



# Development and Community Engagement Dashboard January – October 28

*Development Committee  
October 29, 2021*

# Strong summer despite no TDK event



Giving YOY by month

Year ● 2021



**2021 Cumulative Giving**

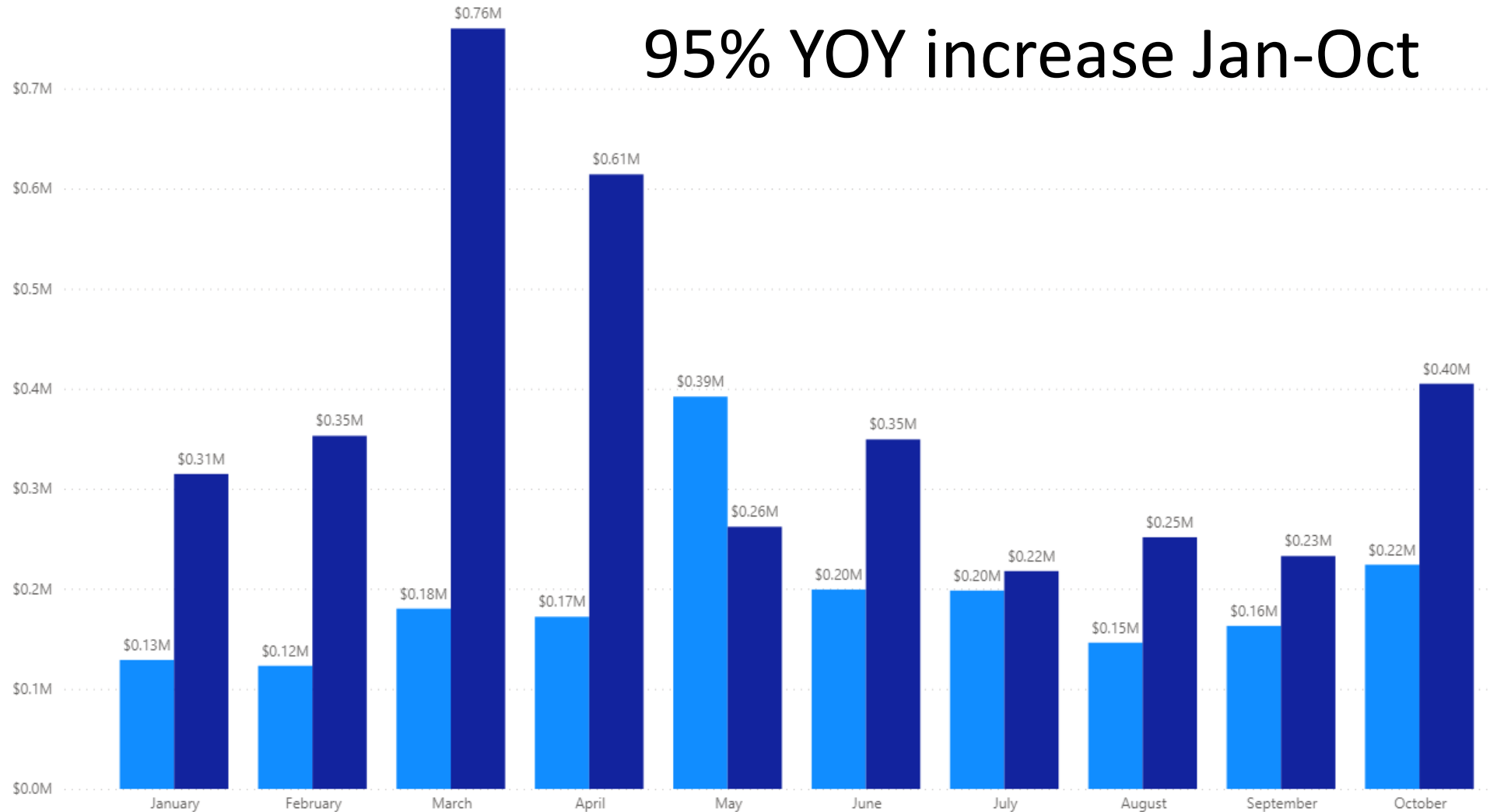
**\$3,760,254**

# 2019 to 2021 shows strong leveling up



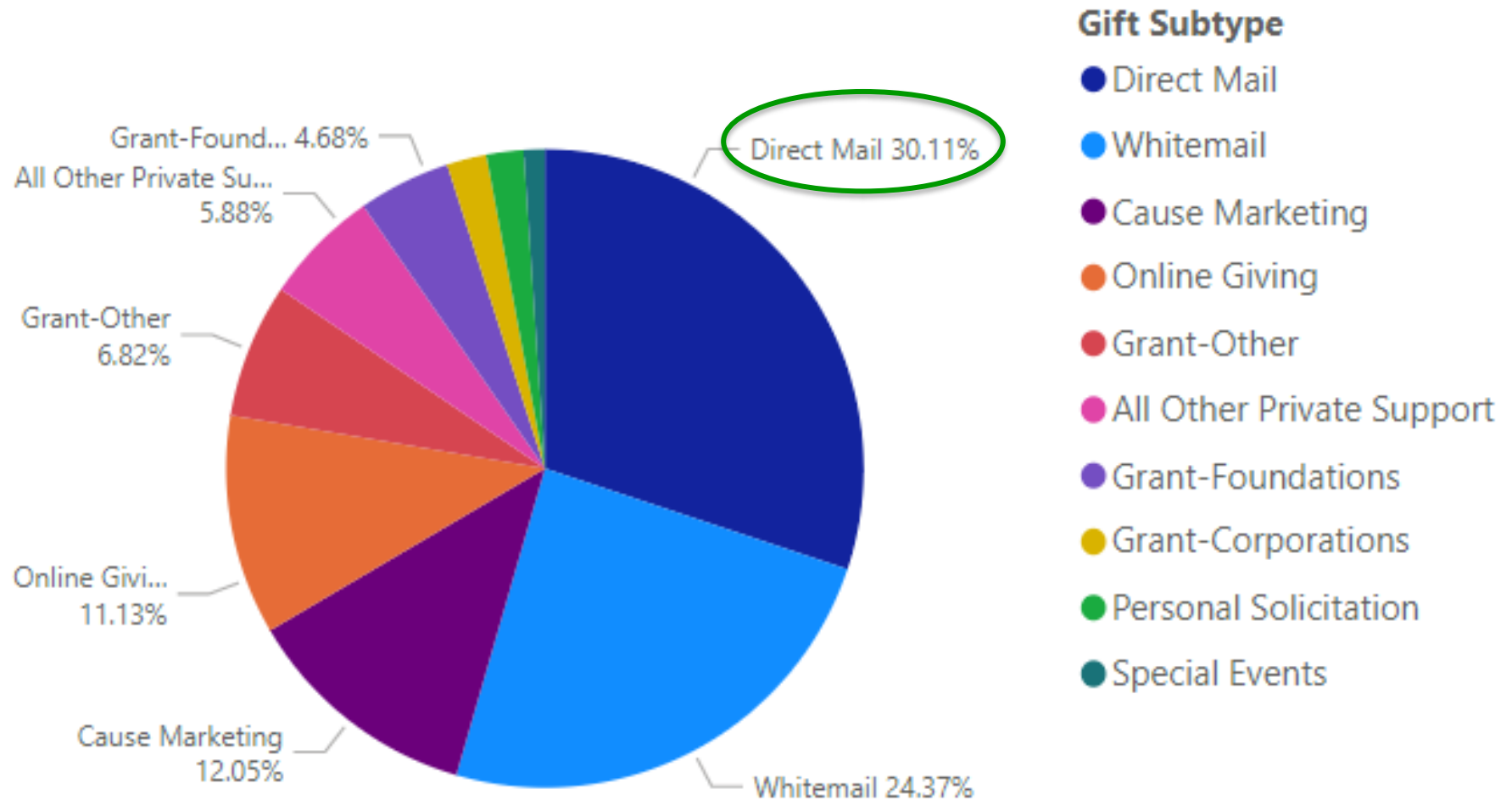
Year ● 2019 ● 2021

## 95% YOY increase Jan-Oct



# Direct Mail strong

## 2021 Giving by Method Actual



# Loyal 4+ 64%

## New Last Year 24%



| Retention Behavior | # Constituents | # Donors     | # Gifts       | Goal          | % Given      | % Goal       | # Donors with 2+ Gifts |
|--------------------|----------------|--------------|---------------|---------------|--------------|--------------|------------------------|
| Loyal 4+           | 4,038          | 2,616        | 9,818         | 3,473         | 64.8%        | 86.0%        | 1,690                  |
| New Last Year      | 7,864          | 1,922        | 4,869         | 2,759         | 24.4%        | 35.0%        | 817                    |
| LYBUNT             | 2,427          | 755          | 1,685         | 1,504         | 31.1%        | 62.0%        | 302                    |
| Loyal 2            | 1,714          | 711          | 2,159         | 1,031         | 41.5%        | 60.0%        | 352                    |
| SYBUNT 1-2         | 10,878         | 248          | 343           | 871           | 2.3%         | 8.0%         | 39                     |
| Loyal 3            | 878            | 430          | 1,275         | 599           | 49.0%        | 68.0%        | 210                    |
| New this year      | 961            | 961          | 1,387         | 474           | 100.0%       | 100.0%       | 158                    |
| SYBUNT 3+          | 1,438          | 128          | 202           | 431           | 8.9%         | 30.0%        | 32                     |
| Non-Donor          | 27,304         | 77           | 150           | 273           | 0.3%         | 1.0%         | 16                     |
| Long Lapsed        | 22,472         | 206          | 255           | 225           | 0.9%         | 1.0%         | 31                     |
| <b>Total</b>       | <b>79,974</b>  | <b>8,054</b> | <b>22,153</b> | <b>11,640</b> | <b>10.1%</b> | <b>14.6%</b> | <b>3,647</b>           |

**“New Last Year” includes:**

- donors who gave first gift in 2020
- donors who gave in distant past (prior to 2016) & reactivated by giving a gift in 2020