

2016 Individual Donor BENCHMARK DATA BRIEF

This year's Individual Donor Benchmark Survey gathered data from **155 organizations with revenues under \$2 million.**



Here are our key findings:

36% of overall revenue is from individual donor fundraising.

Last year: 34%



60% of individual donors are retained from year to year.

Last year: 60%



48% of individual donor revenue is from donors giving \$1,000 or more.

Last year: 50%



38% of board members are engaged in individual fundraising work.

Last year: 40%



ONLINE GIFTS

24% of individual donor revenue
Last year: 21%

40% of donors give online with an average gift of \$300.



RECURRING GIFTS

12% of individual donor revenue
Last year: 14%

11% of donors make recurring gifts with an average of \$736 annually.

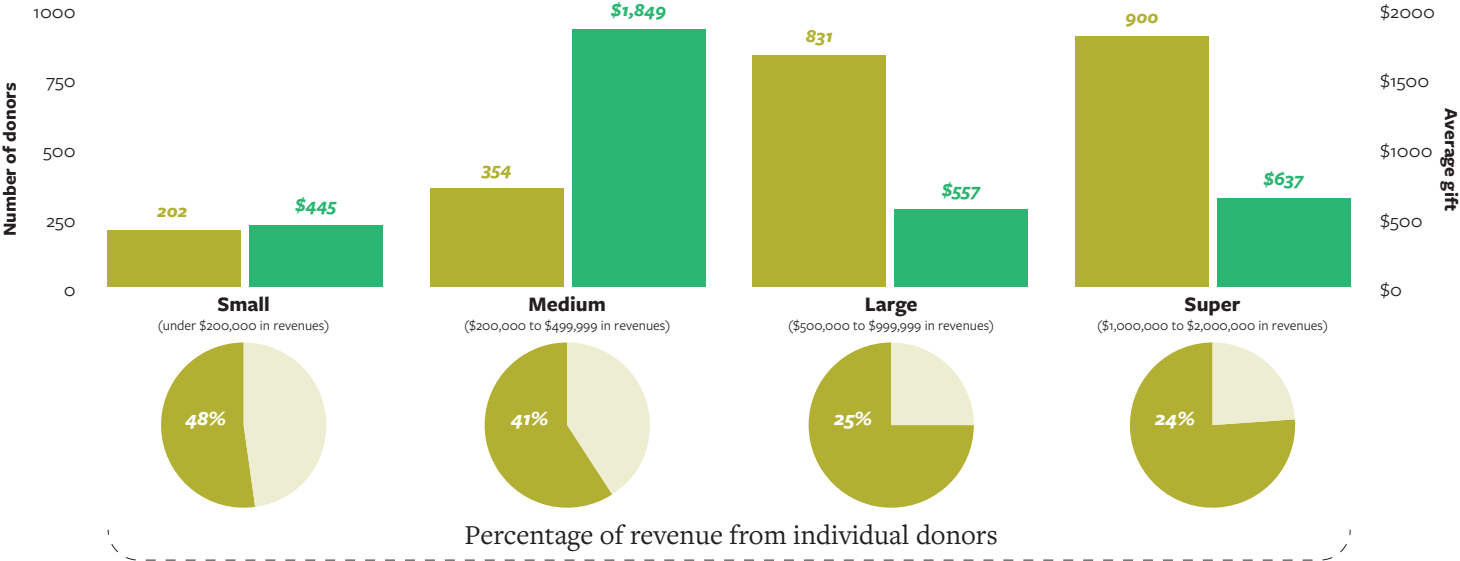


STAFF

Out of **5.4** staff in the average organization, **15%** are devoted to individual fundraising.



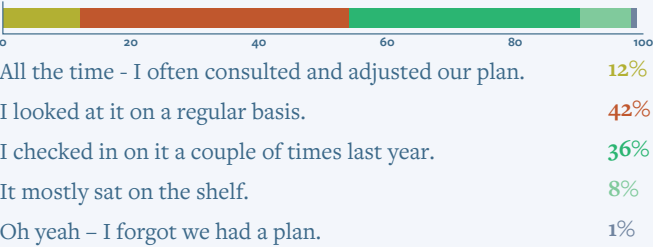
Organizations have, on average, **530 donors** giving an average gift of **\$947**.



74% of organizations reported having a fundraising plan.
That plan included:

Calendar of fundraising activities:	82%
List of overall strategies and goals:	82%
Assessment of previous year fundraising results:	61%
Detailed breakdown of activities and sub-goals:	47%
Clear articulation of resources available for fundraising:	31%

How often do fundraisers consult their plans?



Almost every group reported using some kind of donor database, with the majority using the following nine databases:

	Number of Users	How much do you like your database?	How easy was it to get the data for this survey out of your database?
Bloomerang	6	★★★★	★★★★
DonorPerfect	12	★★★★	★★★★
E-Tapestry	12	★★★★	★★★★
GiftWorks	5	★★★	★★★★
Little Green Light	18	★★★★	★★★★
NEON	6	★★★★	★★★
Network for Good	10	★★★★	★★★★
Salesforce	21	★★★★	★★★★
Salsa	7	★★★	★★★

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