

2020 Year in Review

Get the most relevant insights about how your fundraising stacks up to your past performance.

Beautiful, data-rich visualizations ready to use.

Ground conversations with your leadership team and board in actual data.

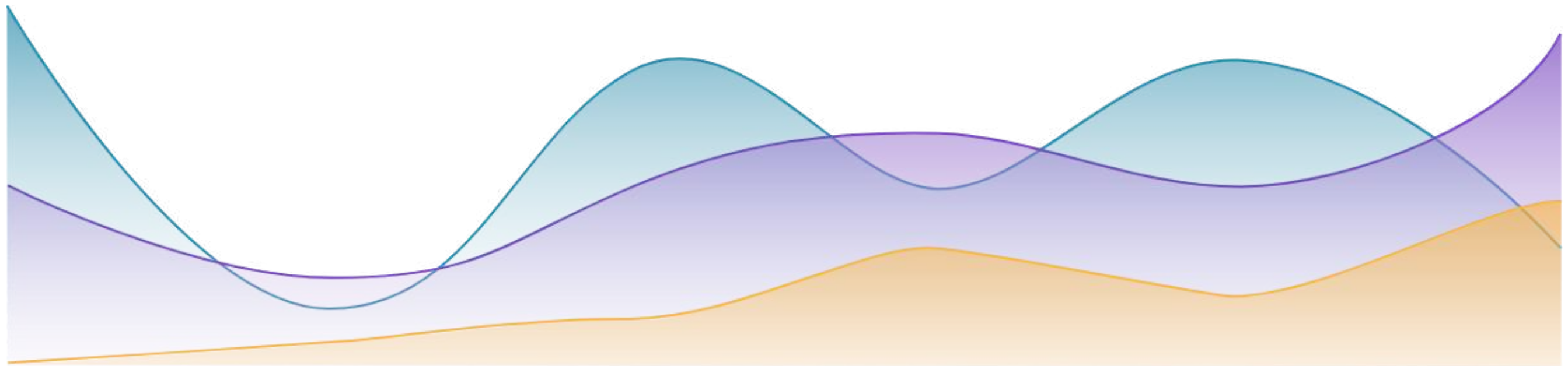


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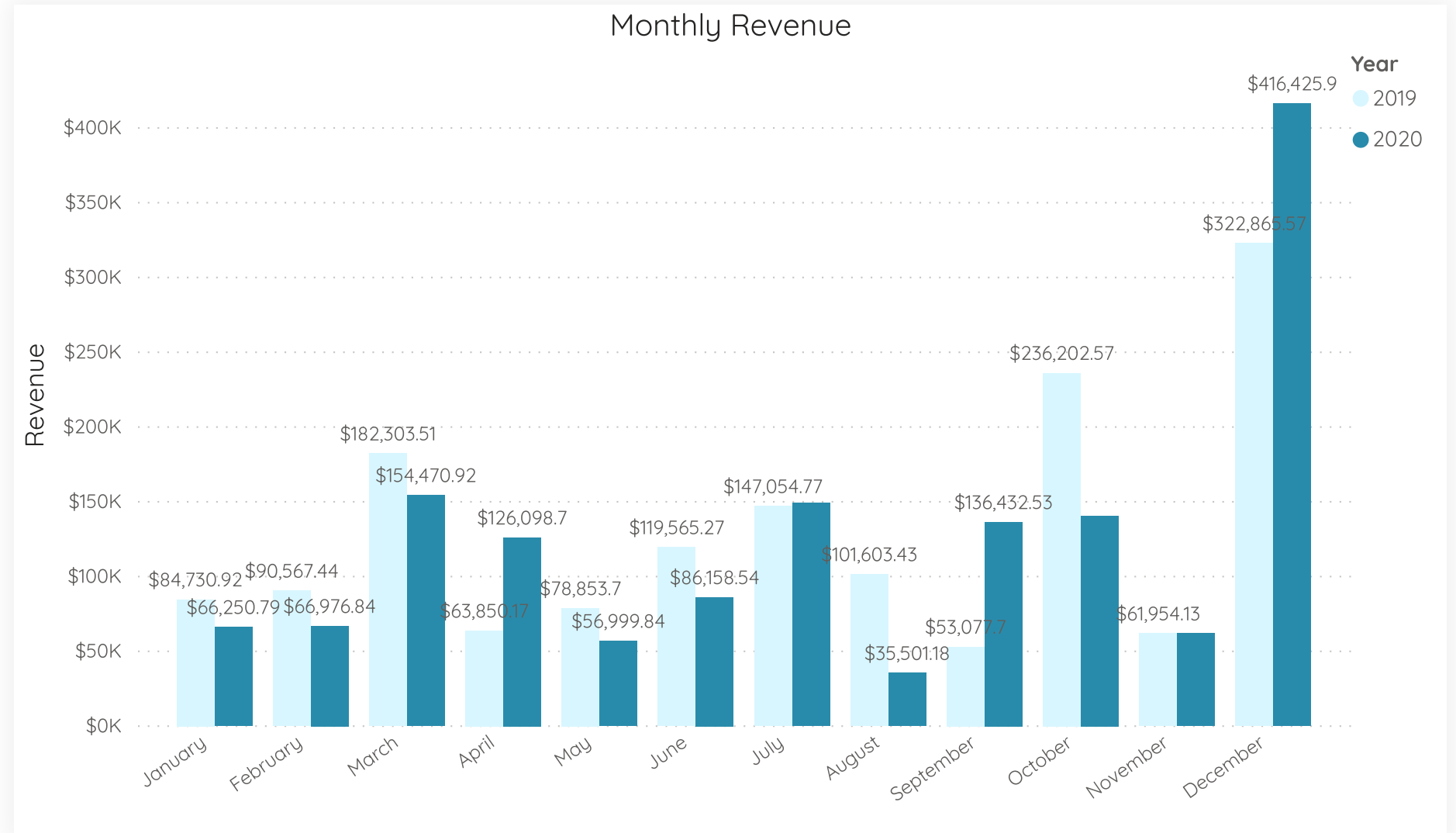
Donor Locations

Revenue

2020 Revenue

\$1,497,029

Compared to 2019: \$1,542,629
(-\$45,601 -3%)



Revenue by Constituent Type

Revenue from Individuals

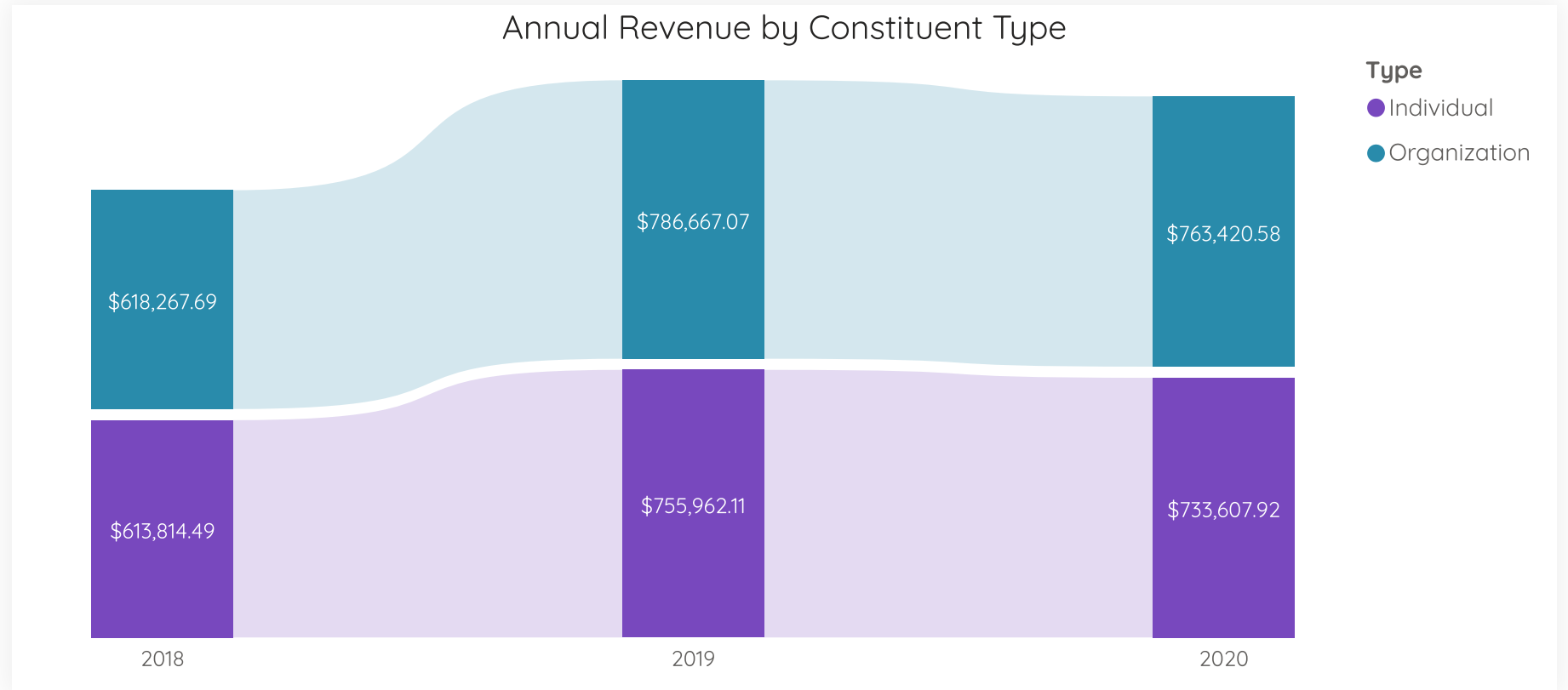
\$733,608

Compared to 2019: \$755,962
(-\$22,354 -3%)

Revenue from Organizations

\$763,421

Compared to 2019: \$786,667
(-\$23,246 -3%)



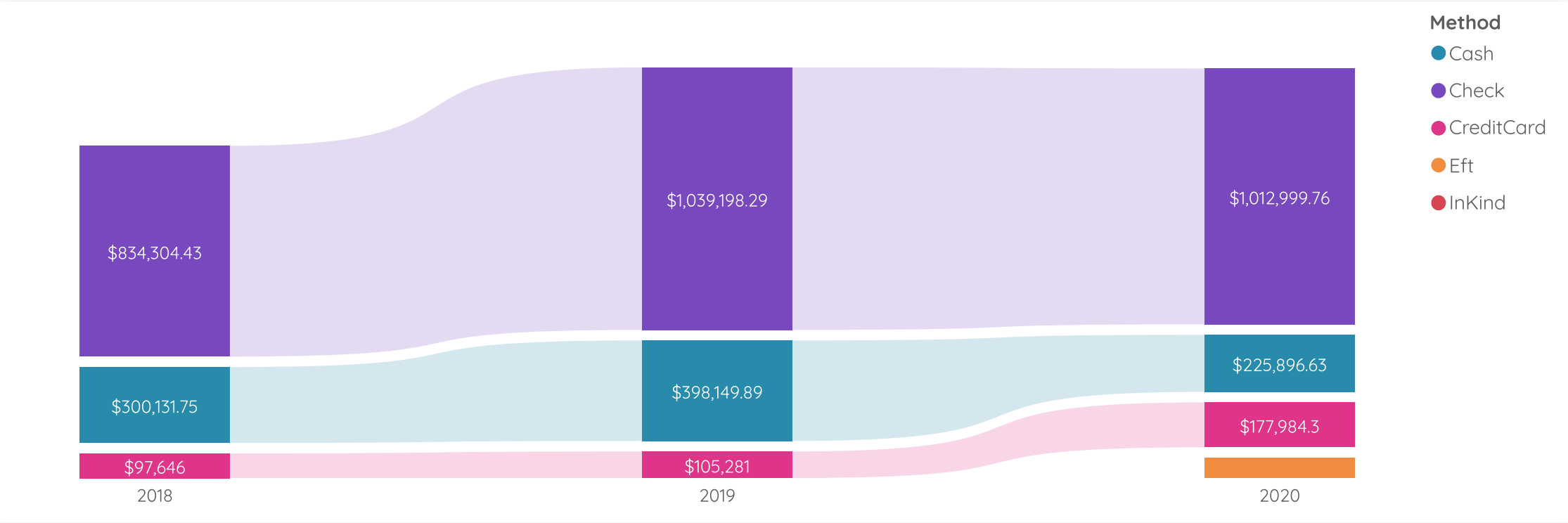
Year	Individual	Organization	Total
2018	\$613,814.49	\$618,267.69	\$1,232,082.18
2019	\$755,962.11	\$786,667.07	\$1,542,629.18
2020	\$733,607.92	\$763,420.58	\$1,497,028.5
Total	\$2,103,384.52	\$2,168,355.34	\$4,271,739.86

Suggested Reports

[Loyal Donors](#)

[Top Donors](#)

Revenue by Transaction Method



Year	Cash	Check	CreditCard	Eft	InKind	Total
2018	\$300,131.75	\$834,304.43	\$97,646	\$0	\$0	\$1,232,082.18
2019	\$398,149.89	\$1,039,198.29	\$105,281	\$0	\$0	\$1,542,629.18
2020	\$225,896.63	\$1,012,999.76	\$177,984.3	\$80,147.81	\$0	\$1,497,028.5
Total	\$924,178.27	\$2,886,502.48	\$380,911.3	\$80,147.81	\$0	\$4,271,739.86

In Kind Donors

100

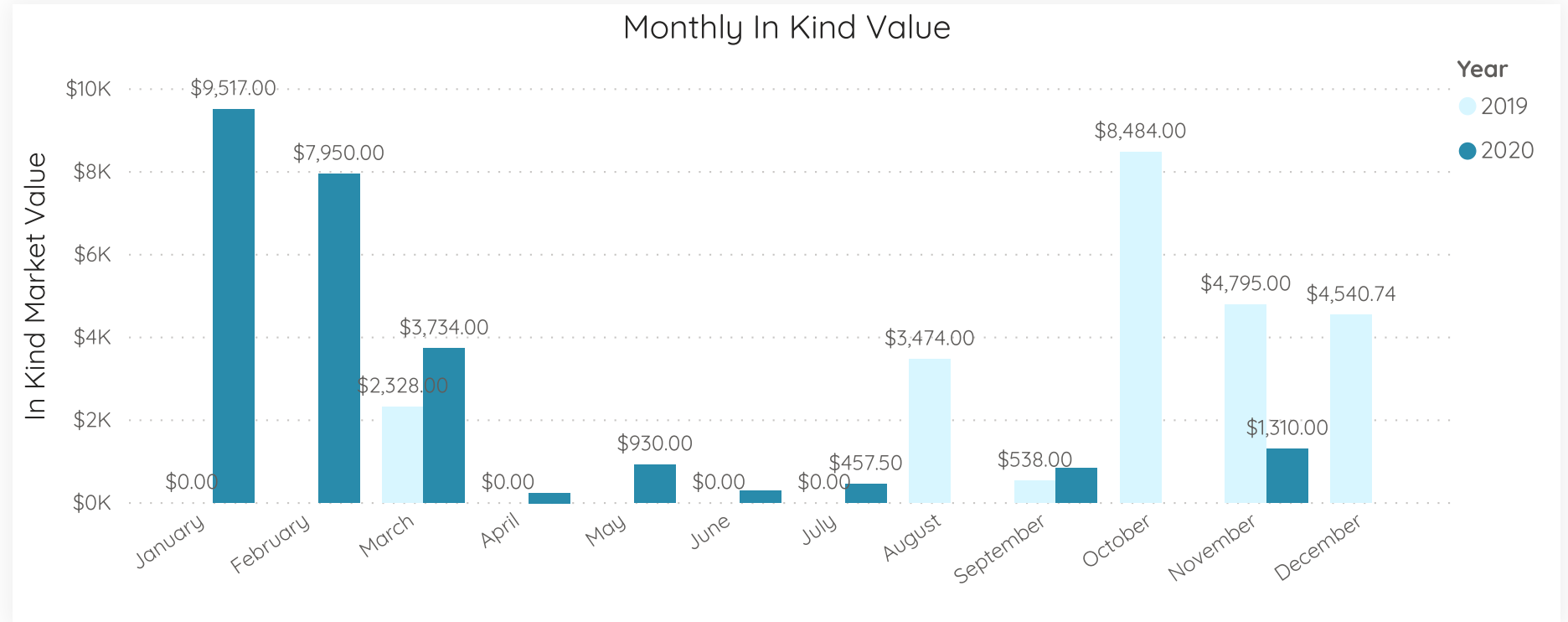
In Kind Gifts 2020

92

In Kind Donors 2020

\$25K

Value of Donated Goods and Services



Year	Donors	In Kind Market Value
2018	247	\$80
2019	203	\$24,160
2020	92	\$25,274
Total	359	\$49,513

Monthly Donors

Recurring Donors

108

Compared to 2019: (Blank)
(+108 +Infinity%)

Recurring Revenue

\$25,707

Compared to 2019: (Blank)
(+\$25,707 +Infinity%)



By Donation Frequency

Frequency	Donors	Active Schedules	Amount
Monthly	101	108	\$4,129
Yearly	2	2	\$125
Total	103	110	\$4,254

Suggested Reports

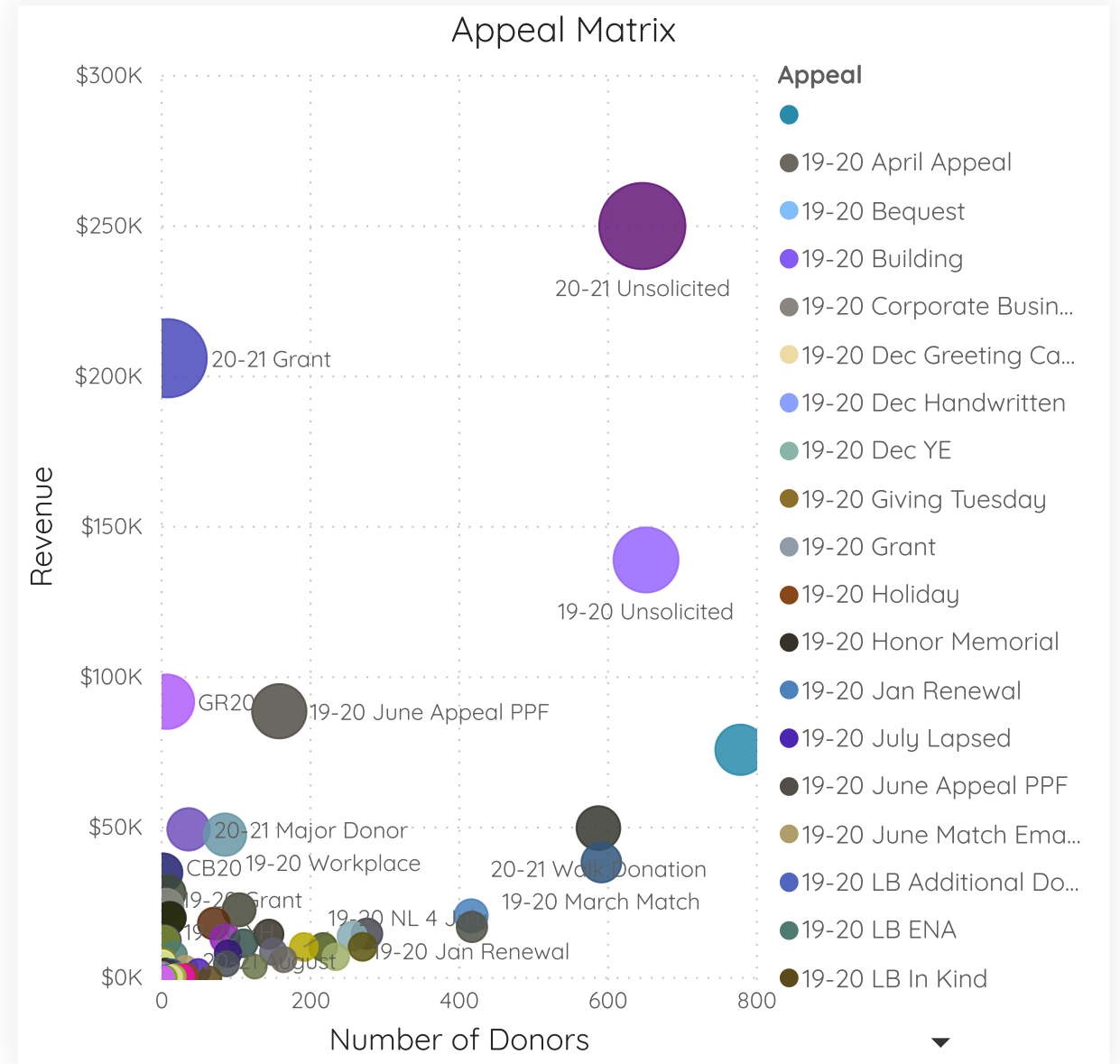
[Review a list of your monthly donors](#)

[Calculate your projected revenue](#)

Appeals

Top 20 Appeals in 2020

Appeal	Donors	Revenue	% Revenue
20-21 Unsolicited	646	\$250,053	20%
20-21 Grant	8	\$206,072	16%
19-20 Unsolicited	651	\$138,994	11%
GR20	7	\$91,850	7%
19-20 June Appeal PPF	158	\$88,688	7%
	778	\$75,861	6%
20-21 Walk Donation	587	\$49,812	4%
20-21 Major Donor	36	\$49,400	4%
19-20 Workplace	85	\$47,638	4%
19-20 March Match	591	\$38,358	3%
19-20 Grant	1	\$35,000	3%
20-21 S/N Clinic Donation	2	\$35,000	3%
CB20	8	\$28,250	2%
19-20 YH	6	\$23,936	2%
19-20 Sustainer	104	\$22,640	2%
19-20 Jan Renewal	416	\$20,638	2%
19-20 LB Underwriter Sponsor	11	\$20,000	2%
20-21 Workplace	10	\$19,491	2%
19-20 LB Tickets	70	\$18,055	1%
20-21 Holiday Certificate	417	\$16,961	1%
Total	3664	\$1,276,697	100%



Donor Retention

46.2

My Current Retention Rate

2,708

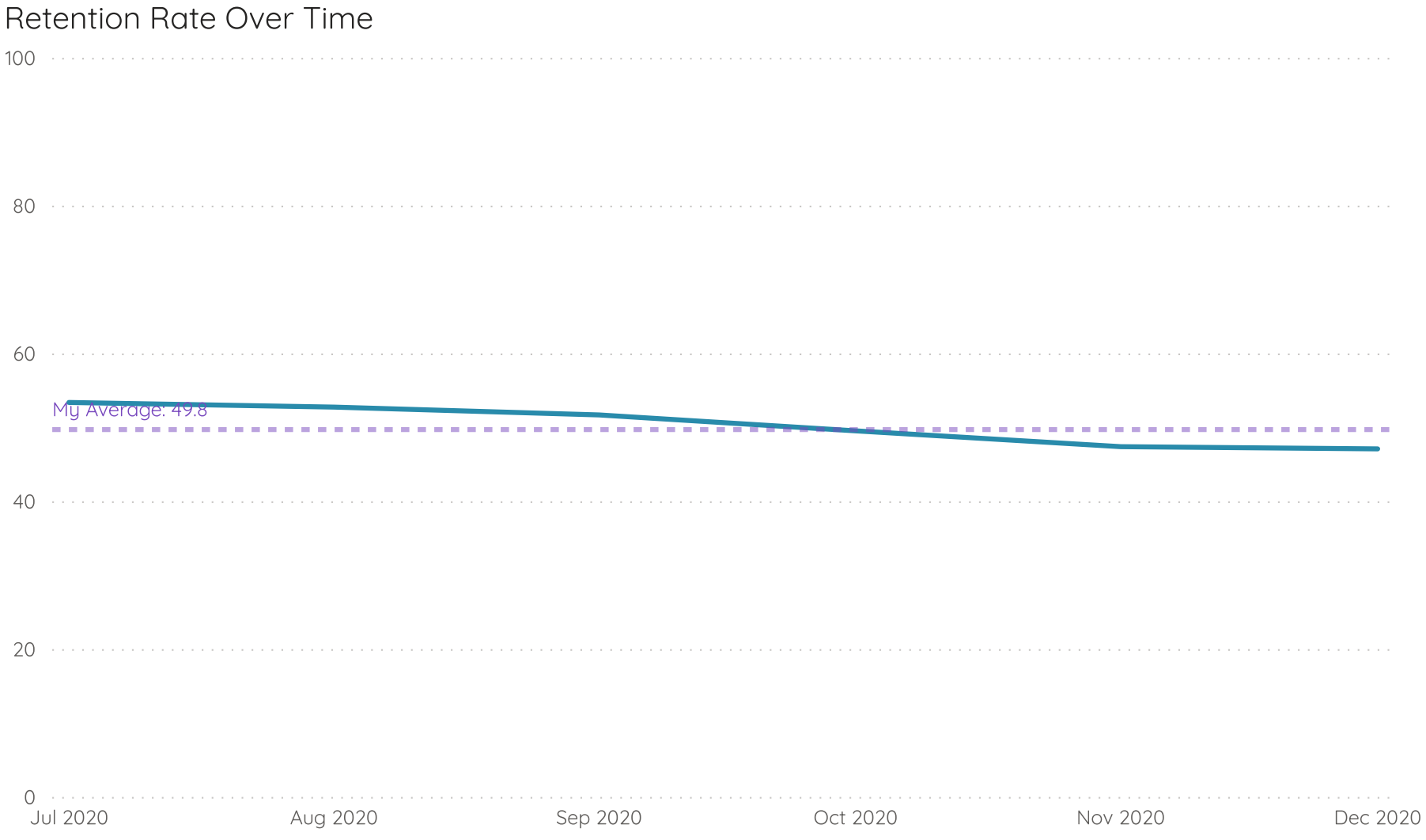
LYBUNT Donors

[LYBUNT Report Template](#)

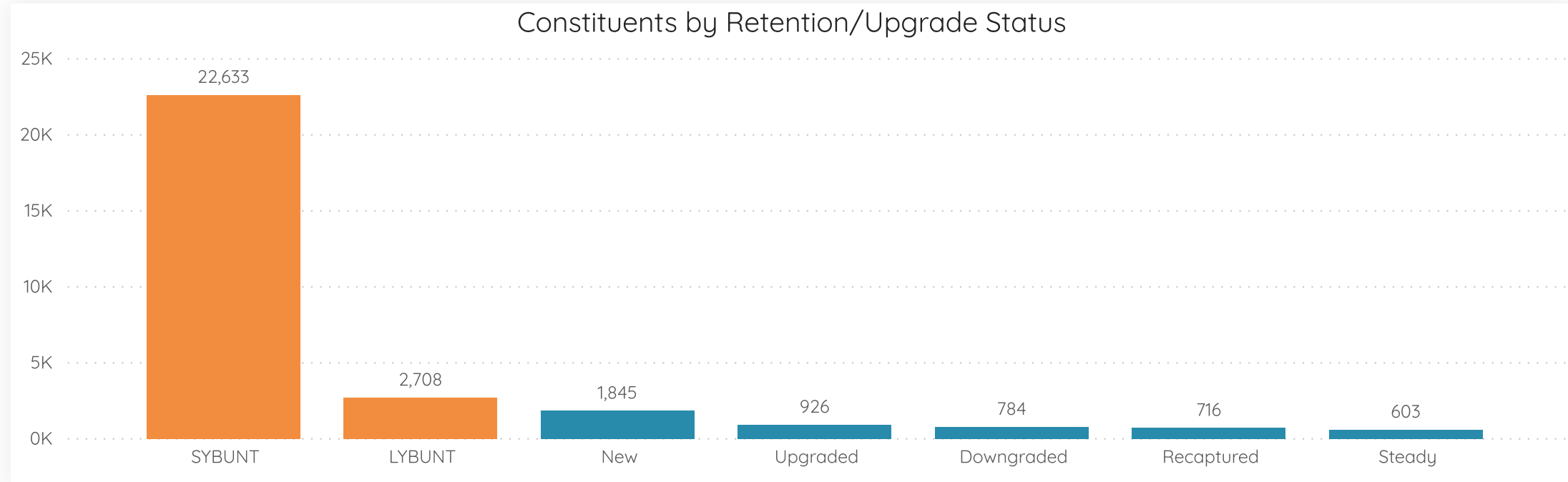
22,633

SYBUNT Donors

[SYBUNT Report Template](#)



Retention Categories



Retention Category	2020 Revenue (\$)	2020 Revenue (%)	Number of Donors	Average 2020 Revenue per Donor
Upgraded	\$683,696	45.66%	926	\$738
Downgraded	\$305,778	20.42%	784	\$390
New	\$193,350	12.91%	1,845	\$105
Steady	\$170,597	11.39%	603	\$283
Recaptured	\$143,787	9.60%	716	\$201
Total	\$1,497,209	100.00%	4,874	\$307

Donor Pyramid (Individual donors)

4,439

Donors

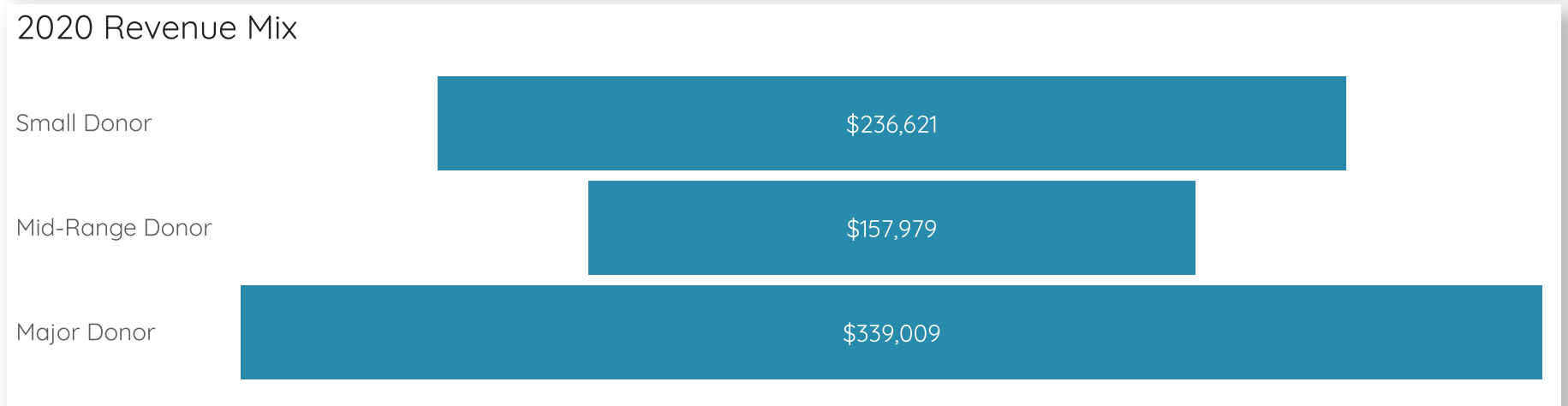
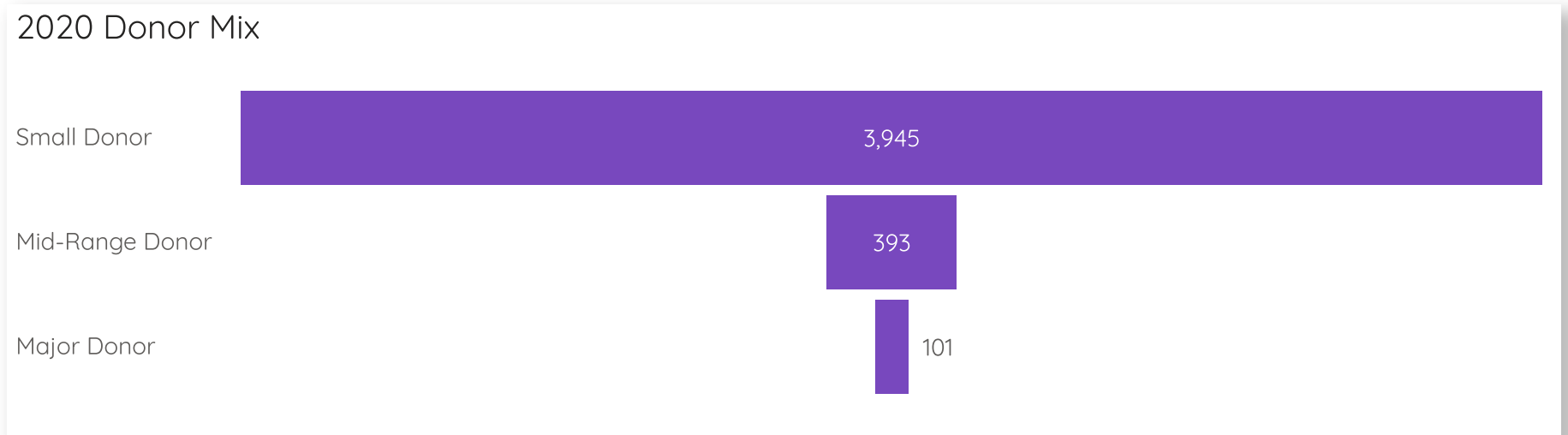
101

Major Donors

\$339,009

2020 Revenue from Major Donors

Based on YTD Revenue
Small: Between \$1 and \$249
Mid-Range: Between \$250 and \$999
Major: \$1,000 or more



Donor Locations

Top States

State	2020 Donors
RI	4520
MA	586
	220
FL	129
CT	123
NY	102
CA	56
NJ	33
VA	33
PA	27
Total	5829

