

Historical Baseline		2014	2015	2016	2017
Overall	Solicitable	204,072	214,314	225,203	229,521
	Total Donors	17,148	24,943	29,466	18,712
	Participation Rate	8.4%	11.6%	13.1%	8.2%
	Average Gift Size	\$3,542	\$2,783	\$2,987	\$3,324
New Donors (Acquisitions)	Pool	122,417	129,674	131,173	125,035
	Donors	3,758	10,478	11,537	4,152
	Rate	3.1%	8.1%	8.8%	3.3%
	Avg Gift Size	\$1,018	\$895	\$635	\$822
Retained Donors (LYBUNTS)	Pool	15,470	15,863	23,266	27,569
	Donors	10,221	10,644	14,672	11,207
	Rate	66.1%	67.1%	63.1%	40.7%
	Avg Gift Size	\$4,303	\$4,860	\$5,109	\$4,441
Reactivated Donors (SYBUNTS)	Pool	66,185	68,777	70,764	76,917
	Donors	3,169	3,821	3,257	3,353
	Rate	4.8%	5.6%	4.6%	4.4%
	Avg Gift Size	\$4,083	\$2,176	\$1,754	\$2,690

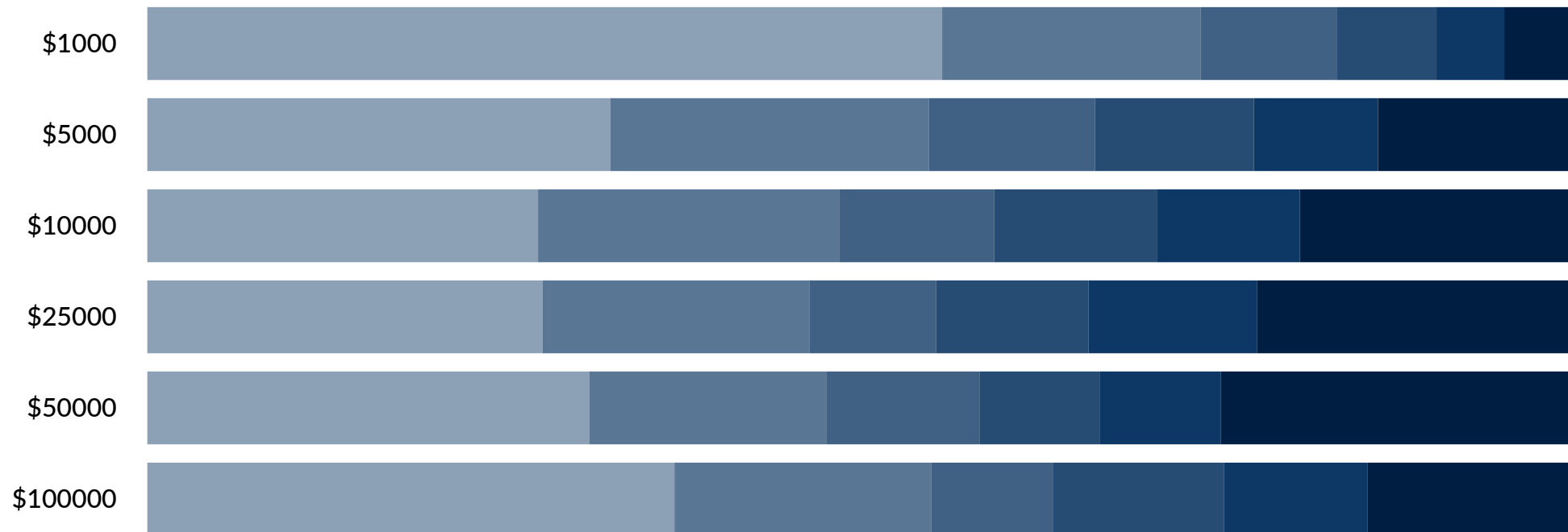
		2018
		232,961
		16,886
		7.2%
		\$4,378
		125,286
		2,987
		2.4%
		\$1,684
		17,181
		10,232
		59.6%
		\$5,663
		90,494
		3,667
		4.1%
		\$2,987

Renewed Donor Consistency	Number of Donors	Average Gift	Retention Rate	Annual Cost of Not Retaining Donors
New	7,481	\$800	27%	\$8,147,958
Reacquired	3,400	\$2,646	41%	\$2,982,592
2 years	3,599	\$1,487	45%	\$5,178,773
3 years	1,578	\$2,608	70%	\$1,559,606
4 years	1,033	\$3,247	76%	\$1,940,019
5+ years	5,478	\$7,721	88%	\$5,204,271
Overall	22,567	\$3,106	52%	\$25,013,219

Average Number of Donors	Average Gift	Retention Rate	Annual Cost of Not Retaining Donors
4,152	\$822	18%	\$5,936,479
3,353	\$2,690	38%	\$3,644,106
2,612	\$1,742	52%	\$2,598,367
1,745	\$2,056	65%	\$2,082,482
1,074	\$3,364	72%	\$1,961,804
5,776	\$6,583	86%	\$5,260,004
18,712	\$3,324	55%	\$21,483,241

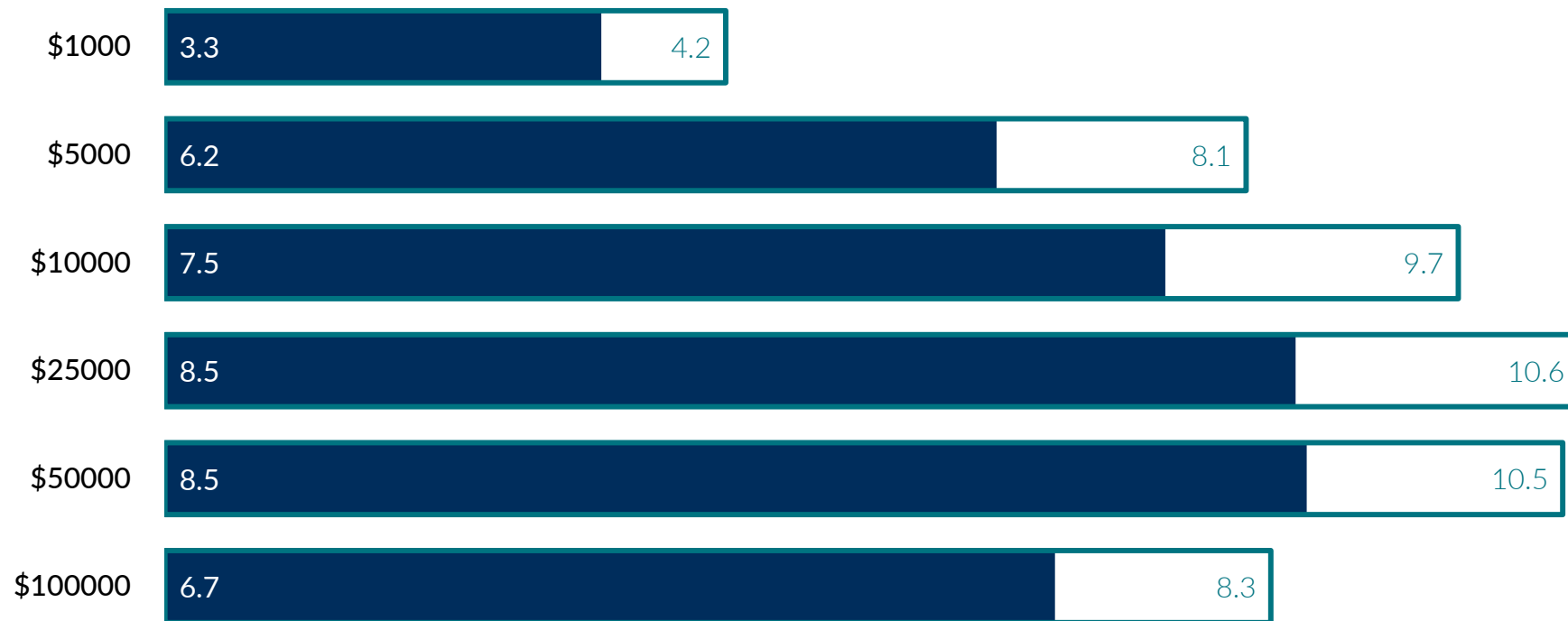
Time To Reach Major Donor Levels

- First Gift
- 1-5 years
- 6-10 years
- 11-15 years
- 16-20 years
- >20 years



Average Number of Years by Major Donor Level

- With A Gift before Major Donor
- Elapsed Between First Gift and Major Gift



Average First Gift Per Major Donor Level

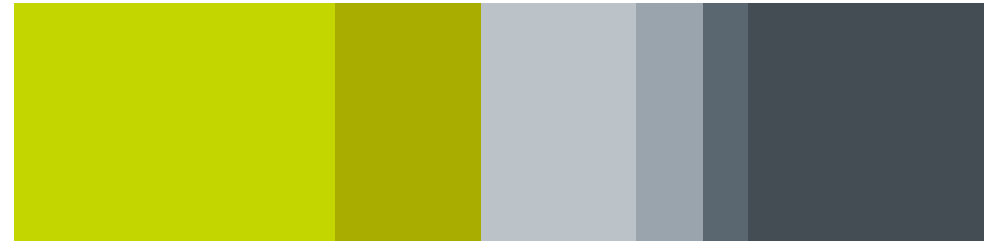


Donor Breakdown by Giving Consistency

Last Year



Past 4 Years



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Cost of Not Retaining Donors Last Year



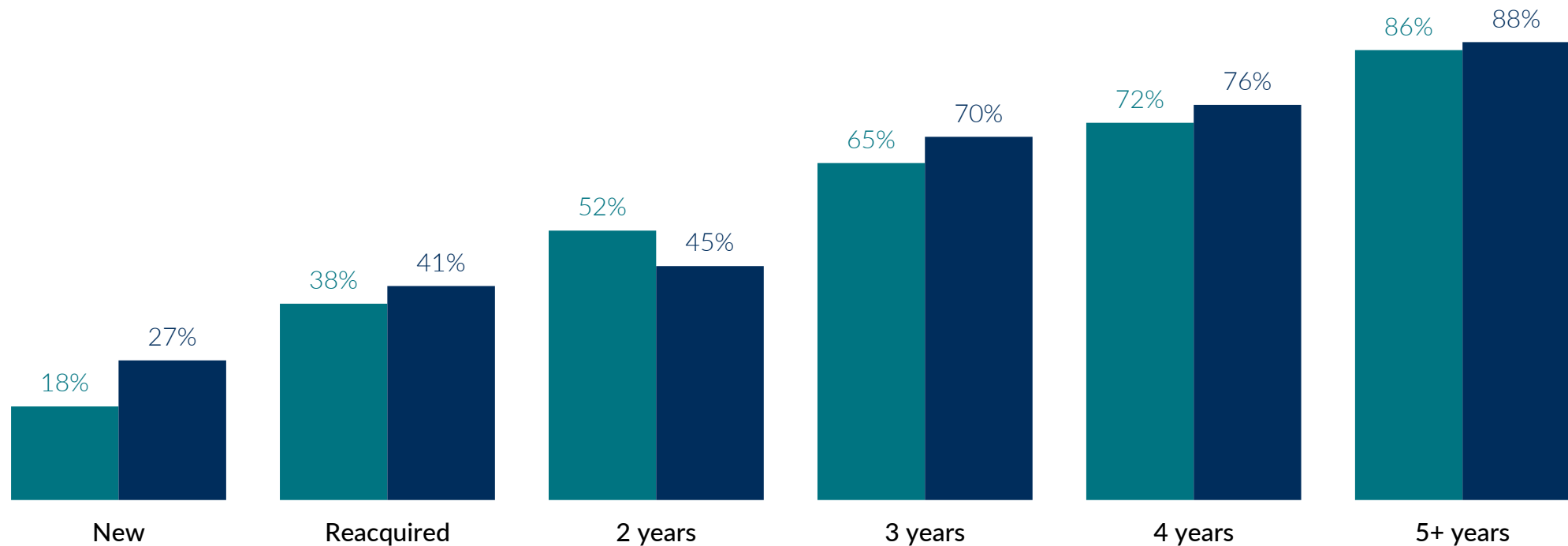
Average Gift by Donor Consistency

■ Last Year
■ Last 4 Years



Retention Rate by Donor Consistency

■ Last Year
■ Last 4 Years



Alumni Lifetime Value by Maximum Donor Consistency

