

Samples

Display

VAL

Data Through

YTD

Data Date Through: Dec 31 2023

Sustainer

All

Gift Amt Group

All

Large Amt Group

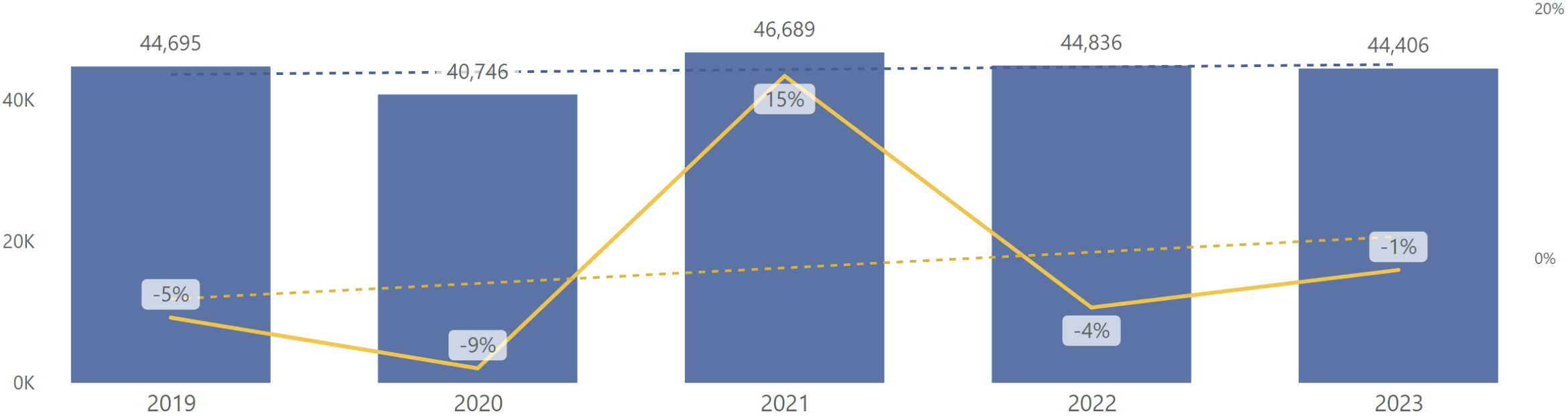
All

LifeCycle	2018	2019	2020	2021	2022	2023
A. New Donors						
Available	16,893	13,561	8,211	14,251	12,568	12,004
Percent Retained	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%
Active	16,893	13,561	8,211	14,251	12,568	12,004
Gifts	24,469	19,762	13,498	21,171	18,835	18,020
Revenue	\$1,616,709	\$1,473,006	\$1,079,777	\$1,903,326	\$1,449,908	\$2,338,210
Average Gift	\$66.07	\$74.54	\$80.00	\$89.90	\$76.98	\$129.76
Gifts per Donor	1.45	1.46	1.64	1.49	1.50	1.50
Revenue per Donor	\$95.70	\$108.62	\$131.50	\$133.56	\$115.37	\$194.79
B. First-Year Donor Retention						
Available	16,472	16,893	13,561	8,211	14,251	12,568
Percent Retained	29.59%	27.35%	30.82%	36.24%	29.16%	28.12%
Active	4,874	4,620	4,180	2,976	4,156	3,534
Gifts	14,045	13,162	11,927	9,007	12,052	10,213
Revenue	\$885,808	\$820,732	\$857,050	\$665,636	\$770,244	\$764,038
Average Gift	\$63.07	\$62.36	\$71.86	\$73.90	\$63.91	\$74.81
Gifts per Donor	2.88	2.85	2.85	3.03	2.90	2.89
Revenue per Donor	\$181.74	\$177.65	\$205.04	\$223.67	\$185.33	\$216.20
C. Multi-Year Donor Retention						
Available	22,954	24,255	25,234	26,010	25,972	26,448
Percent Retained	74.94%	74.46%	75.04%	76.04%	74.81%	73.90%
Active	17,201	18,061	18,935	19,777	19,429	19,544
Gifts	70,457	73,769	79,203	84,236	83,160	85,194
Revenue	\$6,194,453	\$6,977,450	\$6,858,469	\$12,313,760	\$8,536,165	\$8,988,937
Average Gift	\$87.92	\$94.59	\$86.59	\$146.18	\$102.65	\$105.51
Gifts per Donor	4.10	4.08	4.18	4.26	4.28	4.36
Revenue per Donor	\$360.12	\$386.33	\$362.21	\$622.63	\$439.35	\$459.93
D. Reactivated Donor Retention						
Available	4,895	5,787	5,900	6,525	6,466	5,820
Percent Retained	44.54%	44.12%	49.07%	49.33%	44.28%	44.86%
Active	2,180	2,553	2,895	3,219	2,863	2,611
Gifts	4,277	4,841	5,870	7,044	5,846	5,158
Revenue	\$553,218	\$551,590	\$857,051	\$880,602	\$905,911	\$767,940
Average Gift	\$129.35	\$113.94	\$146.01	\$125.01	\$154.96	\$148.88
Gifts per Donor	1.96	1.90	2.03	2.19	2.04	1.98
Revenue per Donor	\$253.77	\$216.06	\$296.05	\$273.56	\$316.42	\$294.12
E. 1-Year Lapsed Reactivation						
Available	17,155	20,066	21,701	18,685	14,774	20,241
Percent Retained	20.86%	17.32%	17.93%	18.44%	20.76%	18.39%
Active	3,578	3,476	3,892	3,445	3,067	3,722
Gifts	5,600	5,307	6,538	5,605	4,722	6,060
Revenue	\$719,644	\$865,077	\$740,456	\$877,362	\$810,553	\$1,521,951
Average Gift	\$128.51	\$163.01	\$113.25	\$156.53	\$171.65	\$251.15
Gifts per Donor	1.57	1.53	1.68	1.63	1.54	1.63
Revenue per Donor	\$201.13	\$248.87	\$190.25	\$254.68	\$264.28	\$408.91
F. 2-Year Lapsed Reactivation						
Available	13,900	13,577	16,590	17,809	15,240	11,707
Percent Retained	10.28%	9.98%	8.44%	8.59%	8.11%	11.65%
Active	1,429	1,355	1,400	1,530	1,236	1,364
Gifts	1,999	1,884	2,179	2,322	1,755	2,005
Revenue	\$251,498	\$309,256	\$286,343	\$267,404	\$303,622	\$466,301
Average Gift	\$125.81	\$164.15	\$131.41	\$115.16	\$173.00	\$232.57
Gifts per Donor	1.40	1.39	1.56	1.52	1.42	1.47
Revenue per Donor	\$176.00	\$228.23	\$204.53	\$174.77	\$245.65	\$341.86
G. 3-4 Year Reactivation						
Available	14,851	24,967	24,024	26,759	30,707	29,633
Percent Retained	5.25%	4.06%	4.12%	4.16%	3.50%	3.53%
Active	780	1,013	990	1,112	1,074	1,047
Gifts	1,079	1,438	1,539	1,547	1,530	1,502
Revenue	\$168,691	\$216,856	\$256,099	\$249,003	\$200,964	\$217,196
Average Gift	\$156.34	\$150.80	\$166.41	\$160.96	\$131.35	\$144.60
Gifts per Donor	1.38	1.42	1.55	1.39	1.42	1.43
Revenue per Donor	\$216.27	\$214.07	\$258.69	\$223.92	\$187.12	\$207.45
H 5+ Year Reactivation						
Available		1,575	13,671	24,893	35,733	49,294
Percent Retained		3.56%	1.78%	1.52%	1.24%	1.18%
Active		56	243	379	443	580
Gifts		77	368	548	661	835
Revenue		\$16,002	\$46,968	\$138,192	\$155,287	\$268,049
Average Gift		\$207.81	\$127.63	\$252.17	\$234.93	\$321.02
Gifts per Donor		1.38	1.51	1.45	1.49	1.44
Revenue per Donor		\$285.74	\$193.28	\$364.62	\$350.53	\$462.15
Available	107,120	120,681	128,892	143,143	155,711	167,715
Percent Retained	43.82%	37.04%	31.61%	32.62%	28.79%	26.48%
Active	46,935	44,695	40,746	46,689	44,836	44,406
Gifts	121,926	120,240	121,122	131,480	128,561	128,987
Revenue	\$10,390,021	\$11,229,967	\$10,982,213	\$17,295,284	\$13,132,652	\$15,332,621
Average Gift	\$85.22	\$93.40	\$90.67	\$131.54	\$102.15	\$118.87
Gifts per Donor	2.60	2.69	2.97	2.82	2.87	2.90
Revenue per Donor	\$221.37	\$251.26	\$269.53	\$370.44	\$292.90	\$345.28

Overview

Active Donors

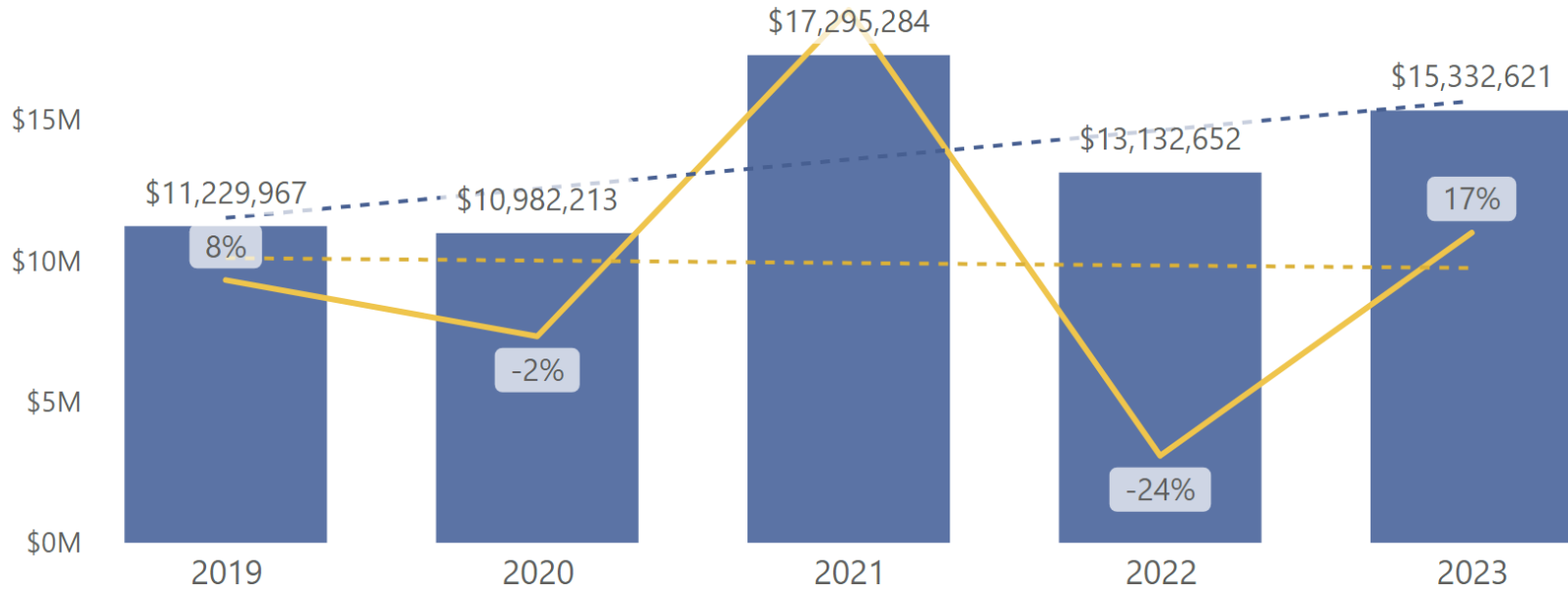
● Active Donors ● 1-Year % Change



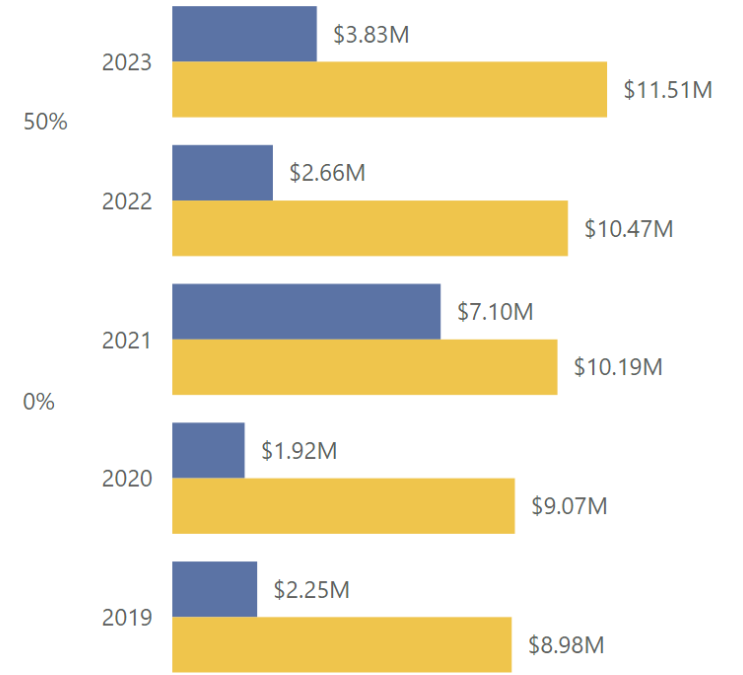
Overview

Revenue

● Revenue — 1-Year % Change



HPC Cat ● A. \$10k+ HPC ● B. Under \$10k HPC



Overview

Change from
Last Year

Gifts

0.3%

1-Yr % Chg

Average

16.4%

1-Yr % Chg

Frequency

1.3%

1-Yr % Chg

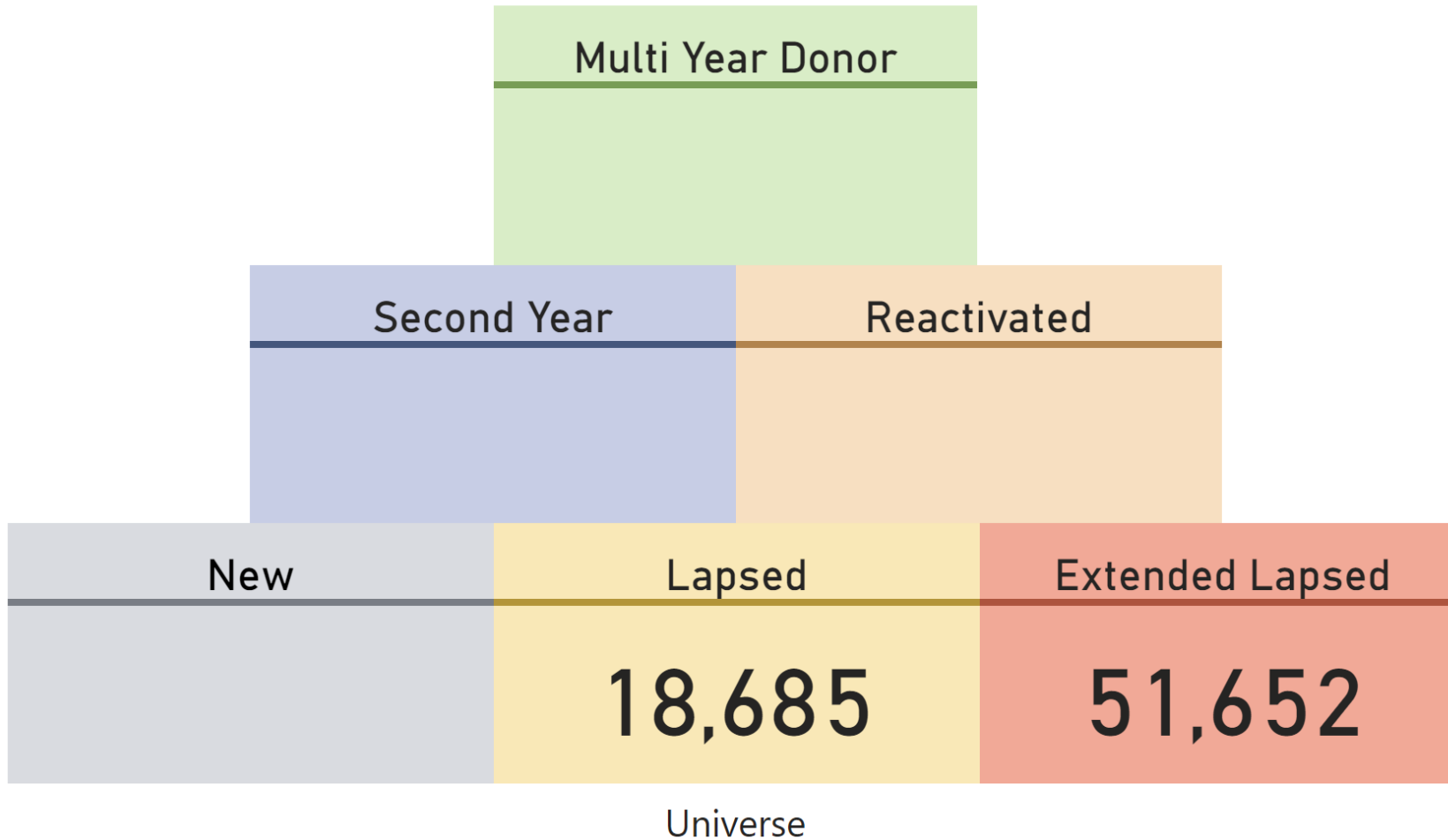
Donor Value

17.9%

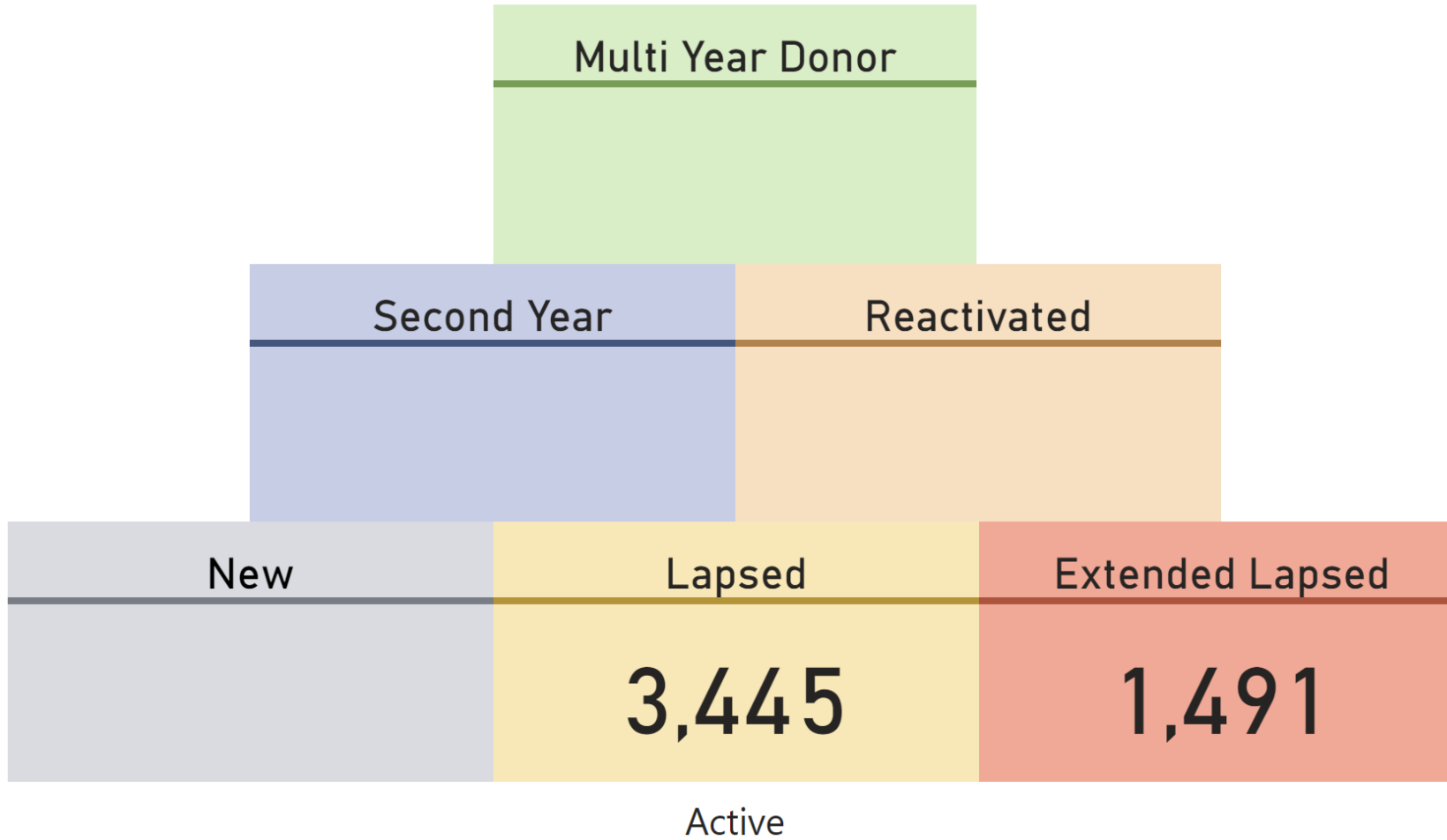
1-Yr % Chg

2023 Fiscal Year	128,987 Gifts	\$118.87 Average Gift	2.90 Gifts per Donor	\$345.28 Revenue per Donor
2022 Fiscal Year	128,561 Gifts	\$102.15 Average Gift	2.87 Gifts per Donor	\$292.90 Revenue per Donor
2021 Fiscal Year	131,480 Gifts	\$131.54 Average Gift	2.82 Gifts per Donor	\$370.44 Revenue per Donor
2020 Fiscal Year	121,122 Gifts	\$90.67 Average Gift	2.97 Gifts per Donor	\$269.53 Revenue per Donor
2019 Fiscal Year	120,240 Gifts	\$93.40 Average Gift	2.69 Gifts per Donor	\$251.26 Revenue per Donor

Accounts Distribution by Lifecycle Segment



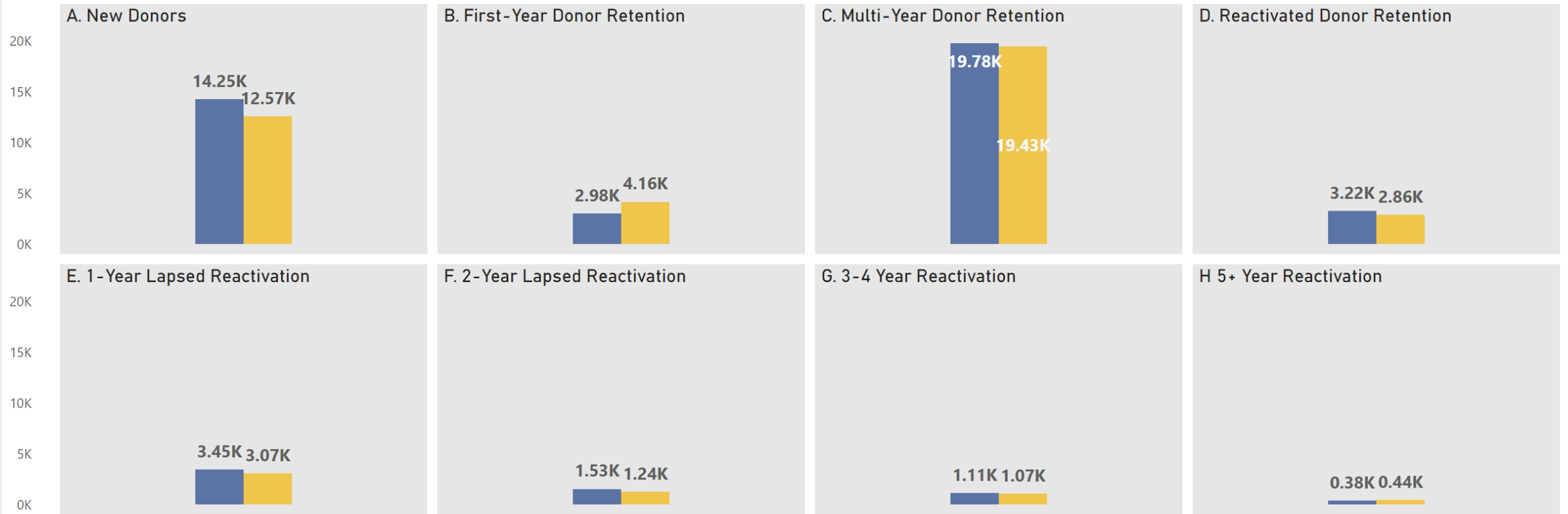
Donor Distribution by Lifecycle Segment



Account Distribution by Lifecycle Segment - Comparison

Revenue Year to Date

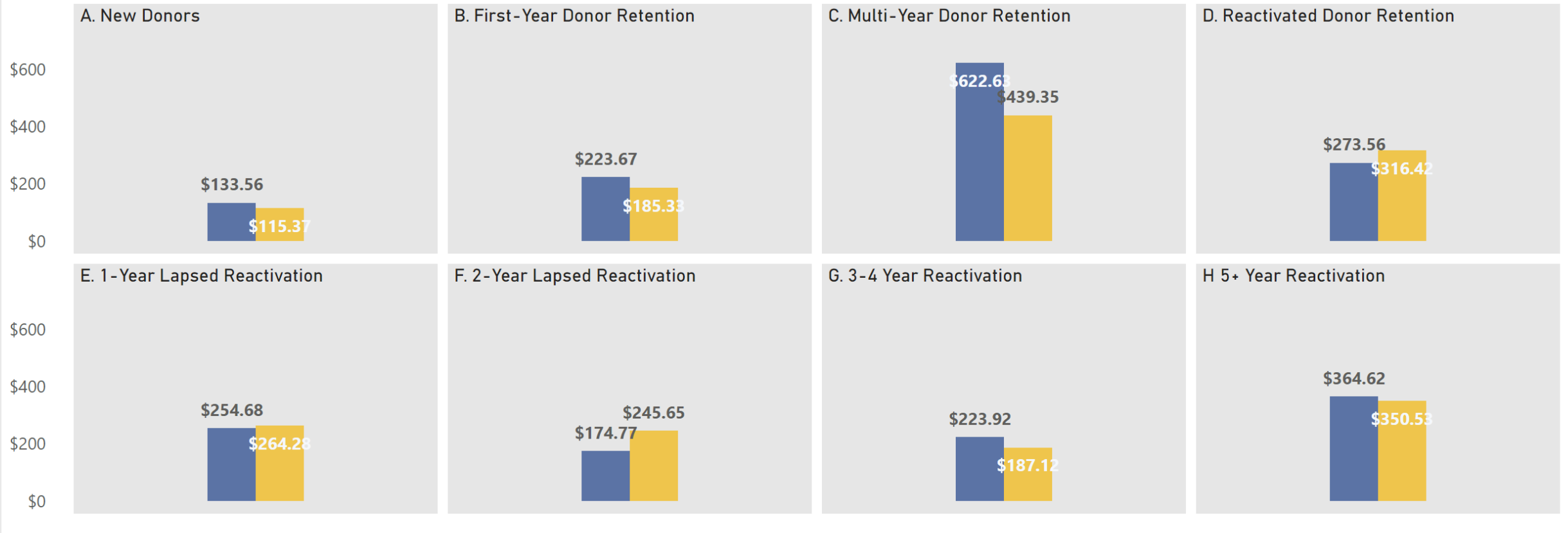
Report_Year ● 2021 ● 2022



Revenue per Donor Distribution by Lifecycle

Revenue Year to Date

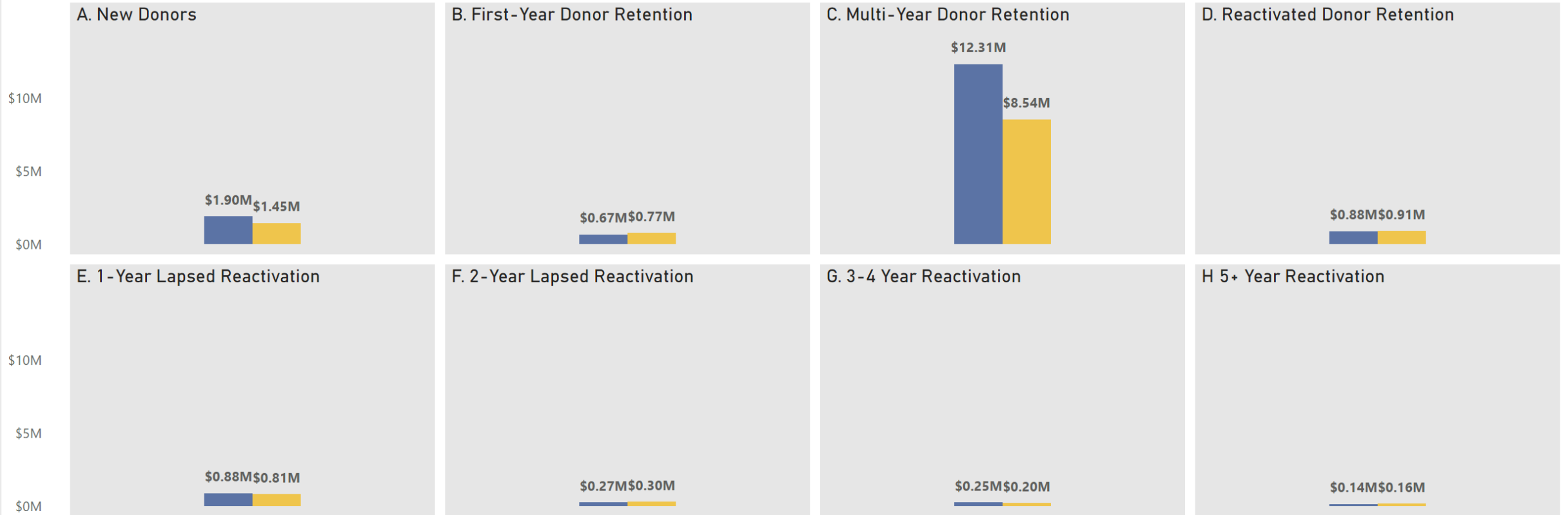
Report_Year ● 2021 ● 2022



Revenue Distribution by Lifecycle

Revenue Year to Date

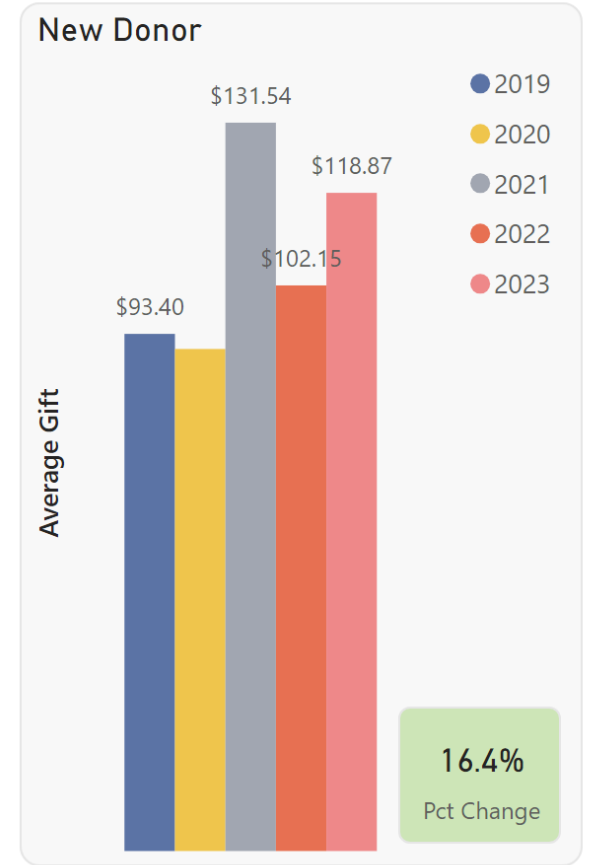
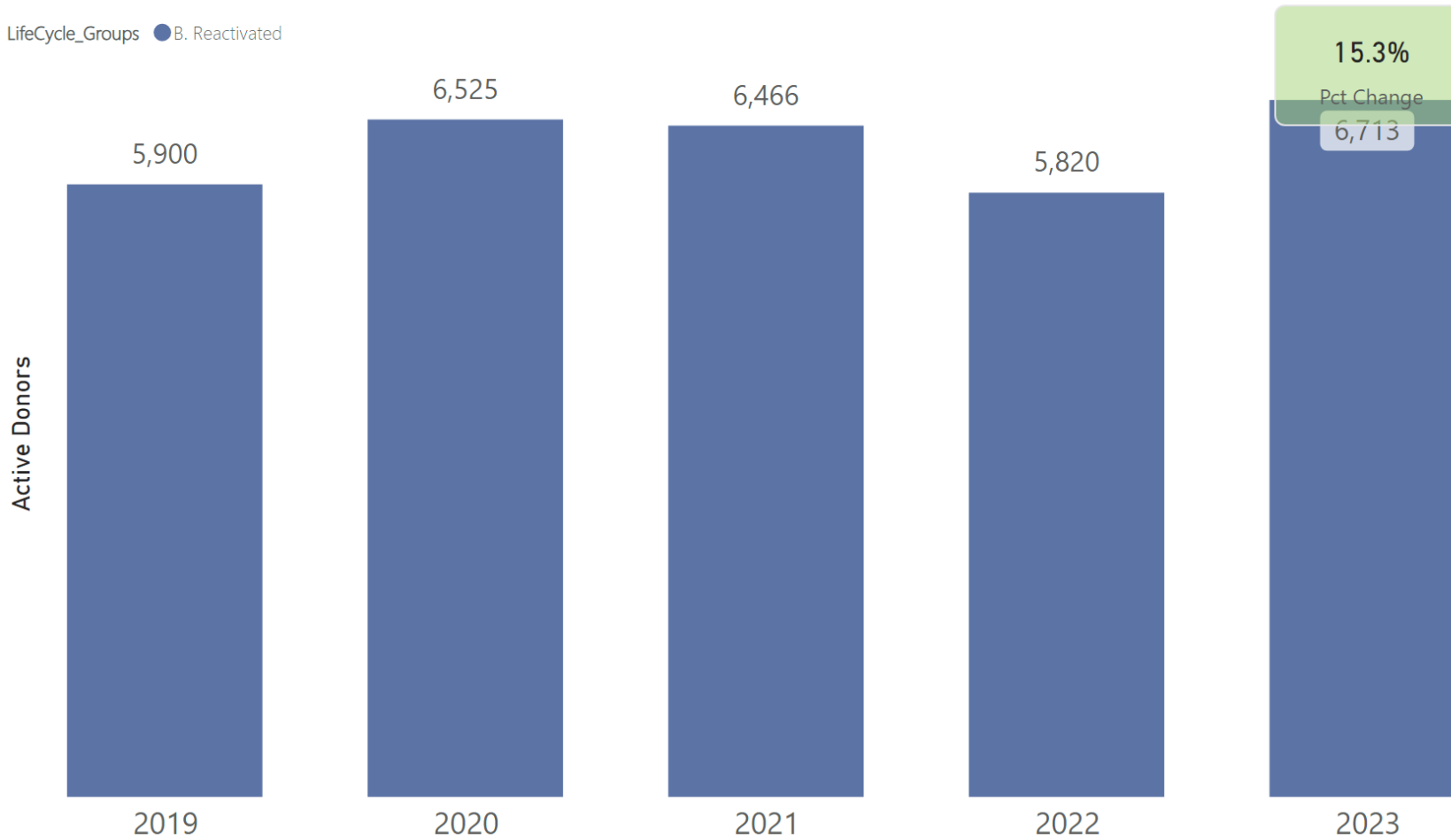
Report_Year ● 2021 ● 2022



File Coverage

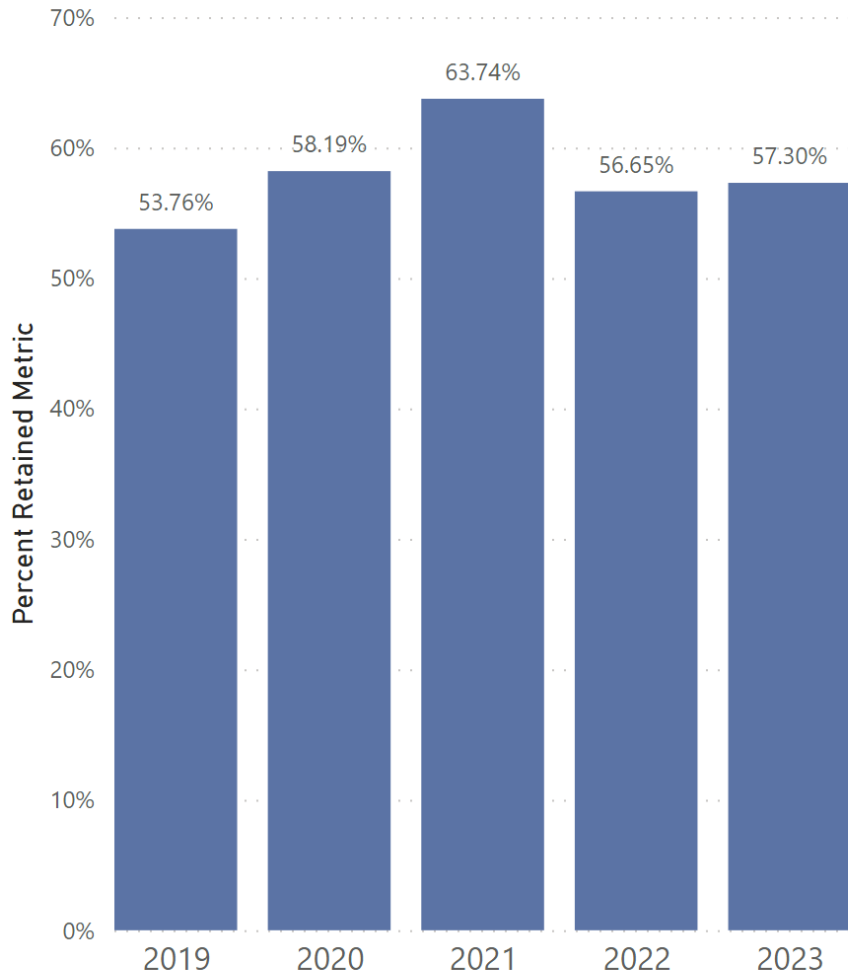
New and Reactivated

LifeCycle_Groups ● B. Reactivated



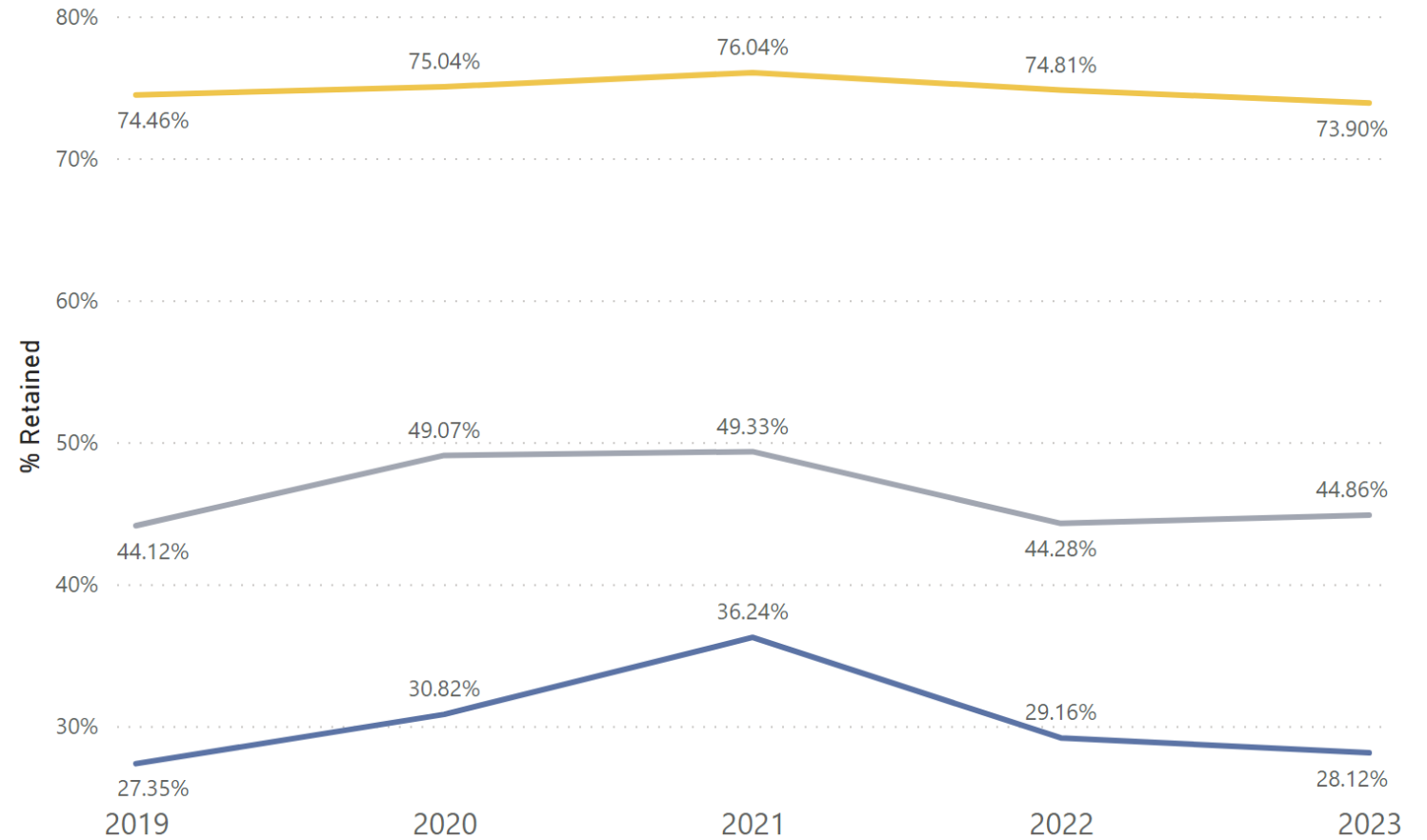
Retention

Overall File Retention



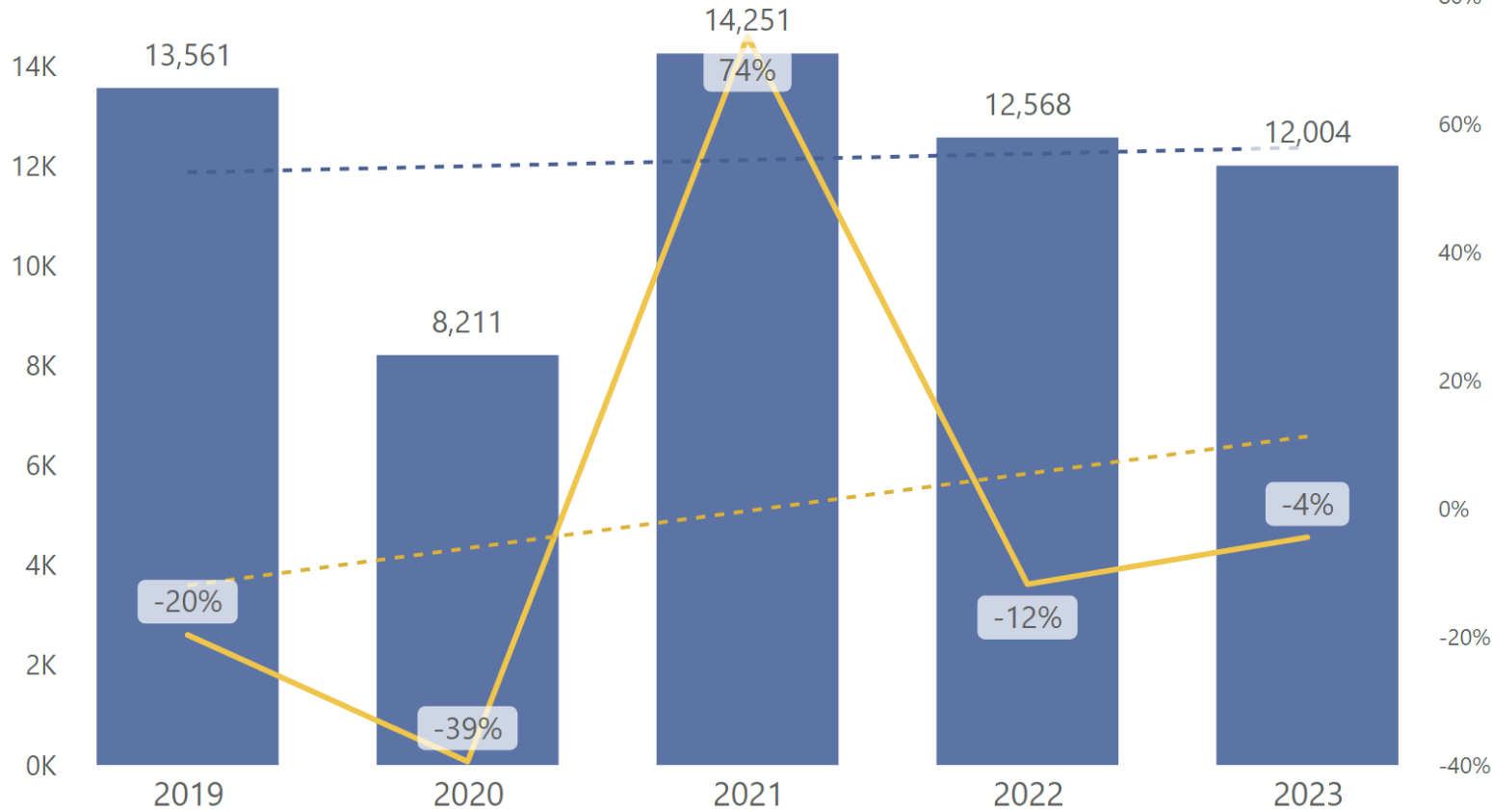
Lifecycle Retention

LifeCycle_Major ● B. First-Year Donor Retention ● C. Multi-Year Donor Retention ● D. Reactivated Donor Retention

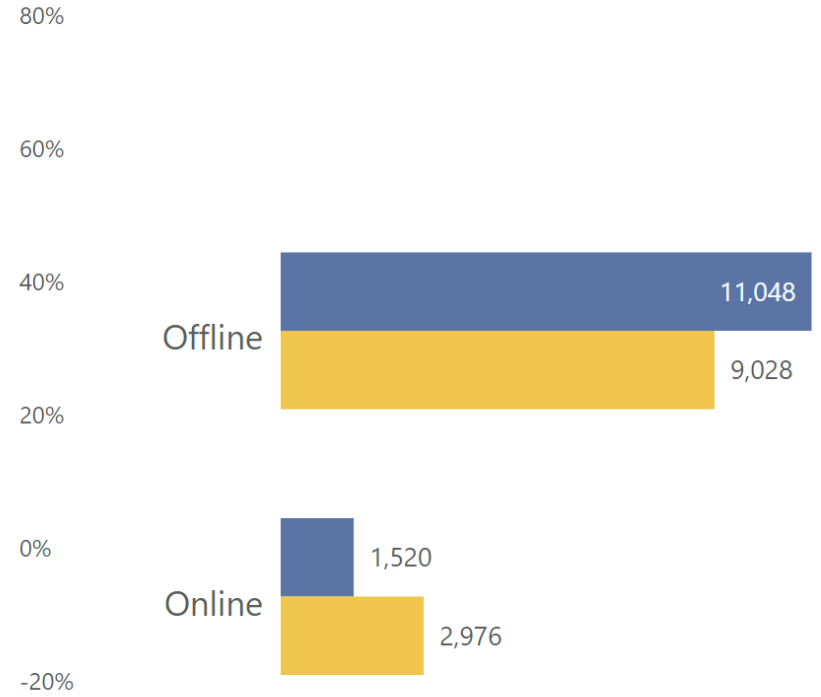


New Donors

● Active Donors ● 1-Year % Change

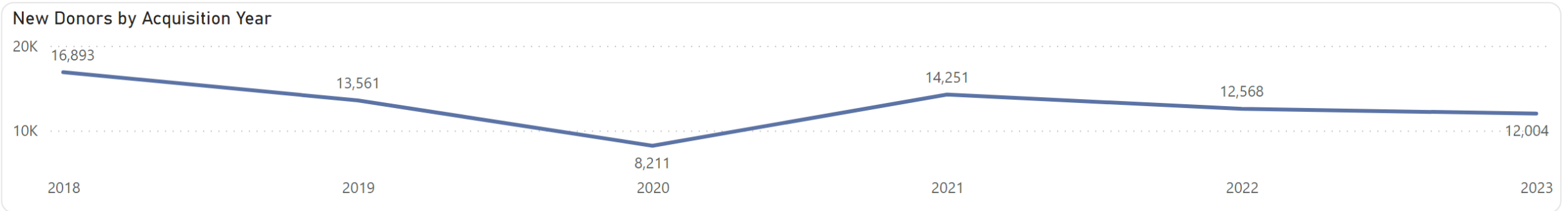
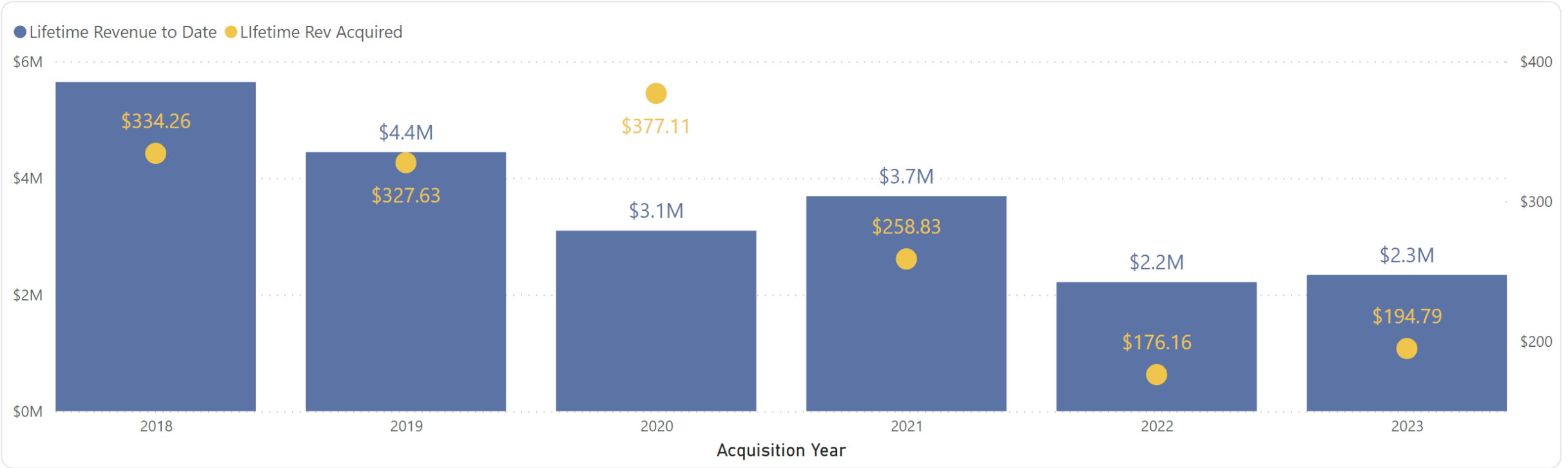


Report Year ● 2022 ● 2023



Samples

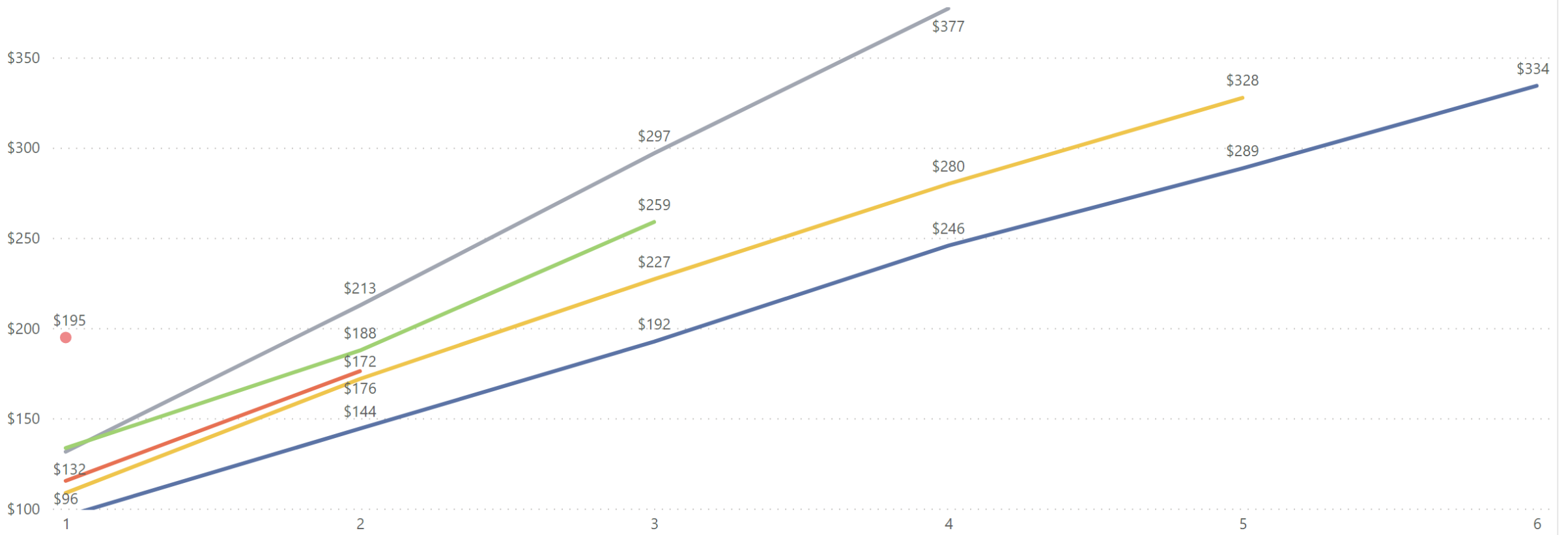
Long-term Value Comparison by Acquisition Year



Long-term Value Comparison by Acquisition Year

Life Rev per Acquired Donor

● 2018 ● 2019 ● 2020 ● 2021 ● 2022 ● 2023

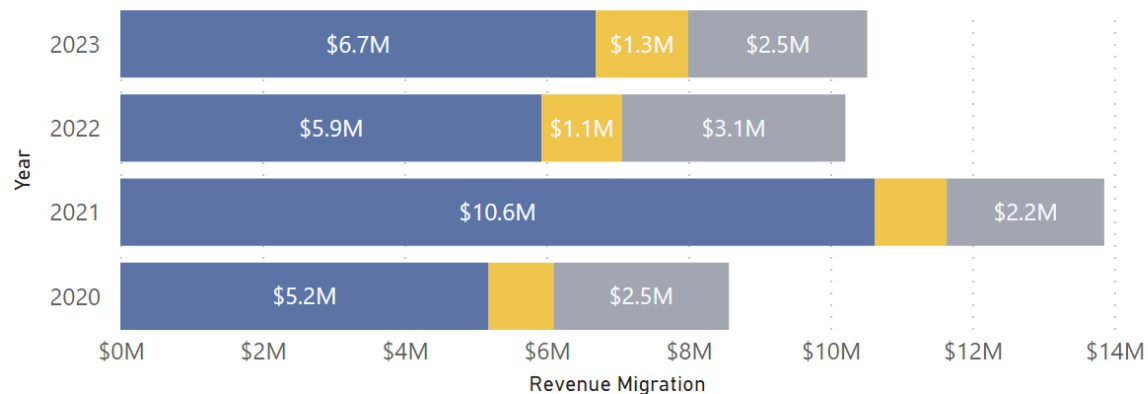


First & Subsequent Years

Migration

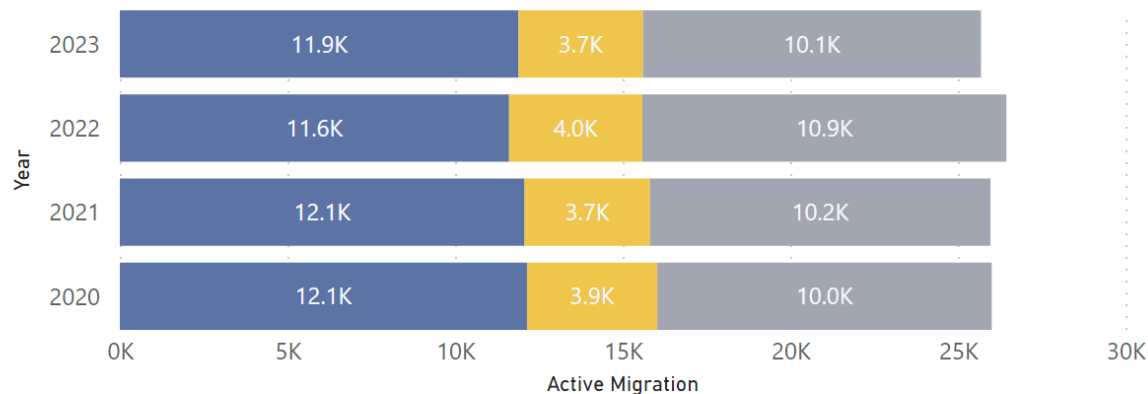
Revenue Migration by Year and Migration

Migration ● A. Up ● B. Same ● C. Down



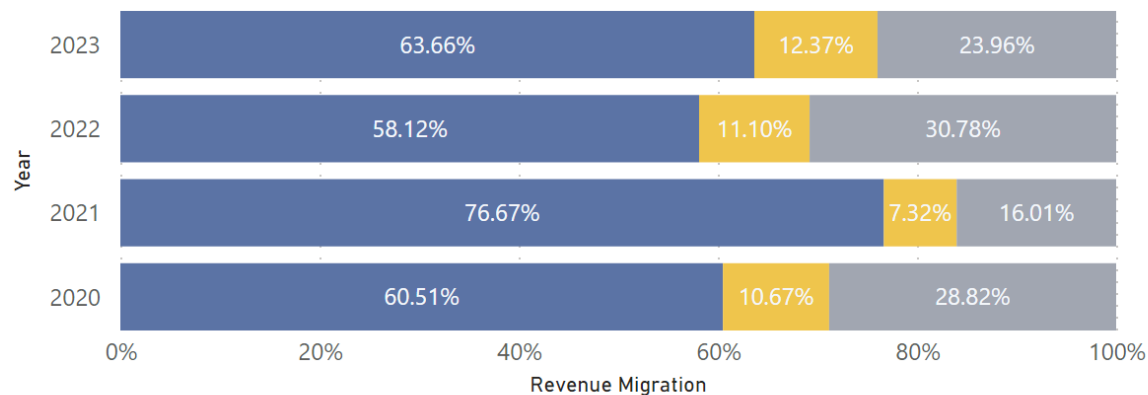
Active Migration by Year and Migration

Migration ● A. Up ● B. Same ● C. Down



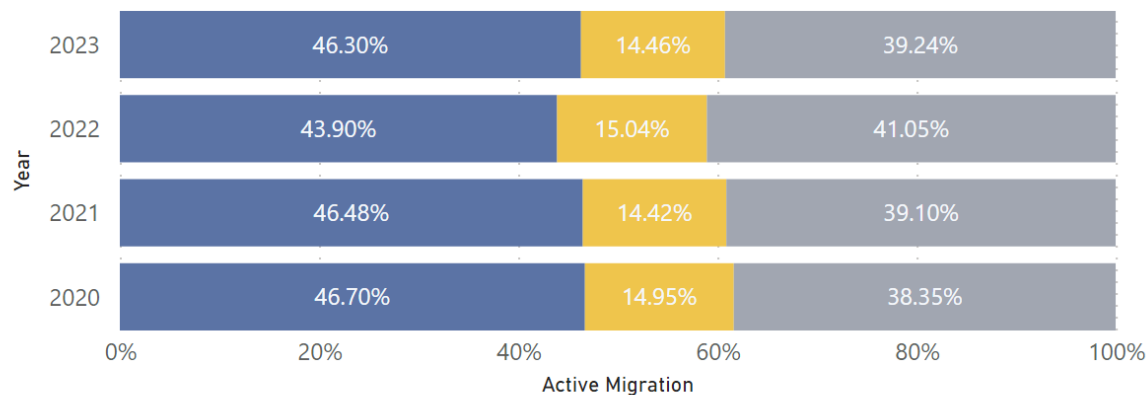
Revenue Migration by Year and Migration

Migration ● A. Up ● B. Same ● C. Down



Active Migration by Year and Migration

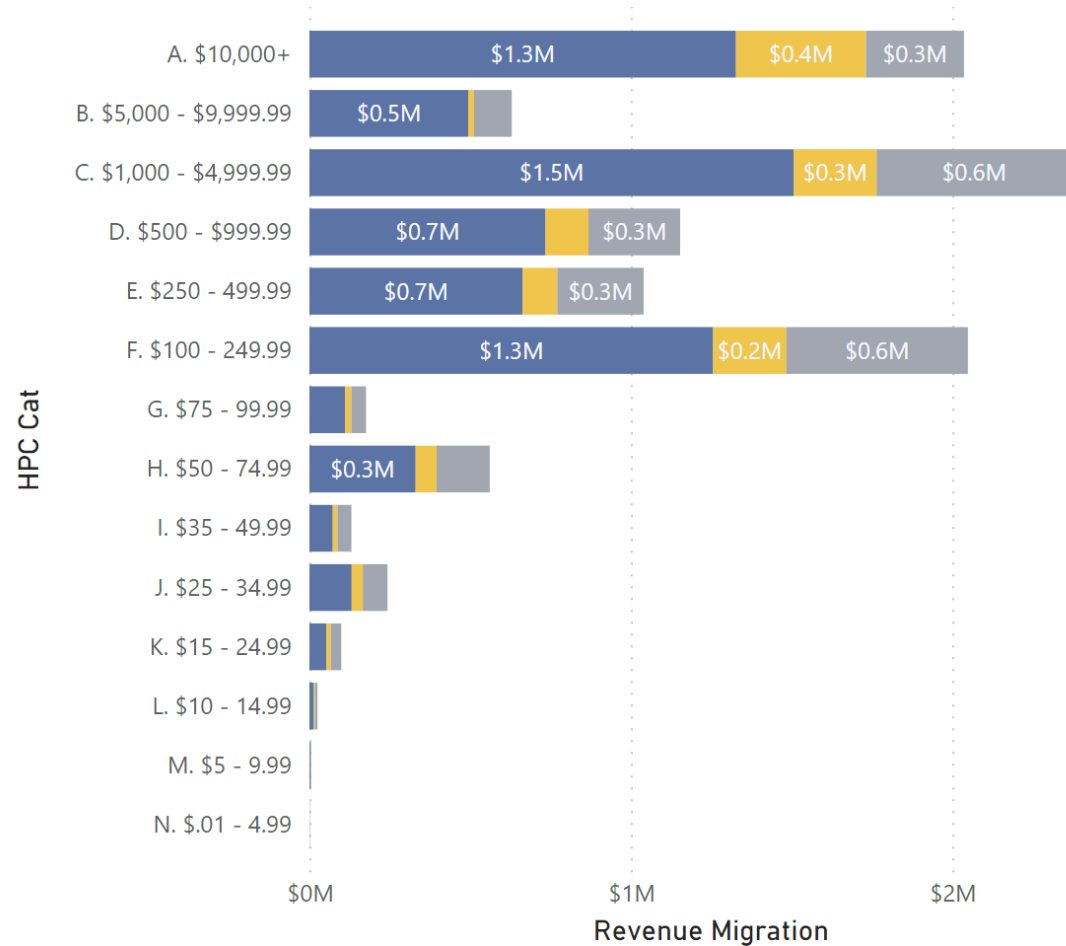
Migration ● A. Up ● B. Same ● C. Down



Migration - HPC Amount

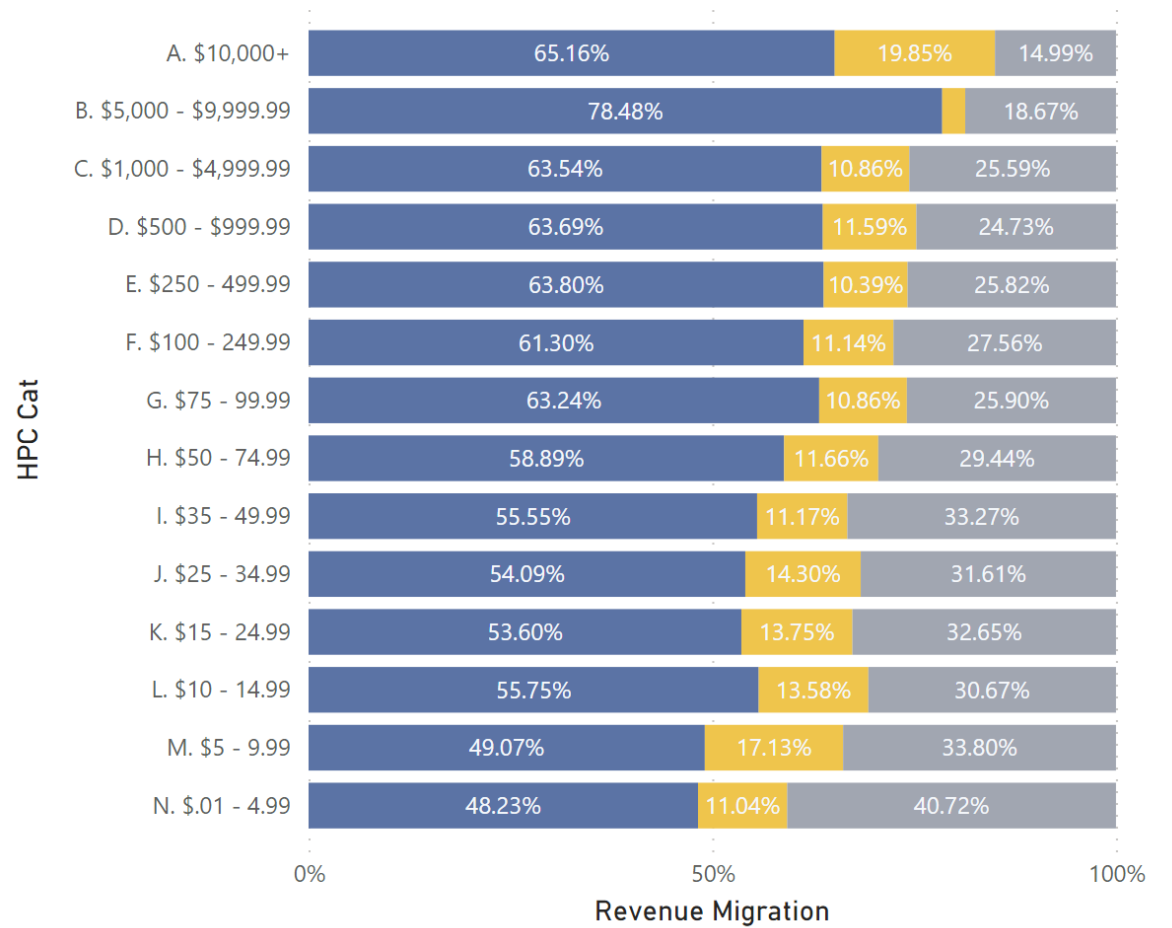
Revenue Migration by HPC Cat and Migration

Migration ● A. Up ● B. Same ● C. Down



Revenue Migration by HPC Cat and Migration

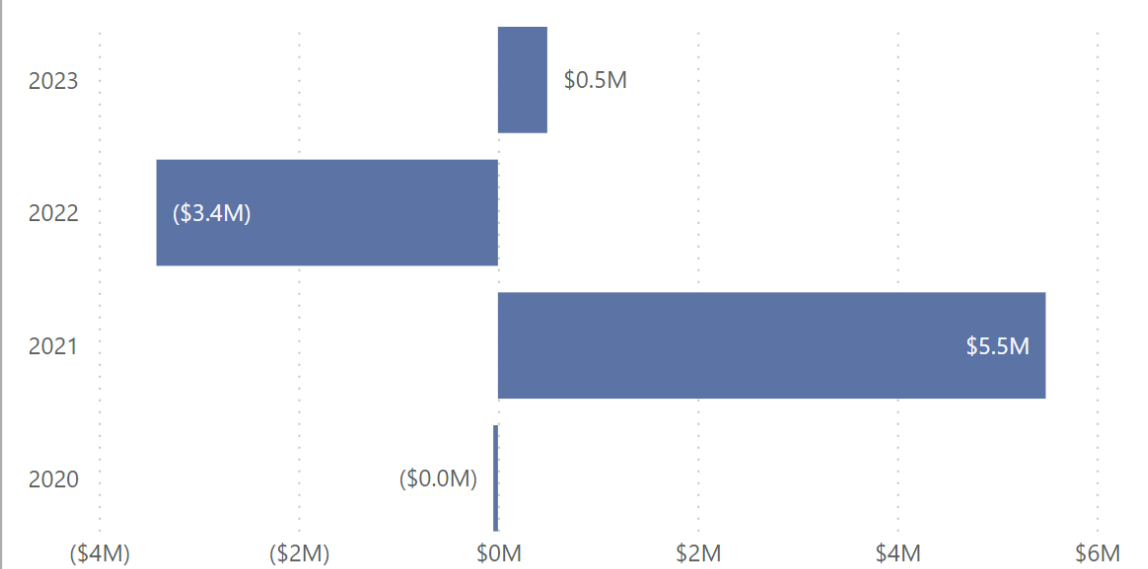
Migration ● A. Up ● B. Same ● C. Down



Migration - Gain / Loss

Migration	2020	2021	2022	2023
A. Up				
Donors	12146	12073	11611	11894
Revenue Last Year	\$2,643,501	\$3,144,634	\$2,867,192	\$3,197,357
Revenue	\$5,187,376	\$10,626,459	\$5,935,180	\$6,698,015
Revenue Var	\$2,543,875	\$7,481,824	\$3,067,988	\$3,500,658
B. Same				
Donors	3888	3744	3979	3715
Revenue Last Year	\$913,507	\$1,014,656	\$1,132,425	\$1,293,872
Revenue	\$914,430	\$1,013,908	\$1,133,392	\$1,301,606
Revenue Var	\$923	(\$748)	\$967	\$7,734
C. Down				
Donors	9976	10155	10858	10080
Revenue Last Year	\$5,061,928	\$4,211,650	\$9,634,638	\$5,535,612
Revenue	\$2,470,765	\$2,219,631	\$3,143,748	\$2,521,294
Revenue Var	(\$2,591,163)	(\$1,992,019)	(\$6,490,889)	(\$3,014,317)

Net Gain / Loss





Motive Base

All

Campaign Type

All

Country

Multiple selections

Segment

All

Frequency

All

Monetary

All

Recency

All

Package

All

Campaign Month Date

1/1/2015 3/1/2022

Campaign Nbr Mailed

33 220,113

Nbr Mailed	Total Cost	CPP	Response	% Response	Revenue	Avg Gift	Large Gift	Net Revenue	Net Rev per Response	GPPM	PPPM	RxA	ROI	Perform
14,855,164	\$9,235,726	\$0.62	452,027	3.0%	\$49,260,250	\$109	\$180,000	\$40,024,525	\$89	\$3.32	\$2.69	3.32	5.3	2.60

Year

- 2022
- 2021
- 2020
- 2019
- 2018
- 2017
- 2016
- 2015

Client

- Prgm A
- Prgm B
- Prgm C
- Prgm D

Motive Base	Campaign Name	Campaign Type	In Home Date	Nbr Mailed	Total Cost	CPP	Response	% Response	Revenue	Avg Gift	Large Gift	Net Revenue	GPPM	PPPM	RxA	ROI	Perform
D02202	2020 EOY2019	RCT	2/13/2020	38,773	\$31,156	\$0.80	1,486	3.8%	\$155,968	\$105	\$8,881	\$124,812	\$4.02	\$3.22	4.02	5.0	2.4
D02212	2021 EOY2020	RCT	2/12/2021	40,342	\$32,056	\$0.79	1,542	3.8%	\$179,610	\$116	\$10,000	\$147,554	\$4.45	\$3.66	4.45	5.6	2.8
D01222	2022 EOY2021	RCT	1/27/2022	41,752			107	0.3%	\$11,834	\$111	\$1,200	\$11,834	\$0.28	\$0.28	0.28		
D03203	2020 1st Quarter Sustainer	SUS	3/12/2020	27,547	\$25,588	\$0.93	318	1.2%	\$55,252	\$174	\$11,000	\$29,664	\$2.01	\$1.08	2.01	2.2	1.4
D05203	2020 2nd Quarter Sustainer	SUS	5/28/2020	27,253	\$25,363	\$0.93	383	1.4%	\$44,159	\$115	\$2,000	\$18,796	\$1.62	\$0.69	1.62	1.7	1.3
D08203	2020 3rd Quarter Sustainer	SUS	8/26/2020	27,228	\$27,413	\$1.01	650	2.4%	\$68,295	\$105	\$3,000	\$40,882	\$2.51	\$1.50	2.51	2.5	1.7
D11203	2020 4th Quarter Sustainer	SUS	11/27/2020	27,501	\$27,339	\$0.99	380	1.4%	\$97,853	\$258	\$35,000	\$70,514	\$3.56	\$2.56	3.56	3.6	1.7
2004JDA	2020 April 1	ONE	3/31/2020	127,830	\$89,704	\$0.70	4,182	3.3%	\$463,230	\$111	\$180,000	\$373,526	\$3.62	\$2.92	3.62	5.2	1.9
A20D1D	2020 April 1	ONE	4/6/2020	98,023	\$48,031	\$0.49	4,556	4.6%	\$540,907	\$119	\$31,881	\$492,876	\$5.52	\$5.03	5.52	11.3	3.8
D04201	2020 April 1	ONE	4/2/2020	75,944	\$54,454	\$0.72	3,092	4.1%	\$250,423	\$81	\$6,012	\$195,969	\$3.30	\$2.58	3.30	4.6	2.4
F20D1D	2020 April 1	ONE	4/6/2020	38	\$19	\$0.49	0	0.0%	\$0		\$0	(\$19)	\$0.00	(\$0.49)		0.0	0.0
D04202	2020 April 2	TWO	4/16/2020	49,935	\$88,810	\$1.78	2,470	4.9%	\$252,089	\$102	\$6,040	\$163,278	\$5.05	\$3.27	5.05	2.8	2.3
DAW2004	2020 April DAW	TWO	4/15/2020	29,984	\$12,593	\$0.42	897	3.0%	\$85,841	\$96	\$21,506	\$73,249	\$2.86	\$2.44	2.86	6.8	2.7
C2004	2020 April DM	ONE	4/20/2020	30,000	\$12,600	\$0.42	841	2.8%	\$104,190	\$124	\$20,000	\$91,591	\$3.47	\$3.05	3.47	8.3	2.4
20LDJDD	2020 April Lapsed	LAP	3/30/2020	5,523	\$9,774	\$1.77	58	1.1%	\$3,435	\$59	\$1,450	(\$6,338)	\$0.62	(\$1.15)	0.62	0.4	0.4
2004JDB	2020 April Newsletter	PUB	4/14/2020	88,837	\$64,495	\$0.73	2,209	2.5%	\$193,613	\$88	\$10,000	\$129,118	\$2.18	\$1.45	2.18	3.0	1.8
L0420P	2020 April PreLapse	LAP	4/16/2020	1,001	\$2,000	\$2.00	141	14.1%	\$20,374	\$144	\$1,455	\$18,374	\$20.35	\$18.36	20.35	10.2	5.4
20PLJDD	2020 April PreLapsed	LAP	4/13/2020	5,128	\$8,562	\$1.67	91	1.8%	\$4,867	\$53	\$600	(\$3,695)	\$0.95	(\$0.72)	0.95	0.6	0.7
2008JDA	2020 August 1	ONE	7/31/2020	123,547	\$76,620	\$0.62	4,199	3.4%	\$267,213	\$64	\$26,784	\$190,593	\$2.16	\$1.54	2.16	3.5	1.8
D08201	2020 August 1	ONE	8/6/2020	75,433	\$57,800	\$0.77	3,175	4.2%	\$244,808	\$77	\$10,033	\$187,008	\$3.25	\$2.48	3.25	4.2	2.3
DAW2008	2020 August DAW	TWO	8/17/2020	30,604	\$12,854	\$0.42	1,029	3.4%	\$116,347	\$113	\$20,000	\$103,494	\$3.80	\$3.38	3.80	9.1	2.8

Campaign Type:
 Motive Base:
 Country:
 Segment:
 Frequency:
 Monetary:
 Recency:
 Package:

Campaign Month Date

Year

- 2022
- 2021
- 2020
- 2019
- 2018
- 2017
- 2016
- 2015

Client

- Prgm A
- Prgm B
- Prgm C
- Prgm D

Package	Nbr Mailed	Total Cost	CPP	Response	% Response	Revenue	Avg Gift	Large Gift	Net Revenue	Net Rev per Response	GPPM	PPPM	RxA	ROI	Perform
A	5,462,834	\$3,236,713	\$0.59	176,076	3.2%	\$28,476,323	\$162	\$180,000	\$25,239,611	\$143	\$5.21	\$4.62	5.21	8.8	3.56
B	4,190,854	\$2,316,156	\$0.55	130,312	3.1%	\$8,750,925	\$67	\$35,000	\$6,434,769	\$49	\$2.09	\$1.54	2.09	3.8	1.99
C	754,952	\$720,544	\$0.95	21,508	2.8%	\$1,054,245	\$49	\$10,000	\$333,701	\$16	\$1.40	\$0.44	1.40	1.5	1.26
D	2,543,047	\$1,685,277	\$0.66	66,894	2.6%	\$4,681,695	\$70	\$20,000	\$2,996,418	\$45	\$1.84	\$1.18	1.84	2.8	1.72
Total	14,548,475	\$9,049,023	\$0.62	449,625	3.1%	\$48,918,799	\$109	\$180,000	\$39,869,775	\$89	\$3.36	\$2.74	3.36	5.4	2.62

Segment	Nbr Mailed	Total Cost	CPP	Response	% Response	Revenue	Avg Gift	Large Gift	Net Revenue	Net Rev per Response	PPPM	RxA	ROI	Perform
B. Donor														
A. Multi														
K. \$15 - 24.99	800,898	\$511,118	\$0.64	22,170	2.8%	\$584,199	\$26	\$4,000	\$73,081	\$3	\$0.09	0.73	1.1	0.94
J. \$25 - 34.99	706,791	\$437,625	\$0.62	16,843	2.4%	\$652,664	\$39	\$3,240	\$215,039	\$13	\$0.30	0.92	1.5	1.11
H. \$50 - 74.99	588,973	\$338,312	\$0.57	11,101	1.9%	\$870,278	\$78	\$5,000	\$531,966	\$48	\$0.90	1.48	2.6	1.55
I. \$35 - 49.99	545,002	\$319,061	\$0.59	11,988	2.2%	\$661,268	\$55	\$7,000	\$342,207	\$29	\$0.63	1.21	2.1	1.35
F. \$100 - 249.99	446,608	\$237,381	\$0.53	6,911	1.5%	\$1,107,987	\$160	\$10,000	\$870,607	\$126	\$1.95	2.48	4.7	2.25
L. \$10 - 14.99	343,931	\$222,091	\$0.65	10,254	3.0%	\$164,310	\$16	\$1,810	(\$57,781)	(\$6)	(\$0.17)	0.48	0.7	0.70
G. \$75 - 99.99	284,682	\$156,022	\$0.55	5,057	1.8%	\$528,584	\$105	\$5,800	\$372,562	\$74	\$1.31	1.86	3.4	1.83
M. \$5 - 9.99	203,537	\$130,488	\$0.64	8,922	4.4%	\$79,781	\$9	\$1,035	(\$50,708)	(\$6)	(\$0.25)	0.39	0.6	0.62
N. \$01 - 4.99	84,643	\$53,391	\$0.63	8,909	10.5%	\$29,975	\$3	\$4,641	(\$23,417)	(\$3)	(\$0.28)	0.35	0.6	0.52
E. \$250 - 499.99	58,022	\$31,114	\$0.54	561	1.0%	\$191,188	\$341	\$6,500	\$160,073	\$285	\$2.76	3.30	6.1	2.66
D. \$500 - \$999.99	16,281	\$10,318	\$0.63	79	0.5%	\$49,596	\$628	\$12,000	\$39,278	\$497	\$2.41	3.05	4.8	2.03
C. \$1,000 - \$4,999.99	11,778	\$6,380	\$0.54	49	0.4%	\$163,559	\$3,338	\$50,000	\$157,179	\$3,208	\$13.35	13.89	25.6	5.56
B. \$5,000 - \$9,999.99	730	\$364	\$0.50	2	0.3%	\$5,150	\$2,575	\$5,000	\$4,786	\$2,393	\$6.56	7.05	14.1	0.44
A. \$10,000+	173	\$105	\$0.60	0	0.0%	\$0		\$0	(\$105)	(\$0.60)			0.0	0.00
B. Single														
F. \$100 - 249.99	630,194	\$395,702	\$0.63	3,197	0.5%	\$463,933	\$145	\$8,000	\$68,231	\$21	\$0.11	0.74	1.2	0.94
J. \$25 - 34.99	608,821	\$416,272	\$0.68	3,480	0.6%	\$159,042	\$46	\$10,000	(\$257,229)	(\$74)	(\$0.42)	0.26	0.4	0.44
H. \$50 - 74.99	594,571	\$378,886	\$0.64	2,968	0.5%	\$237,252	\$80	\$10,000	(\$141,635)	(\$48)	(\$0.24)	0.40	0.6	0.61
K. \$15 - 24.99	436,618	\$244,888	\$0.56	3,005	0.7%	\$101,805	\$34	\$1,700	(\$143,083)	(\$48)	(\$0.33)	0.23	0.4	0.45
I. \$35 - 49.99	246,401	\$140,827	\$0.57	1,681	0.7%	\$108,166	\$64	\$2,000	(\$32,662)	(\$19)	(\$0.13)	0.44	0.8	0.69
L. \$10 - 14.99	196,677	\$110,453	\$0.56	1,613	0.8%	\$34,299	\$21	\$1,200	(\$76,153)	(\$47)	(\$0.39)	0.17	0.3	0.37
G. \$75 - 99.99	155,608	\$98,659	\$0.63	818	0.5%	\$89,201	\$109	\$2,500	(\$9,458)	(\$12)	(\$0.06)	0.57	0.9	0.79
M. \$5 - 9.99	65,936	\$34,646	\$0.53	679	1.0%	\$9,417	\$14	\$586	(\$25,229)	(\$37)	(\$0.38)	0.14	0.3	0.32
E. \$250 - 499.99	56,767	\$22,916	\$0.40	325	0.6%	\$82,591	\$254	\$2,000	\$59,675	\$184	\$1.05	1.45	3.6	1.71