

# Assessing the Health of Your Fundraising Program

## Basic Analytics to Perform

### Total Donors

How many donors do you have each fiscal year? Is the pool growing or shrinking?

### Donor Distribution

Is the distribution of your donors even and stable? Where are your gaps and where can you grow your pipeline?

### Revenue Raised

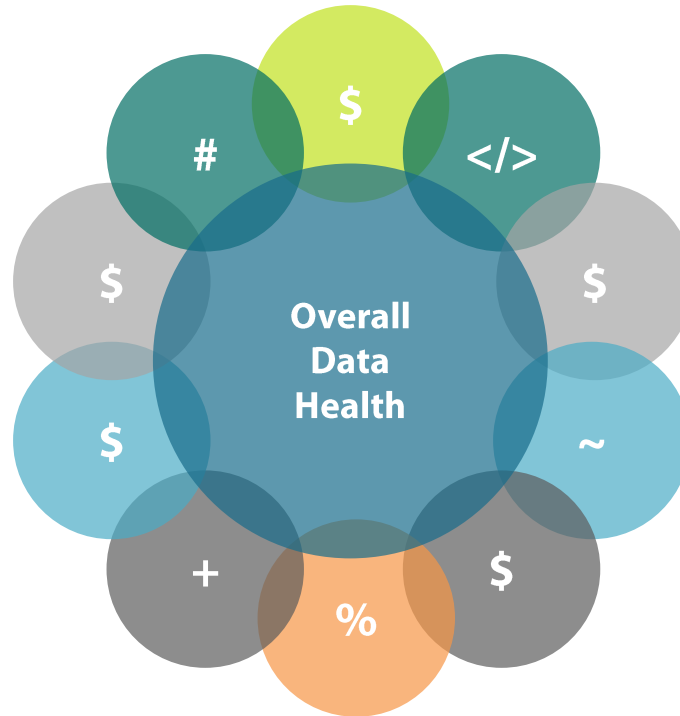
How is your total dollars raised changing over the last three fiscal years?

### Acquisition Rate

What percentage of donors are first-time donors each year? What are your top 3 channels, average gift, and retention rate?

### Revenue Mix

Does revenue come from multiple constituent groups? What is the total raised and average gift from each group?



### Recovering Donors

Are you inspiring your long-lapsed donors to re-engage and give again? What is the median gift from this group?

### Median/Average Gift

What is the median and average gift of your constituency? How has it changed over the years?

### Revenue by Channel

Are certain solicitation channels performing better than others? Which ones and what is the median gift?

### Retention Rate

What is your rate from one year to the next? How many donors have you kept for 3 or 5 consecutive years?

### Attrition

Review the number of lost donors and the loss from not retaining their gifts. Can you get back 25% of the donors and the revenue?

