

Fundraising Effectiveness Project

Please silence your phone line by pressing ***6** or **mute** on your phone

There will be an opportunity at the end of the session for you to un-mute your phone for the Q and A

Please do not place the call on hold

Fundraising Effectiveness Project

Ron Rivers, Solutions Engineer

February 4, 2010

Fundraising Effectiveness Project

What is it?

- The [Fundraising Effectiveness Project \(FEP\)](#) was launched in 2006 by AFP and The Urban Institute
- Designed to help nonprofit organizations measure, compare and maximize their annual growth in giving
- RE has a FEP plug-in that generates the information needed to participate in the Fundraising Effectiveness Survey (AFP and Blackbaud)

How can it help the NPO?

- Allows nonprofit organizations to make better-informed, growth-oriented budget decisions to boost donor revenue
- The basic FEP concepts:
 - Growth= Net of Gains – Losses
 - Growth in giving is increased by maximizing gains and by minimizing losses
- By participating in the survey, the NPO will receive the data when AFP publishes the report
- When the report is published, it will enable NPOs to benchmark: understand how you compared to other NPOs in 2008

The AFP's “Fundraising Effectiveness Project” Who is in the Study?

- 1430 responses to the annual FEP survey for 2008
- 12 participating software firms
- Small to midsize organizations
- Averaging less than \$1 Million in annual gifts
- \$4 Billion in gifts analyzed since 2005



Advancing Ethical and Effective
Fundraising Worldwide

Fundraising in Hard Times- What to Do?

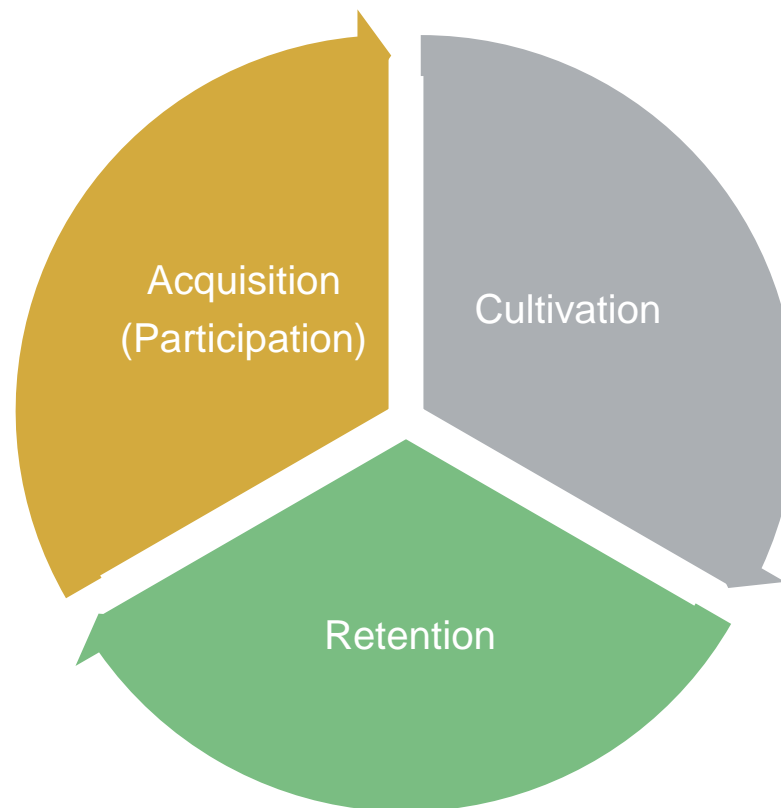
- Assess your situation
- Create a plan to move forward
- Intensify your cultivation & stewardship efforts
- Assess your communication plan & case for support



Why does it matter?

“You can’t manage what you can’t measure”

Create your own KPI Score Card



Objective

- Review fundraising data from FY 2007 to FY 2008
 - Help identify areas of strength
 - Help identify areas of improvement

- Goal:
 - Align focus with areas of strength and improvement



Fundraising Effectiveness Project

RE Plug-In

The screenshot displays the 'The Raiser's Edge' software interface. The title bar reads 'The Raiser's Edge' and the version is '(Build 6026) Blackbaud Demo'. The menu bar includes 'File', 'Edit', 'View', 'Go', 'Favorites', 'Tools', and 'Help'. Below the menu bar are navigation buttons for 'Back', 'Forward', and 'Open in separate window'. A vertical navigation pane on the left contains icons and labels for 'Home', 'Records', 'Query', 'Export', 'Reports', 'Mail', 'Batch', 'Admin', 'Config', 'Scanning', 'NetSolutions', 'Dashboard', 'Data Health Center', 'Web Services', and 'Plug-Ins'. The 'Plug-Ins' icon at the bottom of this pane is circled in red. The main content area is titled 'Plug-Ins' and lists various utilities. The 'Fundraising Effectiveness Project Plug-in' is circled in red. Below the main list, a text box provides information about plug-ins.

Plug-Ins

- Fundraising Effectiveness Project Plug-in
- Database Connection Viewer
- Sample Action Plug-in
- Copy User Settings
- Raiser's Edge 6 Post-Conversion Utility
- Import Recurring Gifts
- Nonconstituent Merge Utility
- Fund Graph
- What is a Plug-In?
- PaperSave® Print Coversheets from Query
- PaperSave® Export from Query
- Product Installer
- Read-Only Database Assistance Query Tool
- User Margin Utility

Plug-Ins

You can use plug-ins to help with various **Raiser's Edge** functions. For example, you can use the Post-Conversion Assistant to help clean up your database after conversion. You can also use the **RE API for Advanced Application Development** optional module to integrate **The Raiser's Edge** with plug-ins you create. **The Raiser's Edge** can host HTML, Active X, or spreadsheet documents in a wide variety of formats to work in conjunction with the program. You can use **RE API** to customize **The Raiser's Edge** to suit your needs.

Fundraising Effectiveness Project

Organization Info

Fundraising Effectiveness Project - Organization Information

Identification and contact information

Name of Organization: Blackbaud Demo

Contact Person:

Identification number:

Phone: (800) 468-8996

Country: United States

Email Address:

Zip: 29492

Organizational and professional staff affiliations (select all that apply)

AFP (Association of Fundraising Professionals) NCPG (National Committee on Planned Giving)

CASE (Council for Advancement and Support of Education) CRD (Council for Resource Development)

AHP (Association for Healthcare Philanthropy) Other (please specify)

ALDE (Association of Lutheran Development Executives)

Other information

Year development program initiated (YYYY): 1900

Full-time Professional staff (Period 2): 12.00

Subsector or type of organization: Health Care

Full-time Support staff (Period 2): 12.00

Fundraising Expenses: \$100,000.00

Consultant full-time equivalent (Period 2): 12.00

Full-time Volunteer fundraisers (Period 2): 12.00

Comments

OK Cancel

Fundraising Effectiveness Project

The Data

Fundraising Effectiveness Project

Period 1 Start: 01/01/2007 End: 12/31/2007
 Period 2 Start: 01/01/2008 End: 12/31/2008

All constituents Enter Your Organization Info

Category	Period 1 No. of Do...	Period 1 Amo...	Period 2 No. of Do...	Period 2 Amo...	Gains(Losses)	Gains(Losse...
New	0	\$0.00	12	\$15,489.00	\$15,489.00	
Recapture	0	\$0.00	5	\$460.00	\$460.00	
Upgrade	5	\$74,125.00	5	\$98,450.00	\$24,325.00	3:
Upgrade ...	1	\$3,220.00	1	\$4,695.00	\$1,475.00	4:
Same	65	\$3,724,940.00	65	\$3,724,940.00	\$0.00	(
Downgrade	18	\$3,120,580.00	18	\$1,055,501.00	(\$2,065,079....	(66
Lapsed new	11	\$519,475.00	0	\$0.00	(\$519,475.00)	(100

Number of gift transactions Period 1: 396 Number of gift transactions Period 2: 263 Preview All Data

Individuals Only

Category	Period 1 No. of Do...	Period 1 Amo...	Period 2 No. of Do...	Period 2 Amo...	Gains(Losses)	Gains(Losse...
New	0	\$0.00	9	\$14,760.00	\$14,760.00	
Recapture	0	\$0.00	4	\$385.00	\$385.00	
Upgrade	5	\$74,125.00	5	\$98,450.00	\$24,325.00	3:
Upgrade ...	1	\$3,220.00	1	\$4,695.00	\$1,475.00	4:
Same	53	\$3,631,480.00	53	\$3,631,480.00	\$0.00	(
Downgrade	17	\$3,120,480.00	17	\$1,055,421.00	(\$2,065,059....	(66
Lapsed new	10	\$508,475.00	0	\$0.00	(\$508,475.00)	(100

Number of gift transactions Period 1: 339 Number of gift transactions Period 2: 236 Preview Individual Data

Organizations Only

Category	Period 1 No. of Do...	Period 1 Amo...	Period 2 No. of Do...	Period 2 Amo...	Gains(Losses)	Gains(Losse...
New	0	\$0.00	3	\$729.00	\$729.00	
Recapture	0	\$0.00	1	\$75.00	\$75.00	
Same	12	\$93,460.00	12	\$93,460.00	\$0.00	0%
Downgrade	1	\$100.00	1	\$80.00	(\$20.00)	(20%)
Lapsed new	1	\$11,000.00	0	\$0.00	(\$11,000.00)	(100%)
Lapsed ot...	27	\$2,852,360.00	0	\$0.00	(\$2,852,360....	(100%)
Total (Calc.)	41	\$2,956,920.00	17	\$94,344.00	(\$2,862,576....	

Number of gift transactions Period 1: 57 Number of gift transactions Period 2: 27 Preview Organization Data

Send Close

Fundraising Effectiveness Project Surveys

- **Includes**
 - **Gifts – Restricted And Unrestricted**
 - **Pledge Payments**
 - **Cash and Fair Market Value for Stocks**
 - **In-Kind (tangible) donations**
- **Excludes**
 - **Pledges**
 - **Deferred gifts**
 - **Donations of personal services and use of facilities**
 - **Costs-benefiting-donors portion of special-event income**

- FEP web page on AFPnet.org
http://www.afpnet.org/research_and_statistics/fep
Download FEP Survey Reports

Category
New
Recapture
Upgrade
Upgrade new
Same
Same new
Downgrade
Downgrade new
Lapsed new
Lapsed other
Total (Calc.)

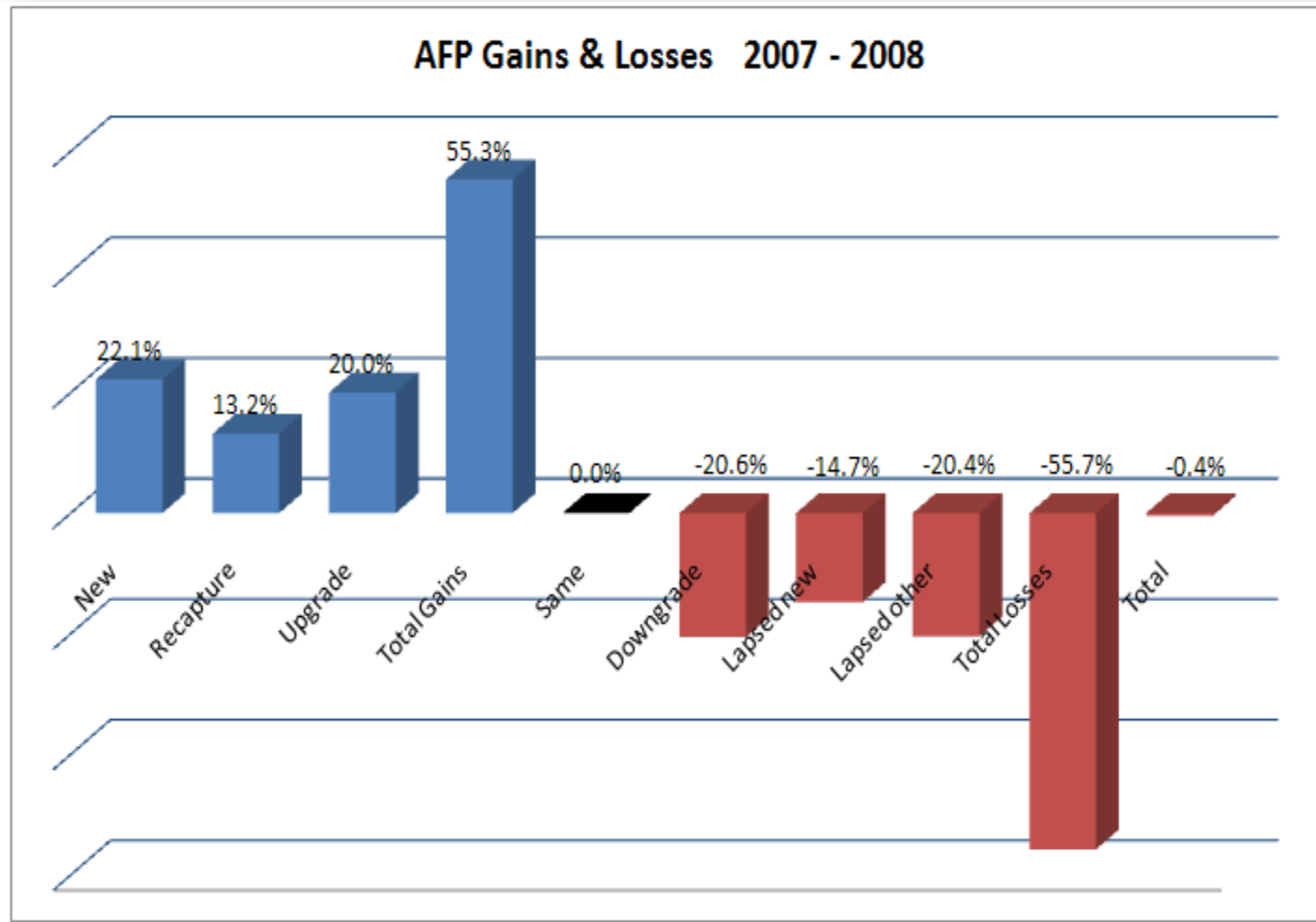


Contributors of Value

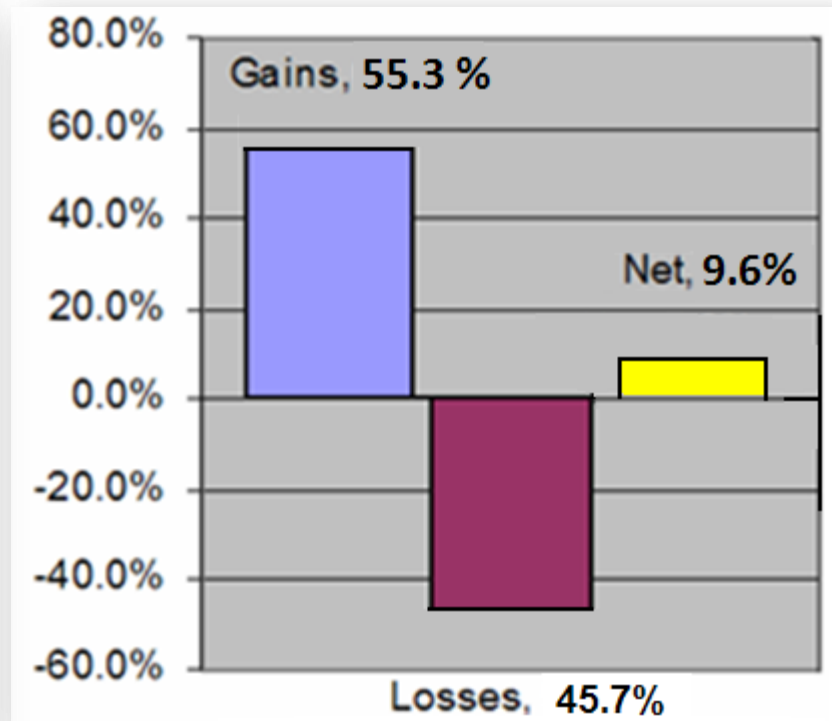
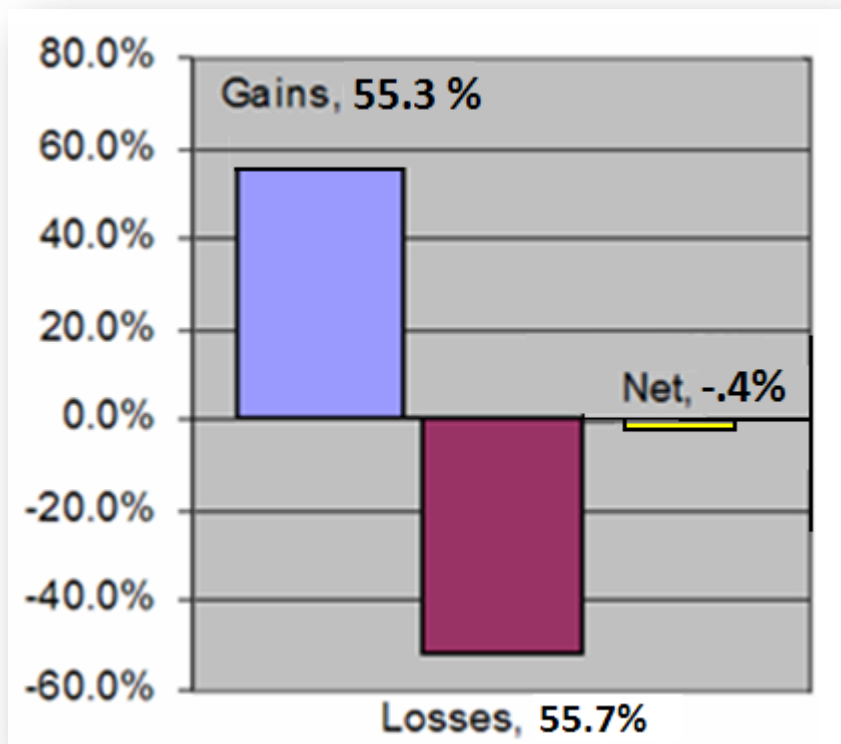


Detractors of Value

Gains and Losses 2007 - 2008



Decreasing the Losses to Increase Net Gains The Importance of Retention:

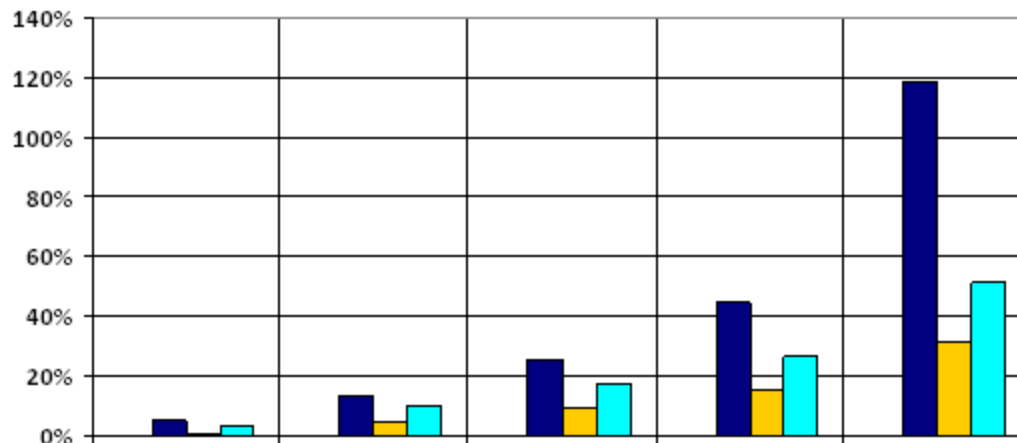


AFP'S "Fundraising Effectiveness Program" 2007 -2008

Aggregate Results – 1400 non profits in 2007-2008

Figure 5a. Gain Ratios for Amount of Gifts by Percentile Level for the Three Gain Categories, 2007-2008

Gain Ratios
➔



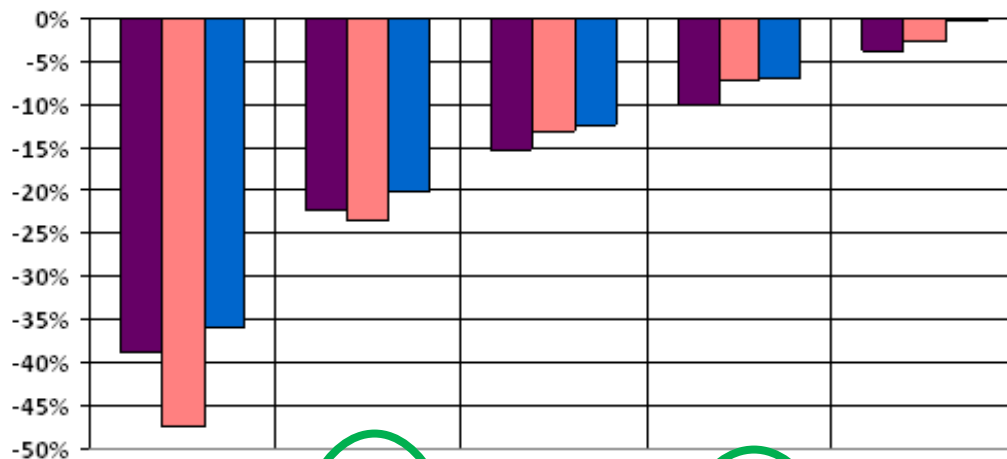
PERCENTILE LEVELS →	BOTTOM 20%	20-40%	40-60%	60-80%	TOP 20%
New	5.5%	13.3%	25.3%	44.6%	118.5%
Recapture	0.4%	4.6%	9.2%	15.2%	31.5%
Upgrade	3.6%	10.3%	17.3%	26.8%	51.3%

Huge variance in performance when comparing best in class to others

Aggregate Results – 1400 non profits in 2007-2008

Figure 5b. Loss Ratios for Amount of Gifts by Percentile Level for the Three Loss Categories, 2007-2008

Loss Ratios
➔



PERCENTILE LEVELS →	BOTTOM 20%	20-40%	40-60%	60-80%	TOP 20%
Downgrade	-38.9%	-22.4%	-15.3%	-10.1%	-3.9%
Lapsed New	-47.4%	-23.5%	-13.0%	-7.1%	-2.6%
Lapsed Repeat	-36.0%	-20.3%	-12.3%	-6.9%	-0.3%

Huge variance in performance when comparing best in class to others

FEP data – 2008 All Verticals

AFP Data 2007 - 2008		All Verticals			# of Orgs:	1430
Category	2007 No of Donors	2007 Amount	2008 No of Donors	2008 Amount	Gains(Losses)	Gains(Losses) %
New	0	\$0	499,098	\$243,345,204	\$243,345,204	22.1%
Recapture	0	\$0	166,508	\$144,586,890	\$144,586,890	13.2%
Upgrade	195,361	\$185,237,807	195,361	\$405,084,986	\$219,847,179	20.0%
Same	150,738	\$94,698,362	150,738	\$94,698,362	\$0	0.0%
Downgrade	176,290	\$432,152,534	176,290	\$206,368,045	(\$225,784,489)	-20.6%
Lapsed new	408,763	\$161,928,408			(\$161,928,408)	-14.7%
Lapsed other	275,376	\$224,636,851			(\$224,636,851)	-20.4%
Total (Calc.)	1206528	\$1,098,653,962	1,187,995	\$1,094,983,487	(\$4,570,475)	-0.4%

Average gift	
2007	\$910.59
2008	\$920.95

Stats	
Retained Donors	522,389
Retention %	43.3%
New & Recap/ Lapsed	1.00
Upgrds / Dwn grds	0.97
Donor Qty Variance \$	(\$16,875,990)
Gift rate variance \$	\$12,305,515
Total Variance \$	(\$4,570,475)

Based on The Association of Fundraising Professional's 2008 Fundraising Effectiveness Project data.

\$1.1 billion in donations from 1.2 million donors. 1430 organizations.

Let's Look at Best in Class for Retention

2008 FEP Quartile Analysis	
1430 Orgs	Donor Retention
All of FEP - Average Retention	43.3%
Middle 50% Quartile	40.8%
Top Quartile	58.5%
Best of Top Quartile	83.5%

FEP data – 2008

vs. All FEP Verticals

AFP Data 2007 - 2008 Vertical : Human services # of Orgs: 402

Category	2007 No of Donors	2007 Amount	2008 No of Donors	2008 Amount	Gains(Losses)	Gains(Losses) %
New			148,246	\$78,567,315	\$78,567,315	26.8%
Recapture			47,174	\$33,784,186	\$33,784,186	11.5%
Upgrade	59,219	\$58,964,439	59,219	\$116,726,198	\$57,761,759	19.7%
Same	40,631	\$25,236,821	40,631	\$25,236,821	\$0	0.0%
Downgrade	50,900	\$112,639,781	50,900	\$54,937,765	(\$57,702,016)	-19.7%
Lapsed new	112,719	\$42,703,021			(\$42,703,021)	-14.6%
Lapsed other	79,389	\$53,588,403			(\$53,588,403)	-18.3%
Total (Calc.)	342858	\$293,132,465	346,170	\$309,252,285	\$16,119,820	5.5%

22.1%

Average gift	
2007	\$854.97
2008	\$893.35

\$920

Stats	
Retained Donors	150,750
Retention %	44.0%
New & Recap/ Lapsed	1.17
Upgrds / Dwn grds	1.00
Donor Qty Variance \$	\$2,831,653
Gift rate variance \$	\$13,288,167
Total Variance \$	\$16,119,820

43.3%

1.0
.97

Let's Look at Best in Class for Retention

2008 FEP Quartile Analysis	
402 Orgs	Donor Retention
Human services - All	44.0%
Middle 50% Quartile	38.7%
Top Quartile	57.2%
Best of Top Quartile	79.7%

Let's Look at Best in Class for Average \$/Donor

2008 FEP Quartile Analysis	
	402 Orgs
	Avg \$/ Donor
Human Services	
First 25%	\$262.43
Second 25%	\$583.46
Third 25%	\$1,013.74
Top 25%	\$2,740.65
Average	\$893.35

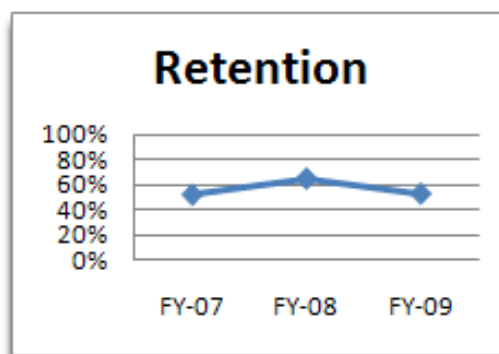
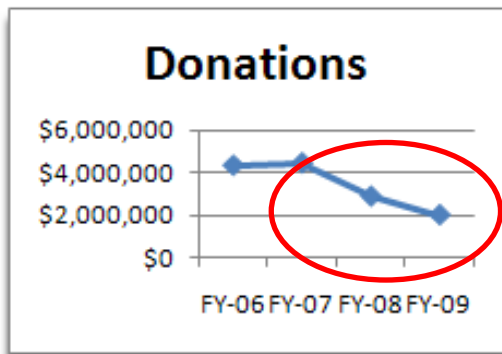
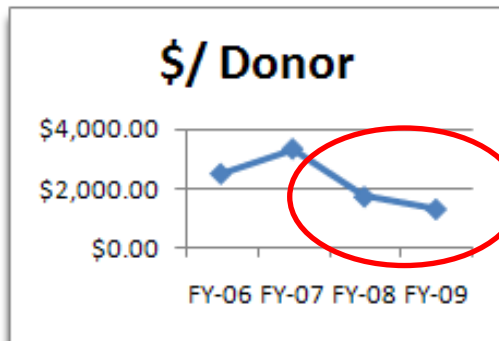
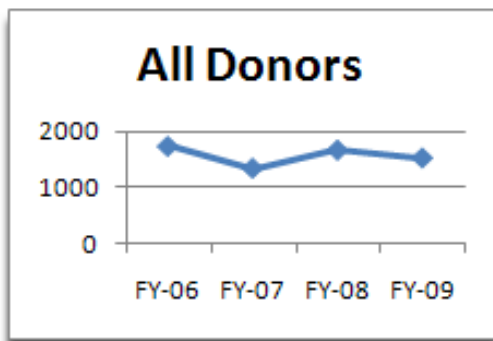
One Sampled Organization vs. FEP Average

Category	Year 1 No of Donors	Year 1 Amount	Year 2 No of Donors	Year 2 Amount	Gains(Losses)	Gain (Loss)%	FEP %
New			394	\$162,814	\$162,814	5.6%	16.9%
Recapture			240	\$240,268	\$240,268	8.3%	14.9%
Upgrade	272	\$461,596	265	\$772,620	\$311,024	10.7%	19.0%
Upgrade new	2	\$2,000	2	\$2,100	\$100	0.0%	
Same	305	\$248,803	305	\$248,803	\$0	0.0%	0.0%
Same new	0	\$0	0	\$0	\$0	0.0%	
Downgrade	311	\$1,716,811	311	\$561,222	-\$1,155,589	-39.9%	-22.5%
Downgrade new	3	\$2,540	3	\$1,900	-\$640	0.0%	
Lapsed new	367	\$81,413			-\$81,413	-2.8%	-14.3%
Lapsed other	414	\$382,639			-\$382,639	-13.2%	-20.6%
Total (Calc.)	1674	\$2,895,802	1520	\$1,989,727	-\$906,075	-31.3%	-6.7%

	Sample	FEP Avg
\$/Donor (1)	\$1,729.87	\$1,948.44
\$/Donor (2)	\$1,309.03	\$1,859.57
2008 Total \$	\$1,989,727	\$1,008,365
Retained	886	266
Retention %	52.9%	48.0%
New Rc/Lap	0.87	0.91
Upg / Dngd	0.27	0.84
Donor Var	-\$266,400	-\$23,771
Gift Var	-\$639,675	-\$48,188
Total Var\$	-\$906,075	-\$71,959

Sample Organization – All Donors – 3 Year Trend

	FY-06	FY-07	FY-08	FY-09
\$/ New Donor		\$784.40	\$453.87	\$413.23
\$/ Recap Donor		\$1,227.53	\$685.44	\$1,001.12
\$/ Retnd Donor		\$4,430.56	\$2,823.12	\$1,785.17
New / Ttl Donor		16.6%	28.2%	25.8%
All Donors	1738	1335	1669	1526
\$/ Donor	\$2,506.13	\$3,346.78	\$1,729.41	\$1,307.64
Donations	\$4,355,653	\$4,467,946	\$2,886,389	\$1,995,455



WHAT ARE YOUR PEER'S BEST DEMONSTRATED PRACTICES?



BEST DEMONSTRATED PRACTICES:

- Increase new donor growth
 - “I’m reaching out to donors in new ways”
 - “I keep the demographics in mind and tailor my message”



BEST DEMONSTRATED PRACTICES:

- Improve average \$ per donor
- “I now use wealth screening”
 - Customized asks
 - Asks in excess of prior year gifts



BEST DEMONSTRATED PRACTICES:

- Increase donor retention rates
 - “I’ve built new ways to communicate with existing donors”
 - “If I lose a donor I ask why.
We survey lost donors each month”



What is Next?

- Confirm version of Raiser's Edge is 7.81 or higher
- Contact your Account Manager to schedule a time to export and review your data
- Submit your data to AFP and Blackbaud

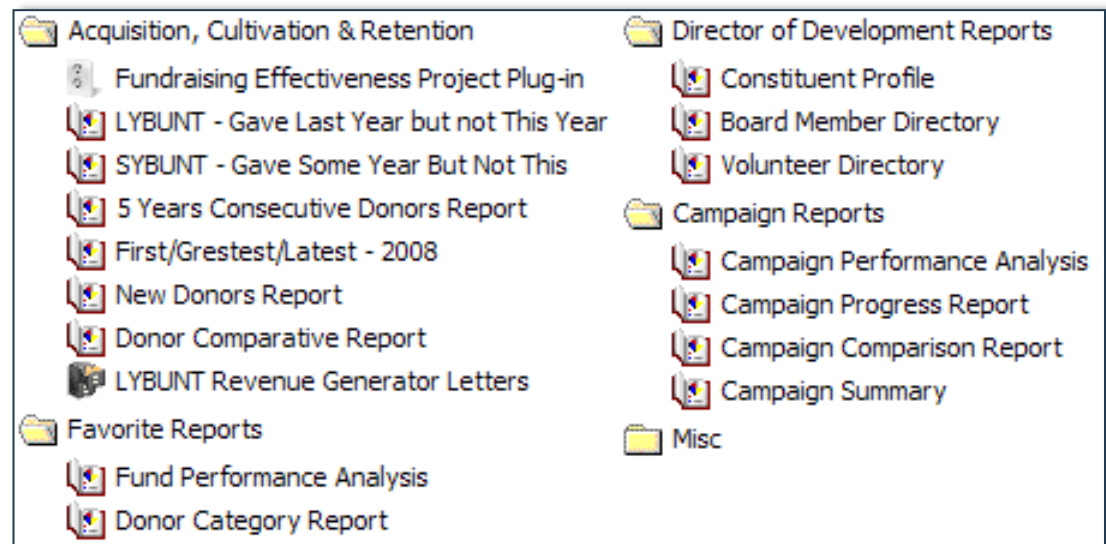
- FEP web page on AFPnet.org

http://www.afpnet.org/research_and_statistics/fep

Download FEP Survey Reports

Analyzing Your Efforts

- Fundraising Effectiveness Program Plug-In
- LYBUNT Report
- SYBUNT Report
- Comparative Report
- Non-Contributors Report
- New Donors Report
- Consecutive Years Report
- Top Donors Report
- Donor Category Report



How Blackbaud Can Help?

- Training on Query and Reporting
- Consulting on Query and Reporting
 - Create a queries on each group (lapsed, new, upgraded)
 - Determine ask amounts
 - Establish a communication plan
 - Continue to do analysis on each group type
- Add an Internet solution as part of the communication strategy
- Consulting on how to set up a Major Giving Program
- Assessment engagement
- Search Module to enable Major Giving Program
- Target Analytics for ProspectPoint and WealthPoint
- Data Enrichment Services for List Acquisition

Questions?

For more information:

Contact your account manager

Phone: 800-443-9441

Email:

solutions@blackbaud.com

Thank You for joining us!



Blackbaud News Update

Blackbaud News

Upcoming Online Trainings

1 2 3									
Product	Class	Location	Delivery Method	Start Date	End Date	Duration	Time	Description	Enroll
The Raiser's Edge 7	Database Doctor	Online	Online Classroom	02/08/10	02/08/10	4 hours	10:00AM-2:00PM EST (7:00AM-11:00AM PST)	Info	Register
The Raiser's Edge 7	Export in The Raiser's Edge 7	Online	Online Classroom	02/08/10	02/08/10	3 hours	4:00PM-7:00PM EST (1:00PM-4:00PM PST)	Info	Register
The Raiser's Edge 7	Import Basics	Online	Online Classroom	02/08/10	02/08/10	3 hours	10:00AM-1:00PM EST (7:00AM-10:00AM PST)	Info	Register
The Raiser's Edge 7	Managing Tributes in Raiser's Edge 7	Online	Online Classroom	02/08/10	02/08/10	2 hours	3:00PM-5:00PM EST (12:00PM-2:00PM PST)	Info	Register
The Raiser's Edge 7	Managing Gala Events	Online	Online Classroom	02/09/10	02/09/10	2 hours	3:00PM-5:00PM EST (12:00PM-2:00PM PST)	Info	Register
The Raiser's Edge 7	Mail Essentials	Online	Online Classroom	02/09/10	02/09/10	6 hours/1 hour lunch	10:00AM-4:00PM EST (7:00AM-1:00PM PST)	Info	Register
The Raiser's Edge 7	RE7 Part I Essentials Refresher	Online	Online Classroom	02/09/10	02/09/10	4 hours	10:00AM-2:00PM EST (7:00AM-11:00AM PST)	Info	Register
The Raiser's Edge 7	Query Essentials	Online	Online Classroom	02/09/10	02/09/10	3 hours	10:00AM-1:00PM EST (7:00AM-10:00AM PST)	Info	Register

Blackbaud News

Raiser's Edge Support

- The Raiser's Edge 7
 - Current release is 7.91
 - Support Main Line 1-800-468-8996
 - Email at RESupport@blackbaud.com
 - Operating hours are 8 a.m. to 8 p.m. EST, 24/7 access available for Advantage Priority Maintenance clients

Better Supporting You Support Resources Online

- Customer and Product Support
 - User Forums
 - Technical Bulletins
 - Shared Documents
 - Downloads

Customer and Product Support

Blackbaud offers three levels of world-class support to assist your staff with questions and ensure that your solution achieves peak performance.

Blackbaud.

Make the world a better place.

Support > Knowledge Base



Knowledgebase

Enter your question, select your product, and click Search. For best results, phrase your question or problem exactly as you would if you were speaking to an analyst. Begin your how-to questions with the words "How to," and enter the exact text of error messages. For more information, review [Knowledgebase Help](#).

1. Enter your entire question or error message instead of keywords.
For example: How to print labels; Countries are not printing on labels; Error: No records meet specified criteria

2. Select your product and click search.
Selecting a product increases the relevancy of the results, but it does not exclude other products.

- Raiser's Edge 7
- Raiser's Edge Enterprise
- Admissions Office 7
- Registrar's Office 7
- Admissions Office 6
- Registrar's Office 6
- Accounts Payable 7
- Accounts Receivable 7
- Cash Receipts 7
- Fixed Assets 7
- General Ledger 7
- Payroll 7
- Student Billing 7
- Accounts Payable 6
- Accounts Receivable 6
- Misc Cash Receipts 6
- Fixed Assets 6
- General Ledger 6

Search

Latest News

- Knowledgebase
- > New Search
- > Open Solution Number
- > Top Solutions (FAQs)
- > Knowledgebase Help
- FAQs
- Case Central
- Downloads
- Forums
- Support Newsletters
- User Guides

Case Central

Case Central lets you manage your existing cases and create new ones on behalf of **Blackbaud, Inc.**. Your organization's cases are confidential, so only individuals associated with your organization will be able to access them. If you are representing another organization, you can select it as your default in your profile.

To review your cases, check their statuses, and add notes to open cases, click [Case Search](#).

If you need assistance with a new question or issue, contact us by clicking [Create a Case](#).

To transfer a file, click [FTP](#).

Did an analyst provide outstanding service and go the extra mile? Show your appreciation by [submitting an MVP nomination](#).

latest news

- 1 Introducing Our New Raiser's Edge FAQs
- 2 Introducing Our New Financial Edge FAQs
- 3 Reminder: Payroll 6 Support Ends September 30, 2008
- 4 Reminder: Student Billing 6 Support Ends September 30, 2008

helpful links

- > Welcome
- > Login Help
- > Support Overview
- > Knowledgebase Demo
- > Customer Support Guide
- > Training
- > Subscriptions

Support benefits include:







- o Unlimited Toll-free telephone access to the Call Center with 200 people
- o Email support
- o Electronic access to Case Central and Support Central Knowledgebase
- o Web-based issue tracking of open cases
- o Software updates
- o Third-party product support (e.g. MS Office Integration)
- o Dedicated account managers and calling queues (premium service)
- o Weekly technical bulletins
- o Regional user groups

User Forums

Discussions

[Personalize](#)

Product Forums

Forums	Last Post	Threads	Posts
 The Raiser's Edge Subforum(s) Implementation/Conversion, Data Entry, Export/Mail/Reports, Query, Administration and Configuration, Optional Modules, New Users	Re: Converting deceased... by Tracie Cassidy 05-28-2008 6:31 PM	5,907	22,061
 The Financial Edge Subforum(s) Accounts Receivable, Accounts Payable, General Ledger, Implementation/Conversions, Student Billing, Payroll, Reporting/Reconciling	Re: Fixed Assets by Donald Frink 05-28-2008 4:46 PM	455	1,524
 Accounting for Nonprofits Subforum(s) Accounts Receivable, Accounts Payable, General Ledger, Student Billing, Payroll, Reporting/Reconciling	GL Distributions by Donna Evans 04-03-2008 8:01 PM	99	226
 The Education Edge Subforum(s) Admissions Office, Registrar's Office, Faculty Access for the Web, NetClassroom, Scheduling, Implementation/Conversion	Re: Remote FAWEB... by Dan Baker 05-29-2008 4:22 PM	171	564
 Admissions and Registrar's Office 6 Subforum(s) Admissions Office, Registrar's Office, Faculty Access for the Web, NetClassroom, Scheduling	what are the server... by Grant Milligan 04-07-2008 5:37 AM	81	201
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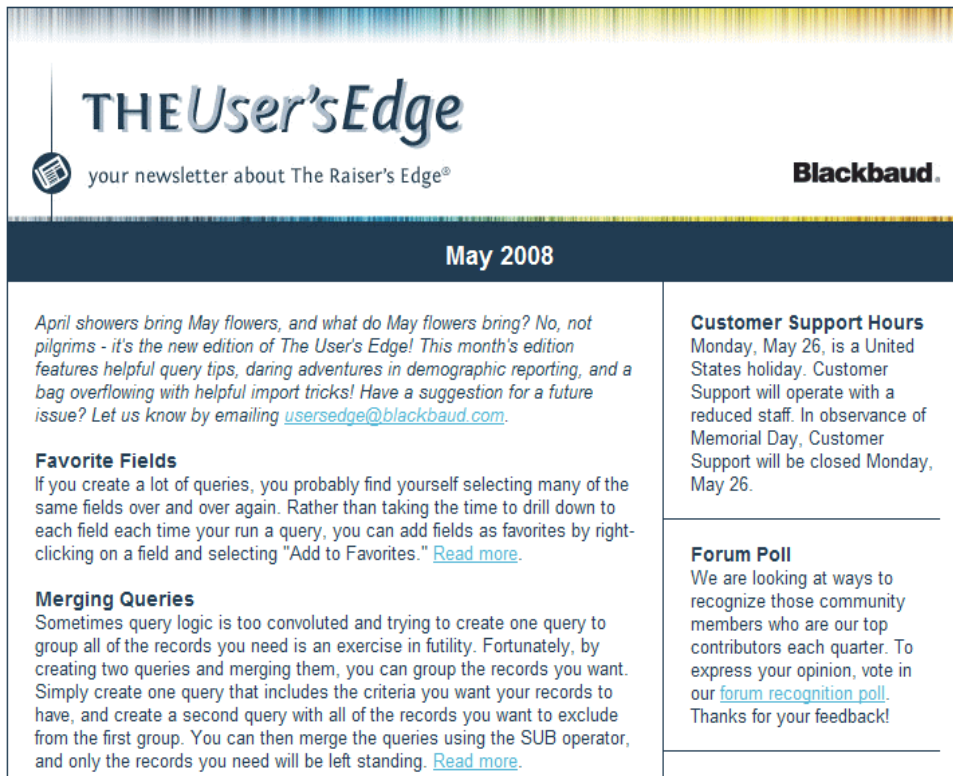
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