

*Classy*

# Must-Know Fundraising Data to Build Lasting Donor Connections

**Date**

August 2022



Meet your presenter

Years of nonprofit  
and tech  
experience.



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**Classy**

## Mission

# Mobilize and Empower the World for Good



## Agenda

# What's in store for today?

- 01 What's ***The State of Modern Philanthropy?***
- 02 The Data Behind the Report
- 03 This Year's Theme
- 04 Data Deep Dive
- 05 Open Q&A

# What's The State of Modern Philanthropy?



# The State of Modern Philanthropy is...

- Your guide to the **most relevant fundraising insights** for nonprofit professionals
- Data is **pulled from Classy's online fundraising platform**
- Use this data to **build a diversified fundraising portfolio** and achieve your short-term and long-term goals

# Data Behind The Report

## 2021 Data From Classy's Giving Platform

A view of Classy's proprietary giving platform data analysis of campaign activity that led to \$1.143 billion in donations between January and December 2021.

## 12M+ Donations

Over twelve million donation were analyzed to create this report.

## 5,000+ Organizations

Over five thousand organizations were included in the data analysis.

## 54,000+ Active Campaigns

Data was analyzed from over fifty four thousand active fundraising campaigns.



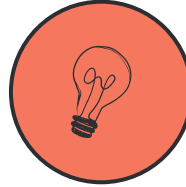
### This Year's Theme

# The Path to Lasting Donor Connections



## Acquire

Discover new ways to captivate donors.



## Convert

Unlock experiences that lead to competed donations.



## Retain

Strengthen connections to build lasting success.



# Acquire

Discover new ways to captivate donors



**What channel drives the most traffic to your fundraising campaign pages? (example: social media, website, email)**

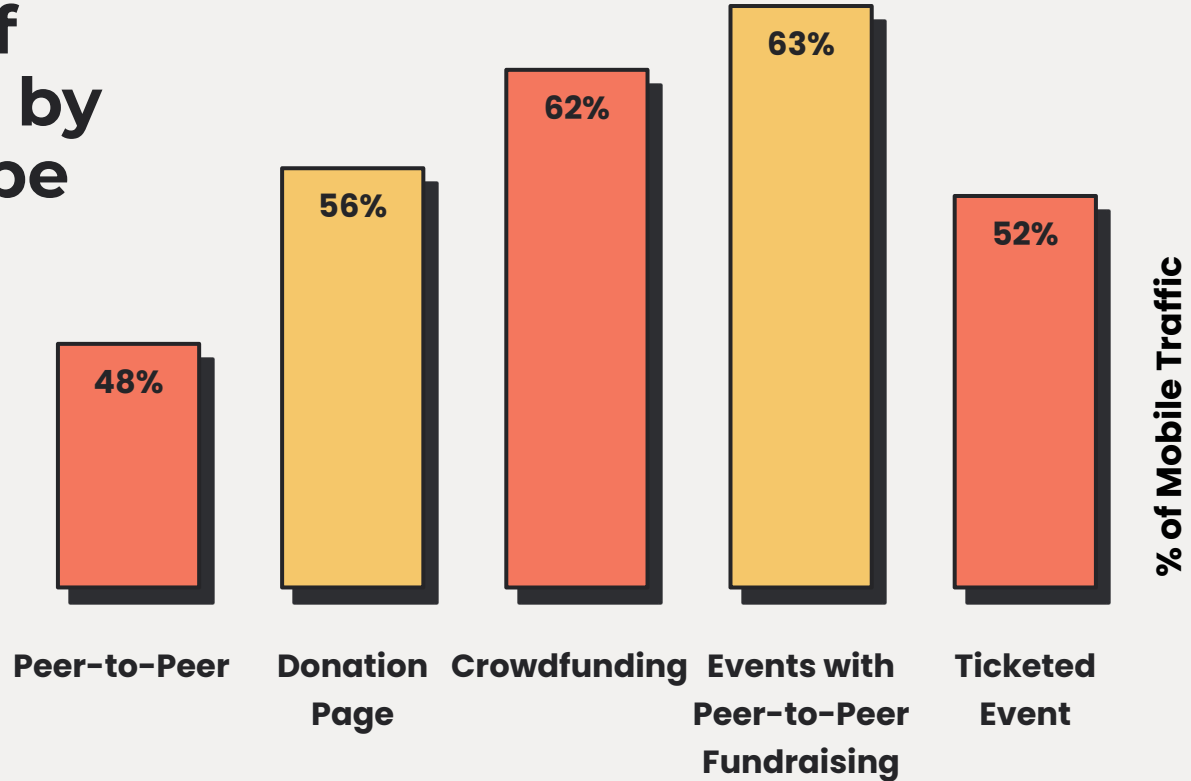
# Key Data Snapshot

Traffic From Mobile Devices  
Overrides Desktop for Most  
Campaign Types



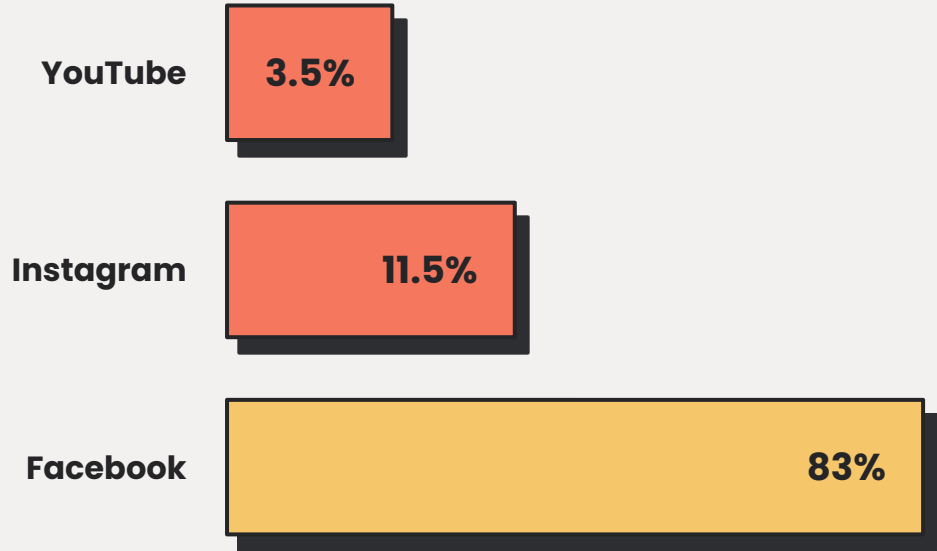
## Mobile Traffic vs Desktop

# Percentage of Mobile Traffic by Campaign Type



## Campaign Traffic From Social Media

# Percentage of Traffic by Social Media Platform



## Acquire Donors This Year-End

# Year-end giving continues to fuel donor acquisition and volume

**30%** of annual donation volume on Classy takes place between Giving Tuesday and December 31

Nonprofits acquire **10X** more donors on Giving Tuesday compared to an average day of the year

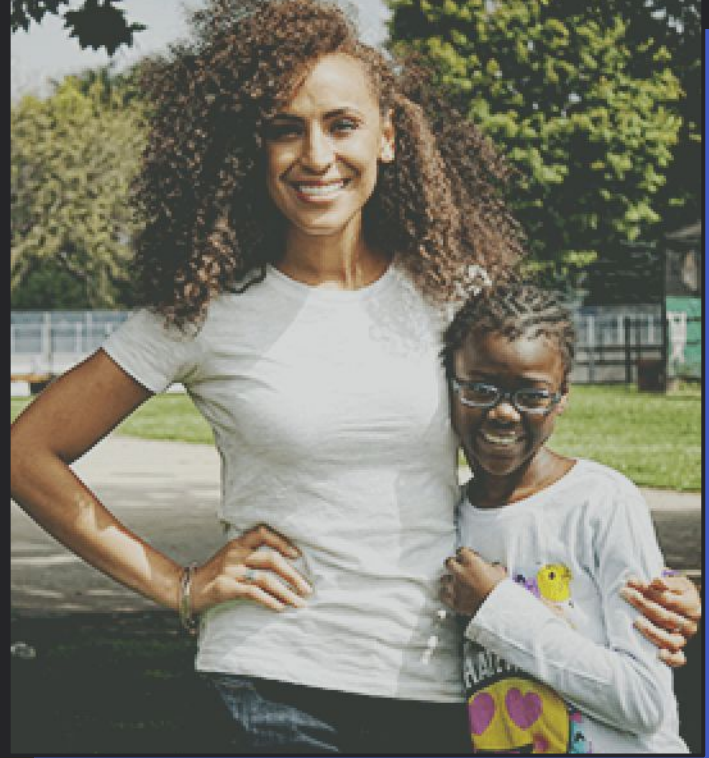
### Actionable Takeaways

# Acquire More Donors

- **Test your donation experience** on various devices and screens
- **Greet mobile traffic with flexible payment options**—like digital wallets, Venmo, and PayPal
- Invite year-end donors to your **mobile-optimized campaign**

# Convert

Unlock experiences that lead to completed donations





**What type(s) of fundraising campaigns does your nonprofit run? (example: crowdfunding, events, peer-to-peer)**

# Key Data Snapshot

## Year-End Campaigns Have High Conversion Potential

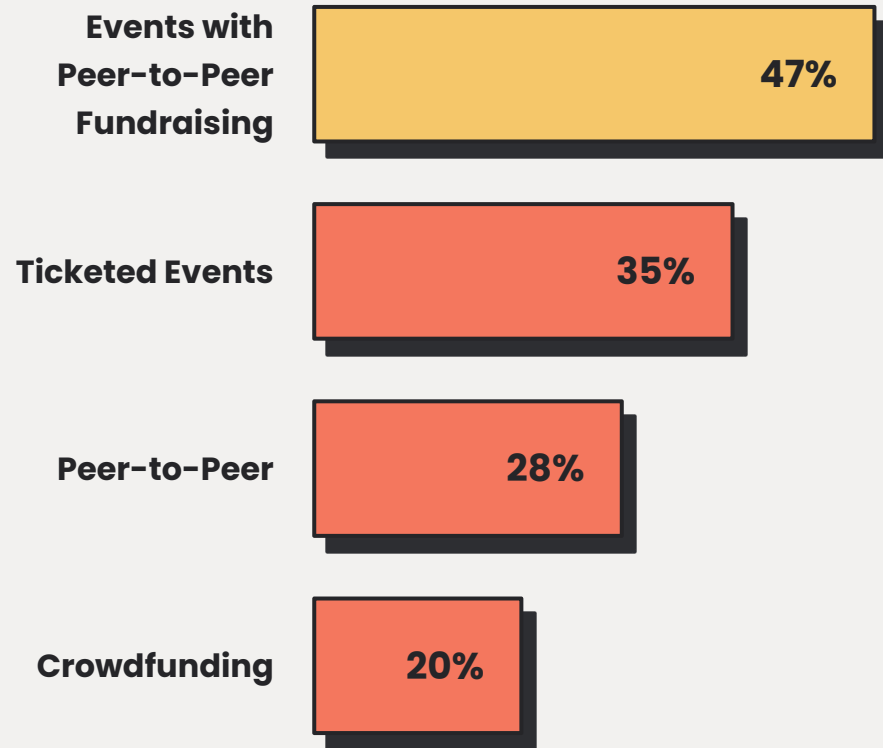
## Year-End Conversion Potential

# New Donors Come to Year-End Campaigns to Give

Nonprofits see conversion increase by **2X** on Giving Tuesday and New Year's Eve compared to an average days of the year

## Campaigns That Convert

# Donor Conversion Rate by Campaign Type



\*A conversion represents either a donation transaction or a registration to an event.

# Key Data Snapshot

## When Donors Have Payment Options, Gift Sizes Increase



## Payment Options

# The Potential of ACH (Bank Transfer)

## 2X Larger One-Time Gift

When making a donation with ACH (bank transfer), nonprofits see, on average, a 2X larger one-time gift.

## 29% Larger Recurring Gift

When making a donation with ACH (bank transfer), nonprofits see, on average, a 29% larger recurring gift.

## Payment Options

# The Potential of PayPal

## 4 Point Conversion Lift

Organizations that activated PayPal on Classy saw a four point conversion lift.

## 30% Increase in Donation Size

Organizations that activated PayPal on Classy saw a 30% increase in donation size during peak giving season compared to credit card.

### Actionable Takeaways

## Convert More Donors

- Capitalize on the **resurgence of fundraising events** and their conversion rates
- Boost sustainability by **diversifying revenue streams** with multiple campaign types
- Lean on **specific payment options** to increase giving levels



# Retain

## Strengthen connections to build lasting success



**Which recurring giving frequency has the *lowest* donor churn rate—monthly, quarterly, or semi-annually?**

**Key Data Snapshot**

**Monthly Donations Deliver  
the Most Potential for  
Sustainable Revenue**

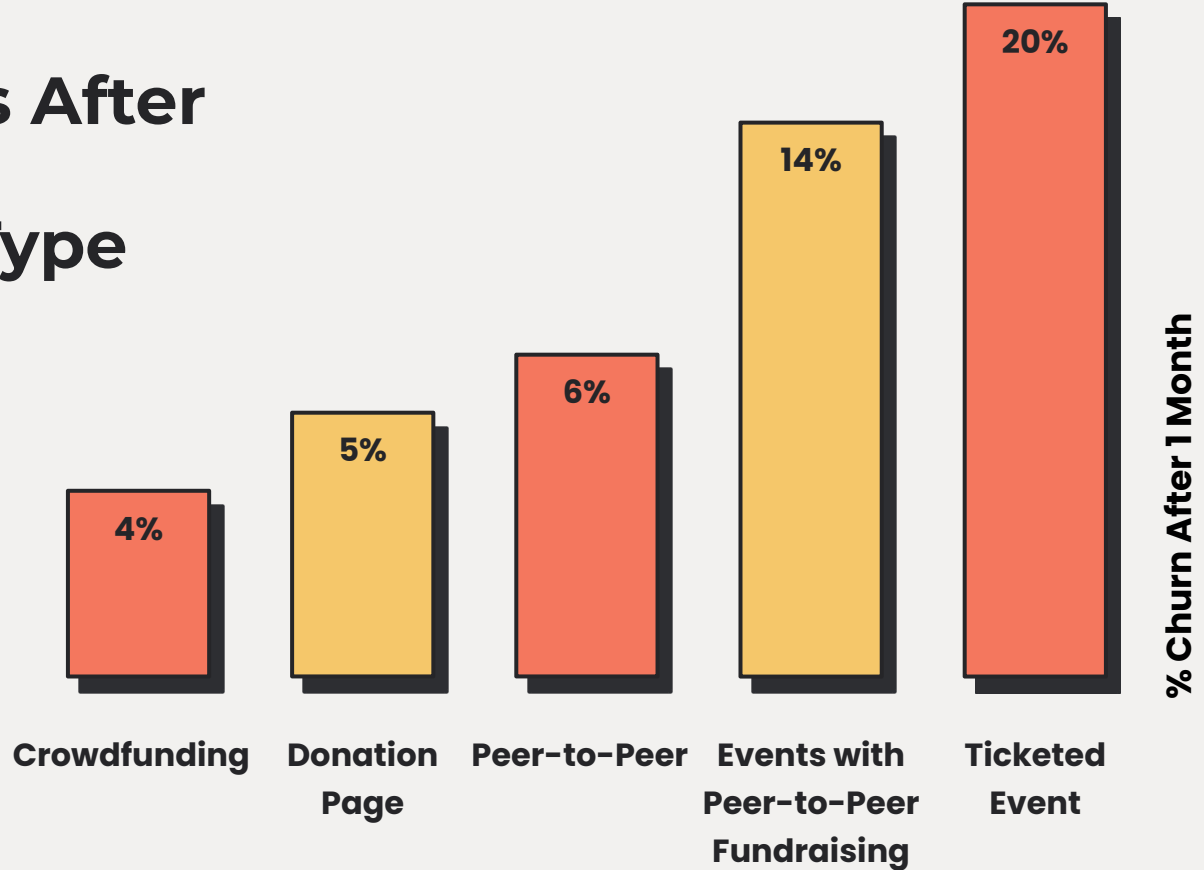



# Recurring Frequency Churn Rate From 1 to 6 Months

Frequency of Recurring Gift	% Churn After 1 Month	% Churn After 3 Months	% Churn After 6 Months
Monthly	4%	7%	18%
Quarterly	6%	13%	41%
Semi-Annually	13%	14%	62%

*In 2021, Classy introduced daily, weekly, and bi-weekly recurring gift frequencies. We'll report on the momentum of these options as reliable data accrues over time.*

# Churn Rates After 1 Month by Campaign Type






**Key Data Snapshot**  
**Donation Pages Yield**  
**Strong Recurring Revenue**

# Campaign Types That Yield the Most Recurring Revenue

*The three most common campaign types used on Giving Tuesday!*



Campaign Type	Average 2021 Recurring Revenue	Median 2021 Recurring Revenue
<b>Donation Page</b>	\$15,534	\$707
<b>Crowdfunding</b>	\$11,732	\$600
<b>Peer-to-Peer</b>	\$6,612	\$368

# Your donation makes a difference.

Help us reach more women and girls by giving today.



Days for Girls has reached more than 2.5 million women and girls in 145 countries with period products and health education. Your donation will help us reach more girls with the resources they need to manage their periods, stay in school, and chase their dreams.

ONE TIME      **RECURRING**

How often would you like to donate?

Weekly

End date (optional)

Choose a weekly amount

\$25    \$50    **\$100**    \$250    USD    \$ Other

Dedicate my donation in honor or in memory of someone

See if your employer will match your donation

## Your Information

First Name \*

Last Name \*

Hide my name from the public.

Hide my donation amount from the public.

Email \*

Your receipt will

Yes     No     Newsletter for updates on the impact of my donation.

Weekly donation  
**\$105.20** USD

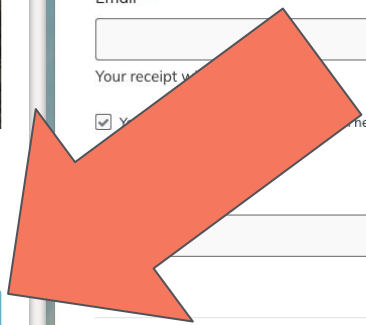
To ensure the biggest impact possible with my donations, I'd like to cover the processing fee so 100% of my donation goes to Days for Girls International.

Donate with your preferred payment method:

**PayPal**

CREDIT CARD

BANK TRANSFER





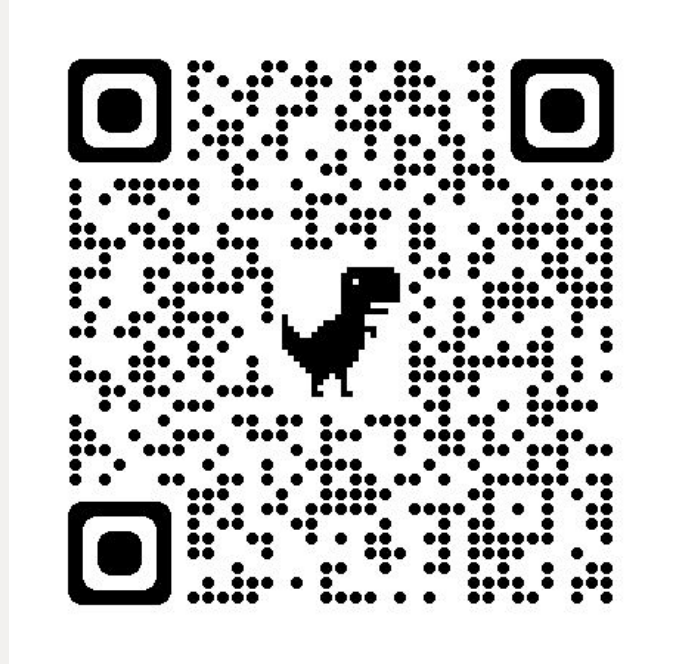
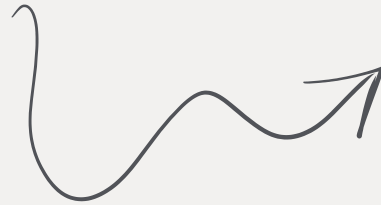
### Actionable Takeaways

## Retain More Donors

- **Follow up with recurring donors** within the first month of their initial recurring gift
- Always have a **recurring option on your donation page** (don't forget about ACH and other modern payment types!)
- **Offer popular frequencies** to give your donors options

# The State of Modern Philanthropy: The Path to Lasting Donor Connections

Dive deeper into the data behind Classy's annual report. You'll gain insights and tips to help you raise more money online this Giving Tuesday and beyond.



# Questions?

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