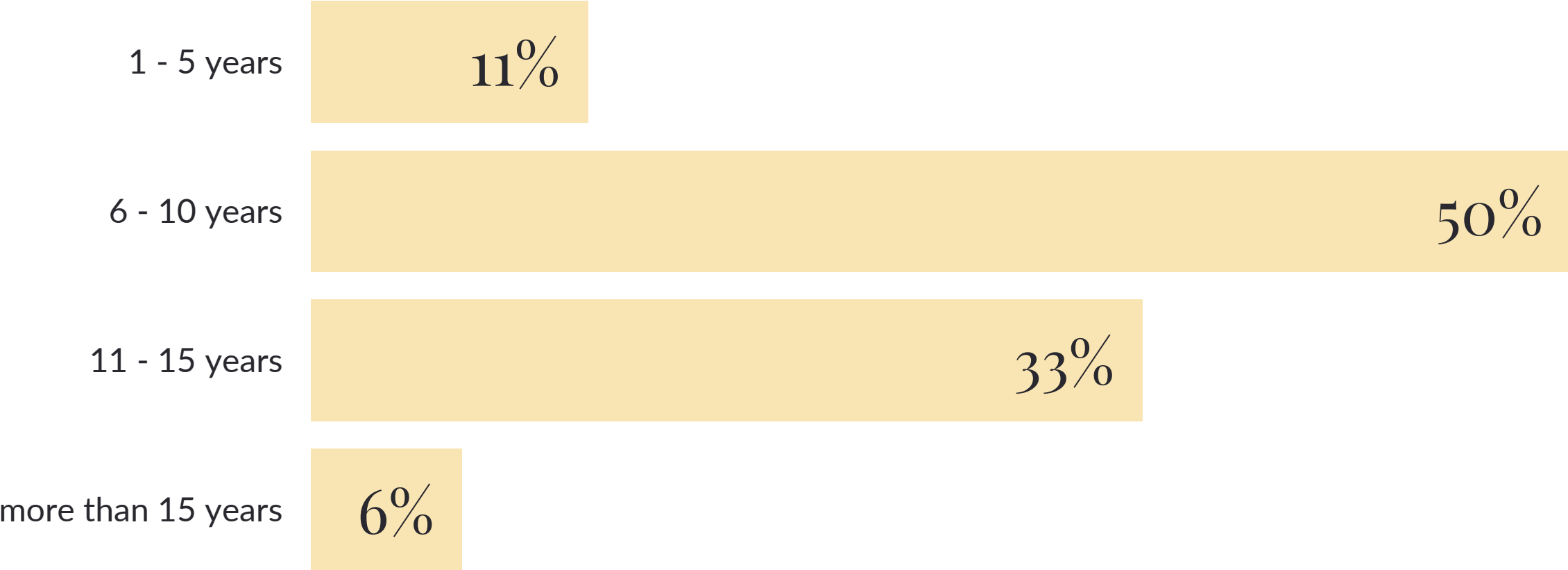
# Extended major gift ramp can make it challenging to achieve annual goals and sustained growth

Time to achieve single gift of \$10,000.



# Extended major gift ramp can make it challenging to achieve annual goals and sustained growth

Time to achieve single gift of \$25,000.







## #5 Consistency Matters

56,999

average count of "ever" donors

22%

of solicitable base

# Giving by Max Consistency

Pay attention to consistency. We can't take loyal donors for granted.

Years of Consistency	Donors (Ever)	Dollars (Ever)	Donors (Last 5 Yrs)	Dollars (Last 5 Yrs)	Donors (Last Yr)	Dollars (Last Yr)
1	37,993	\$24,146,582	10,581	\$6,023,190	2,475	\$1,504,665
2	9,190	\$20,609,451	3,224	\$5,181,730	1,681	\$996,679
3	4,741	\$17,823,016	1,863	\$5,097,359	834	\$707,468
5	1,833	\$12,416,725	843	\$3,430,906	433	\$718,722

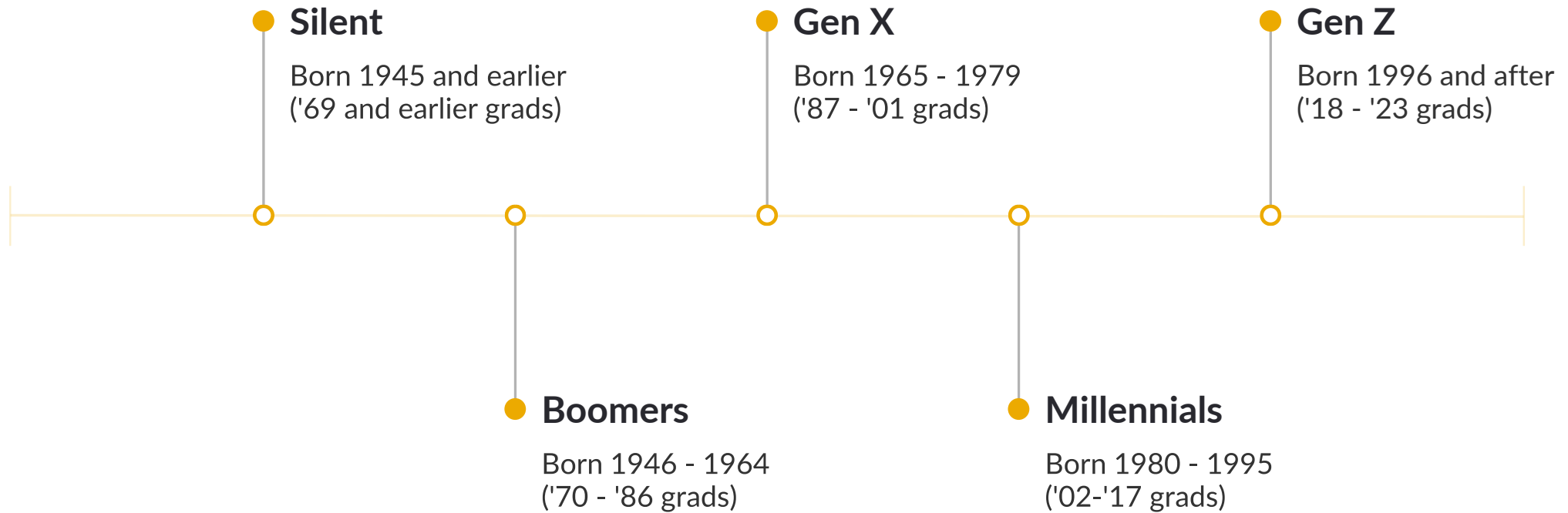


# Giving by Max Consistency

Frequency and loyal giving can be a predictor for planned giving (an area of opportunity).

Years of Consistency	Donors (Ever)	Dollars (Ever)	Donors (Last 5 Yrs)	Dollars (Last 5 Yrs)	Donors (Last Yr)	Dollars (Last Yr)
10 - 19	2,444	\$62,772,209	1,561	\$17,909,655	1,087	\$3,187,038
20+	798	50,641,207	612	11,522,799	459	2,251,590

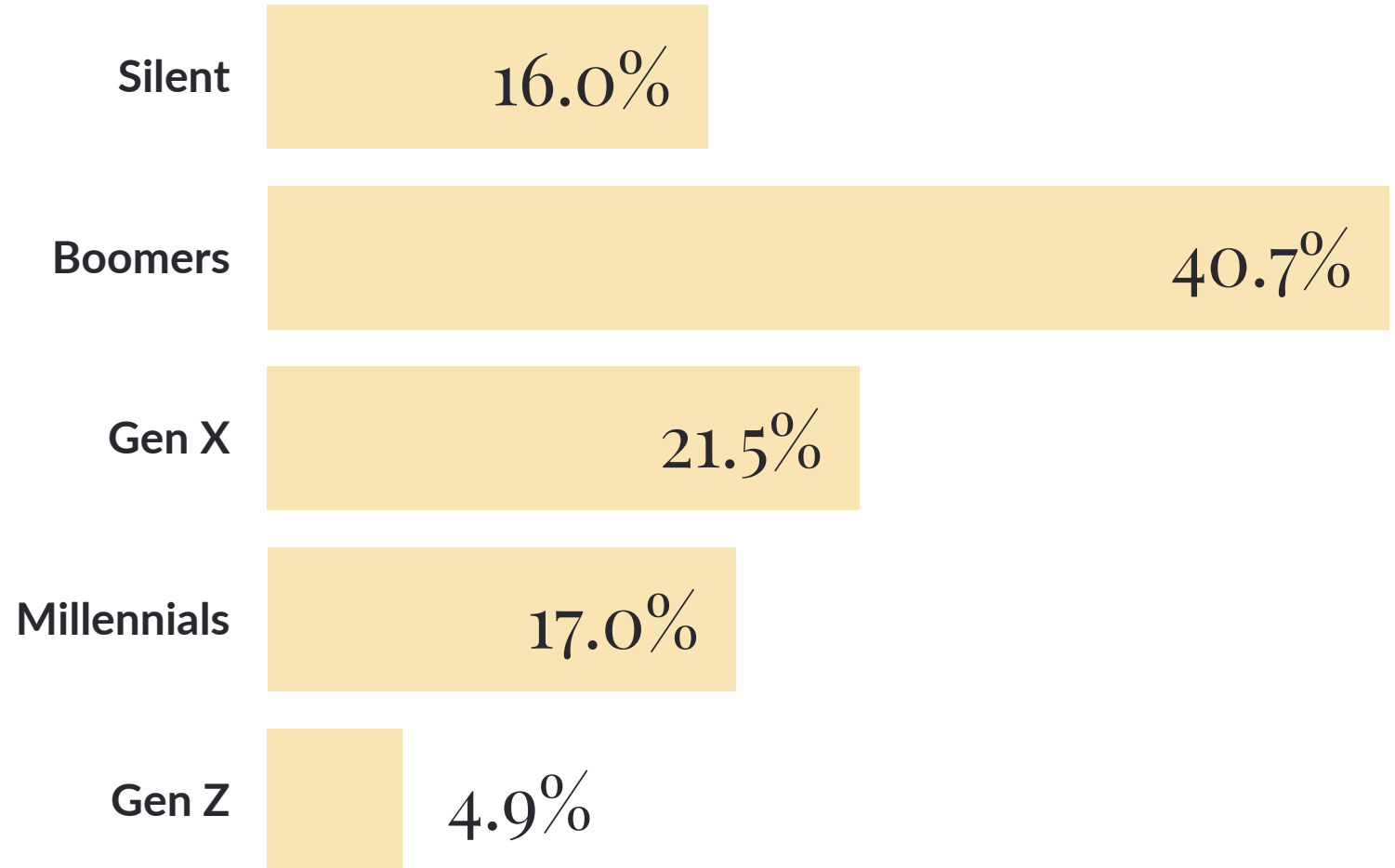
# #6 Generational Shifts





# Generational Shifts

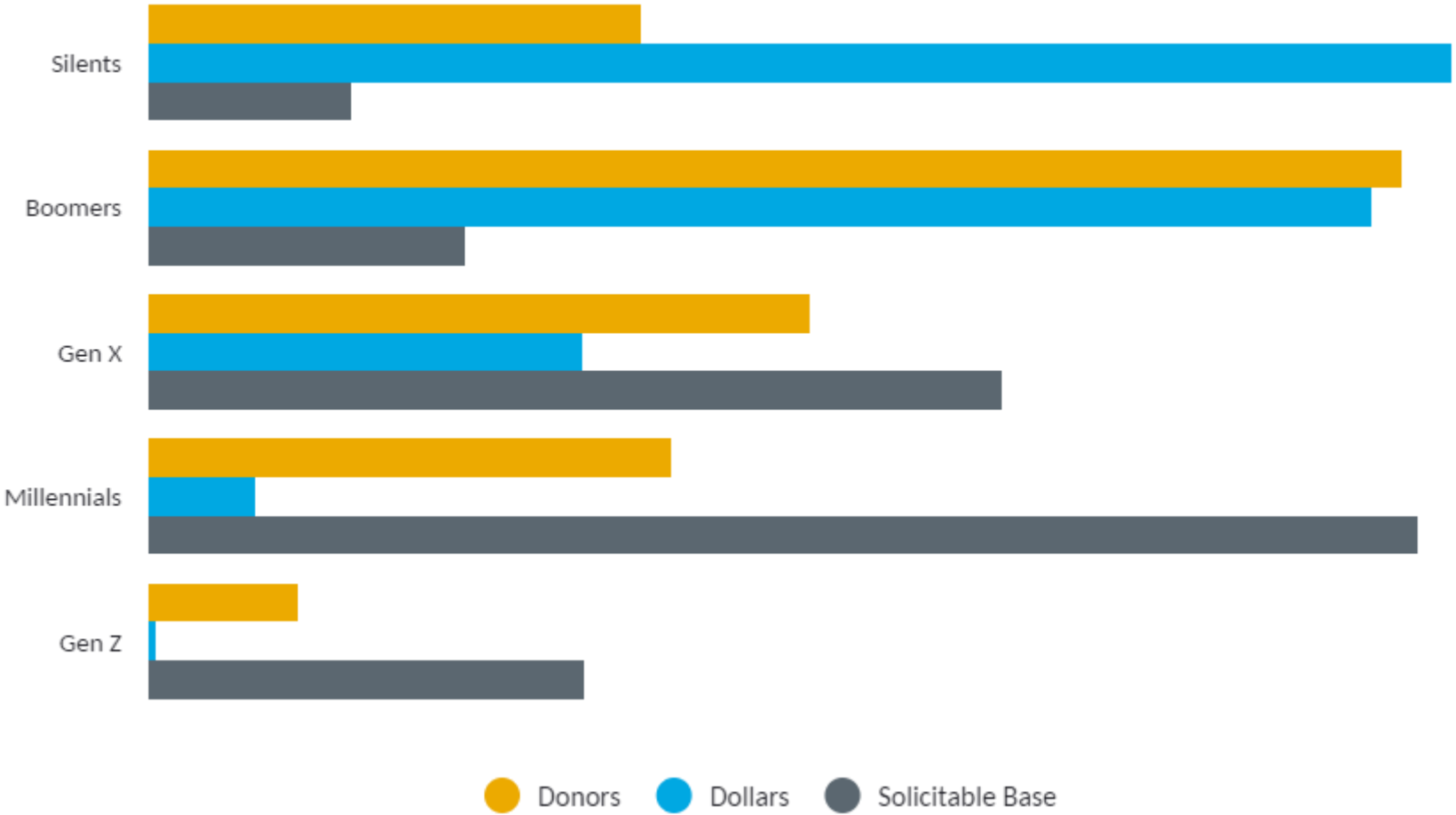
Percentage of donors





# Generational Shifts

Percentage of donors, dollars, and solicitable base



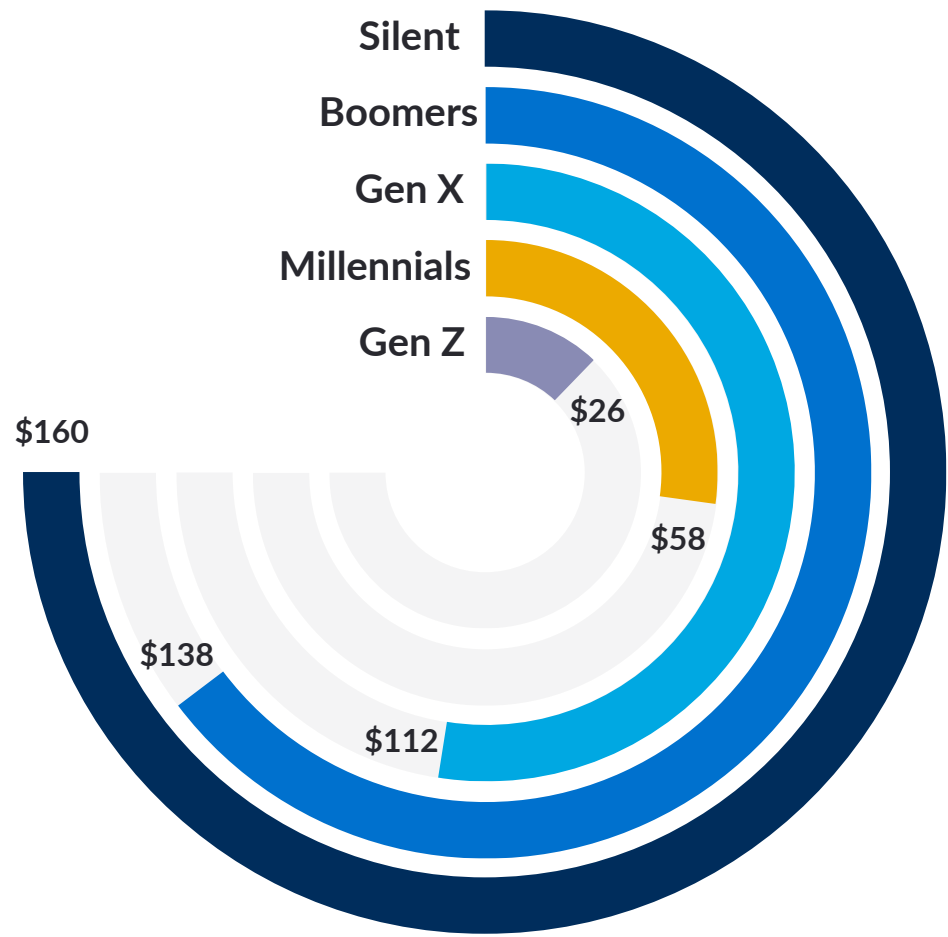
82% of dollars came from Silents and Boomers, who represent < 17% of the solicitable base.

Boomers represent 41% of donors and 10% of base.

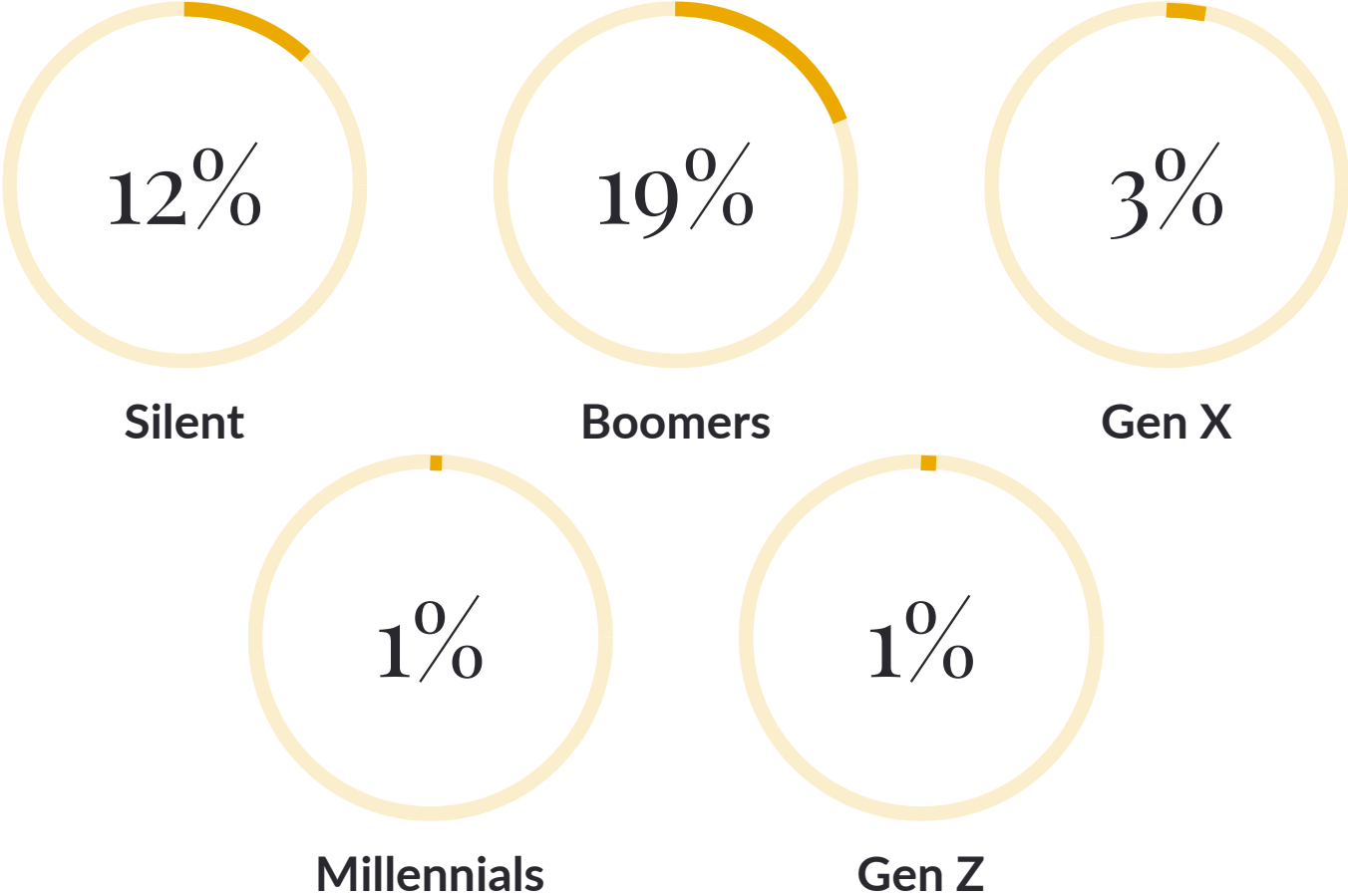
Millennials make up 41% of base. This generation represented 17% of last year's donor base, giving 3.5% of dollars.



# Median Gift Amounts by Generation



# Giving Rates by Generation





# Young(er) generations are philanthropic ... many just aren't giving back to their alma maters



58%  
report volunteering

76%  
report donating

**ADDED Slides:** Given the good dialogue and conversation during the workshop regarding generational giving, I wanted to add slides 41 - 43. This content draws on our National Young Alumni Survey and Schuler Education Foundation Young Alumni Initiative (three-year project).

# How often do young alumni volunteer and donate?

59%



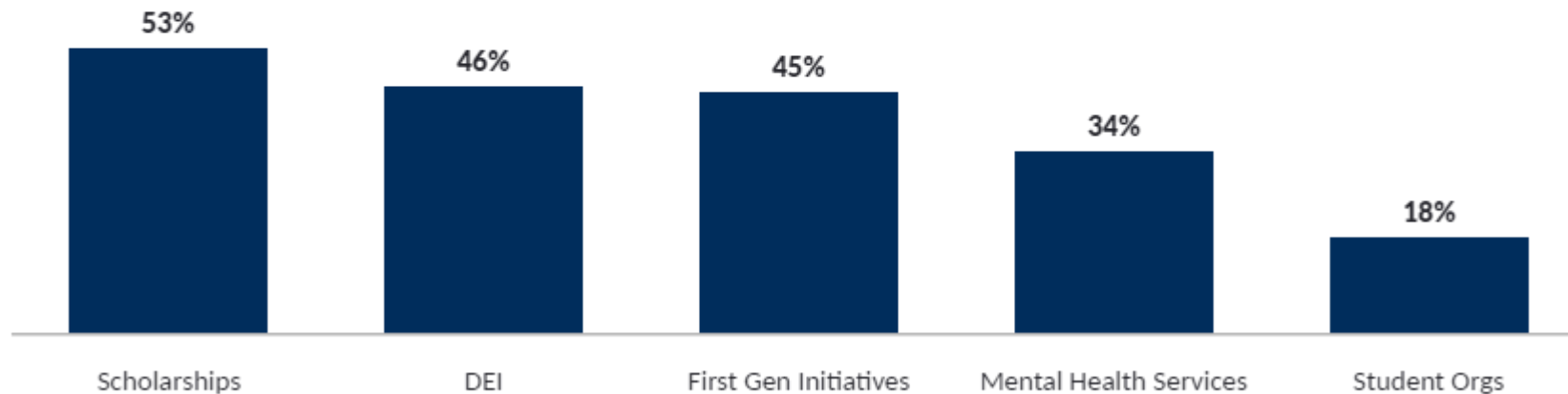
**VOLUNTEER ONCE A MONTH OR MORE**

39%



**DONATE ONCE A MONTH OR MORE**

# Top 5 areas young alumni are most likely to support in the future



What's *not* motivating?

Non donors rank the "annual fund" dead last; it doesn't motivate or inspire giving.

# A roadmap for action

**Revisit Ask Array / Ask Amounts.** Provide multiple giving opportunities; upgrade consistent and loyal donors “stuck” at \$100 level.

**Acquisition.** Relatively small count of donors; create purpose-driven campaigns that resonate. Make giving easy, highlight students, peer-to-peer.

**Grow \$1K+ donors.** Focus on new donors at \$500 - \$999 band and audit those who dropped out of \$500+ bands.

**Persona Modeling.** Group populations by behavioral and giving characteristics; more diverse data set (100+ variables) improves model process.

**Market Research.** Gather direct feedback via survey for deeper understanding and qualitative data.

**Planned Giving.** Review 10 year+ consistents; are they assigned or on your radar?

**Retention.** Pay attention to and celebrate first time donors; engagement and renewal of most loyal donors should be a priority.

**Goal Setting.** Use baseline data in RNL360 to create KPIs for median / avg gift amounts, retention rates, specific donor counts at various gift levels, etc.



# contact our team

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