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?

---

THE ALFORD GROUP  
www.alford.com  
Questions? Inquire at info@alford.com  

Chicago (312) 929-4646  New York (845) 439-1242  Seattle (206) 548-0451