



thankQ kpi reports

Fundraising Benchmarks & Donor Performance Index

Part of the Fundraising module, these reports can help you and your team to:

- gain vital insights about your charity's supporters
- cultivate stronger relationships with donors
- reduce attrition rates
- invest strategically in fundraising activities that bring the best results
- set information based Key Performance Indicators for your fundraising plan

Fundraising Benchmarks

An effective fundraiser succeeds at two crucial functions: raising the funds the charity needs to continue its work and growing the size and loyalty of the donor base for providing long-term, sustainable support. These functions are achieved by:

- increasing the number of donors
- increasing the size of gifts, and
- increasing the number of gifts

The Fundraising Benchmarks reports offer a basic summary of your charity's progress in achieving these crucial functions, giving you both a multi-year trend and current progress to goal/target. This battery of reports answers the following questions:

1. Is our donor base growing?
2. Are we keeping our donors? Are new donors staying active? Are recently regained donors staying active?
3. Which donors are dropping off?
4. Are donors giving more?
5. Are donors giving more frequently?
6. Are continuing donors increasing or decreasing their involvement?
7. Are we improving the quality/initial involvement of new donors?

Key Performance Indicators (KPIs)

Key Performance Indicator Reports provide the next level of detail in evaluating your charity's fundraising effectiveness. These reports show a four-year trend, plus a this-year-to-date/last-year-to-date comparison of progress in increasing donor loyalty and involvement in the key performance areas.

Donor Performance Index (DPI) - the overview

How do your donors this year compare to other years? Does most of your donor base come from gaining new donors or cultivating donors you already have? What areas are strong performers? Which need work? This report measures the involvement of new donors, renewing new donors (i.e. new last year), continuing donors and regained donors.

Donor Upgrades & Downgrades - continuing donor involvement

This report focuses on donors who gave last year and again this year - the core of your support base. It breaks these donors down by multi-year donors and last year's new donors who gave again this year, then breaks each of these segments into those who gave the same or more this year (increased involvement) and those who gave less (decreased interest).

Regained Donors - reactivating donors who have stopped giving

This report looks at the performance of donors who gave this year but not last year. It breaks these segments into groups of donors who lapsed a year ago and those lapsed more than a year ago.

Lapsed Donors - reducing donor attrition

This report takes a closer look at lapsing donors. It breaks these segments down by the status of the donor in the previous year: continuing multi-year, continuing first year, regained, new, and lapsed. This allows for a better analysis of where the lapsing donors come from. In this report a reduction in numbers over time is good progress.

The Fundraising Benchmarks and the KPI reports can help your charity help uncover the strengths and weaknesses of your fundraising activities.