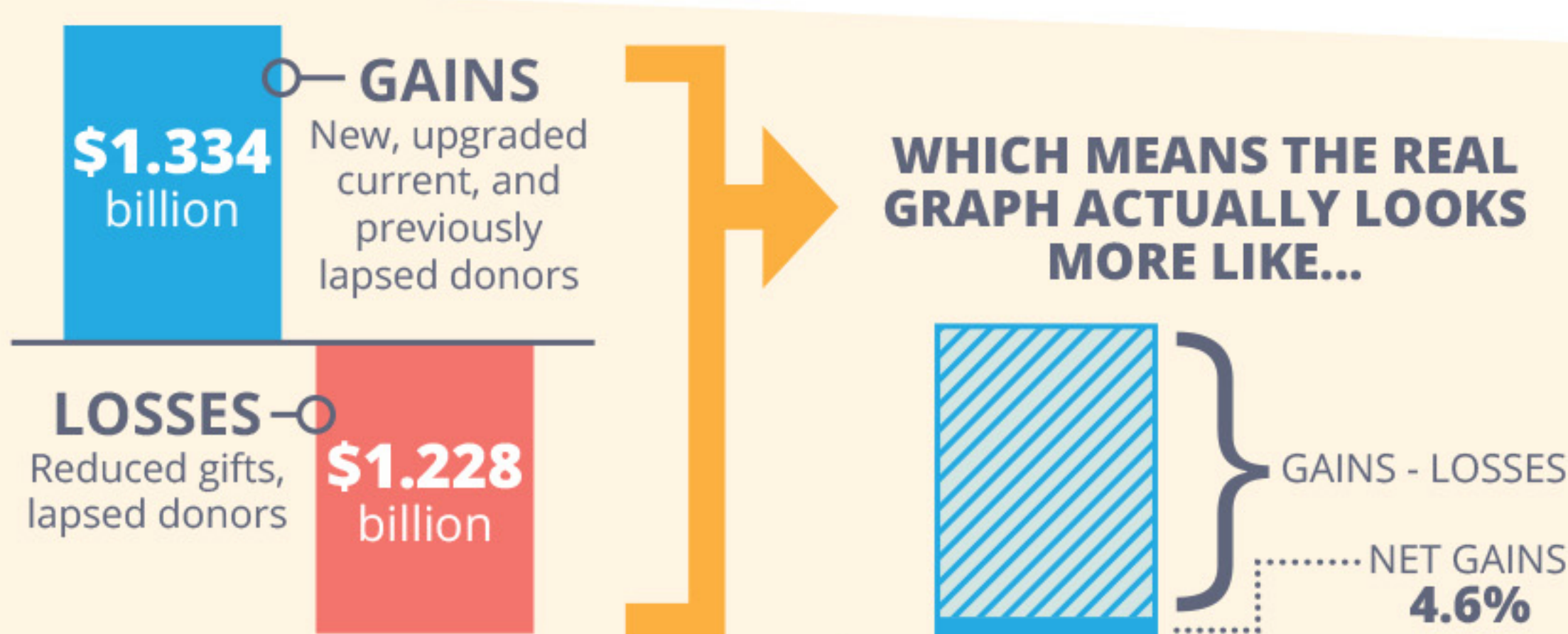


Nonprofits raise more money by investing more money in growth-oriented fundraising strategies that both increase gains and reduce losses.

**Let's see why...**

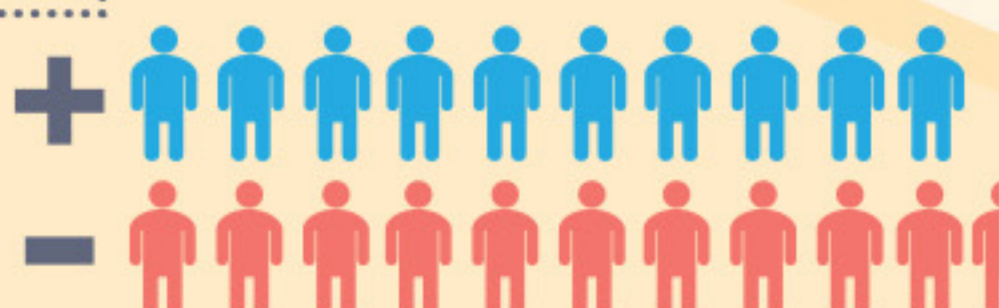


**WHAT DOES THIS TELL US?**

Even though there was a positive net growth-in-giving of \$106 million, **92% of gains in giving were offset by losses in giving.**



**BUT WAIT! WHAT ABOUT ALL THE NEW DONORS?**



*"A penny saved is a penny earned."*

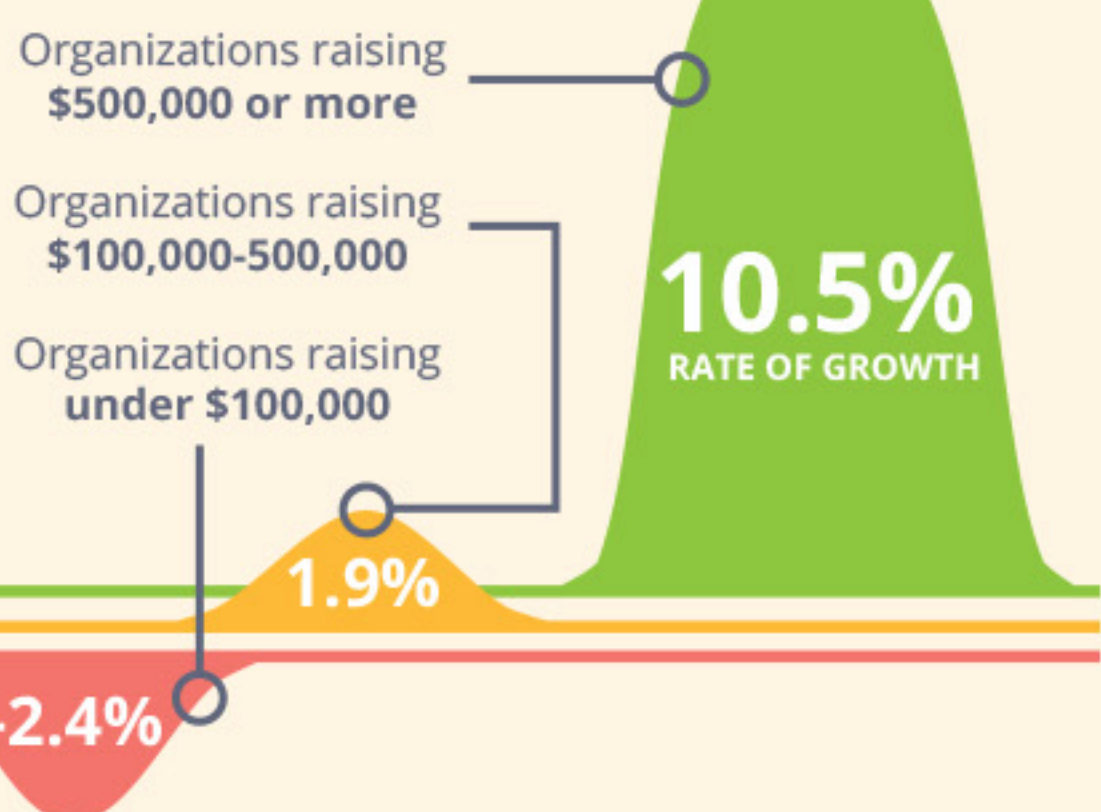
Retaining and motivating existing donors costs less than acquiring new ones.

For every 100 Donors gained, 102 were lost through attrition.



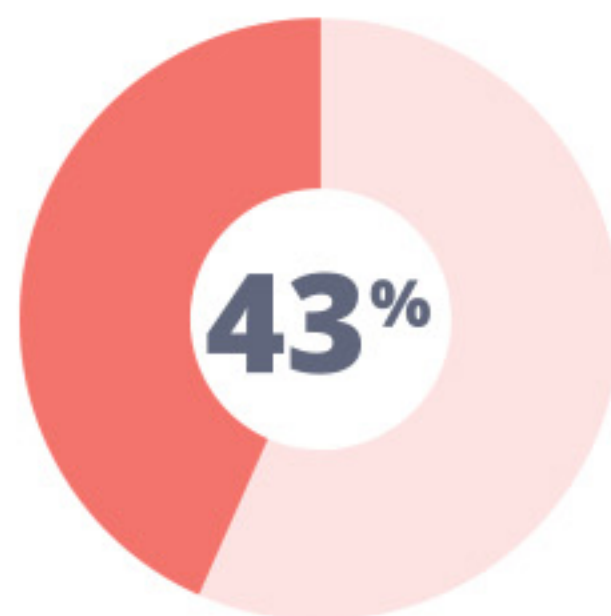
**DID YOU KNOW?**

Growth-in-Giving performance varies significantly according to organization size, with **larger organizations performing much better than smaller ones.**

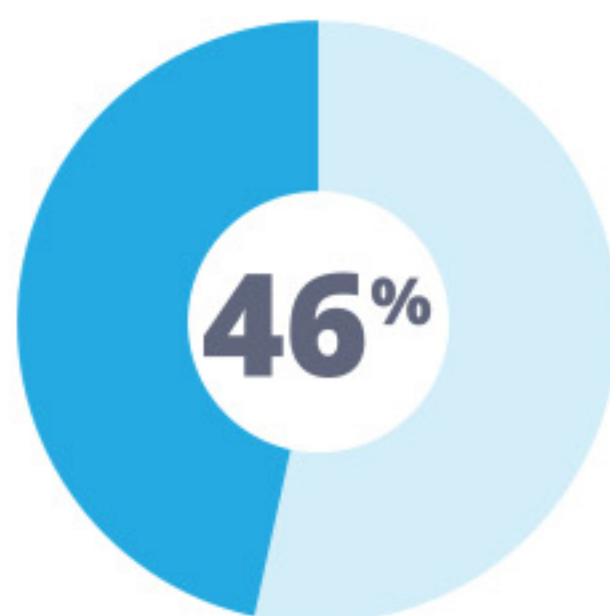


**REPEAT DONORS**  
MVPs of the Donation World

Pursuing strategies for reducing donor and dollar loss is the least expensive strategy for increasing net gains!



Only 43% of 2012 Donors made repeat gifts to participating nonprofits in 2013



Only 46% of 2012 dollars raised were raised again by participating nonprofits in 2013

**Use this FEP research to optimize your fundraising!**



**Suggested Strategies:**

- Invest in a monthly recurring gift program that will automatically retain donors!
- Measure the corresponding incremental return on those investments (ROI), by gain/loss categories