

RNL Digital Giving Index

How to use this index

RNL Digital Giving is flexible and allows you to record giving from many sources, not just the online gifts received. We've separated out these types of giving to give you a better picture of the data.

- **ONLINE GIVING:** Total amount given via direct donation link on the campaign portal
- **ONLINE GIFTS:** Number of gift transactions online through the portal
- **ONLINE GIVING:** Total amount given outside of the online portal and recorded by the fundraising team

Example: a challenge or match gift from a major giver, or a stock gift received by the institution and applied to the campaign

- **ONLINE GIFTS:** Total number of offline transactions



KEY INSIGHTS

Alumni and faculty campaigns have a higher percentage of offline giving because there is often much more gift officer or leadership work done with these campaigns. Plan to book some seed gifts or early adopters offline as you craft strategy for these campaigns.

Notes on the giving day campaigns

- ✓ **Campaign Total:** Total amount recorded in the platform (online and offline) for the event
- ✓ **Total Gifts:** Total number of unique gift transactions recorded in the platform (there may be some repeat givers in this total)
- ✓ **Average Gift:** Average (mean) gift for online, offline and total giving
- ✓ **Month of Campaign:** Month that the giving day or days were held
- ✓ **GivingTuesday:** We've applied a flag to all campaigns that were held on GivingTuesday over the years, or GivingTuesdayNow in May 2020

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Notes on the crowdfunding campaigns

Crowdfunding Project Categories

We reviewed thousands of crowdfunding campaigns via RNL Digital Giving and categorized campaigns into 10 major areas of support to provide averages by type.

- **ALUMNI:** Chapter or reunion campaigns/challenges
- **ARTS:** All non-travel arts
- **ATHLETICS:** All non-travel athletics for NCAA/NAIA sports
- **CLASS GIFT (STUDENT):** Class gift campaigns involving gifts from current students
- **INSTITUTIONAL:** Campaigns sponsored by the institution for specific projects, needs, or general annual giving
- **RESEARCH:** Faculty or laboratory research
- **SCHOLARSHIP:** Endowment, fellowship, or student emergency funds
- **SPECIAL GIVING DAY PROJECTS:** Supporting Giving Tuesday or institutional giving days through crowdfunding
- **STUDENT:** Clubs, organizations, or other student campaigns
- **TRAVEL:** Projects that support student, team, or faculty travel abroad or for domestic competitions, service projects, trips, or conferences

Average Campaign Goals

This is the average (mean) of the goals and the percent the campaign reached based on the group you have selected. Since some campaigns have a donor (gift) goal and some have a dollar goal, we've presented those separately.



KEY INSIGHTS

We've found that, consistently, institutional and scholarship campaigns that have donor goals raise more money than those with dollar goals. Why is that? We think donors are excited about being part of a group endeavor, and it translates into more generosity. Also, donor goal campaigns have often used challenges and matches from major givers, which really amplify totals and build the "bandwagon" effect.