

Individual Giving Trends 2023

Your data tells the story



**THE
BENCHMARKING
PROJECT**

Thank you to our partners & collaborators

The Benchmarking Project is a community, reflecting the fact that our sector achieves most when it works in partnership. Thanks to all our collaborator organisations who are critical to that community.



Thank you to our participating New Zealand Charities

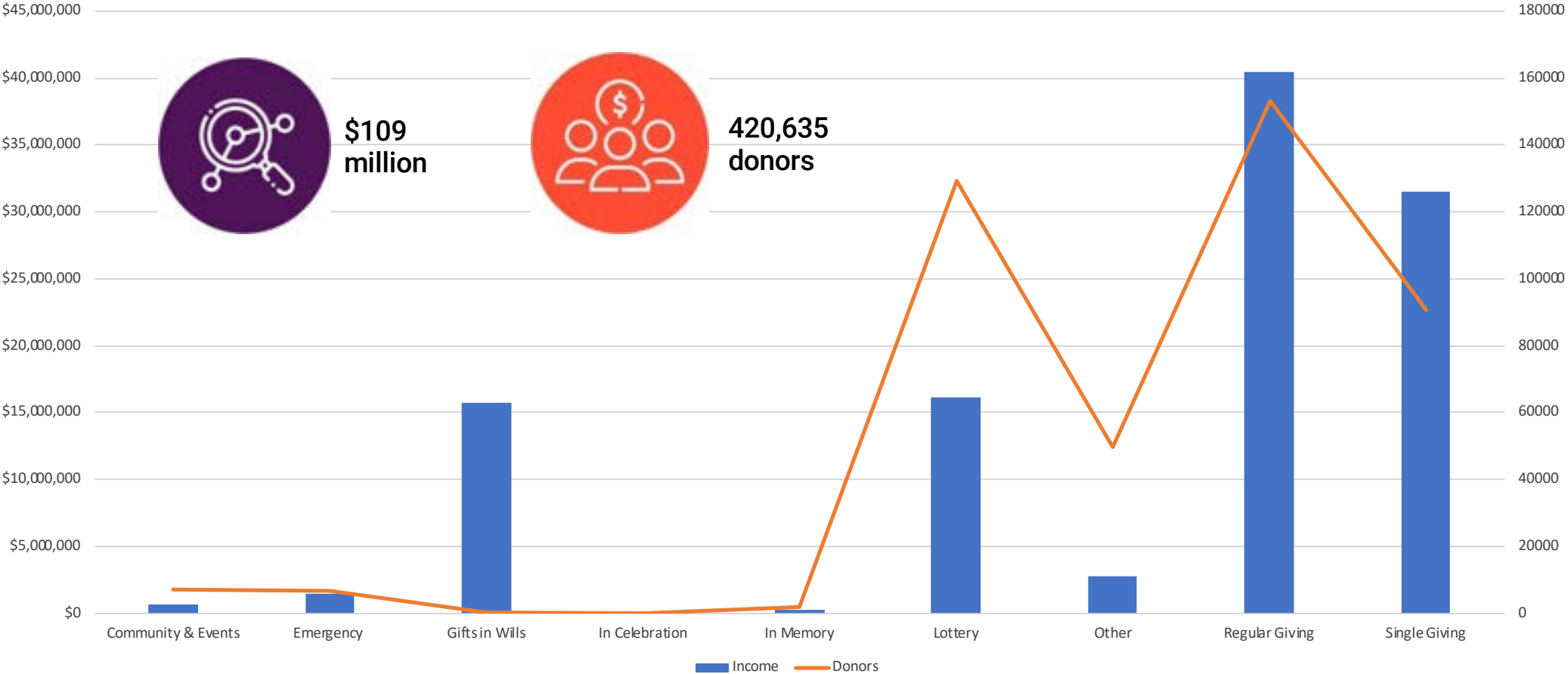


See our full list of charity members <https://www.benchmarkingproject.org/charity-members/>



8 New Zealand charities

2022 Calendar Year Individual Giving Income & Donor Numbers





Gifts In Wills
4k Confirmed



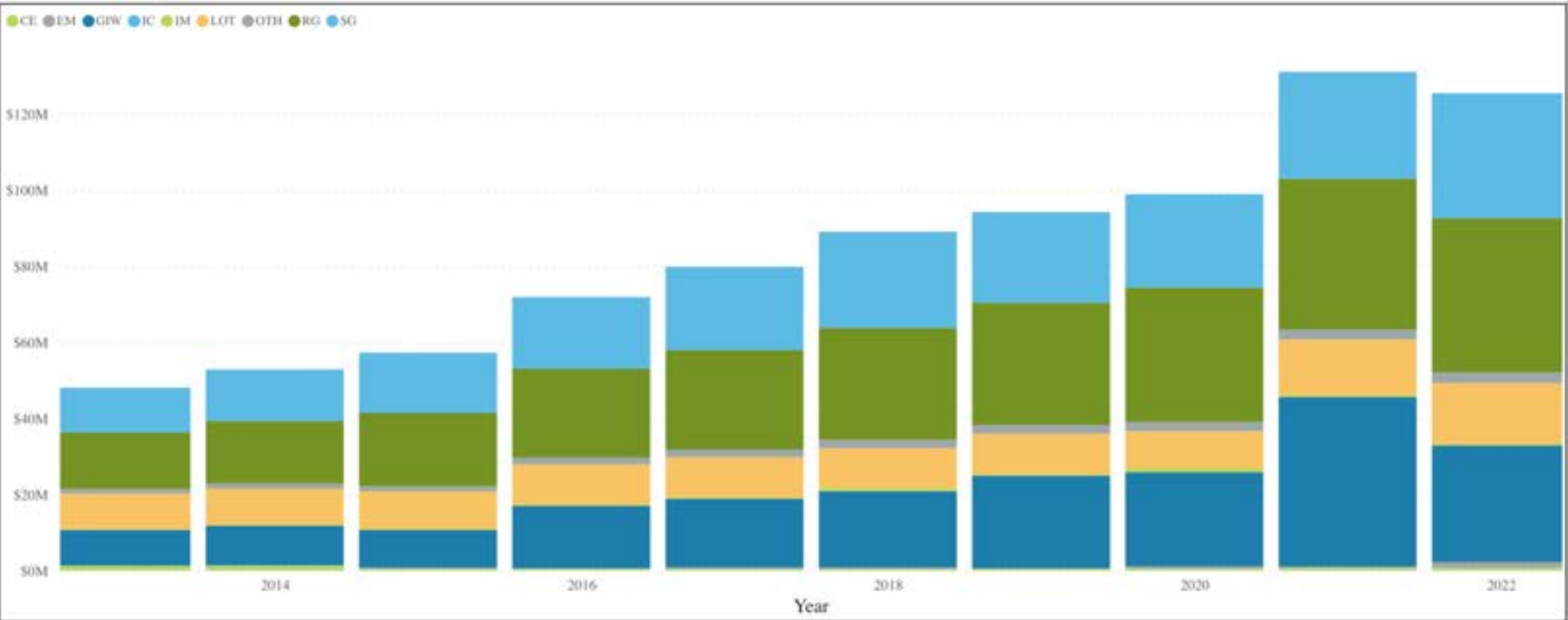
Regular
Giving
151k donors



Single
Giving
88k donors

Metric	Highest	Average	Lowest
Regular Givers 2022	27k	19k	8k
Single Givers 2022	38K	11k	1.7k
Community & Events Givers 2022	5.5k	480	5
Regular Giving Income 2022	\$7.8m	\$5m	\$1.9k
Single Giving Income 2022	\$18m	\$3.9m	\$1.1m
Community & Event income 2022	\$191k	\$92k	\$1k
Gifts in Wills income 2022	\$7.8m	\$2.3m	\$273k

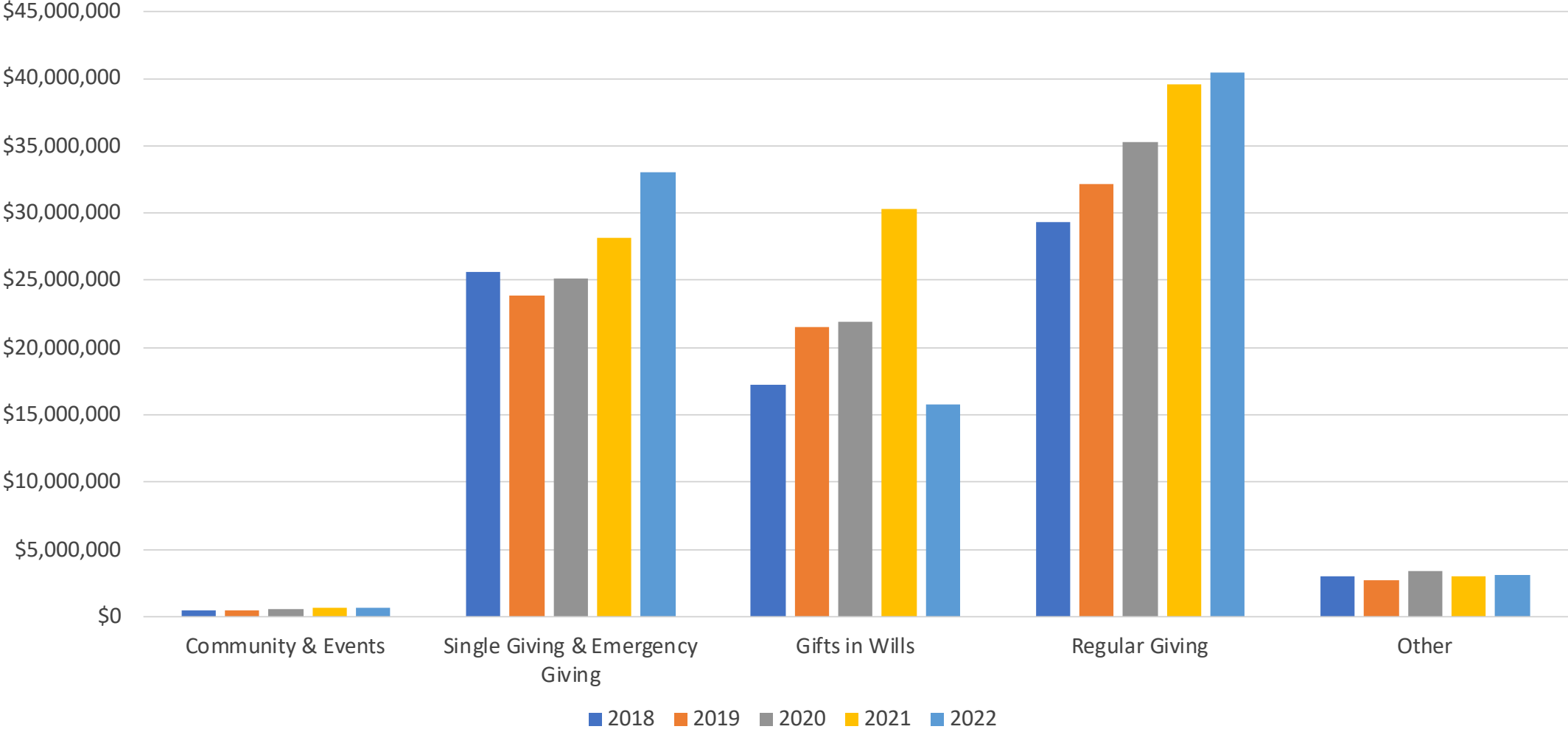
Individual giving income growth by gift type



● CE ● CS ● EM ● GIW ● IC ● IM ● LOT ● OTH ● RG ● SG



Individual Giving Growth by Gift Type



The Big Picture: Income

- Individual giving income is growing
- Regular Giving sustains growth, with stronger 5-year growth than Australia
- Single Giving continues to grow at a stringer rate than Australia

Giving	Industry 1-year income growth average	Industry 1-year income growth high	Industry 1-year income growth low	Industry 5-year income growth average	Industry 5-year income growth high	Industry 5-year income growth low
All individual giving ex Gifts in Wills & Lottery	10.2%	40%	-8%	54%	1815%	-3%
Regular Giving	3%	22%	-11%	55%	2008%	-0.5%
Single Giving	7%	69%	-15%	50%	1394%	-5%

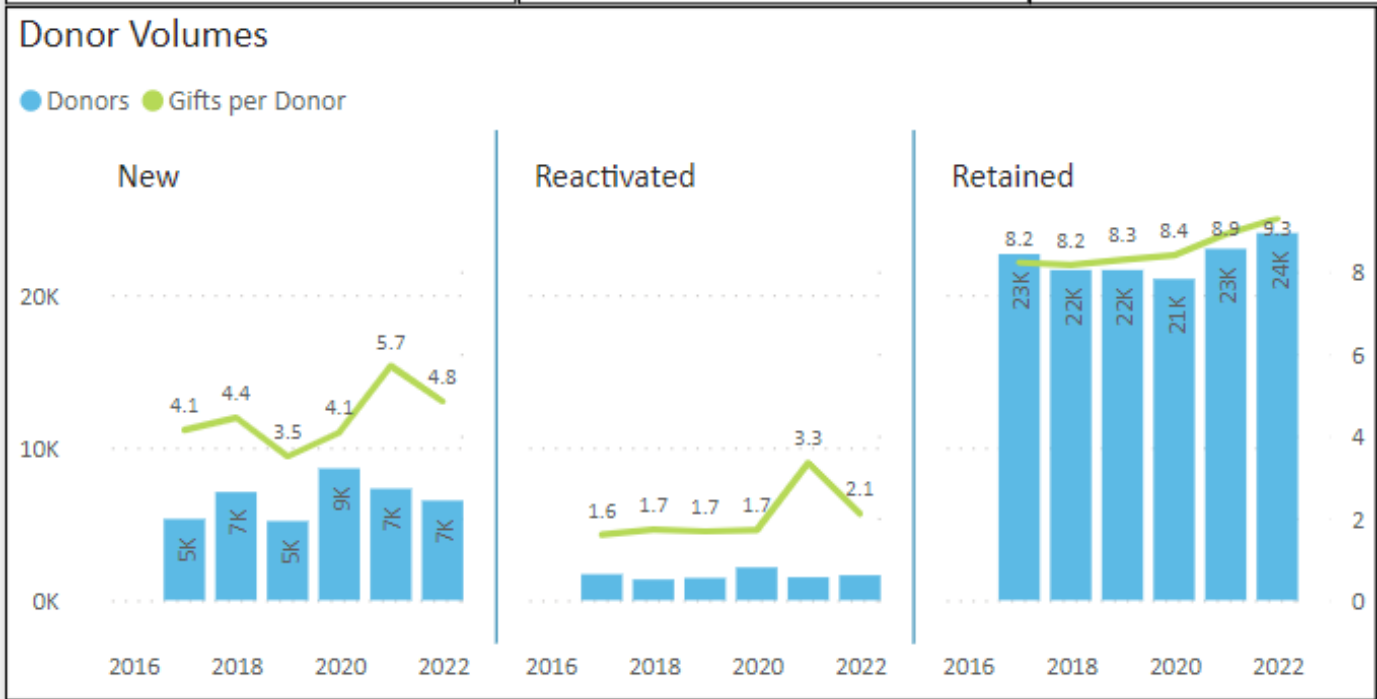


The Big Picture: Active Donor Volumes & Retained Income

- Retained donors are critical to stability and growth. Long-term donors continue to grow in lifetime value and gift in wills confirmation rates.
 - 85% of individual giving income came from retained donors in 2022
 - 90% of regular giving income came from retained donors in 2022

Donor Number growth	Industry 2020 to 2021	Industry 5-year	Average value 2022
Single Giving	-11%	-16%	\$298
Regular Giving	1%	36%	\$263 <i>F2F \$270</i>

Overall volume of Individual Givers is remarkably stable – we are not growing the overall pool of active givers each year



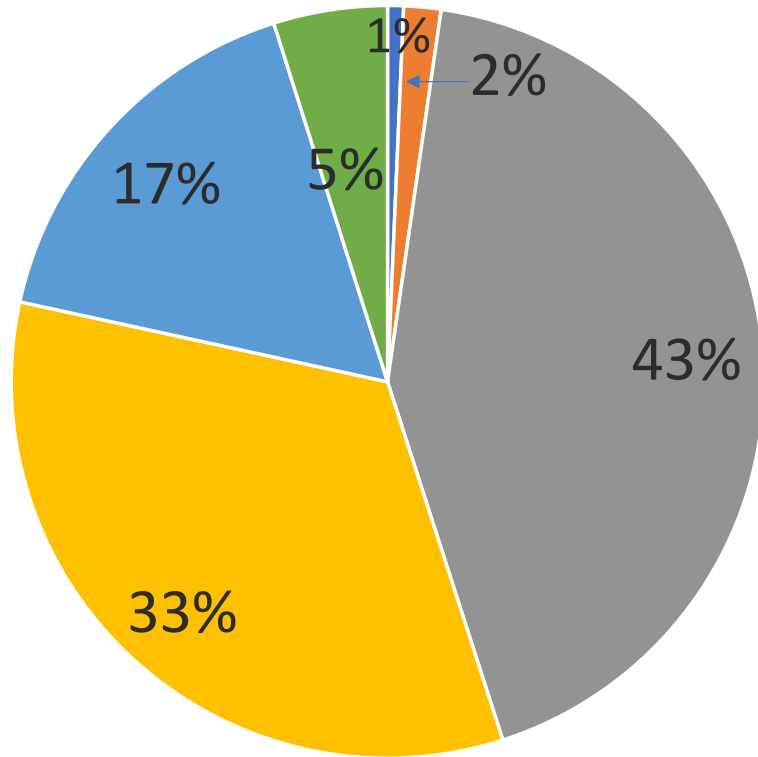
We retained 53% of all Single Givers, Regular Givers and Community and Event Givers combined in 2022.

Retention has stabilised for both Single Giving and Regular Giving after observed declines in both second gift rates, early Regular Giver retention and overall retention.

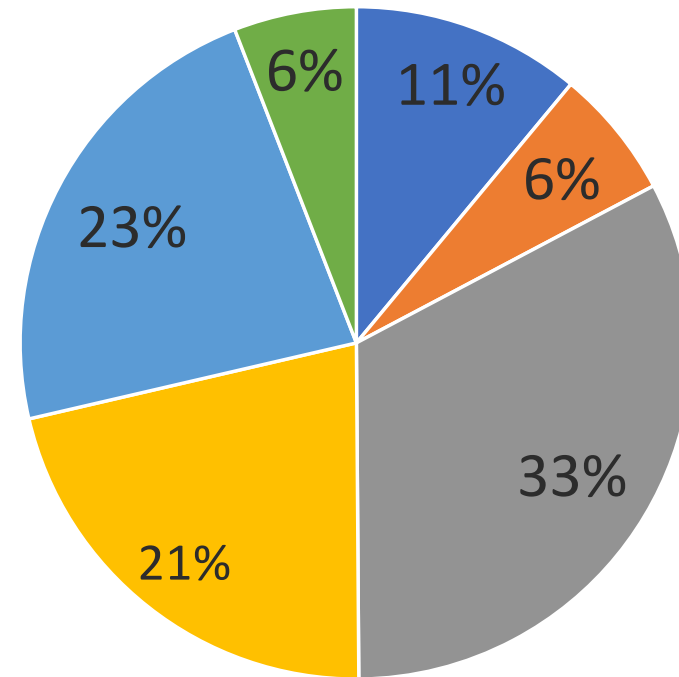
Combined donor numbers – regular givers, single givers and community & event givers split by new, retained (gave in 2021 and gave again in 2022, and reactivated (gave prior to 2021 and again in 2022))



New Zealand 2022 Individual Giving Income Contribution



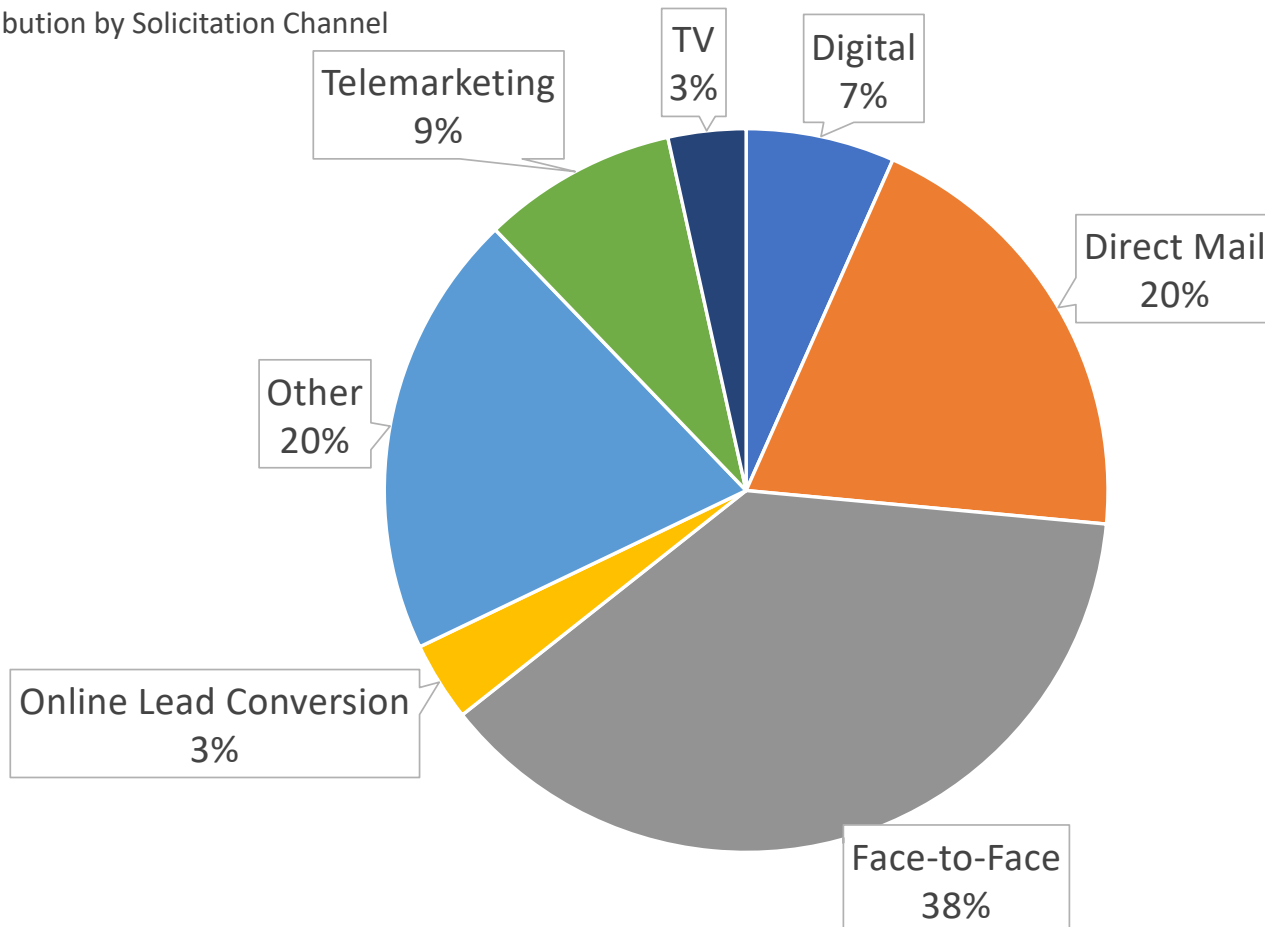
Australia 2022 Individual Giving Income Contribution



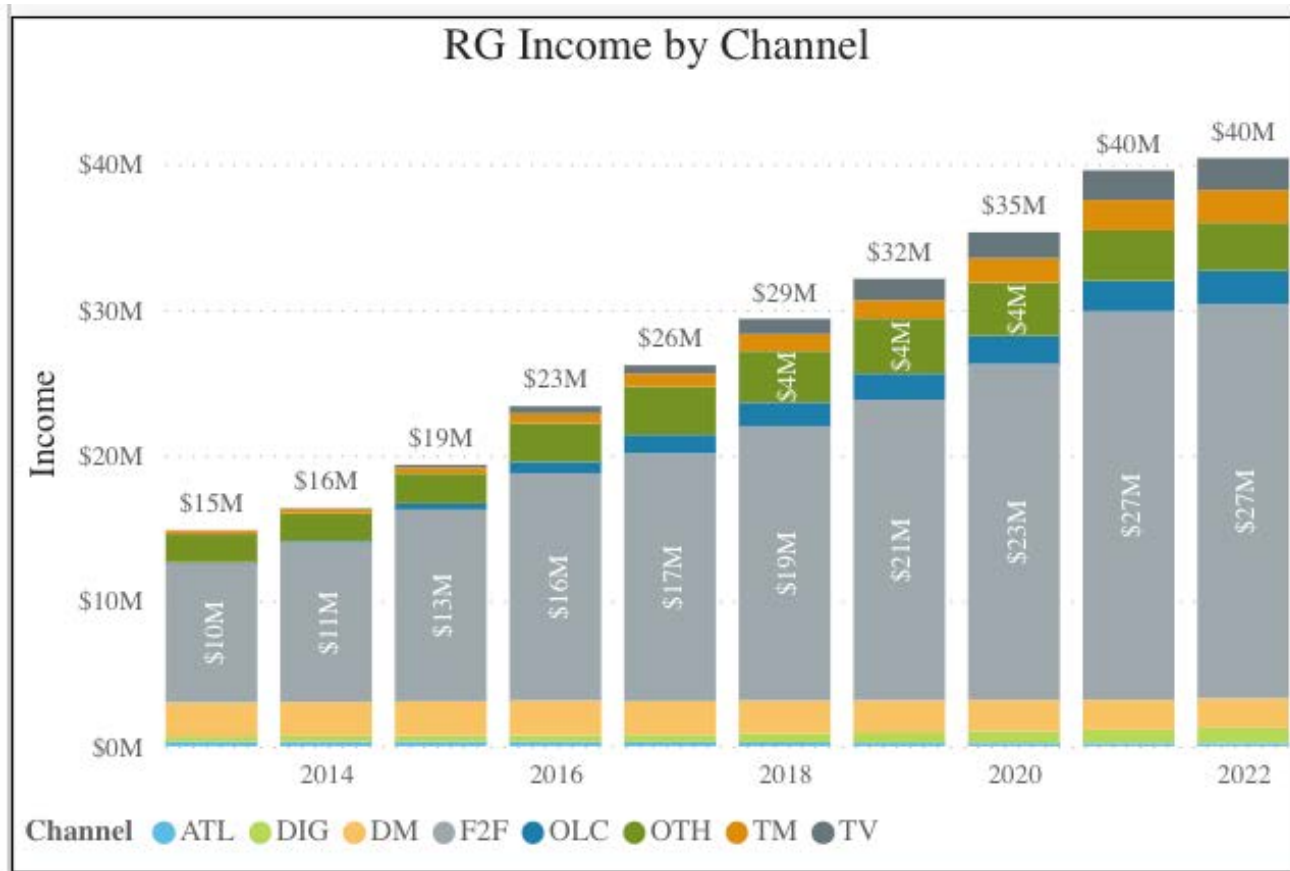
■ Community & Events ■ Emergency ■ Regular Giving ■ Single Giving ■ Gifts in Wills ■ Other

Face-to-Face, Digital and Direct Mail dominate channel activity

2022 Income Contribution by Solicitation Channel

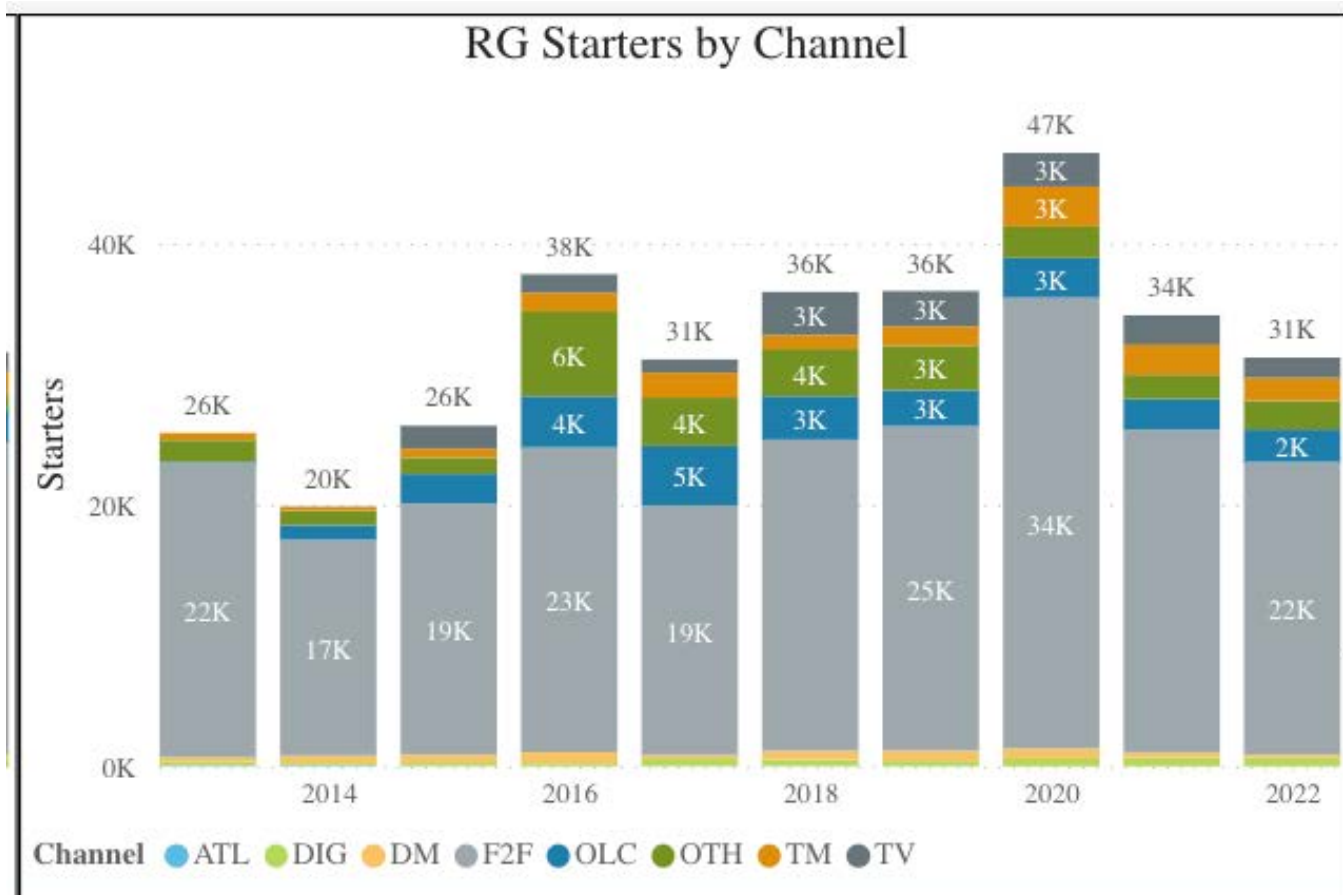


Regular Giving income by channel



- Total income from Face-to-face (F2F) fundraising increased between 2021 and 2022 by 1% and represented 67% of regular giving income in 2022
- In five years between 2018 and 2022 F2F income increased by 59%, reflective of the strong investment of the participating charities.
- The Australian market is flat at only 0.4% growth over the past 5-years

Regular Giving acquisition by channel



- The number of new Regular Giving donors has fallen by 14% between 2018 and 2022.
- Of these the proportion from F2F has grown from 64% to 70%.
- F2F remains the only reliable way to scale Regular Giving acquisition.
- Noting the pandemic hit F2F recruitment, but did not close it down completely, but recruitment volumes still to recover to pre-pandemic levels.

The Average Regular Giver

151K

Regular Givers

1.43M

Regular Gifts Last Year

\$39.79M

RG Income Last Year

4.42

Average Tenure (Years)

52.99

Average Age

\$26.83

Ave First RG

\$263

Average Value per Donor LY

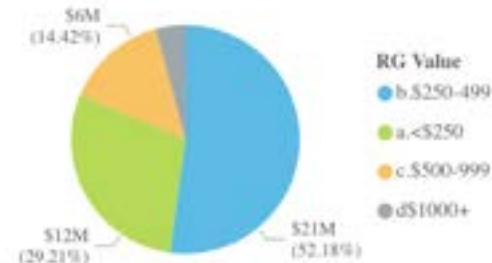
1.20

AllGiving

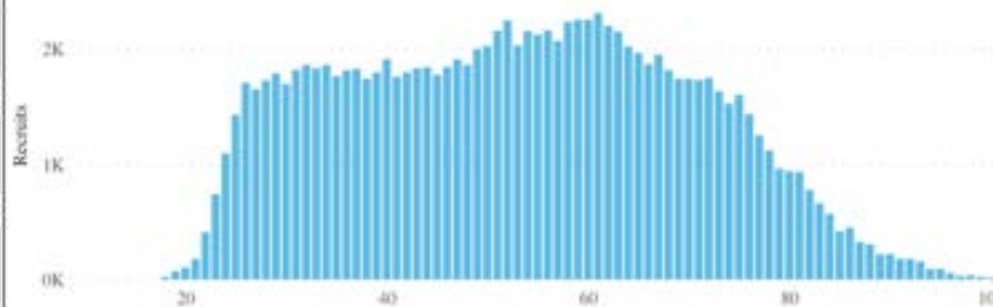
2022 Donors



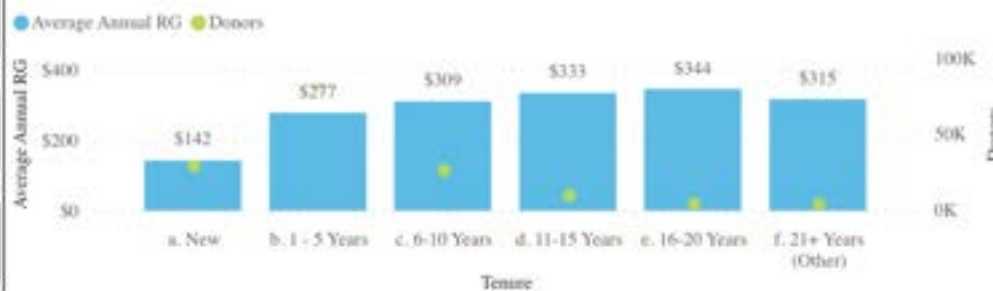
2022 RG Income



Age Distribution



Ave Value Last Year by Tenure



They are 53 years old,
average age at sign up is
46

52% female
40% male
(rest unknown)

Converts, Direct mail,
Digital and TV most
likely to give in another
way

Only 0.5% of all active
regular givers have
confirmed a Gift in Will

The Average F2F Regular Giver

98K

Regular Givers

896.09K

Regular Gifts Last Year

\$26.41M

RG Income Last Year

3.47

Average Tenure (Years)

50.67

Average Age

\$27.57

Ave First RG

\$270

Average Value per Donor LY

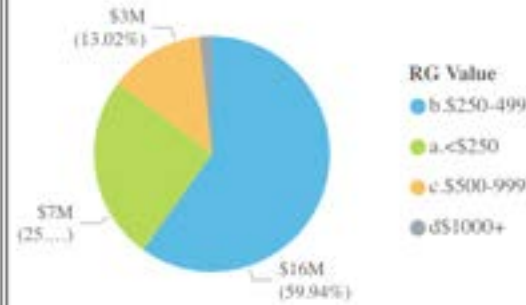
1.06

AllGiving

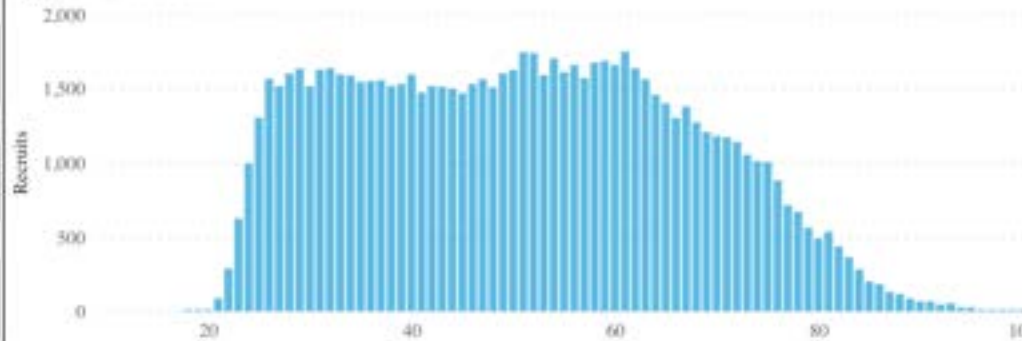
2022 Donors



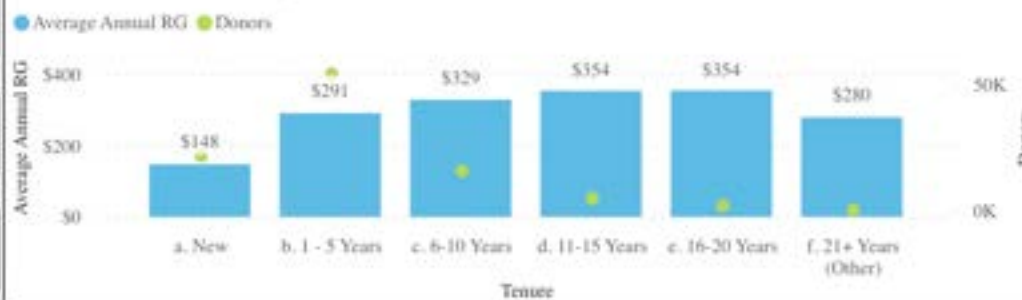
2022 RG Income



Age Distribution



Ave Value Last Year by Tenure



They are 1 years old,
average age at sign up is
45

53% female
44% male
(rest unknown)

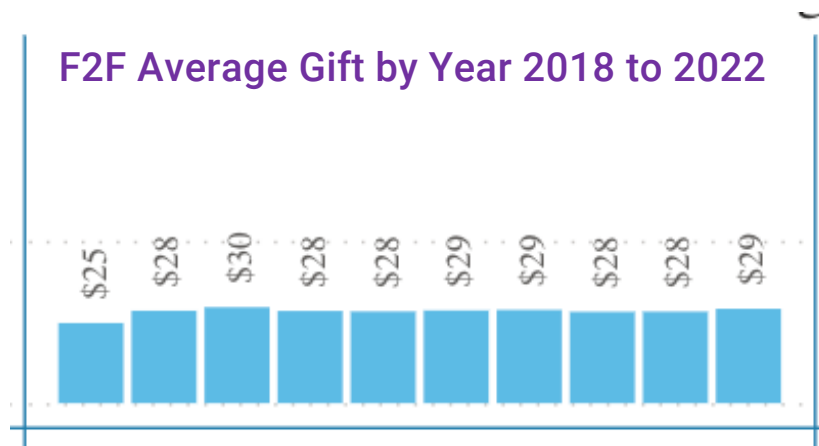
Unlikely to give in other
ways – most likely to
give to Emergencies

Only 0.09% of all active
F2F regular givers have
confirmed a Gift in Will

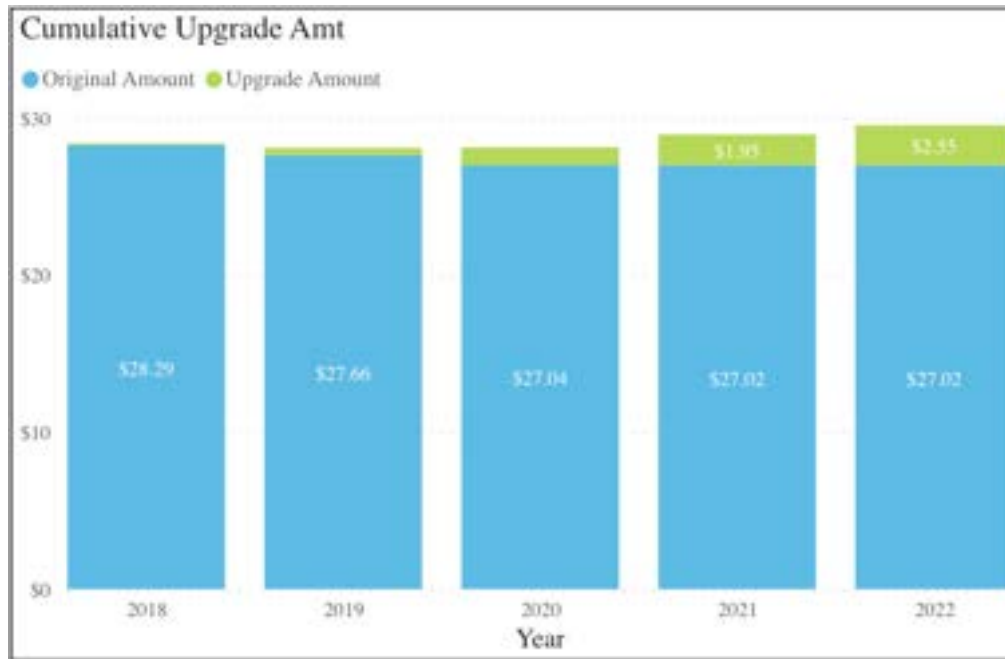
Regular Giving average gifts

Digital	F2F	Tele-marketing	Direct Mail	Online Lead Conversion	TV
\$34	\$29	\$26	\$25	\$24	\$21
\$24 - \$41	\$27 - \$32	\$20 - \$35	\$18 - \$48	\$20 - \$26	\$18 - \$50

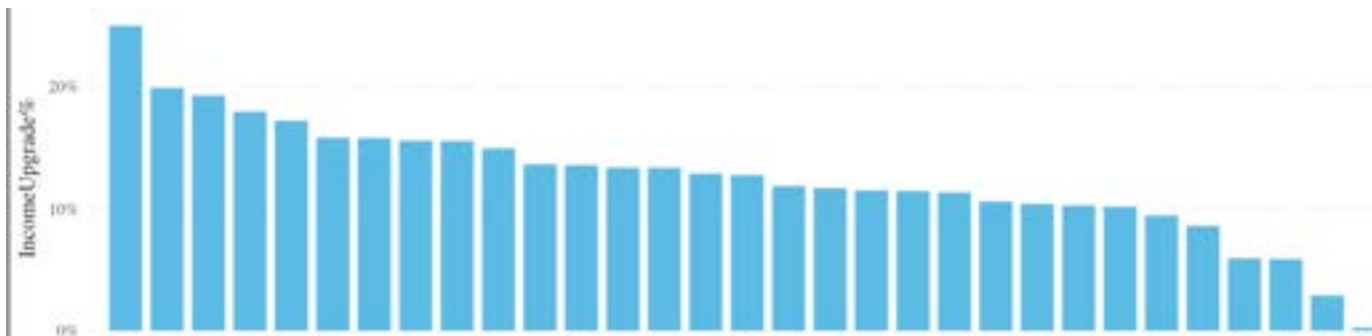
Range across charities



- RG Average gifts are not keeping pace with inflation, and are more in line with trends in real wages.
- This is even after upgrades are taken into account and we could be doing more upgrades.
- This is a range of average gift across the participating charities .



% of F2F income from upgrades by charity (2018 recruits) – Australia & New Zealand



F2F Upgrades

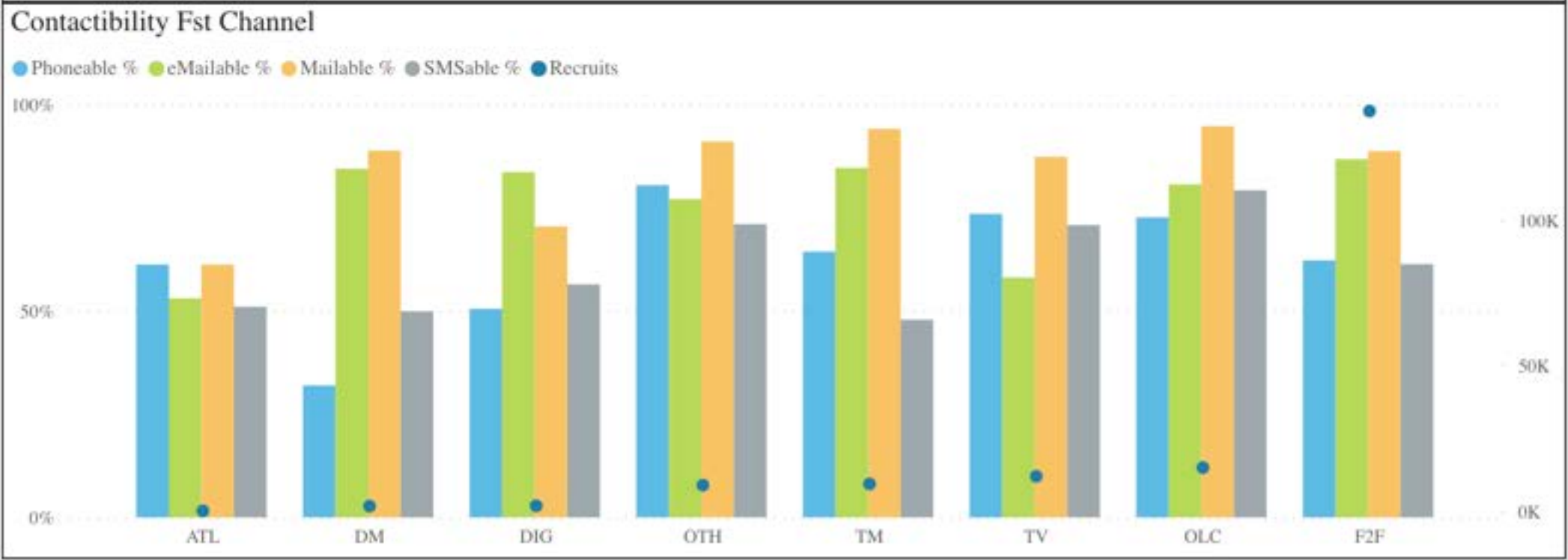
- Income from upgrades for F2F donors is critical to maintaining average gift.
- For new recruits between 2018 and 2022 the proportion of income from upgrades in 2022 was 4%, lower than the Australian market at 9%.
- The range of upgrade income as a proportion varies widely from charity to charity.
- This reflects the relative maturity of programs but does show that a well-run upgrade program is critical to maximising returns from the F2F investment.
- A good target is 9% to 14% of income coming from upgrades after 5-years.

What are the higher performers doing well for upgrades?

**High contactability
across channels**



Contactability – Regular Givers by Channel of Acquisition



What are the higher performers doing well for upgrades?

High
contactability
across channels

Coverage KPIs

Multi channel

Opt *in* Auto
Upgrades

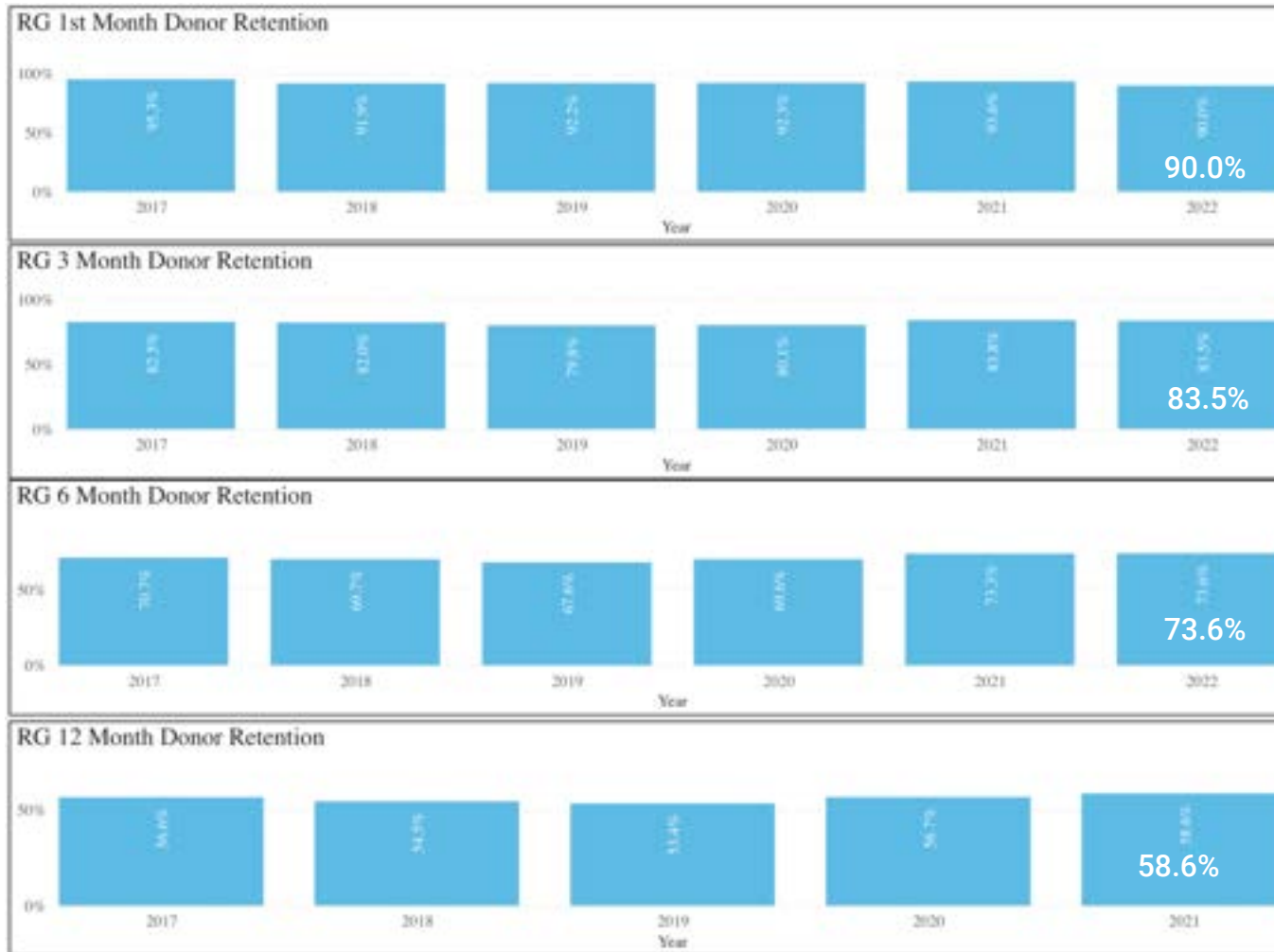
Opt *out* Auto
Upgrades

End of Year
Receipting
Donor Care
Upgrades

Impact inspired
upgrade
propositions



F2F Regular Giver retention rates



- Good news, retention at each point has improved since 2018.
- 12 month average retention is now at 58.6% up from a low of 56.6% in 2017.
- Don't forget to track you year 2, 3, 4+ attrition rates – they should be stable after 3 years
- In Australia retention rates were diving but started to improve after 2018. This is as a result of reducing the volume of younger donors and also of poorer quality agencies exiting the market.

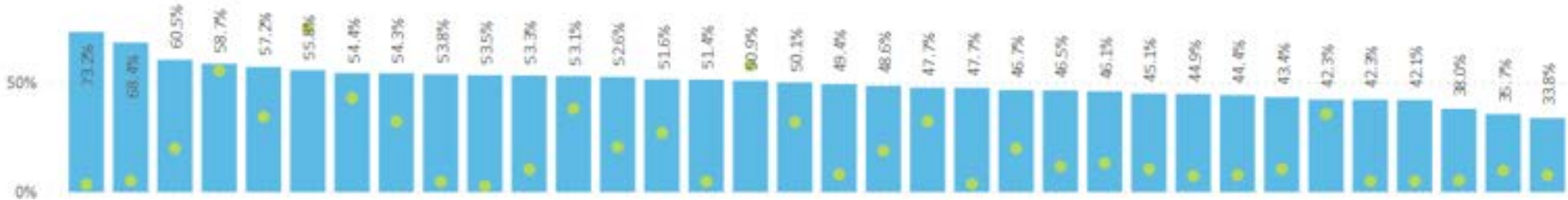
F2F Regular Giver retention rates

New Zealand



Australia

2021 - RG 12 Month Donor Retention - Starters



Broadening demographics at acquisition are affecting retention and donor value over time

Digital: Ave. income by IRSAD



Digital Recruits

Age at recruitment: 46
 Average age overall: 53
 Average first gift: \$31
 Average gift overall: \$34

F2F: Ave. income by IRSAD



F2F Recruits

Age at recruitment: 43
 Average age overall: 48
 Average first gift: \$32
 Average gift overall: \$34

OLC: Ave. income by IRSAD



OLC Recruits

Age at recruitment: 42
 Average age overall: 48
 Average first gift: \$21
 Average gift overall: \$22

The Australian Bureau of Statistics (ABS) IRSAD index measures the overall socio-economic advantage or disadvantage of an area based on a range of variables related to income, education, occupation, and other factors. It ranks areas from most advantaged (10) to most disadvantaged (1).



Broadening demographics at acquisition are affecting retention and donor value over time

Digital: Ave. in

Ave Income
\$400
\$300
\$200
\$100
50
D
A
Ave
Ave
Average

- F2F recruits come from a very wide range of levels of relative socio-economic advantage and disadvantage
- This may be a reflection of the locations that we choose to use in recruiting F2F donors.
- But donors from higher levels of advantage have a significantly better long-term value (AUD\$365 average annual income for level 10, AUD\$276 for level 1).
- Compare with Digital recruits who are more closely targeted and show a much higher proportion of recruits from higher levels of socio-economic advantage.
- And when we look at who survives after 1 year and 5 years it's the higher declines

Donors

The Australian Bureau of Statistics (ABS) IRSAD index measures the overall socio-economic advantage or disadvantage of an area based on a range of variables related to income, education, occupation, and other factors. It ranks areas from most advantaged (10) to most disadvantaged (1).

What are the higher performers doing well for retention?

Treating partners are part of their teams

Focus on quality at recruitment

Consistent & regular reporting

Declines management PRIORITY

Upgrades

Donor saves program

Customer Service

Regular Giving ROI

	F2F NZ	F2F AUS	OLC NZ	OLC AUS
12 month	0.68	0.61	0.39	0.39
24 month	1.12	0.95	0.66	0.66
36 month	1.4	1.2	0.5	0.8
60 months	2.0	1.5	1.3	1.4

- This is based on actual and estimated costs provided by Benchmarking Project members.
- F2F ROI is significantly ahead of Online Lead Conversion.
- Important to recognise the quality of donor varies by channel of acquisition.
- The range of ROI between charities for Online Lead conversion is much wider than for F2F.

What else?

4-weekly debits

Instant debits

Older still better

Direct Debit higher retention than Credit Card (no difference in Australia)

No difference between genders for retention

Converted regular givers have best retention

Key Takeaways

Key Takeaway 1

F2F volumes have been steady over the past 5-years albeit with a 2020 jump

F2F remains the key channel for charities to recruit large numbers of new Regular Givers.

F2F Regular Givers are relatively less likely to give in other ways. However a small % will become confirmed GiW donors – ask them!

Key Takeaway 2

Average gifts are not increasing in line with inflation and better reflect real wages.

Our new recruits come from a broad range of socio-economic advantage. But donors from more advantaged socio-economic levels retain better and provide a better long-term return.

If cost of living pressures continue to increase, pressure on retention of younger donors and those from less advantaged demographics may decrease.

Key Takeaway 3

Retention has been steadily improving as we recruit fewer younger donors and the agency mix changes.

The range of retention rates shows that there are still significant opportunities to improve retention within individual programs.

What does Benchmarking look like?



4 members forums plus a New Zealand Forum

Industry Report

Your own analytics & insights workshop

2 membership levels





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Thank you

[Interested in joining? www.benchmarkingproject.org](http://www.benchmarkingproject.org)

Need support reviewing your fundraising program and identifying your opportunities?

Need help inspiring your organisation to invest in acquisition?

You can contact Fi on 021 336 905 or at

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