THIRD SPACE STUDIO PRESENTS

N.C. INDIVIDUAL DONOR BENCHMARK REPORT

2011

Third Space
STUDIO

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Third Space Studio

We are excited to share Third Space Studio's inaugural NC Individual Donor Benchmark Report. Third Space Studio began this project because we believe creating strong fundraising plans and analyzing their results are two of the best ways to ensure your organization has a successful fundraising program. But we've found that organizations often operate in a vacuum, with no way to compare their goals or results to similar organizations.

Our goal with the NC Individual Donor Benchmark Report is to take a smaller slice of the nonprofit universe and create a better set of metrics for North Carolina organizations with budgets under $1 million and a focus on advocacy and grassroots fundraising. Our hope is to create a clear picture of realistic fundraising goals and results that organizations can share with their staff and board.

If you have questions about the data, or would like to find out how to be included in next year's survey, please contact us at heather@thirdspacestudio.com.

Heather Yandow   **Meredith Emmett**

IN 2011, GIVING WENT UP.

Most organizations included in the survey saw an increase in overall organizational revenue, revenue from individual donors and revenue from online donors.

Overall organizational revenue
10% | 14% | 5% | 7%

Individual donor revenue
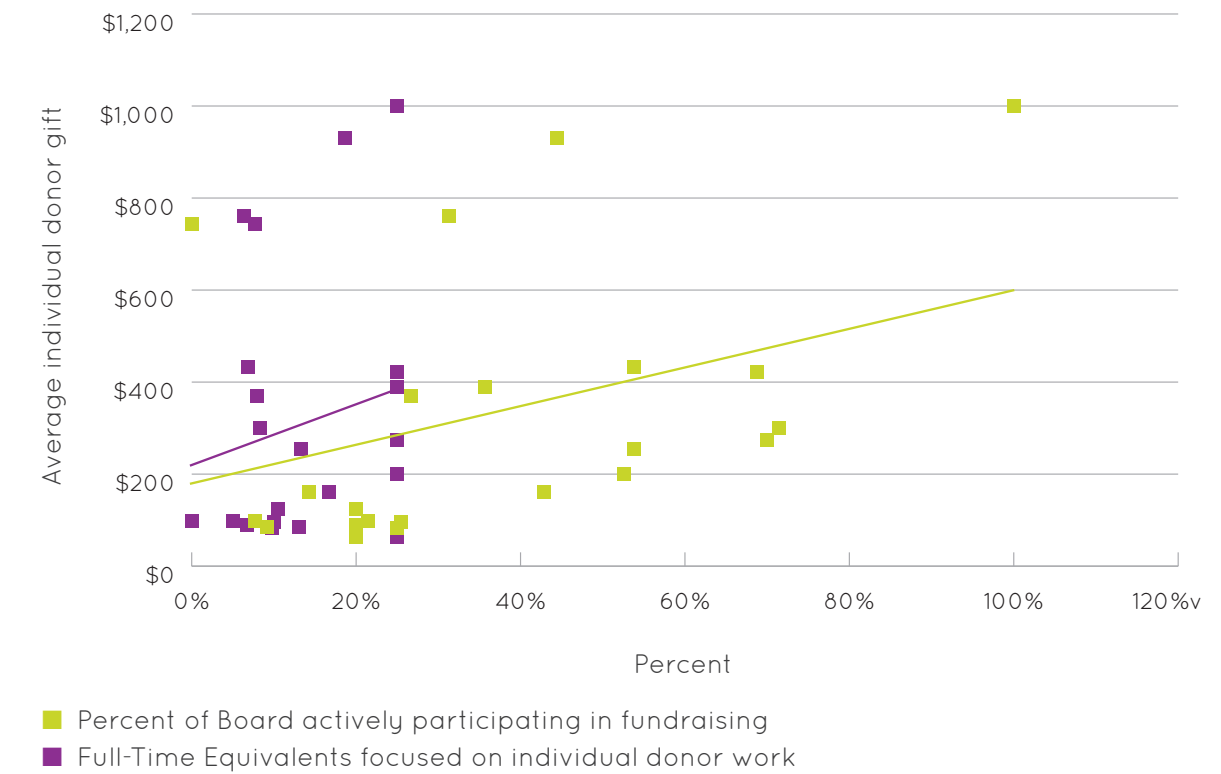17% | -6% | 25% | 29%

Online donations
45% | 22% | 22% | 29%
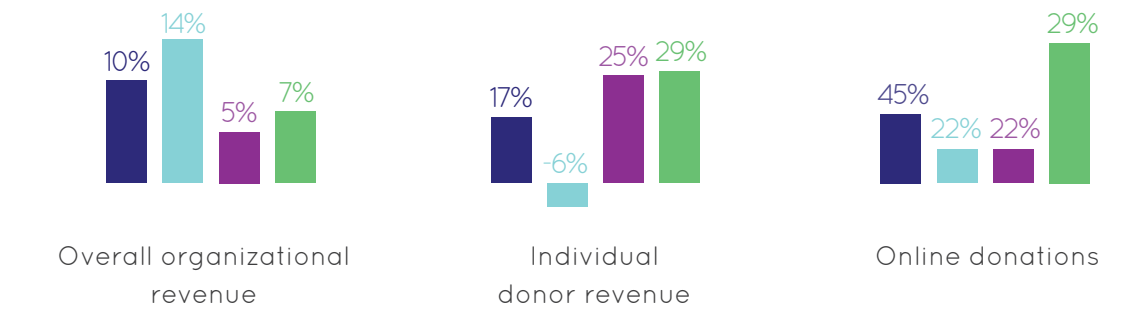
- Average organization
- Small organizations (Less than $250,000 of revenue)
- Medium organizations ($250,000 to $500,000 of revenue)
- Large organizations ($500,000 to $1 million of revenue)

INVEST MORE & EARN MORE.
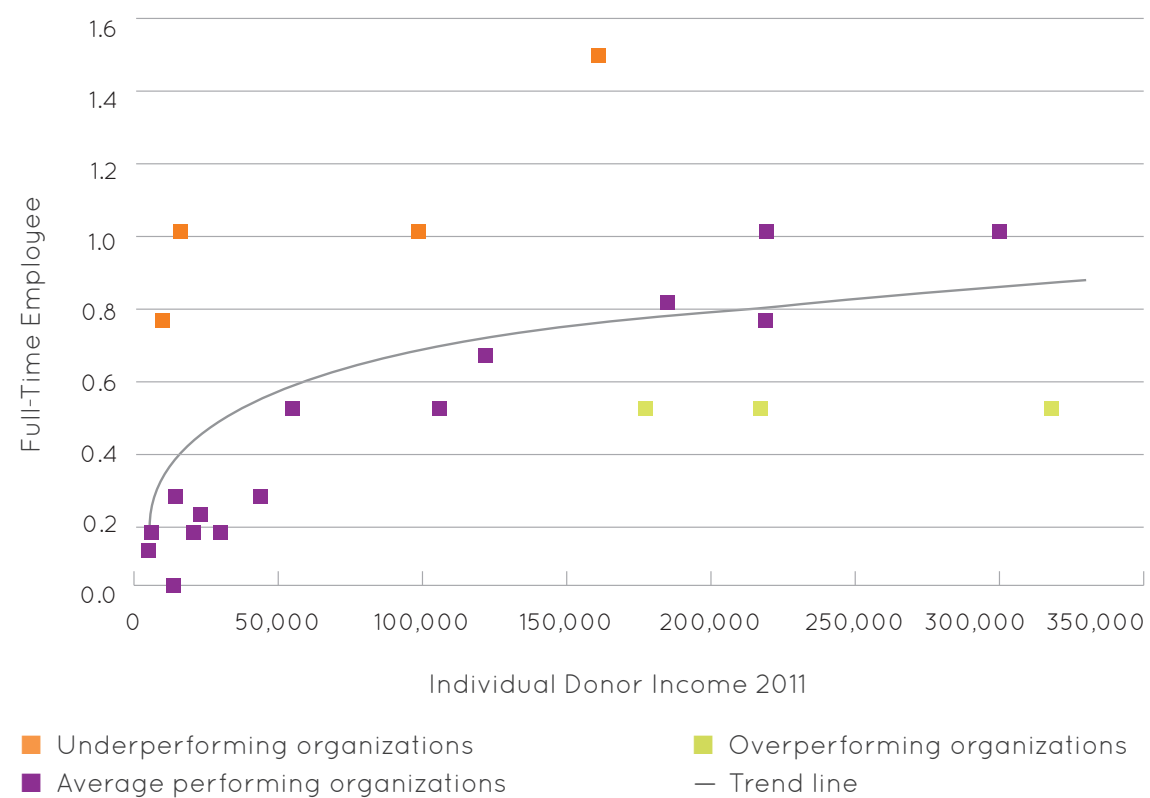
As Board participation increases, so does the size of an organization's average gift. Also, as a higher percentage of staff time is devoted to individual donor work, the organization's average gift rises.

Percent

- Percent of Board actively participating in fundraising
- Full-Time Equivalents focused on individual donor work

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Not surprisingly, the level of staffing for an organization's individual donor program has a direct correlation with the amount the organization raised from individual donors.

Full-Time Employee

Individual Donor Income 2011

■ Underperforming organizations
■ Average performing organizations
■ Overperforming organizations
— Trend line

There are four organizations significantly above the curve on the lower half of the income range — they are generating less per Full-Time Equivalent than other groups. In general, these are statewide organizations that are starting to build their individual donor base. There are also three organizations that fall significantly below the curve, meaning they are generating more individual donor per Full-Time Equivalent. These organizations tend to have strong major donor support.

HOW DO YOU MEASURE UP?

The average donor is giving $324 a year. This includes all gifts, including major gifts.
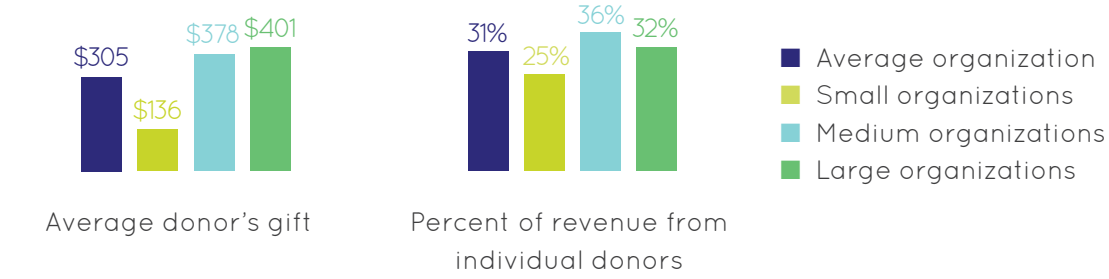
On average, 30 percent of revenue is from individual donors, although this percentage varies based on the organization's business model — that is, whether their income is primarily from donors, foundations, earned income, etc.

There is also wide variation among organizations with smaller overall revenue, but as organizations grow, the percentage from individual donors stabilizes at between 25 percent and 30 percent.
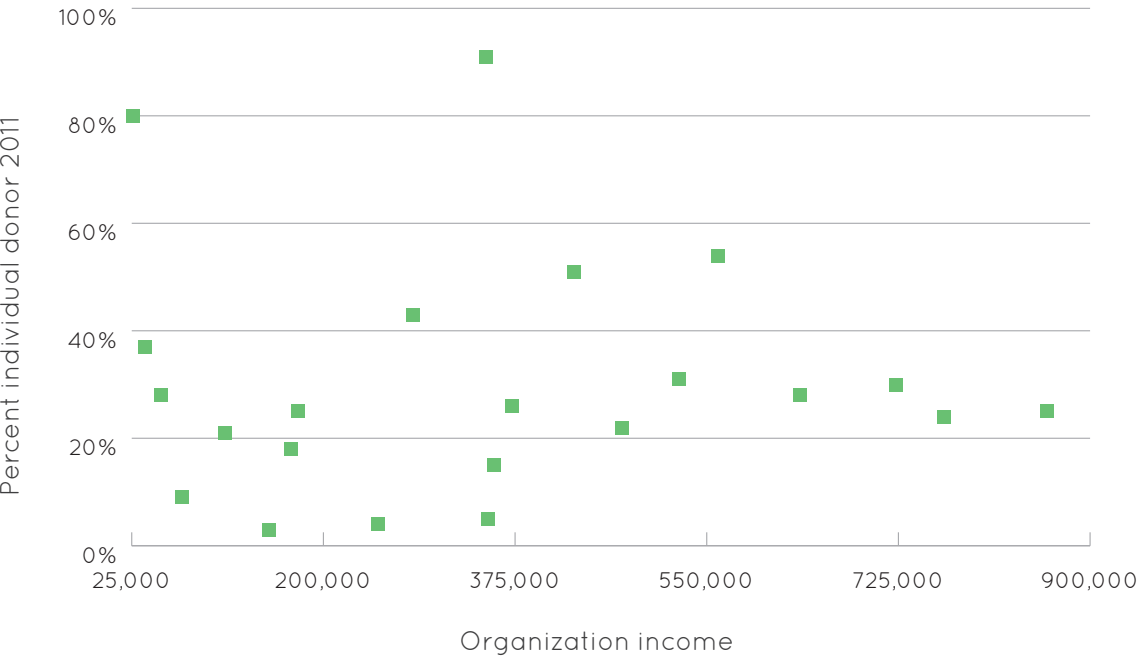
On average, organizations generated $131 in individual donor revenue for every person on their postal mail list, although there was wide variation.

Average donor's gift: $305, $136, $378, $401

Percent of revenue from individual donors: 31%, 25%, 36%, 32%

- Average organization
- Small organizations
- Medium organizations
- Large organizations

The average online gift is $110. Online gifts make up 13 percent of individual donor revenue.

On average, organizations generated $3.60 in online revenue for each address on their email distribution list. Only 15 of 22 organizations tracked their online revenue.

Average online gift: $106, $63, $159, $97

Individual donor revenue: 13%, 13%, 12%, 14%

- Average organization
- Small organizations
- Medium organizations
- Large organizations
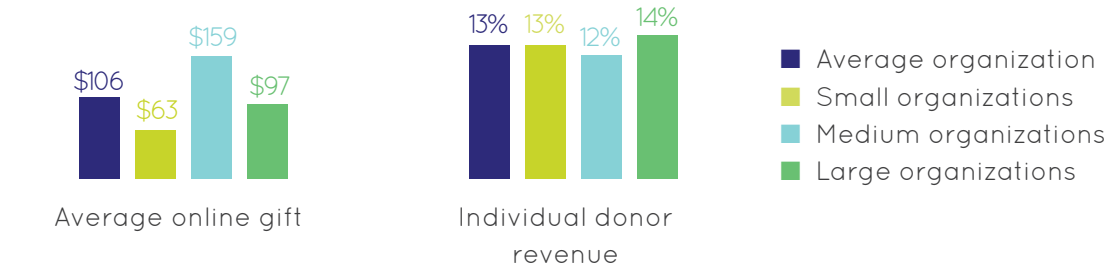
The average organization has about half as many Facebook fans as they do names on their email list. The average organization has a number of online donors equal to 7 percent of their email list.

Facebook fans: 45%, 88%, 40%, 35%, 18%

Online donors: 8%, 17%, 4%, 8%, 1%

- Average email list
- Fewer than 1,000
- 1,000 to 2,500
- 2,000 to 5,000
- 5,000 to 20,000
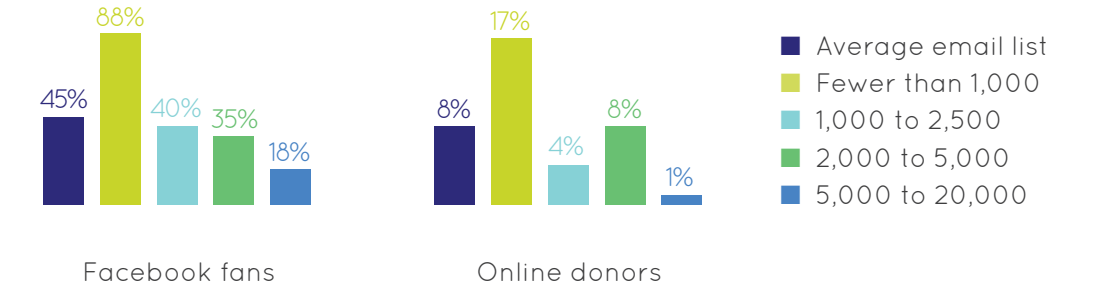
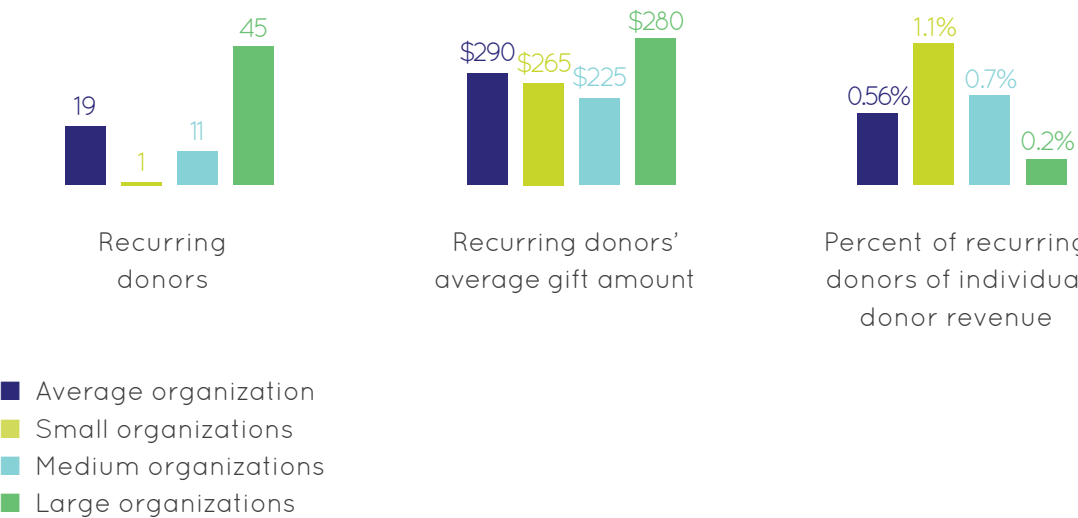The average organization has 21 recurring donors who make average gifts of $292. Recurring donations make up 0.6 percent of individual donor revenue.
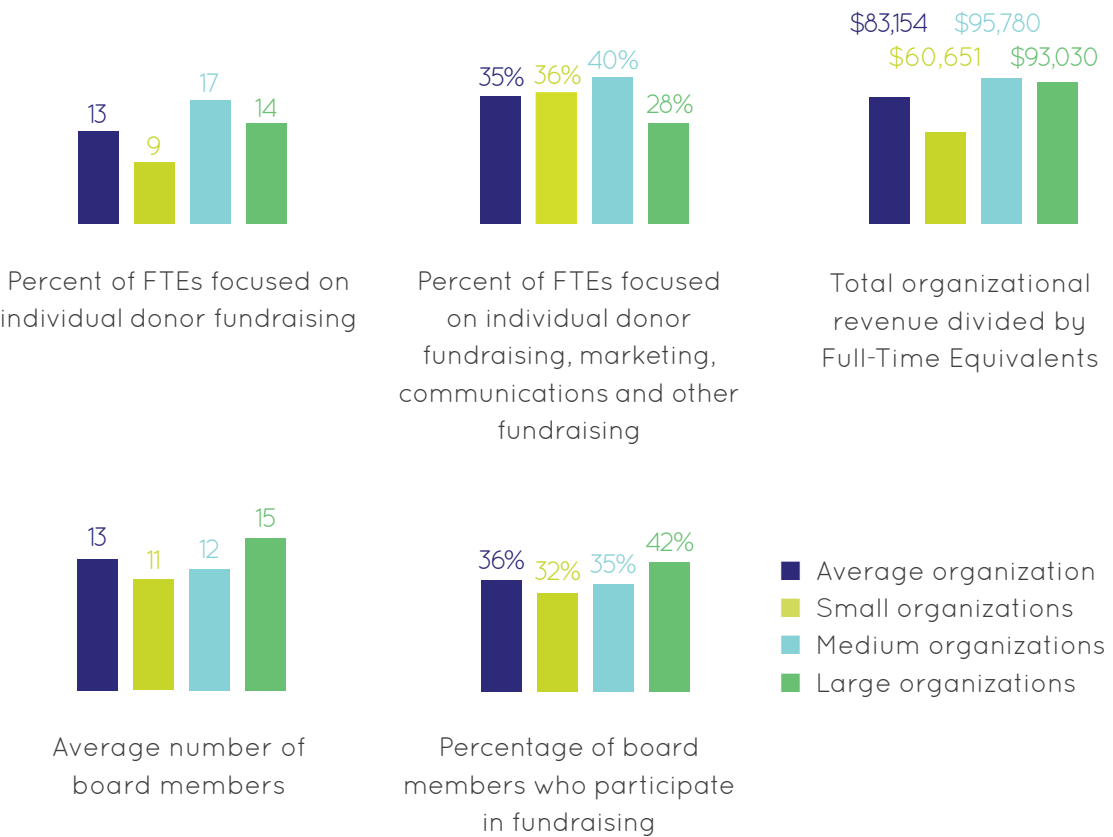
Recurring donors

19
1
11
45

Recurring donors

Recurring donors' average gift amount

$290
$265
$225
$280

Recurring donors' average gift amount

Percent of recurring donors of individual donor revenue

0.56%
1.1%
0.7%
0.2%

Percent of recurring donors of individual donor revenue

- ■ Average organization
- ■ Small organizations
- ■ Medium organizations
- ■ Large organizations

The average organization has 14 percent of their total Full-Time Equivalents focused on individual donor fundraising and 37 percent on individual donor fundraising, marketing, communications, and other fundraising.

The average Full-Time Equivalent costs $80,659. For organizations with revenues above $250,000 the average cost is $94,511. This data is based on the assumption that organizational revenue and expenses are equal.

The average organization has 12 Board members, with 38 percent participating in significant fundraising.

Percent of FTEs focused on individual donor fundraising

13
9
17
14

Percent of FTEs focused on individual donor fundraising

Percent of FTEs focused on individual donor fundraising, marketing, communications and other fundraising

35%
36%
40%
28%

Percent of FTEs focused on individual donor fundraising, marketing, communications and other fundraising

Total organizational revenue divided by Full-Time Equivalents

$83,154
$60,651
$95,780
$93,030

Total organizational revenue divided by Full-Time Equivalents

Average number of board members

13
11
12
15

Average number of board members

Percentage of board members who participate in fundraising

36%
32%
35%
42%

Percentage of board members who participate in fundraising

- ■ Average organization
- ■ Small organizations
- ■ Medium organizations
- ■ Large organizations

THE METHODOLOGY & THE SURVEY

Twenty-two North Carolina-based organizations participated in a 22-question survey during the period of March 22 to April 19, 2012.

THE SURVEY

Your results

Please answer all of the following questions for calendar year 2011, or a comparable 12-month period.

1. What was your total organizational revenue/income?

2. What was the total amount raised from individual donors? (Please include both online and offline donations from direct mail, email, major donors, and other individual donor strategies. Do not include event income or corporate donations.)

3. How many individual donors (as defined above) donated to you organization?

4. How much money did you raise from events? Please include profits after expenses, not including staff time.

5. How much money did you raise online? Do not include recurring (monthly, quarterly, etc. donations).

6. How many people donated online (not including recurring donors)?

7. How much money did you raise from recurring (monthly, quarterly, etc.) donations?

8. How many people made recurring donations to your organization?

9. Did you use calendar year 2011 for the answers to the above questions? If no, what time period did you use?

Your Universe

This set of questions focuses on the reach of your organization. Please answer all questions with numbers as of today.

10. How many people are on your email list? Please use the list that is most commonly used for newsletters, email action alerts, etc.

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11. If your organization is on Facebook, how many people 'like' your organization?

12. How many people are on your postal mail list? Please use the list that is most commonly used for newsletters, direct mail appeals, etc.

Your Team

This set of questions focuses on the team that is responsible for your organization's fundraising. Please feel free to estimate. Please answer the following questions based on calendar year 2011 (or your chosen 12-month period).

13. How many Full-Time Equivalents total do you have on staff? A Full-Time Equivalent is equal to one person working a full week. For example, if you have a full-time Executive Director, a three quarters time program staffer, and a half-time administrator,

then you have 2.25 Full-Time Equivalents on staff. Please use this definition in the below questions.

14. How many Full-Time Equivalents were devoted to your individual donor fundraising work? Do not include marketing, communications, grantwriting, volunteer management, event planning or other activities not directly focused on individual donor fundraising.

15. How many Full-Time Equivalents were devoted to your marketing and communications work?

16. How many Full Time Equivalents were devoted to other related fundraising work?

17. How many Board members did the organization have during 2011?

18. How many of your Board members actively participated in fundraising? Active participation includes activities like providing introductions to donors, attending major donor meetings, or writing personal letters to friends. It does not include writing notes on annual appeals or making thank you phone calls (although those are good things).

Your History

These questions will give us a snapshot of your historical performance on a few key fundraising metrics. You have answered these questions for 2011 above and we are now looking for data for the previous year. Please answer all questions for calendar year 2010 (or the 12-month period preceding your chosen 12-month period).

19. What was your overall organizational revenue/income?

20. What was your revenue from individual donors? Please include offline and online strategies such as direct mail, email, major donors, and other individual donor strategies. Do not include event income or corporate donations.

21. What was your revenue from online donations? Please do not include recurring donations (monthly, quarterly, etc.).

22. What is the name of your organization? (This is for tracking purposes only. Your data will be kept confidential).

Thanks to the 22 organizations that participated in our first ever survey:

- Carolina Justice Policy Center
- Catawba Riverkeeper Foundation
- Carolina Farm Stewardship Association
- Covenant with North Carolina's Children
- Democracy North Carolina
- Dogwood Alliance
- Ellerbe Creek Watershed Association
- Eno River Association
- Equality North Carolina
- NARAL Pro-Choice North Carolina
- NC Conservation Network
- NC League of Conservation Voters
- North Carolina Interfaith Power & Light
- North Carolina Peace Action Education Fund, Inc.
- North Carolina Rail-Trails
- Pamlico-Tar River Foundation
- stone circles
- Student Action with Farmworkers
- Toxic Free NC
- WakeUP Wake County
- Western North Carolina Alliance
- White Oak-New Riverkeeper Alliance

Of the 22 organizations sampled:

- Nine have 2011 revenues of $250,000 and under
- Seven have revenues between $250,000 and $500,000
- Six have revenues between $500,000 and $1 million.
- Thirteen are primarily environmentally-focused.
- Thirteen are statewide, six are local (city, county, or watershed), two are regional, and one is national.

Thanks also to our graphic designer Susannah Brinkley. More of her fantastic work can be found at www.susannahbrinkley.com.

Third Space

STUDIO

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