

# Fundraising Overview

Fiscal Year

2022

Revenue Type

Received

Constituency

All

Fund(s)

All

## Revenue vs Goal vs 3y Average

\$2,514,390.

Goal, 3y Avg: \$4,500,000, \$2,460,381

## Revenue vs STLY vs 3y Average

\$2,514,390.

STLY, 3y Avg: \$3,444,571, \$2,460,381

2,242

Donors (+Soft)

2,569

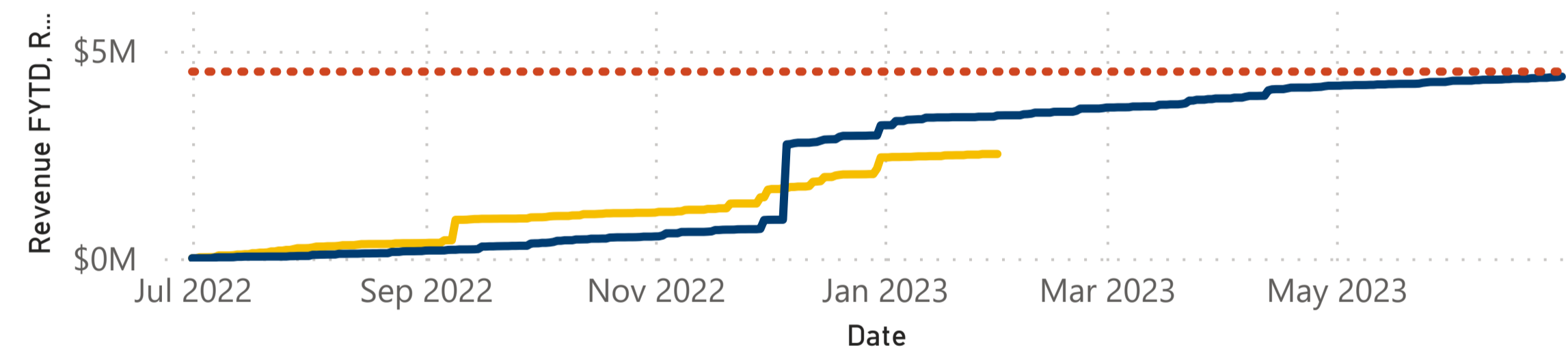
Gifts

\$979

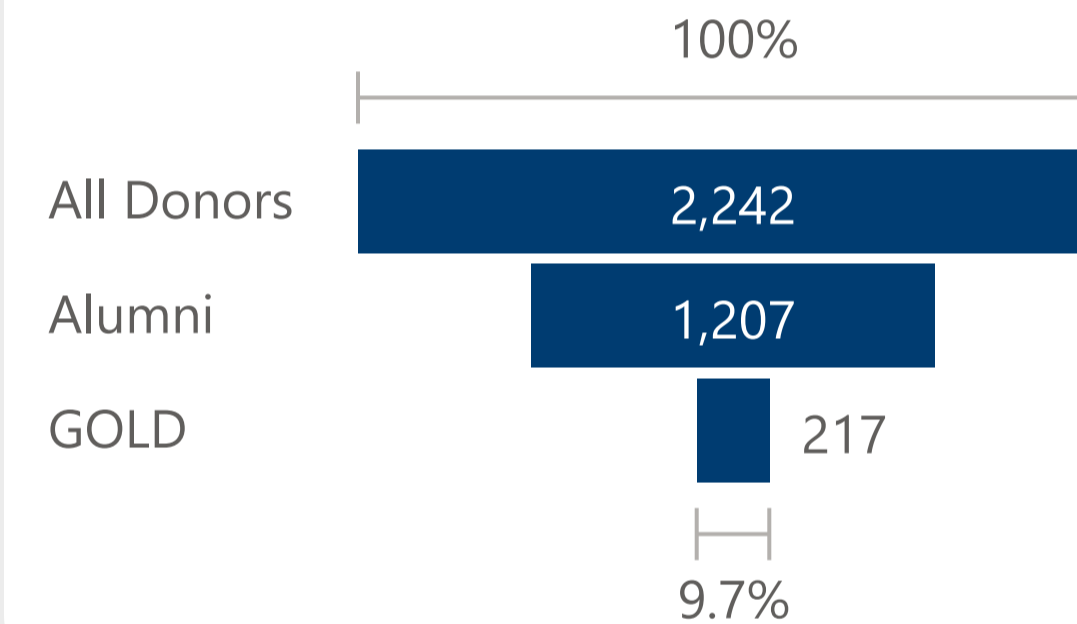
Avg Gift Amount

## Revenue FYTD v LY

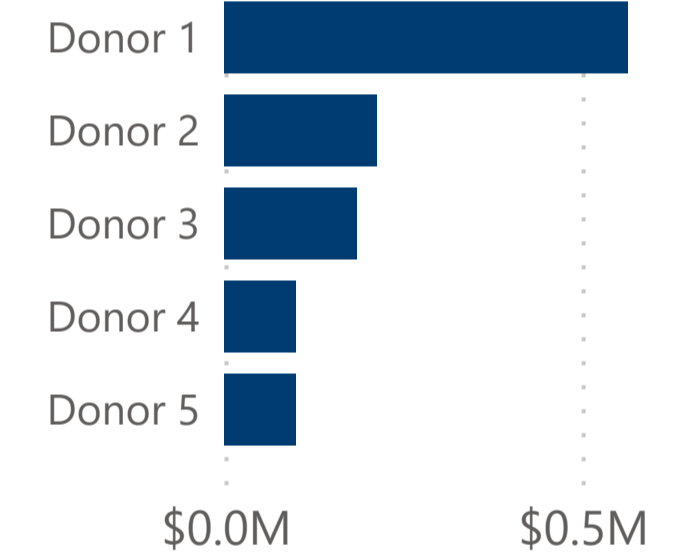
Revenue FYTD Revenue LFYTD Goal



## Donor Funnel

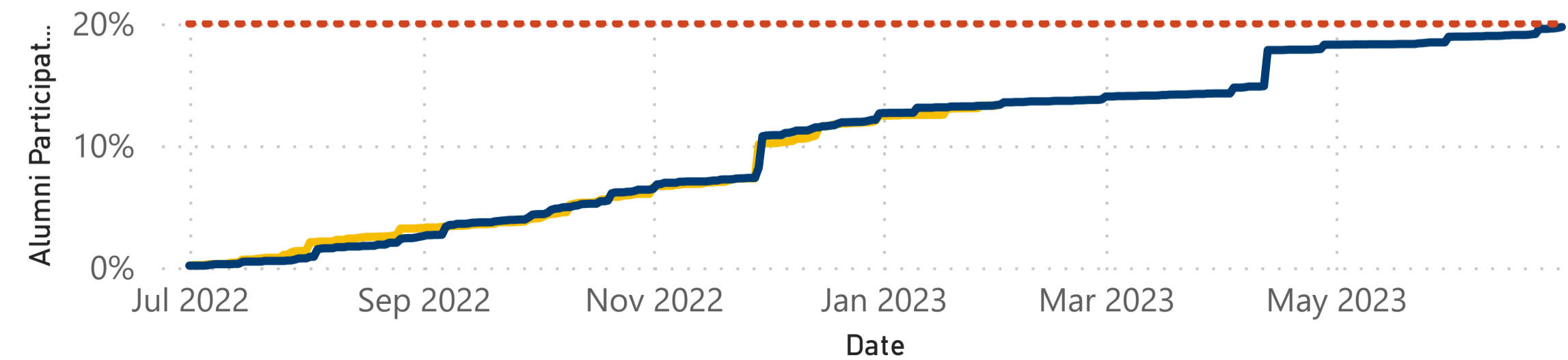


## Top 5 Donors



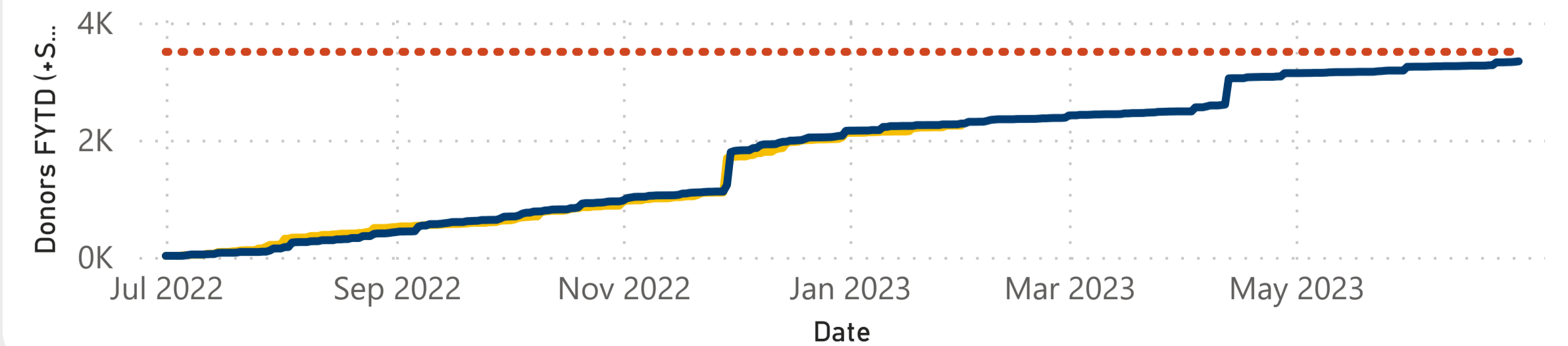
## Alumni Participation Rate v LY

Alumni Participation Rate FYTD Alumni Participation Rate LFYTD Goal



## Donors FYTD v LY

Donors FYTD (+Soft) Donors LFYTD (+Soft) Goal



The overview page shows a summary of revenue vs goal/3 yr average/STLY. The numbers are color-coded based on their position ahead (green), between (yellow), or behind (red) the target numbers. The line graphs are interactive and give us a sense of how well we're performing in the given year versus the previous year versus goal in each category. There are also high-level metrics about donors and gifts featured here. The filters at the top of the page allow for further refining and all insights will react in real-time based on the filters chosen.

# President's Circle Overview

300

PC Donors

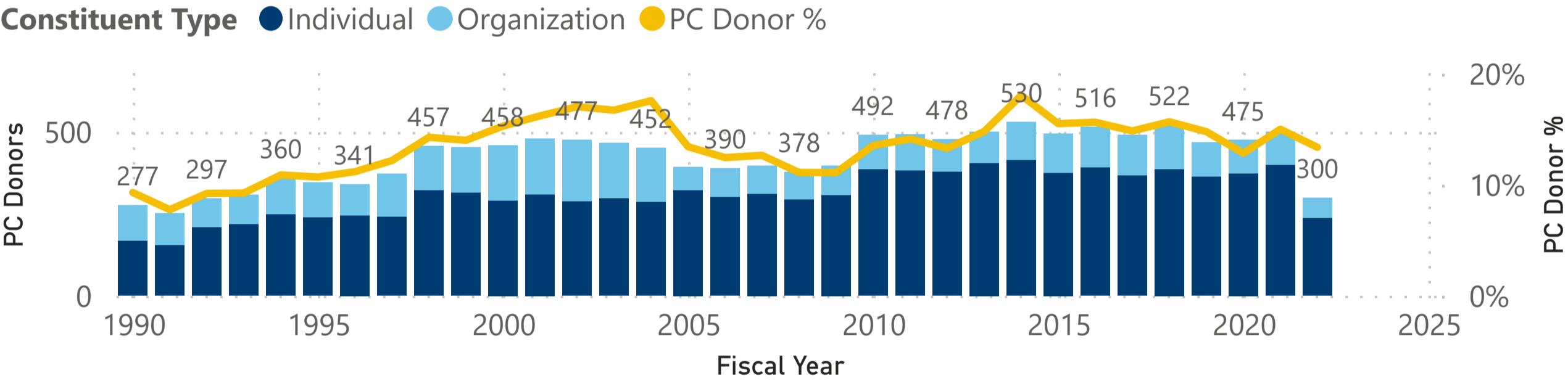
10

GOLD PC Donors

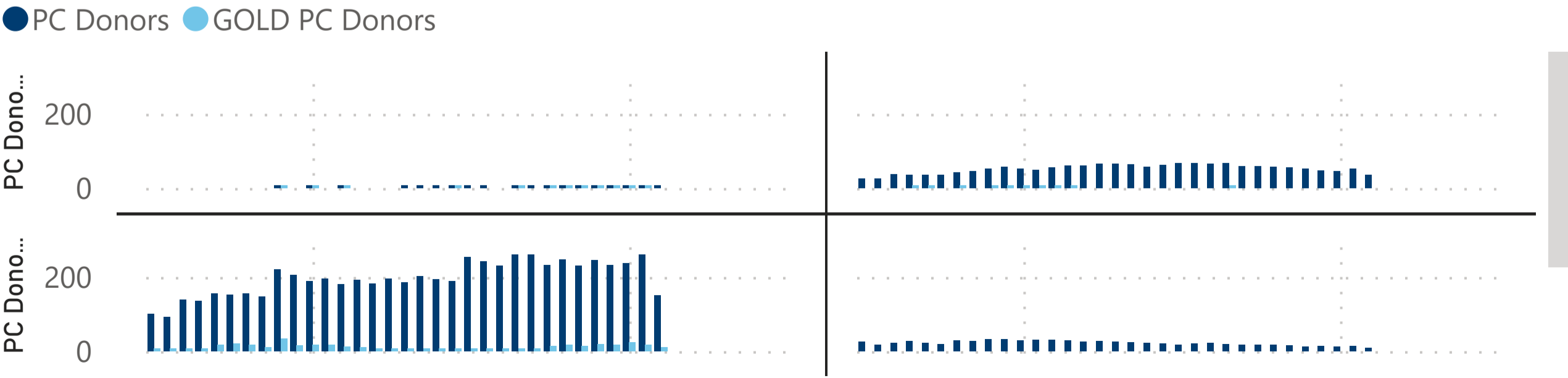
13.38%

PC Donor %

## PC Donors by Year by Type



## PC Donors by Constituency



## President's Circle Progress by Donor

Donor	Revenue (+Soft)	President's Circle Progress
Donor 1	\$37.15	3.72%
Donor 2	\$161.93	16.19%
Donor 3	\$1,435.50	100.00%
Donor 4	\$75.00	7.50%
Donor 5	\$5,000.00	100.00%
Donor 6	\$311.38	31.14%
Donor 7	\$2,500.00	100.00%
Donor 8	\$270.00	27.00%
Donor 9	\$500.00	50.00%
Donor 10	\$280.00	28.00%
Donor 11	\$1,000.00	100.00%
Donor 12	\$5,000.00	100.00%
Donor 13	\$45,878.17	100.00%
Donor 14	\$1,100.00	100.00%
Donor 15	\$900.00	90.00%
Donor 16	\$500.00	50.00%
Donor 17	\$2,528.84	100.00%
Donor 18	\$155.70	15.57%
Donor 19	\$31.36	3.14%
Donor 20	\$70.00	7.00%
Donor 21	\$1,000.00	100.00%
Donor 22	\$500.00	50.00%

This page is an overview of our annual giving society, the President's Circle (PC). We can see how many PC and GOLD PC donors we have and how that compares to the total donors this year. The bar/line chart illustrates the 30+ year history of this group and a small multiples bar graph shows our PC donors by their constituency over the same time frame. On the right, a table shows all donors this year and their respective progress towards the President's Circle. Because GOLD alumni can be PC members at a discount, calculated measures allow us to dynamically derive the threshold needed for GOLD alumni to determine whether they've met their minimum giving for the year. All other donor's must give \$1,000+ annually to be members.

# Giving Band Analysis

Fiscal Year

Multiple selecti... ▾

Revenue Type

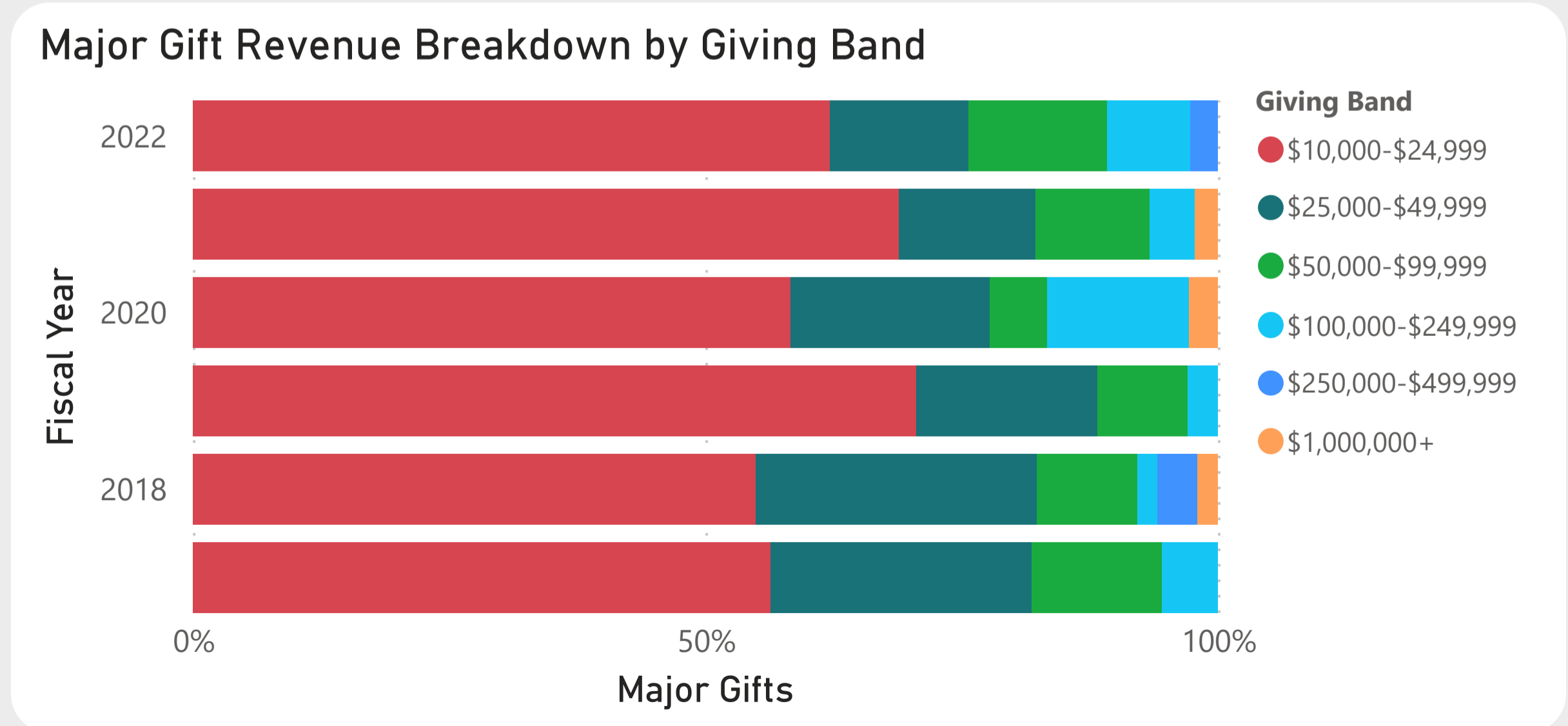
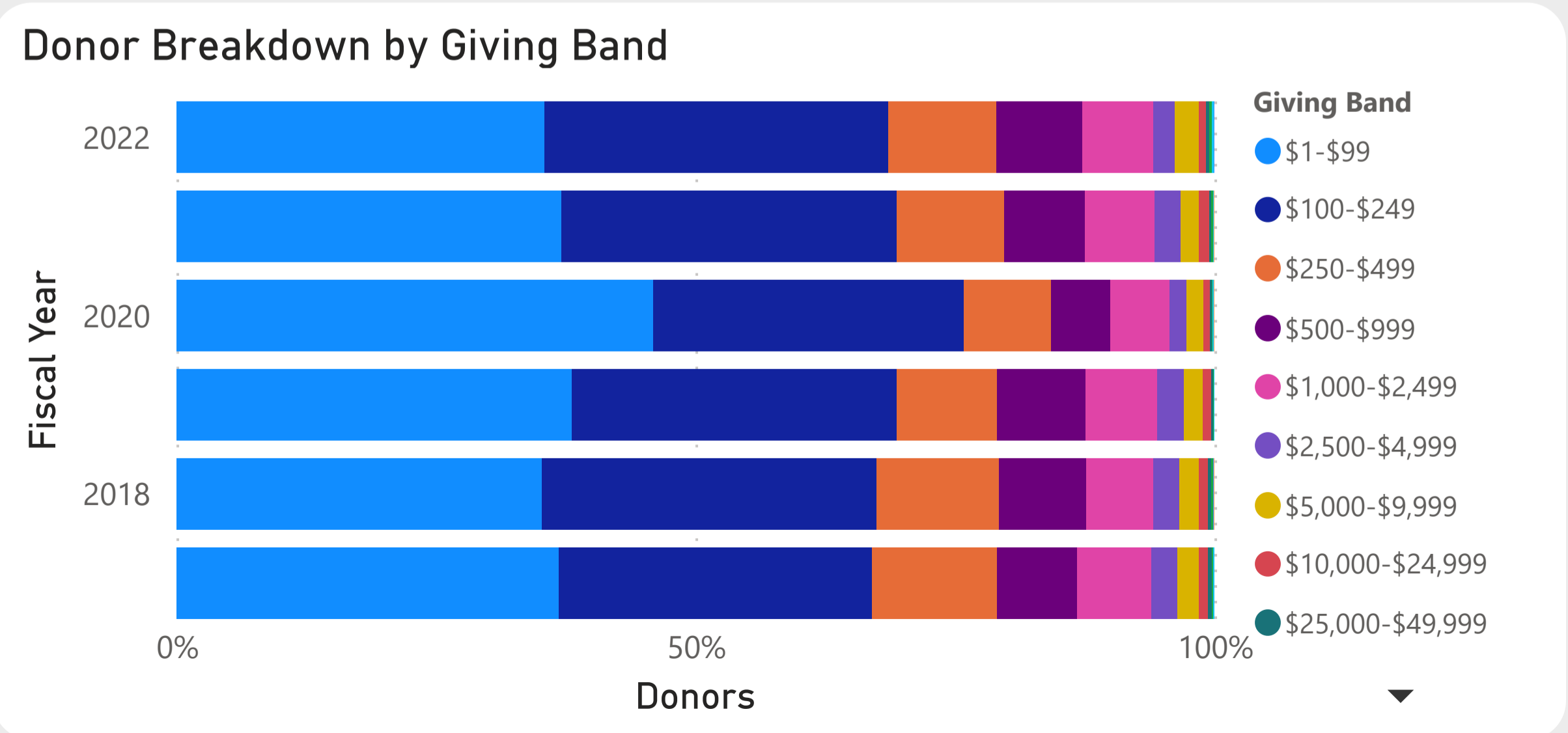
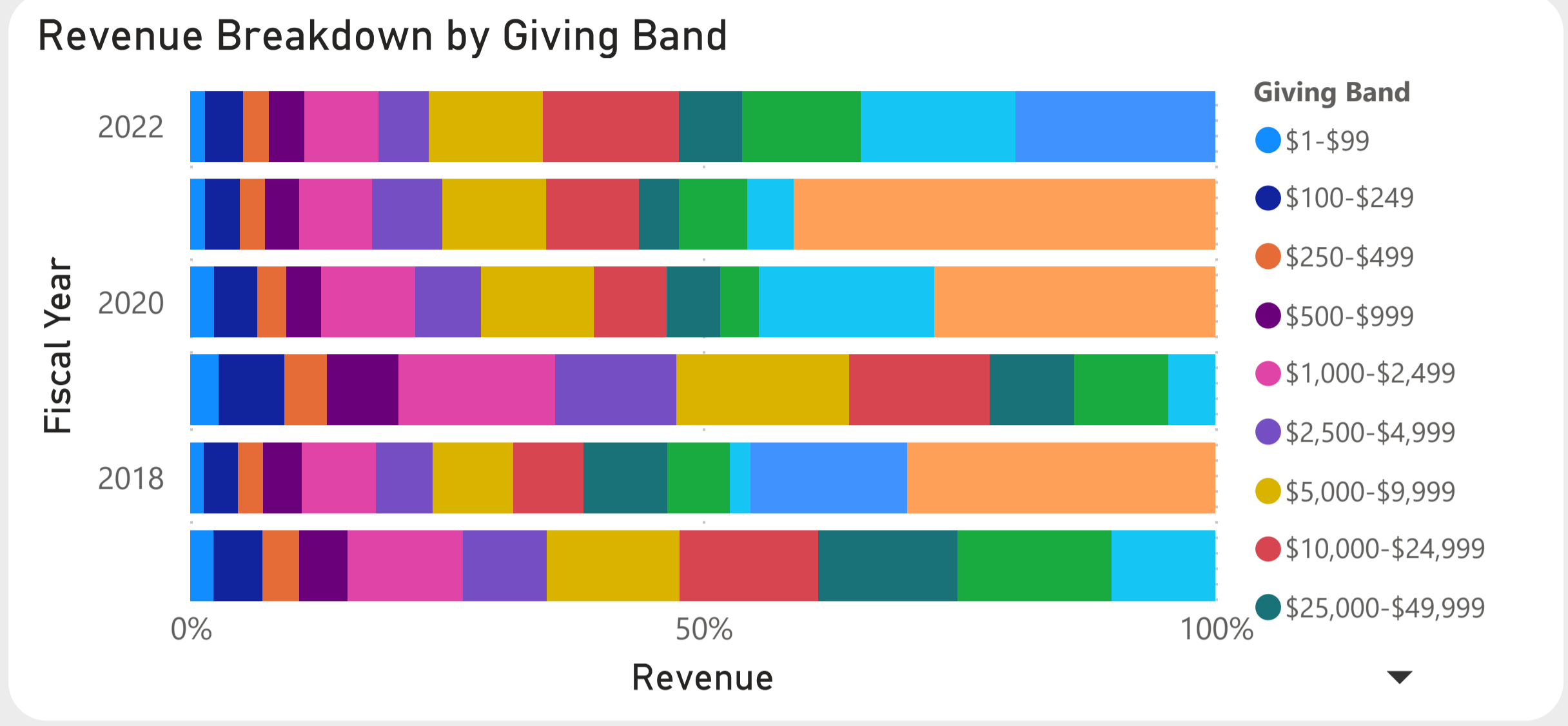
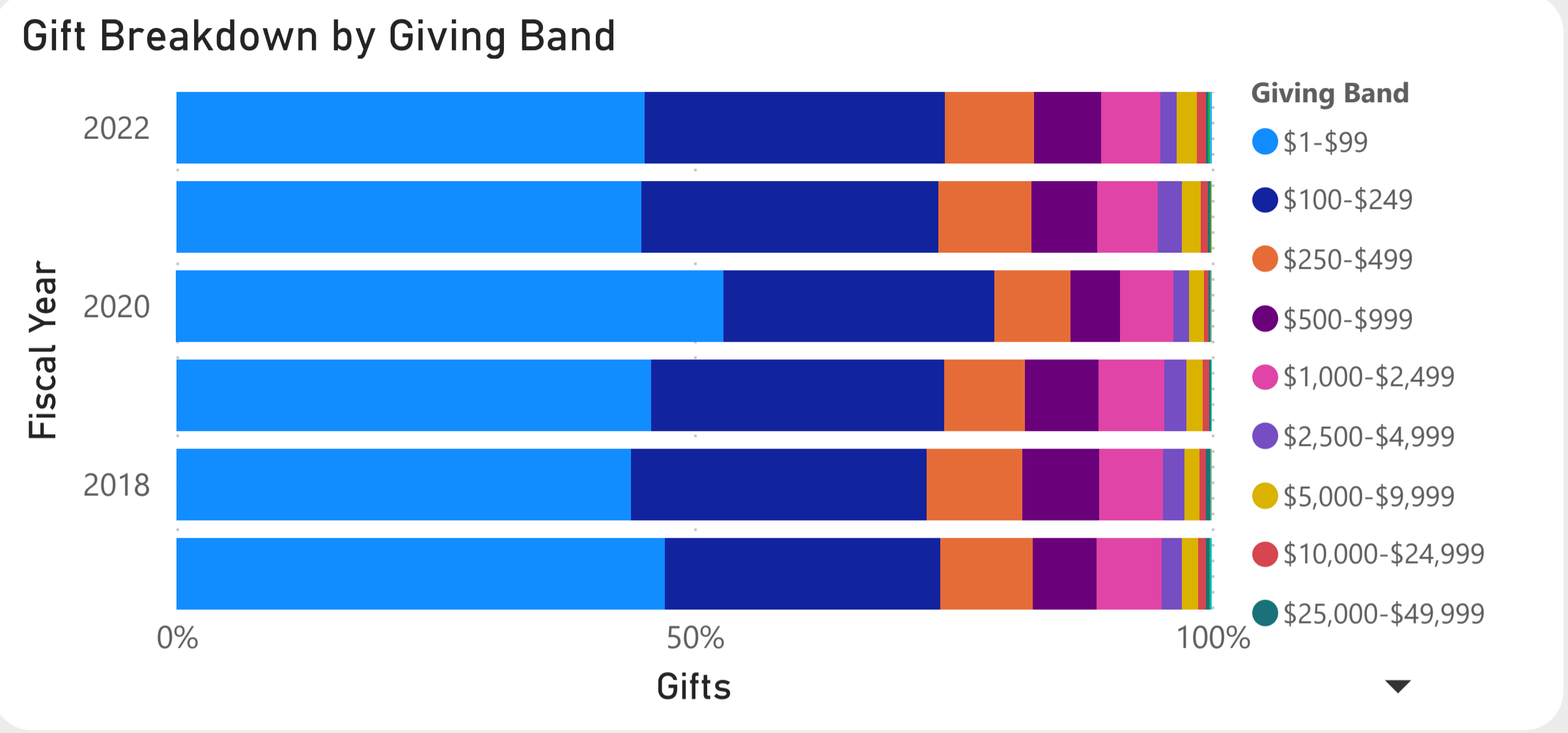
Received ▾

Constituency

All ▾

Fund(s)

All ▾



# Major Gifts Overview

Fiscal Year

2022

Revenue Type

Received

Fund(s)

All

37

Major Gifts

25

Major Gift Donors

15.6

Years til Major Gift

73

Avg Donor Age

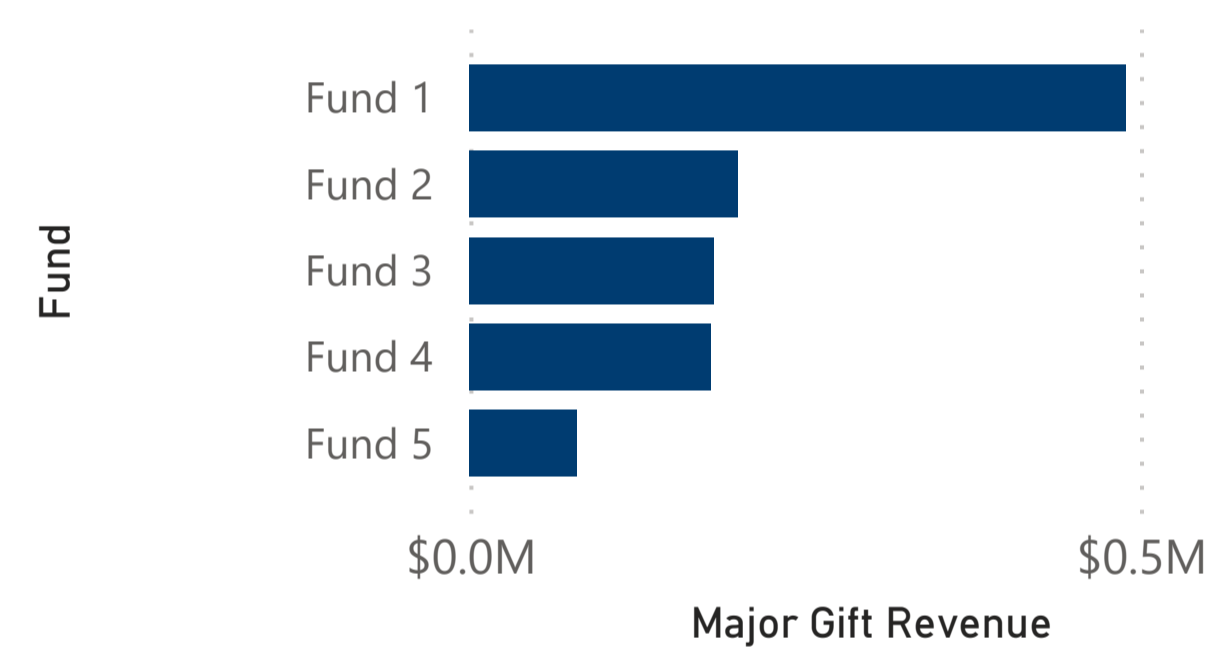
\$2M

Major Gift Revenue

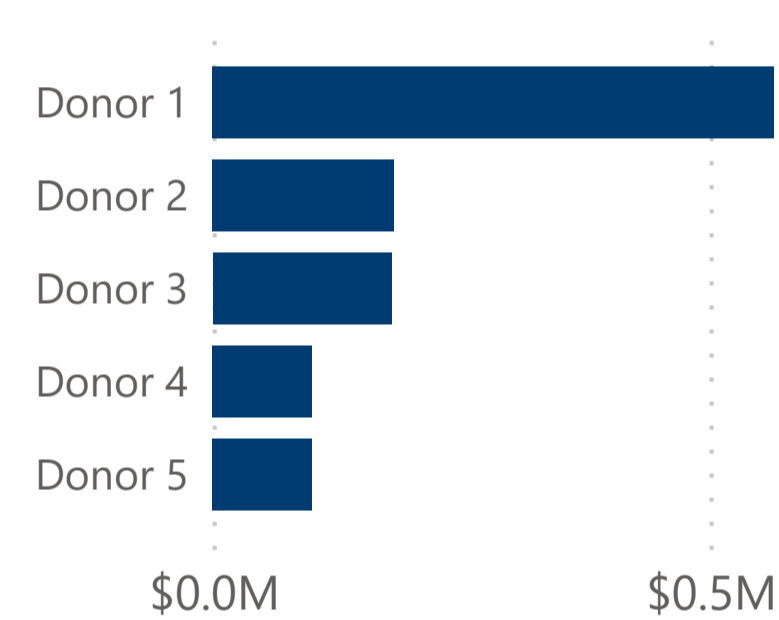
\$42K

Avg Major Gift Revenue

## Top Funds (Up to 5)



## Top Donors (Up to 5)

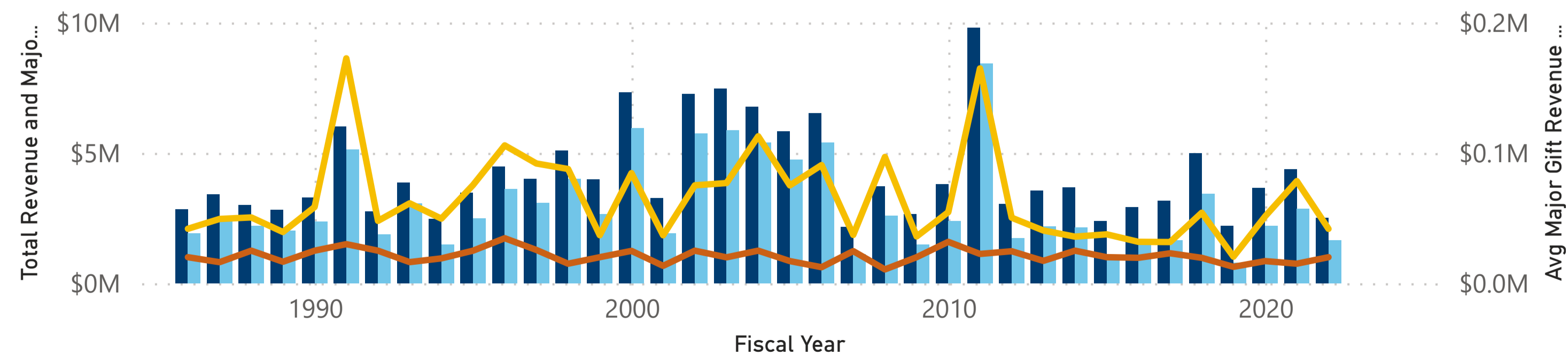


## Major Gift Revenue by Location and Category



## Major Gift Revenue History

● Total Revenue ● Major Gift Revenue ● Avg Major Gift Revenue ● Median Major Gift Revenue



# Donor Acquisition

GOLD

All

Fiscal Year

2022

Fund(s)

All

304

Acquired Donors

13.6%

Acquisition Rate

\$82.23K

Acquired Revenue

3.3%

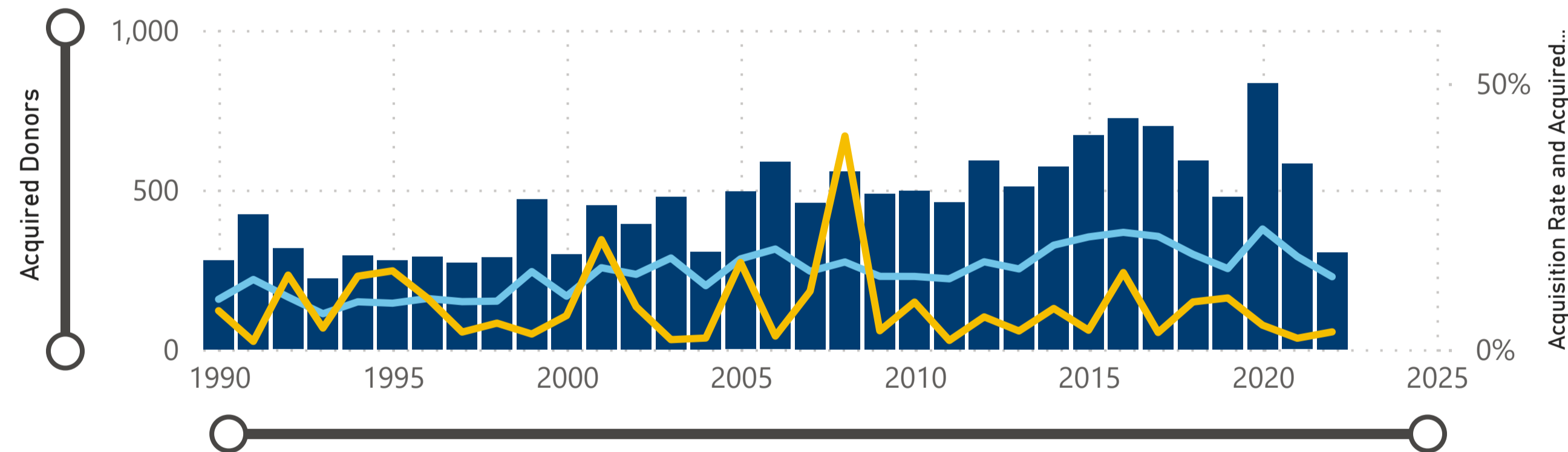
Acquired Revenue Rate

**Acquired Donors** are any donor who makes their first gift to FC, including via soft credits. The fiscal year in which that gift occurred is when they are considered acquired.

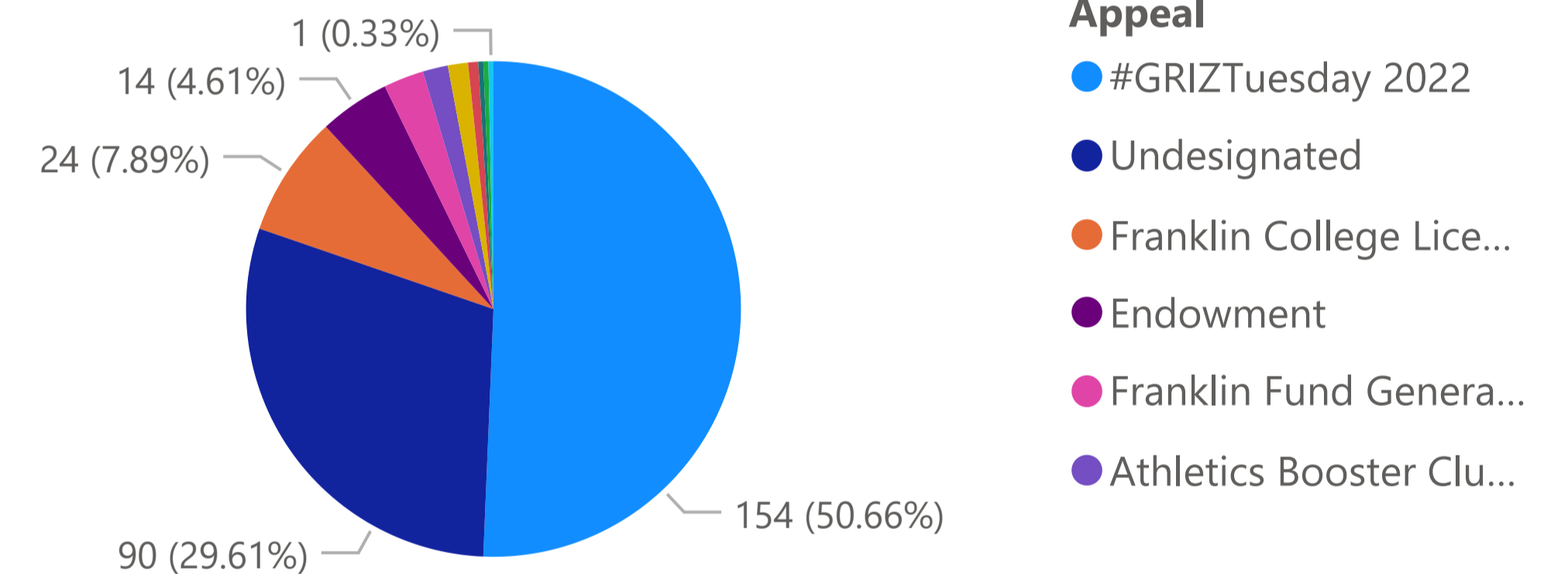
**Acquisition Rate** is the percentage of the total donors this year who are acquired.

## Donor Acquisition History

● Acquired Donors ● Acquisition Rate ● Acquired Revenue Rate



## Acquired Donors by Appeal



## Acquired Alumni by Class



The acquisition page gives us important metrics on our donors that we acquired in the selected year. Definitions of these metrics are displayed on page for easy ingestion of the information. As noted on the pie chart, our giving day around Franklin College athletics is an excellent driver of donor acquisition. Also of note, of the class years represented on the tree map, half of them are from the last decade. Our young alumni are a vital part of our fundraising strategy and engaging this group continues to be a priority.

# Donor Retention

GOLD

Fiscal Year

Fund(s)

All

2022

All

1,615

Retained Donors

72.5%

Retention Rate

\$2.15M

Retained Revenue

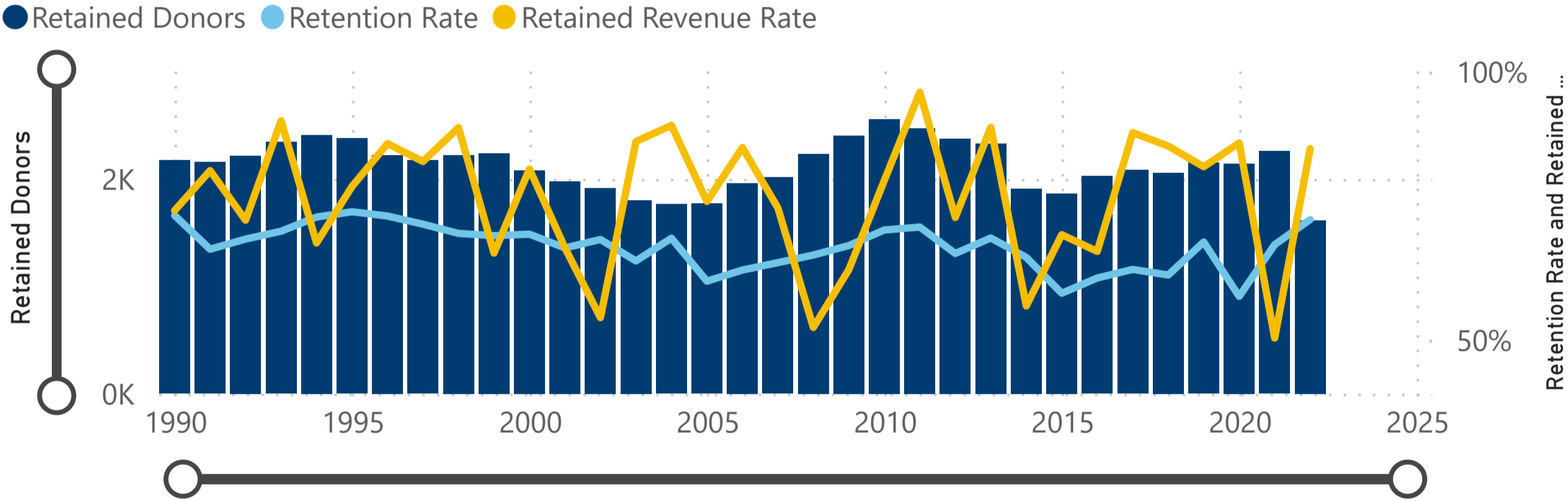
85.7%

Retained Revenue Rate

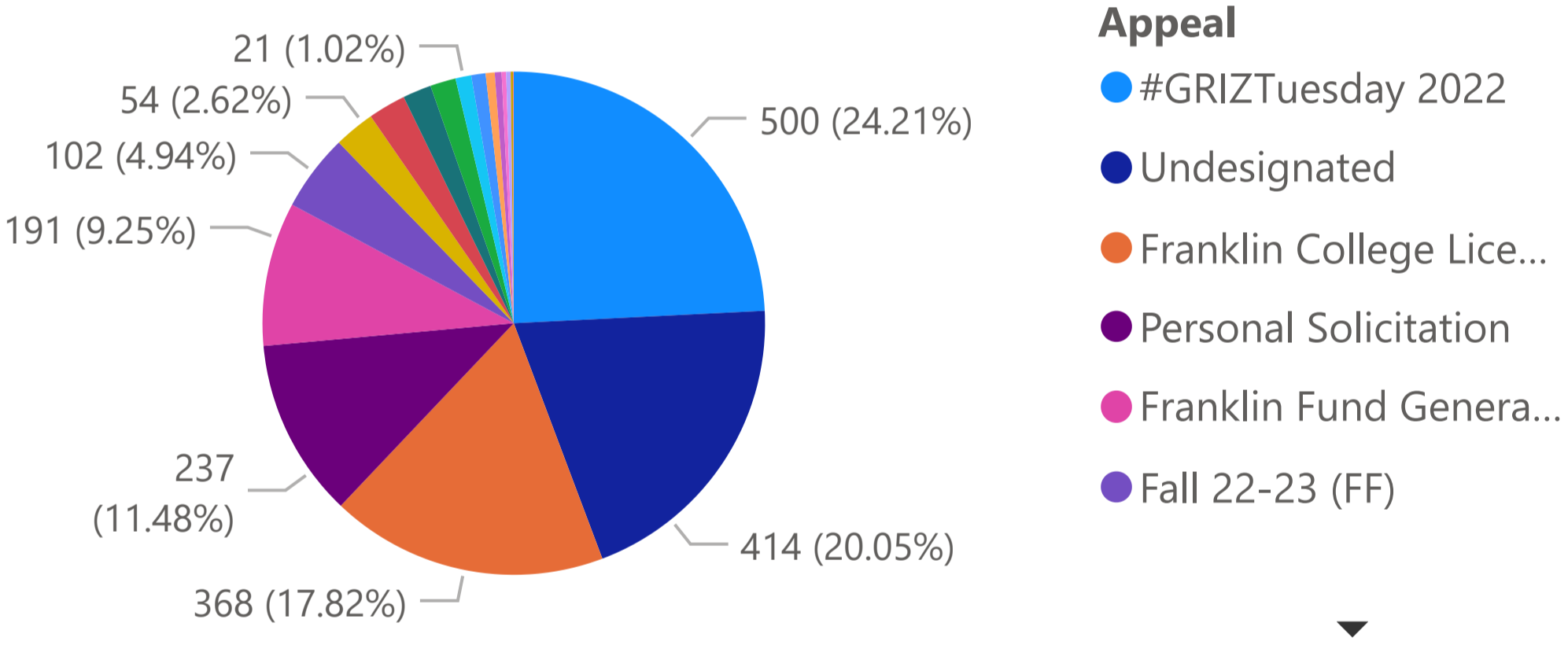
**Retained Donors** are donors who make gifts in consecutive years, including via soft credits. For each year they make a gift, if they made a gift in the previous year as well, they are considered retained.

**Retention Rate** is the percentage of the total donors this year

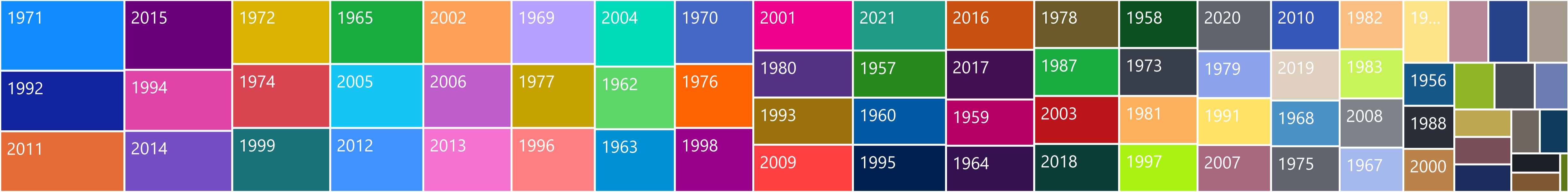
## Donor Retention History



## Retained Donors by Appeal



## Retained Alumni by Class



The retention page is laid out the same way as the acquisition page. This group of donors are our "evergreen" donors who make gifts year after year. Our retention rate tends to hover in the high 60% range overall, but our annual fund retention rate has historically been as high as 82%. Once again, our athletics giving day leads the way on donor retention for this year to date.

# Donor Recapture

GOLD

All

Fiscal Year

2022

Fund(s)

All

324

Recaptured Donors

14.5%

Recapture Rate

\$278.1K

Recaptured Revenue

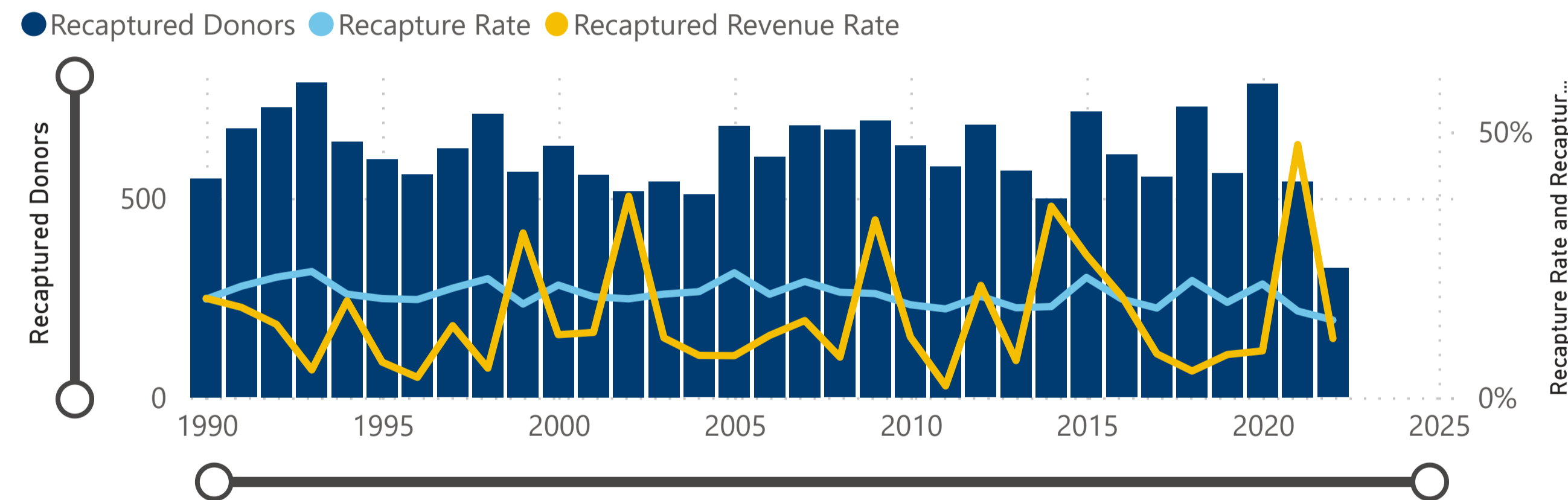
11.1%

Recaptured Revenue Rate

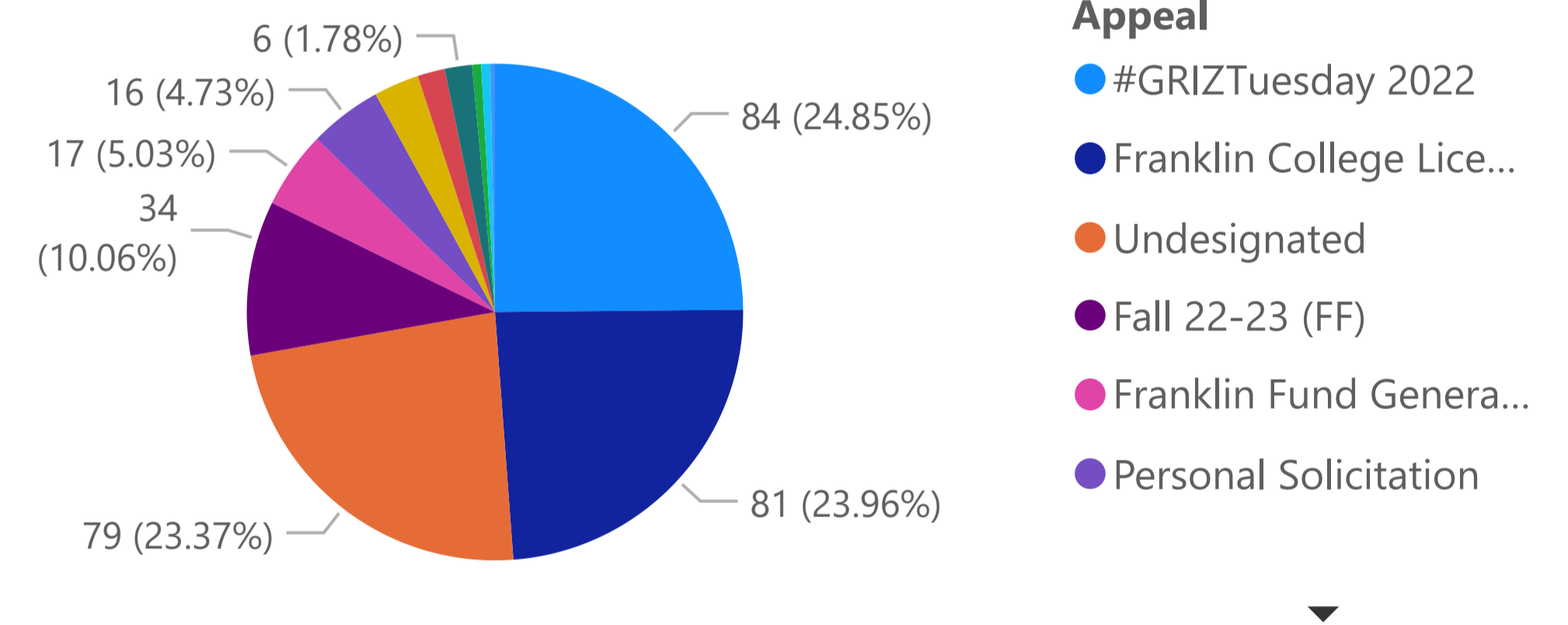
**Recaptured Donors** are previous donors who made a gift this year after 2+ years without giving, including soft credits. Any time they make a gift after 2+ years without a gift, they will be considered recaptured.

**Recapture Rate** is the percentage of the total donors this year

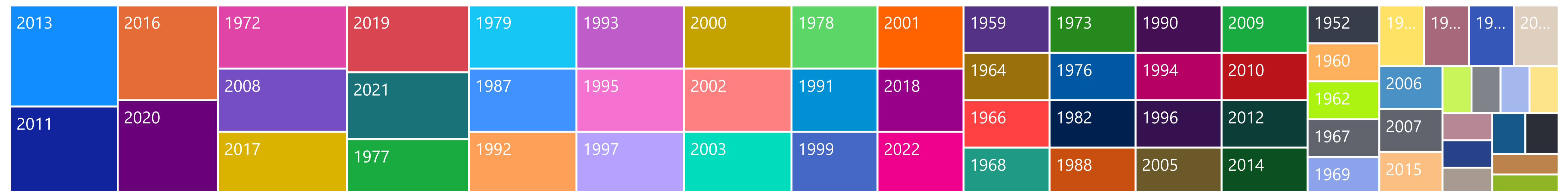
## Donor Recapture History



## Recaptured Donors by Appeal



## Recaptured Alumni by Class



The recapture page is laid out the same as the acquisition and retention pages. This group of donors are our "occasional" donors who make gifts infrequently. This can be a tricky group to get a read on. They sometimes stop giving for personal reasons, disagreements with institutional direction or decisions, or sometimes they just forget (despite our efforts). On all three of these pages, our recent giving day has been the number one driver of acquisition, retention, and recapture of our donors for this fiscal year.