

# VISIONARY

Philanthropic Consulting, LLC

## Donor Trends: Empirical Evidence How to Reverse the Tide



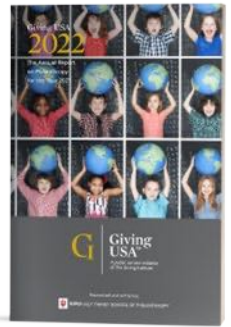
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For the greater good.





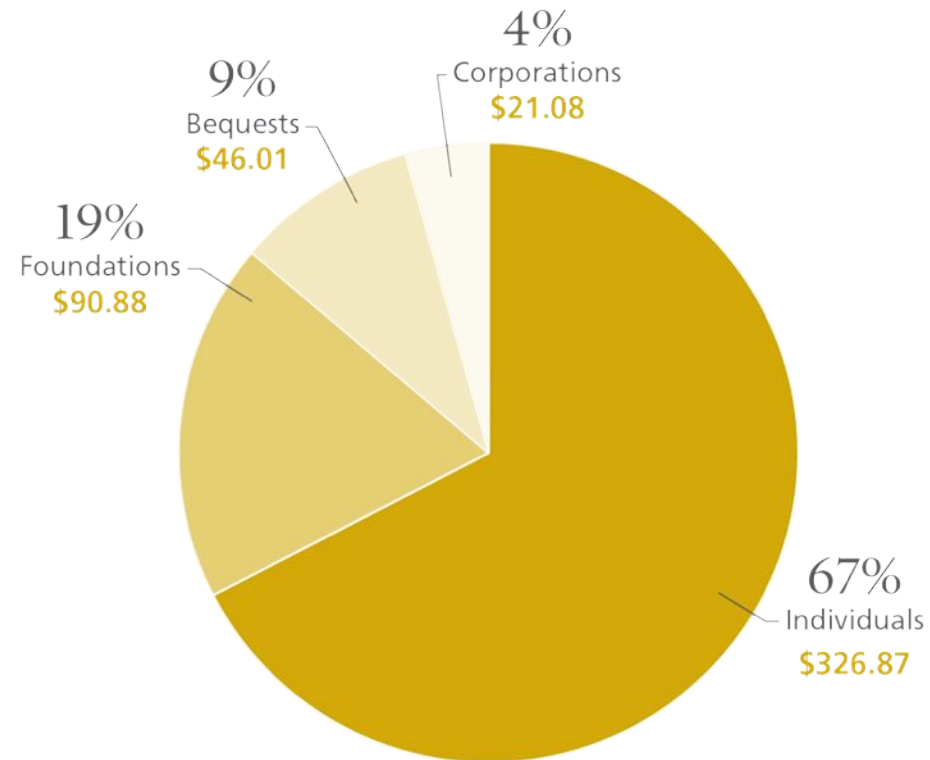
# Summarizing the Giving USA Report

# Sources of Giving



## 2021 contributions: \$484.85 billion by source of contributions

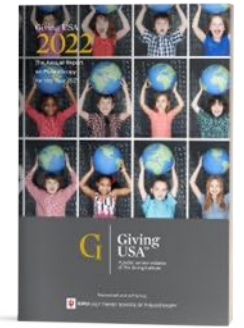
(in billions for dollars – all figures are rounded)



# Changes in Giving

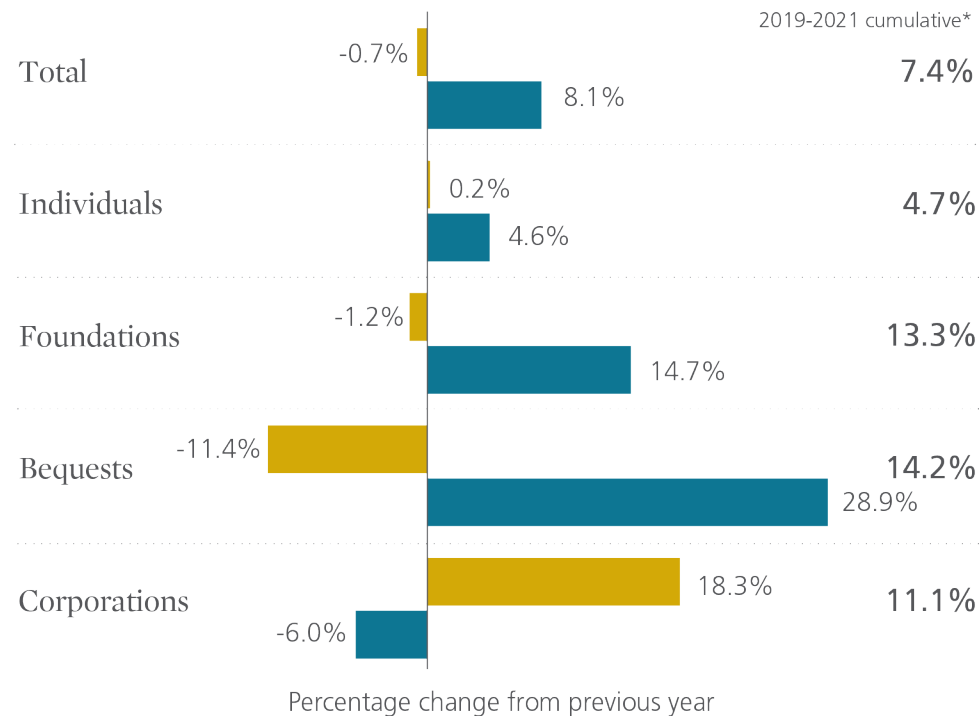
## Changes in giving by source: 2019–2020 and 2020–2021, 2019–2021 cumulative

(in inflation-adjusted dollars, 2021 = \$100)

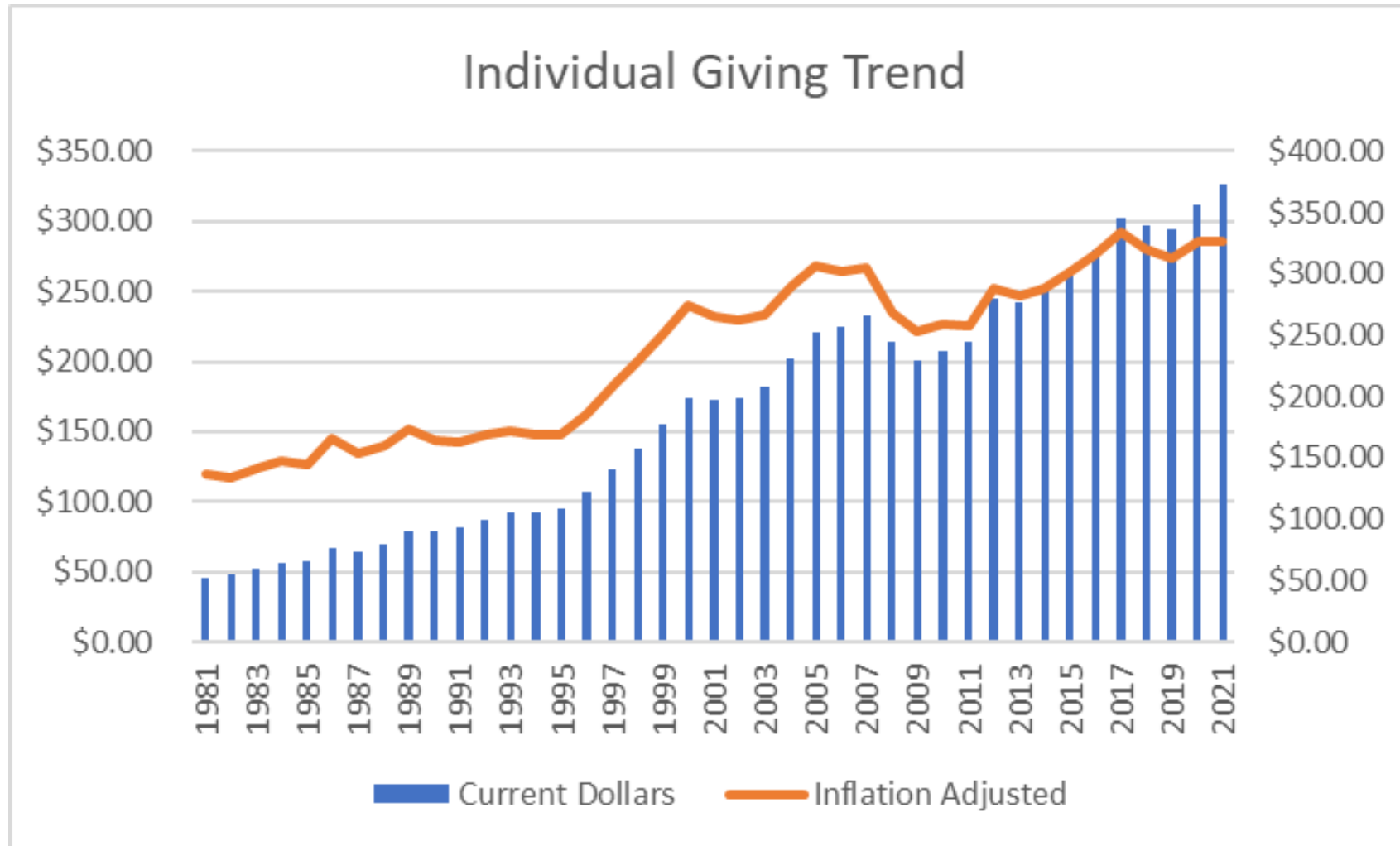


■ 2020-2021  
■ 2019-2020

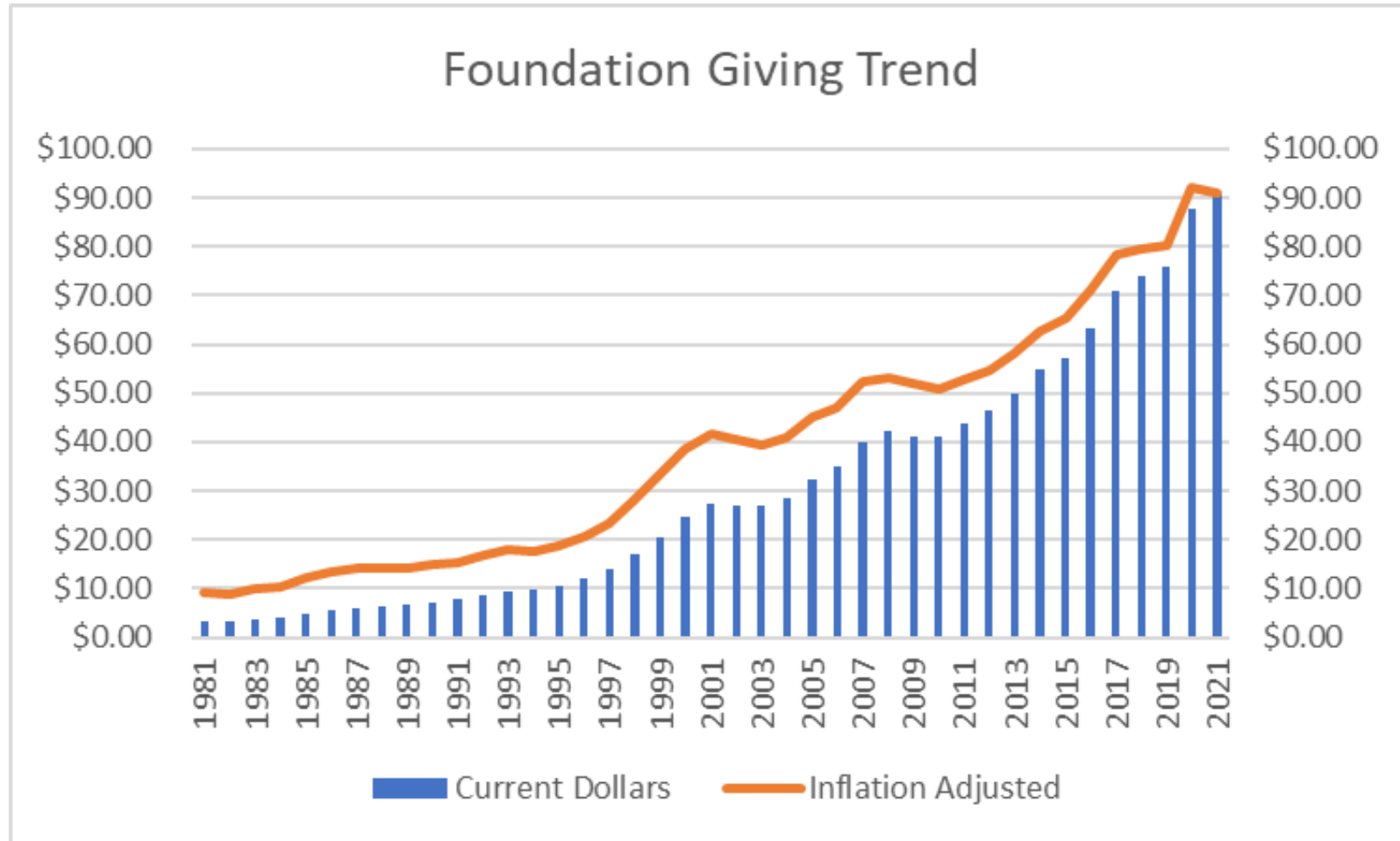
\*The two-year change is calculated separately and is not the sum of the changes in the two years.



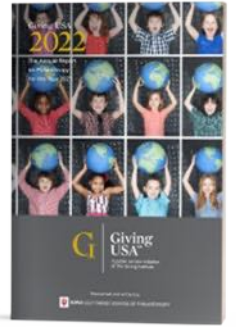
# Individual Giving Trend



# Foundation Giving Trend

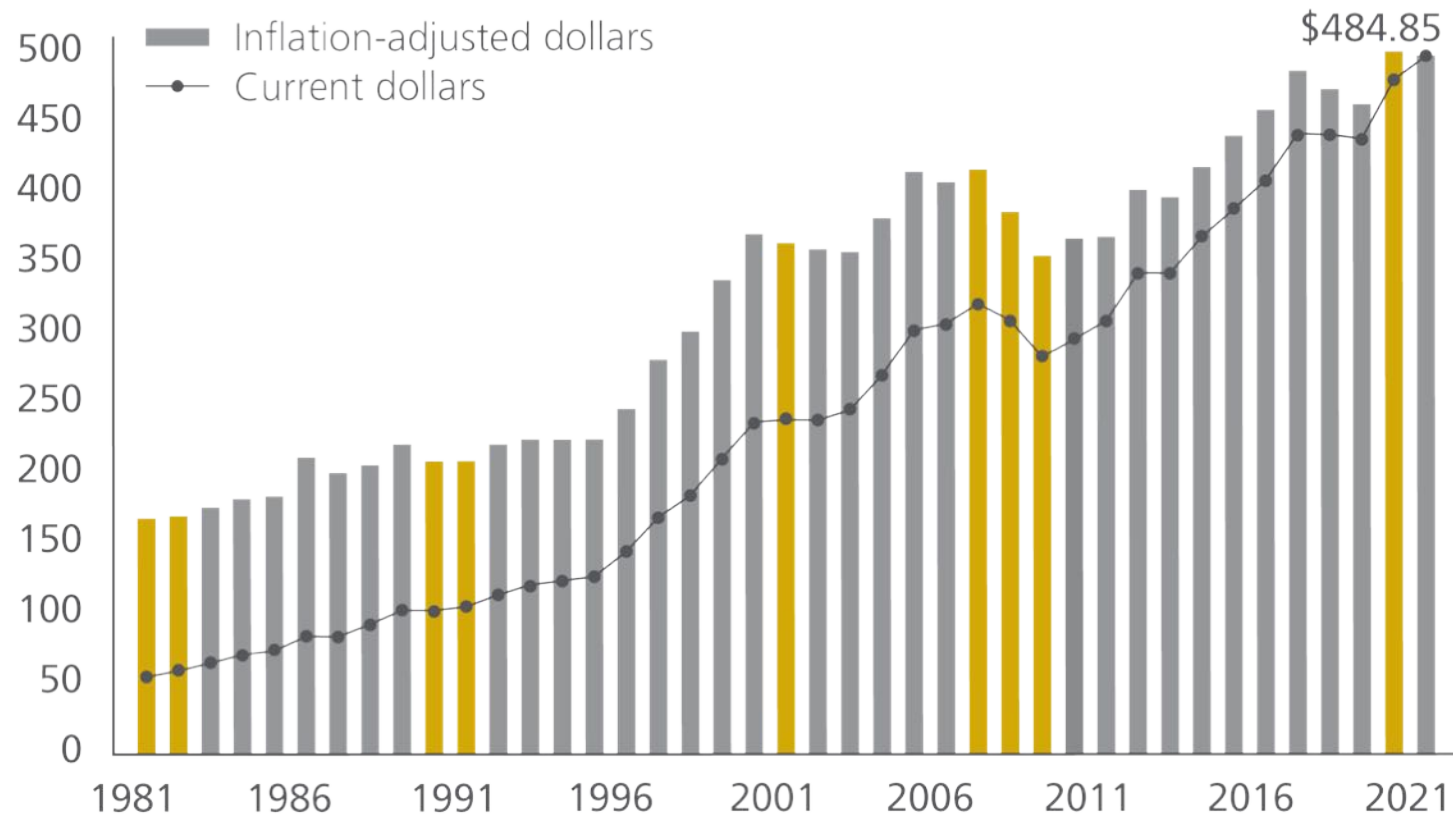


# Giving During Recessions



## Total giving, 1981-2021

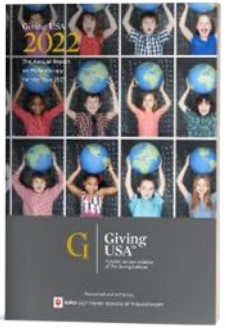
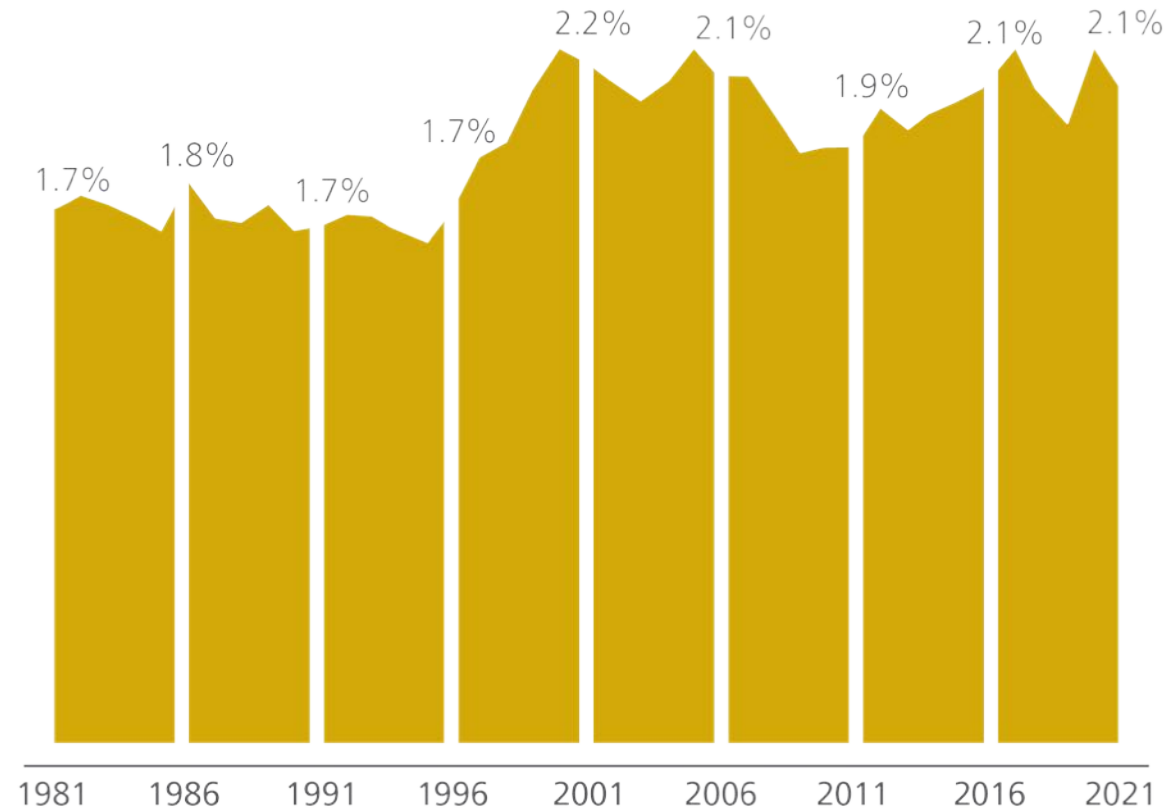
(in billions of dollars)



# Giving at 2% of GDP

## Total giving as a percentage of Gross Domestic Product, 1981–2021

(in current dollars)



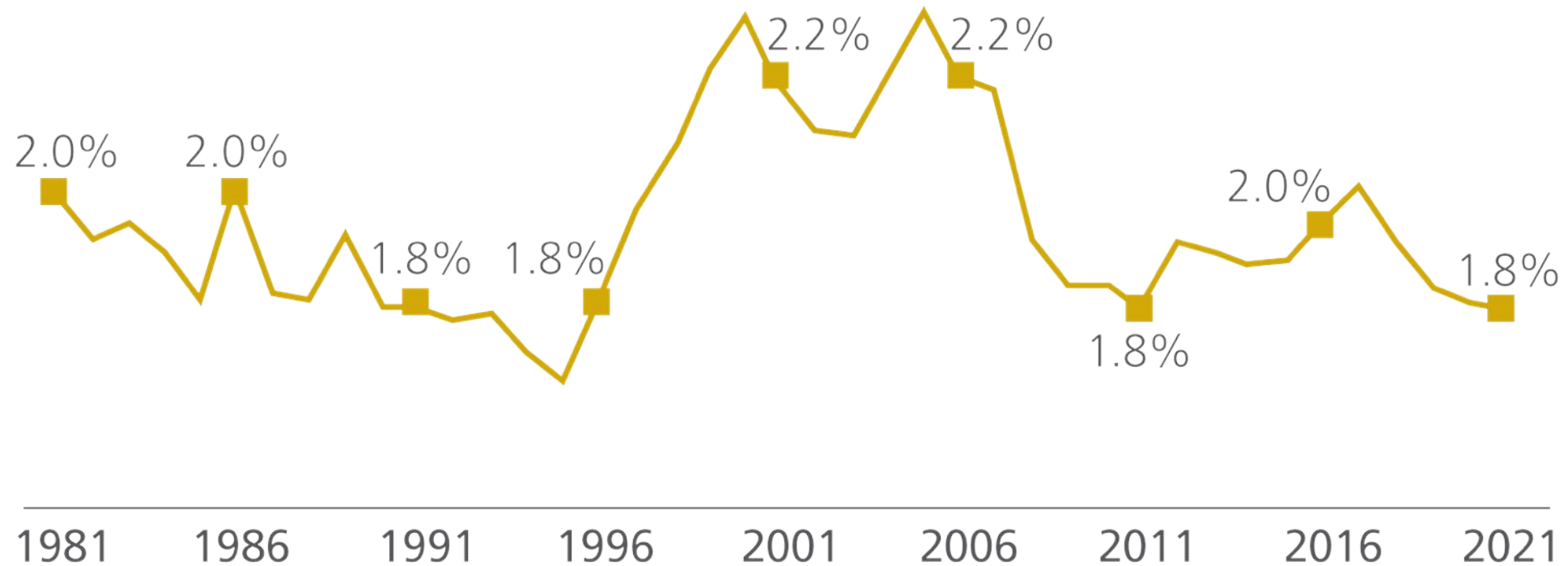


# Individual Giving at 2% of Personal Income



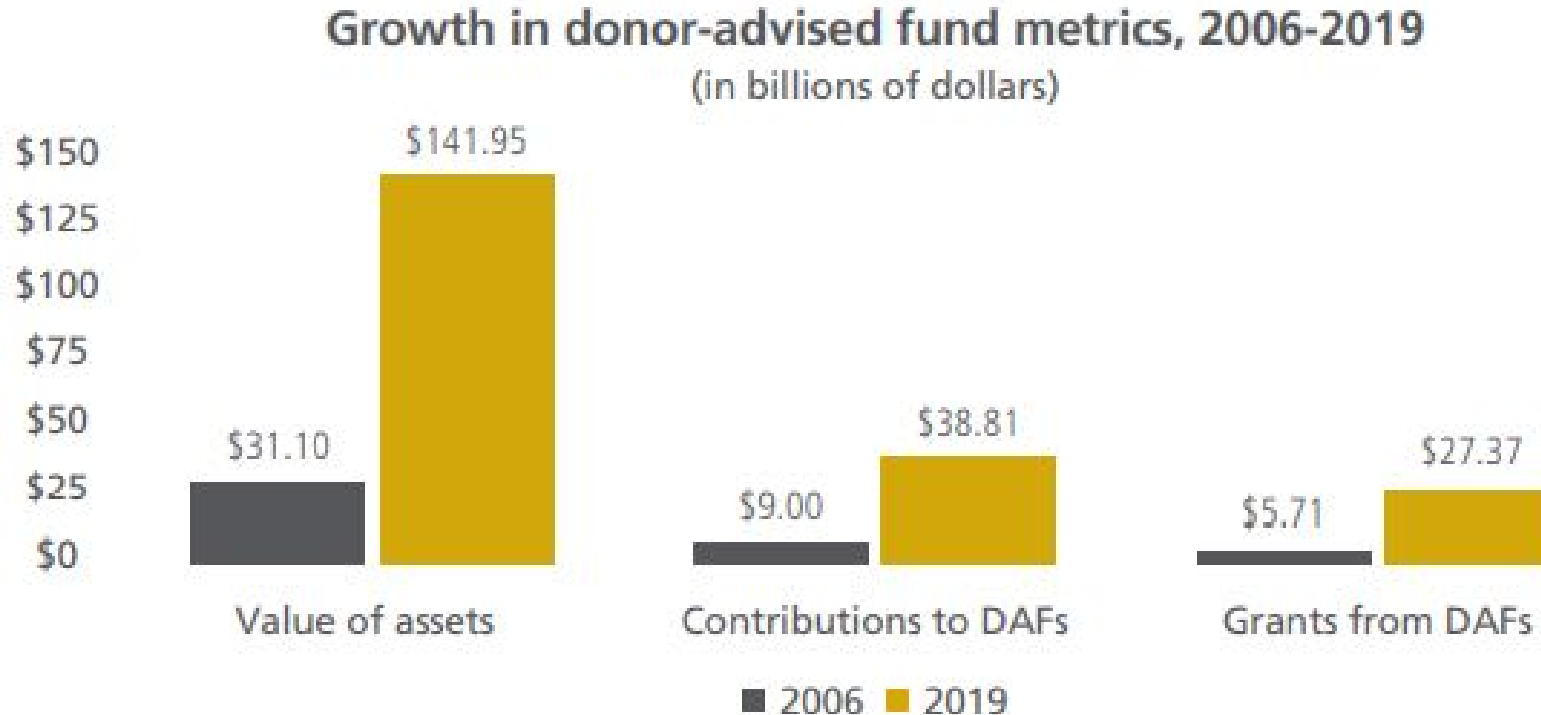
## Individual giving as a percentage of disposable personal income, 1981-2021

(in current dollars)



# Donor Advised Funds

Growth in the value of assets, contributions, and grants, 2006-2019



# Take Aways:

- Giving is flat or decreases during a recession
- Giving is 2% of Gross Domestic Product, therefore if GDP decreases, charitable activity decreases
- Major Gifts tend to track with the Stock Market
- If inflation increases, Personal Disposable Income also decreases



# FundRaising Effectiveness Project

An analysis of longitudinal donor behavior based on transaction files

# Sponsors



## DATA PROVIDERS

The FEP wouldn't be possible without data. These software providers make the collection of data for this analysis possible.



## DATA REPORTING

The Quarterly Report wouldn't be possible without the data processing and analytics provided by these firms.



# FEP Dataset



DONORS

18M  
in 2021



DOLLARS

\$10B  
in 2021



ORGANIZATIONS

9,652  
in 2021

# FEP: Key take-away from 2021



DONORS

-5.7%

(+/- 0.5%)

YOY change



DOLLARS

2.7%

(+/- 0.5%)

YOY change



RETENTION

-4.0%

(+/- 0.5%)

YOY change

-0.8%

(+/- 1.0%)

Since 2019

11.0%

(+/- 1.0%)

Since 2019

-7.9%

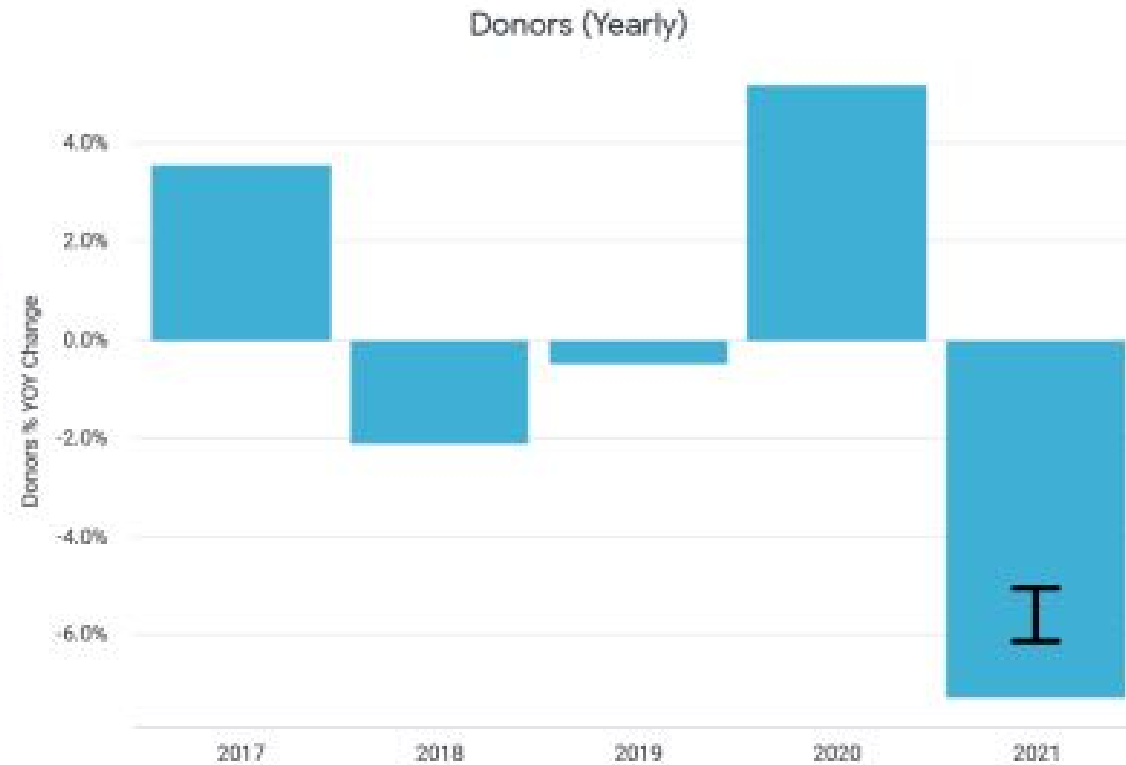
(+/- 1.0%)

Since 2019

Because 2020 was such an outlier, for this edition of the report, a comparison with 2019 results has been included to these three topline metrics in order to provide a more accurate picture

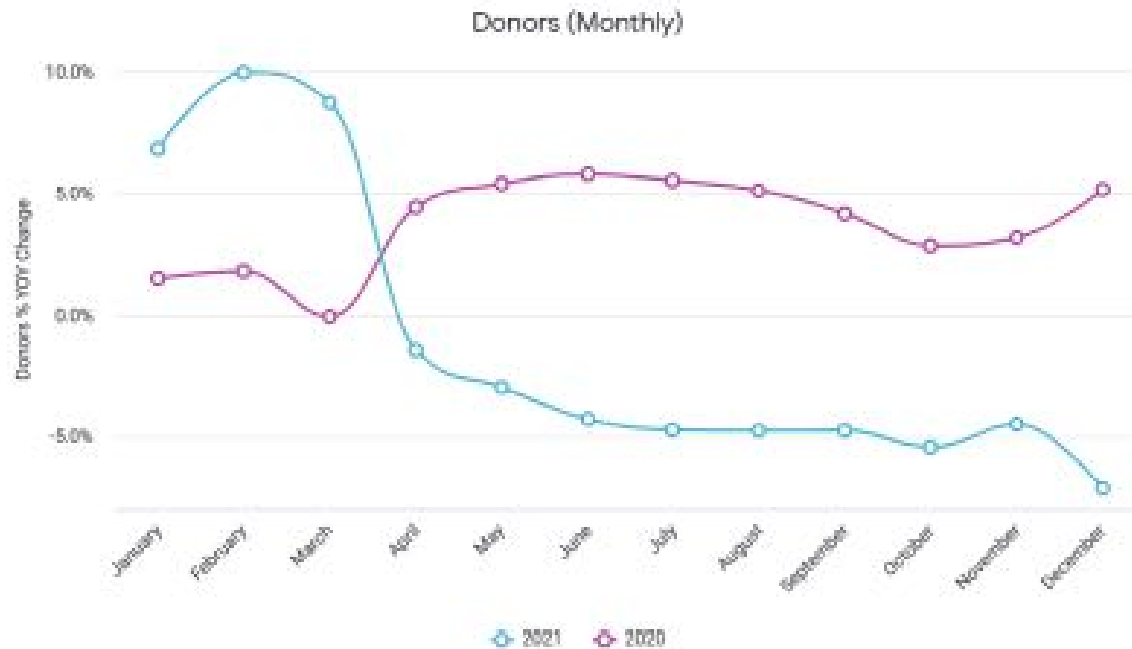
# Donors 2021

- The number of active donors does not keep up with 2020
- A decrease of -5.7% in donors is expected after accounting for late data





# Year over Year Change in Donors



- The drop in donors this year is larger than the growth last year
- The larger drop in donors now means a net loss (-0.8%) of donors since 2019

# New, Retained, Repeat and Recaptured



NEW DONORS

-15.1%  
YTD Change

41.8%  
% of total donors



NEW RETAINED DONORS

26.1%  
YTD Change

10.6%  
% of total donors



REPEAT RETAINED DONORS

-1.1%  
YTD Change

34.5%  
% of total donors



RECAPTURED DONORS

-14.2%  
YTD Change

13.1%  
% of total donors

# Dollars by Donor Size



**MICRO**  
(Under \$100)

**-9.3%**  
YOY Change

**3.0%**  
% of total dollars



**SMALL**  
(\$101 - \$500)

**-6.1%**  
YOY Change

**6.5%**  
% of total dollars



**MIDSIZE**  
(\$500 - \$5K)

**0.4%**  
YOY Change

**17.0%**  
% of total dollars



**MAJOR**  
(\$5K - \$50K)

**-0.2%**  
YOY Change

**26.1%**  
% of total dollars



**SUPERSIZE**  
(\$50K+)

**-0.2%**  
YOY Change

**47.4%**  
% of total dollars

# Retention

- Retention rates are expected to be around -4% year-over-year
- Low retention rates line up as expected with decreases in donor count



# Retention Rate by Type



## NEW DONOR RETENTION RATE

6.2%

YOY Change

18.6%

retained YTD



## REPEAT DONOR RETENTION RATE

-3.9%

YOY Change

60.7%

retained YTD



## RECAPTURE RATE

-19.0%

YOY Change

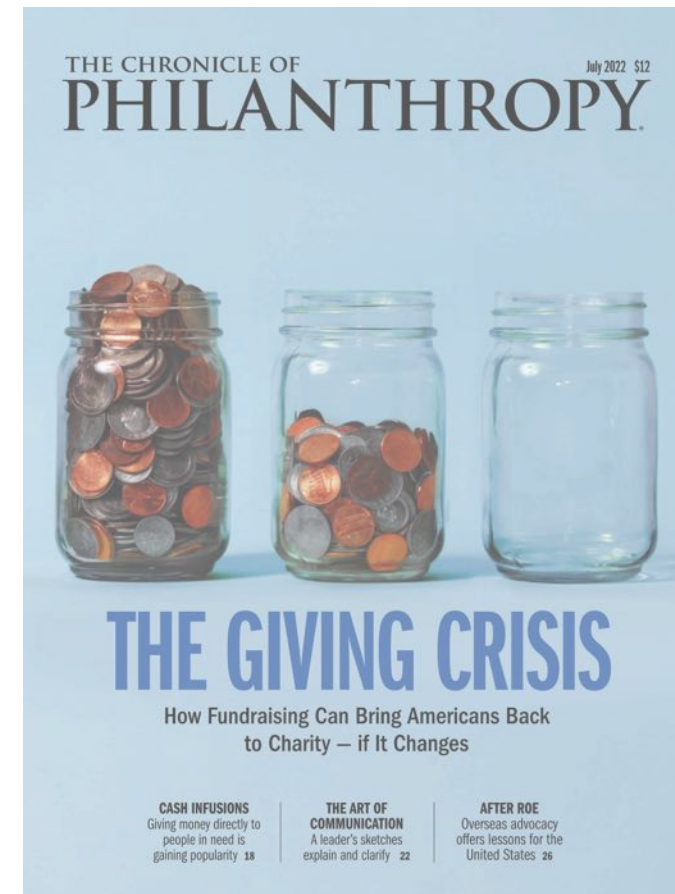
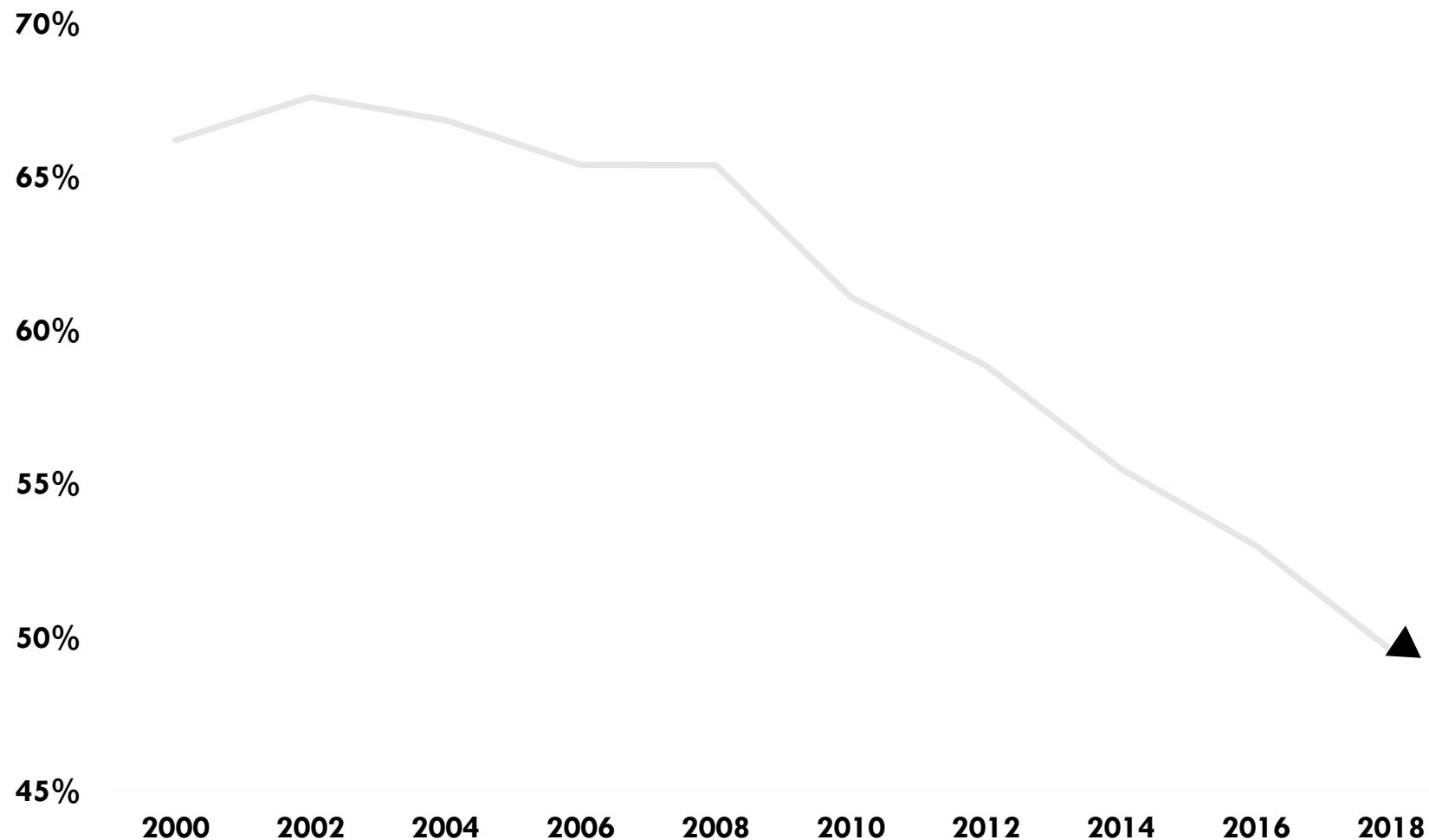
20.7%

retained YTD

# Take Away's from the Fundraising Effectiveness Project

- ✓ The total number of Donors is declining
- ✓ The number of Donors retained is declining

# % of Households that Give to Nonprofit Orgs





**Giving  
USA™**

A public service initiative  
of The Giving Institute

**66% (2000) to 49.6% (2020)**

***16% decrease in those that give in 20 years***

**GALLUP**

**86% (2000) to 73% (2020)**

***13% decline in those that give in 20 years***





# The Value of Analytics

A way forward in a stiff breeze

# Sources for Philanthropy & Wealth:



# Candid.



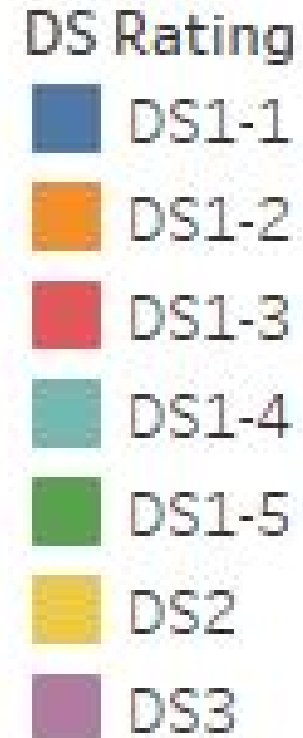
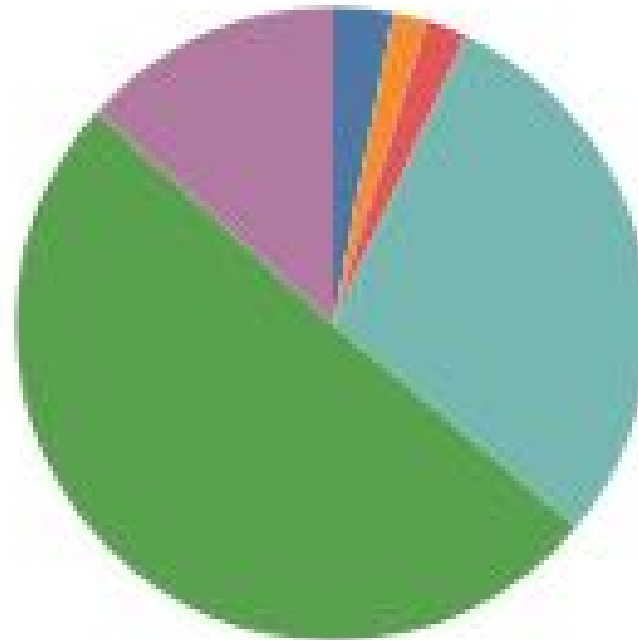
Form **990-PF**  
Department of the Treasury  
Internal Revenue Service



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# Donor Search Ratings ( Proclivity)

DS Rating	
DS1-1	1,208
DS1-2	680
DS1-3	835
DS1-4	11,499
DS1-5	19,950
DS2	2
DS3	5,248
Grand Total	39,422



6.9 % of file in the top 3 DS Ratings: DS1-1 thru DS1-3

# Individual Major Gift Capacity (in cash) Over 5 Years

## Capacity Rating

### Wealth-Based Capacity

A - \$100 Million+	2	5 Mega Gift Prospects \$10M+
C - \$10 Million - \$50 Million	3	
D - \$5,000,000 - \$9,999,999	6	49 Principal Gift Prospects \$1M+
E - \$1,000,000 - \$4,999,999	43	
F - \$500,000 - \$999,999	97	1,176 Major Gift Prospects \$100K +
G - \$250,000 - \$499,999	120	
H - \$100,000 - \$249,999	959	
I - \$50,000 - \$99,999	1,036	21,093 Leadership Annual Gift Prospects \$10K +
J - \$25,000 - \$49,999	5,503	
K - \$15,000 - \$24,999	7,932	
L - \$10,000 - \$14,999	6,622	
M - \$5,000 - \$9,999	10,503	
N - \$2,500 - \$4,999	5,649	
O - \$1 - \$2,499	611	
P - Unable to Rate	336	
<b>Grand Total</b>	<b>39,422</b>	

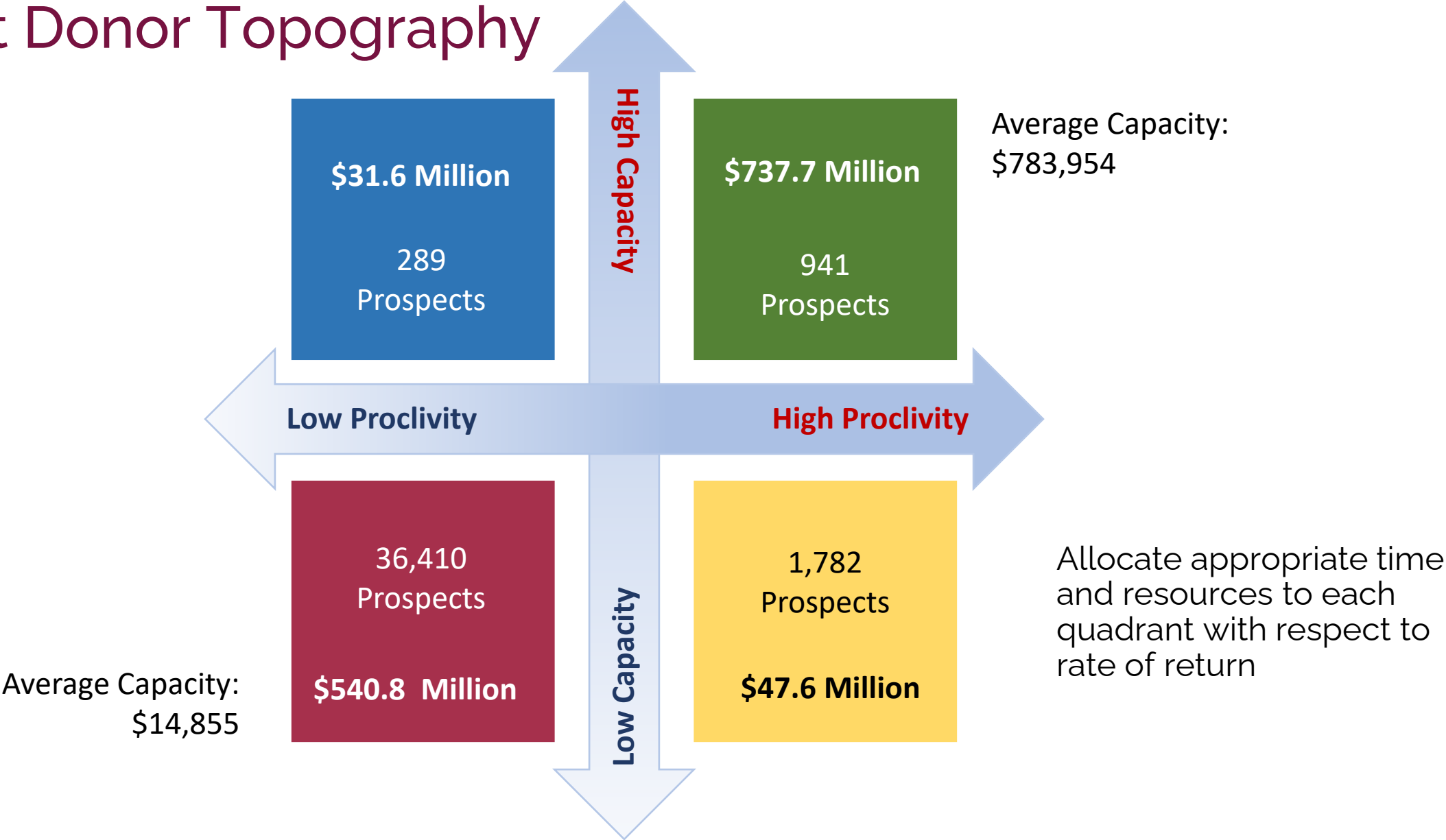
# Cross Referencing Proclivity and Capacity

Wealth-Based Capacity	DS Rating							Grand Total
	DS1-1	DS1-2	DS1-3	DS1-4	DS1-5	DS2	DS3	
A - \$100 Million+	2							2
C - \$10 Million - \$50 Million	2	1						3
D - \$5,000,000 - \$9,999,999	4	2						6
E - \$1,000,000 - \$4,999,999	28	15						43
F - \$500,000 - \$999,999	38	59						97
G - \$250,000 - \$499,999	51	69						120
H - \$100,000 - \$249,999	158	75	437	289				959
I - \$50,000 - \$99,999	131	86	30	789				1,036
J - \$25,000 - \$49,999	203	154	144	3,061	1,941			5,503
K - \$15,000 - \$24,999	174	111	111	2,425	5,111			7,932
L - \$10,000 - \$14,999	125	45	56	1,508	4,871		17	6,622
M - \$5,000 - \$9,999	215	46	35	2,248	5,644	2	2,313	10,503
N - \$2,500 - \$4,999	57	13	17	992	1,975		2,595	5,649
O - \$1 - \$2,499	14	3	3	111	283		197	611
P - Unable to Rate	6	1	2	76	125		126	336
Grand Total	1,208	680	835	11,499	19,950	2	5,248	39,422

941 High Capacity & Proclivity

36,410 Low Capacity & Proclivity

# Client Donor Topography



# Unassigned / Potentially New Prospects

Wealth-Based Capacity	DS Rating							Grand To..	
	DS1-1	DS1-2	DS1-3	DS1-4	DS1-5	DS2	DS3		
C - \$10 Million - \$50 Million	1							1	
D - \$5,000,000 - \$9,999,9..	3	2						5	34 Principal Gift
E - \$1,000,000 - \$4,999,999	14	14						28	
F - \$500,000 - \$999,999	29	51						80	
G - \$250,000 - \$499,999	35	58						93	744 Major Gift
H - \$100,000 - \$249,999	119	66	386	269				840	
I - \$50,000 - \$99,999	99	80	27	755				961	
J - \$25,000 - \$49,999	169	145	134	2,954	1,898			5,300	1,235 Leadership Annual
K - \$15,000 - \$24,999	164	106	109	2,352	5,072			7,803	
L - \$10,000 - \$14,999	113	44	55	1,466	4,849		17	6,544	
M - \$5,000 - \$9,999	207	45	33	2,195	5,616	2	2,304	10,402	
N - \$2,500 - \$4,999	52	13	16	974	1,963		2,588	5,606	
O - \$1 - \$2,499	12	3	3	109	281		197	605	
P - Unable to Rate	5	1	2	76	123		126	333	
<b>Grand Total</b>	<b>1,022</b>	<b>628</b>	<b>765</b>	<b>11,150</b>	<b>19,802</b>	<b>2</b>	<b>5,232</b>	<b>38,601</b>	

# Donors: Current, Lapsed, Long Lapsed & Non-Donor

Gift Capacity Rating	Current 5 Years	Lapsed 6-10 Years	Long Lapsed	Non Donor	Grand Total	Average Penetration 5 Years
A - \$100 Million+	2				2	100.00%
C - \$10 Million - \$50 Million	3				3	100.00%
D - \$5,000,000 - \$9,999,999	3	1		2	6	50.00%
E - \$1,000,000 - \$4,999,999	24	2	6	11	43	55.81%
F - \$500,000 - \$999,999	30	9	20	38	97	30.93%
G - \$250,000 - \$499,999	39	14	22	45	120	32.50%
H - \$100,000 - \$249,999	330	80	175	374	959	34.41%
I - \$50,000 - \$99,999	311	77	186	462	1,036	30.02%
J - \$25,000 - \$49,999	1,369	454	930	2,750	5,503	24.88%
K - \$15,000 - \$24,999	1,644	613	1,164	4,511	7,932	20.73%
L - \$10,000 - \$14,999	1,173	491	926	4,032	6,622	17.71%
M - \$5,000 - \$9,999	1,376	708	1,597	6,822	10,503	13.10%
N - \$2,500 - \$4,999	636	387	681	3,945	5,649	11.26%
O - \$1 - \$2,499	102	53	75	381	611	16.69%
P - Unable to Rate	36	18	56	226	336	10.71%
<b>Grand Total</b>	<b>7,078</b>	<b>2,907</b>	<b>5,838</b>	<b>23,599</b>	<b>39,422</b>	<b>36.58%</b>
<b>Overall Penetration</b>						<b>17.95%</b>



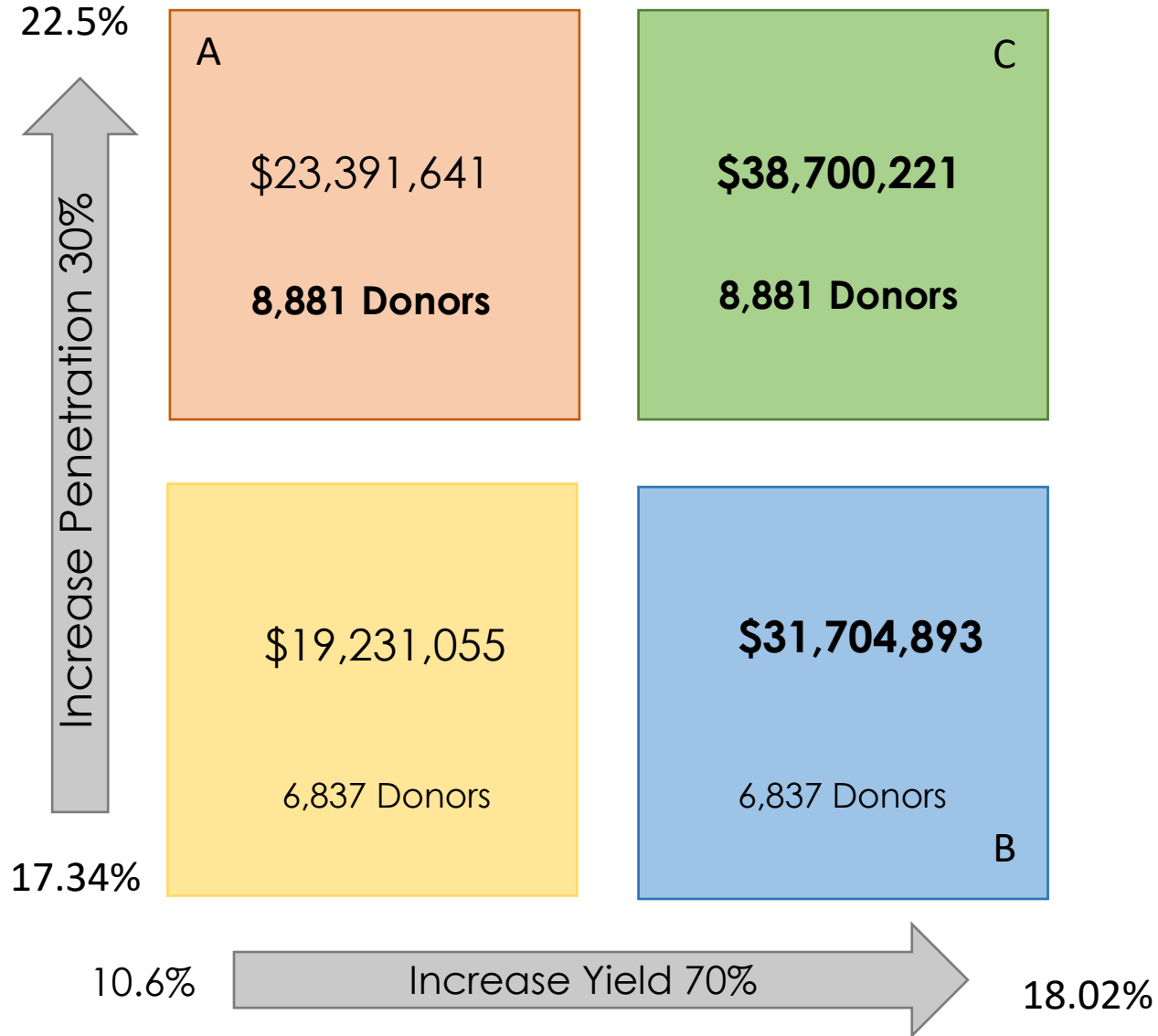
# Penetration: Last 5 Years

Gift Capacity	# Individual Prospects	Donors Last 5 Years	Penetration
A - \$100 Million+	2	2	100.00%
C - \$10 Million - \$50 Million	3	3	100.00%
D - \$5,000,000 - \$9,999,999	6	3	50.00%
E - \$1,000,000 - \$4,999,999	43	24	55.81%
F - \$500,000 - \$999,999	97	30	30.93%
G - \$250,000 - \$499,999	120	38	31.67%
H - \$100,000 - \$249,999	959	322	33.58%
I - \$50,000 - \$99,999	1,036	305	29.44%
J - \$25,000 - \$49,999	5,503	1,336	24.28%
K - \$15,000 - \$24,999	7,932	1,596	20.12%
L - \$10,000 - \$14,999	6,622	1,125	16.99%
M - \$5,000 - \$9,999	10,503	1,317	12.54%
N - \$2,500 - \$4,999	5,649	605	10.71%
O - \$1 - \$2,499	611	97	15.88%
P - Unable to Rate	336	34	10.12%
Grand Total	39,422	6,837	17.34%
Average by Gift Range			34.96%

# Yield: Last 5 Years

Gift Capacity	Donations Last 5 Years	Average Capacity	Average Yield
A - \$100 Million+	\$160,000	\$180,000,000	0.04%
C - \$10 Million - \$50 Million	\$5,001,350	\$14,924,109	10.73%
D - \$5,000,000 - \$9,999,999	\$5,510	\$6,500,288	0.03%
E - \$1,000,000 - \$4,999,999	\$1,185,786	\$1,756,598	2.45%
F - \$500,000 - \$999,999	\$485,879	\$690,541	2.38%
G - \$250,000 - \$499,999	\$2,074,524	\$397,760	12.75%
H - \$100,000 - \$249,999	\$2,238,754	\$145,478	4.37%
I - \$50,000 - \$99,999	\$1,470,598	\$68,664	7.03%
J - \$25,000 - \$49,999	\$1,890,531	\$34,013	4.00%
K - \$15,000 - \$24,999	\$1,277,772	\$19,582	4.18%
L - \$10,000 - \$14,999	\$2,125,785	\$12,489	15.74%
M - \$5,000 - \$9,999	\$868,757	\$7,179	9.19%
N - \$2,500 - \$4,999	\$322,703	\$4,008	12.70%
O - \$1 - \$2,499	\$87,812	\$1,147	193.19%
P - Unable to Rate	\$35,293	\$0	0.00%
Grand Total	\$19,231,055		
Average		\$98,470	10.60%

# Projections: Increasing Penetration and/or Yield



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# Classic Performance Metrics

We recommend that the following serve as goals for gift office performance metrics. Given current staffing and work flow we recommend that goals be established at the lower end of the ranges.

Gift Level	Portfolio Size	Visits / Month	Proposals / Month
Principal Gifts	50 – 75	5	0.5
Major Gifts	125 – 150	15-20	2
Leadership Annual	200 – 250	20	5 - 10

# Throughput Analysis: Net New Staff Required

Prospect Pool	Current FTEs	Net New Staff Required	Total FTE Required
Principal Gifts (\$1,000,000 +)	0.25	0.50	0.75
Major Gifts (\$100,000 +)	3.10	2.18	5.28
Leadership Annual Gifts (\$10,000+)	1.85	0.09	1.94
Total	5.20	2.77	7.97

- 2.77 New Full Time Equivalent Staff Required. Total of 8 for your prospect pool. Assuming Maintenance of Current Time on Portfolio Management

# Take Aways

- ✓ Focus on prospective donors with both Capacity and Proclivity
- ✓ Basically, invite the non-donors to participate one (1) or two (2) times a year
- ✓ Focus on Stewardship
- ✓ Allocate human resources on Leadership Annual, Major and Principal Gifts
- ✓ Renew Previous Donors
- ✓ Re-engage Lapsed Donors



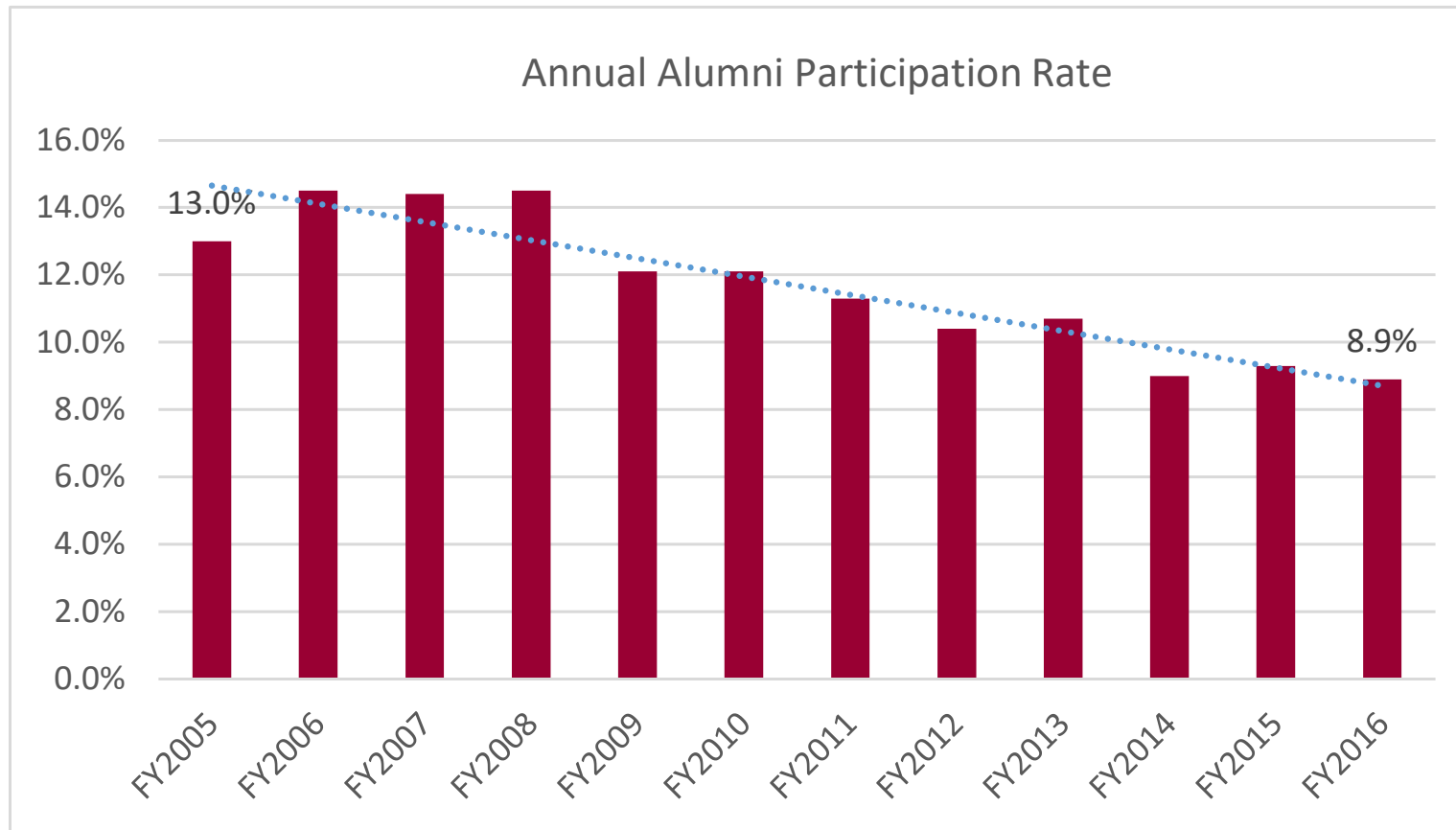
# Case Study: Increasing Donor Participation

# Real World Situation

- Prior to forming Visionary Philanthropic Consulting, Scott Lange was the Vice President of Analytics for GG+A
- His client Virginia Tech, offered a challenge, having just completed a major gift portfolio analysis, they asked, could we “Increase Alumni Participation to 22% in 5 Years?”
- Why? Because the University President announced that as a goal during a public address
- Within the Analytics Division, Scott was the only one willing to take the project on the time-it had not been done before...
- What follows is his Intellectual Property

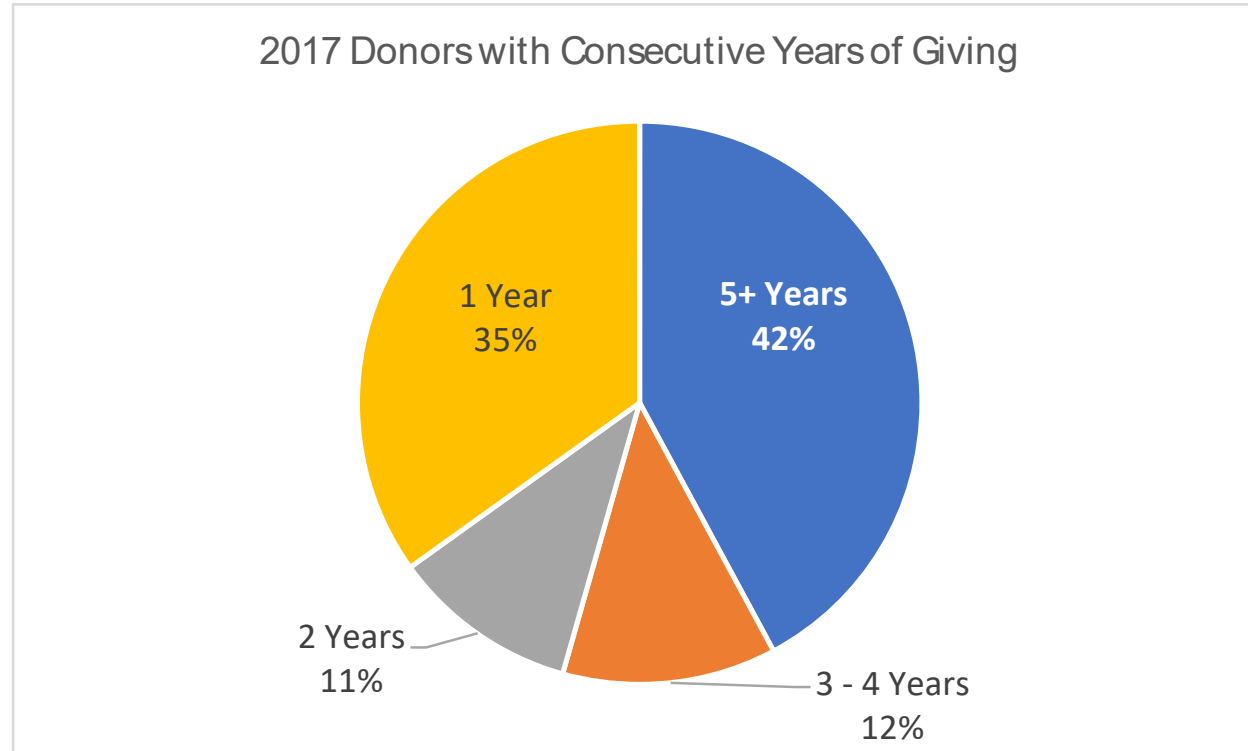


# Virginia Tech Alumni Participation Trend



- As reported to CAE, from a base that includes all alumni
- Producing a Compound Annual Growth Rate of **-3.07%** over 10 years using the average number of donors in 2005 and 2006, and the average of the number of alumni donors secured in 2015 and 2016 as the end value.

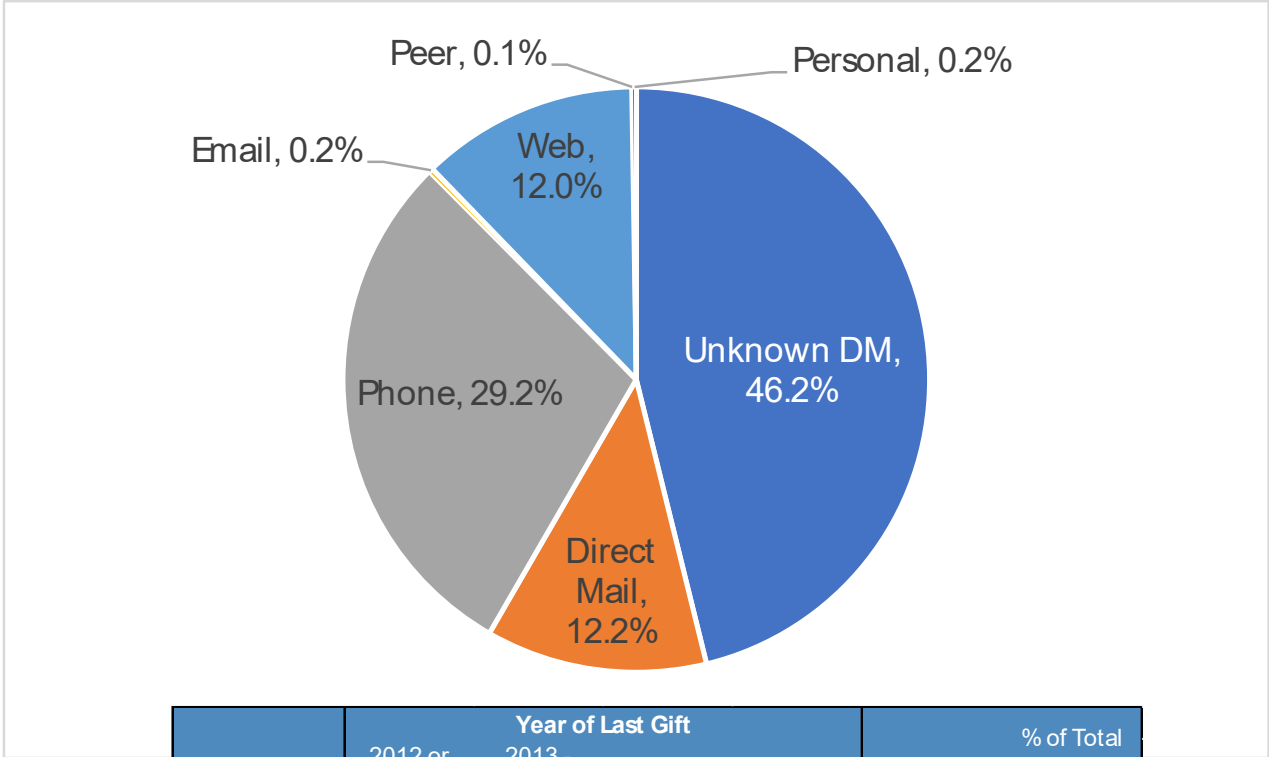
# 2017 Alumni Donor & Consecutive Years of Giving



- Multi year donors represent 65% of total Alumni donors
- Rated Alumni are a significant majority of the consecutive donors

Consecutive Years of Giving	Philanthropic Capacity Rating									Sub Total	Rated as % of Sub Total	Consecutive Donors % of Total
	Not Rated	PCR 1	PCR 2	PCR 3	PCR 4	PCR 5	PCR 6	PCR 7				
5+ Years	128	821	1,048	576	1,016	1,967	2,388	485	8,429	<b>98.5%</b>	42.1%	
3 - 4 Years	226	225	250	138	233	554	681	147	2,454	<b>90.8%</b>	12.3%	
2 Years	324	164	182	97	160	487	593	133	2,140	<b>84.9%</b>	10.7%	
1 Year	2,503	380	438	253	419	1,120	1,512	359	6,984	<b>64.2%</b>	34.9%	
<b>Sub Total</b>	<b>3,181</b>	<b>1,590</b>	<b>1,918</b>	<b>1,064</b>	<b>1,828</b>	<b>4,128</b>	<b>5,174</b>	<b>1,124</b>	<b>20,007</b>		<b>100.0%</b>	

# Donors by Last Gift Year and Channel



- Direct Mail is the channel most utilized at 58.4% of the total available channels

Channel	Year of Last Gift				Grand Total	% of Total By Channel
	2012 or Earlier	2013 - 2015	2016	2017		
Unknown DM	35,014	2,749	1,701	5,975	45,439	46.2%
Direct Mail	4,369	2,109	1,228	4,284	11,990	12.2%
Phone	18,908	4,618	1,481	3,749	28,756	29.2%
Email	12	61	80	73	226	0.2%
Web	3,843	1,236	783	5,913	11,775	12.0%
Peer	72				72	0.1%
Personal	61	80	24	13	178	0.2%
<b>Grand Total</b>	<b>62,279</b>	<b>10,853</b>	<b>5,297</b>	<b>20,007</b>	<b>98,436</b>	<b>100.0%</b>

# Alumni by preferred degree and other associated degrees

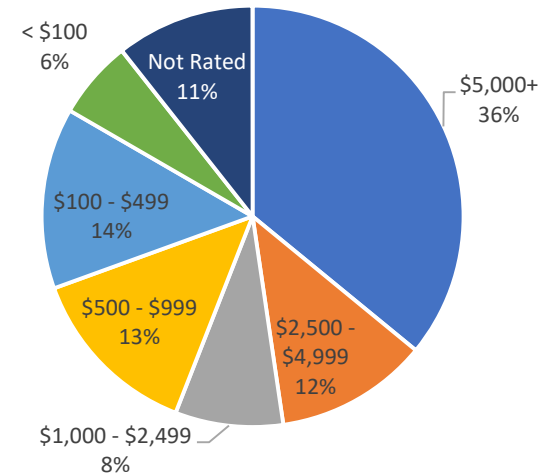
<i>Preferred School / Division</i>	Agriculture & Life Sciences	Architecture & Urban Studies	College of Science	Engineering	Liberal Arts & Human Sciences	Natural Resources & Environment	Pamplin Business	Veterinary Medicine	Interdisciplinary	Sub Total
Agriculture & Life Sciences	20,645	57	289	77	551	42	91	389	54	<b>22,195</b>
Architecture & Urban Studies	21	14,717	36	65	205	37	68		140	<b>15,289</b>
College of Science	382	98	31,486	512	1,497	103	296	299	116	<b>34,789</b>
Engineering	33	71	423	63,617	261	14	509	11	279	<b>65,218</b>
Liberal Arts & Human Sciences	140	344	437	68	54,819	50	382	27	226	<b>56,493</b>
Natural Resources & Environment	52	34	42	41	88	7,521	37	16	86	<b>7,917</b>
Pamplin Business	44	63	109	100	631	23	44,052	10	106	<b>45,138</b>
Veterinary Medicine	19		9	2	1	1		2,383	12	<b>2,427</b>
Interdisciplinary	55	46	18	69	77	75	7	7	1,967	<b>2,321</b>
<b>Sub Total</b>	<b>21,391</b>	<b>15,430</b>	<b>32,849</b>	<b>64,551</b>	<b>58,130</b>	<b>7,866</b>	<b>45,442</b>	<b>3,142</b>	<b>2,986</b>	<b>251,787</b>

- The shaded cells reinforce the fact that the preponderance of affiliation is by “preferred degree.”

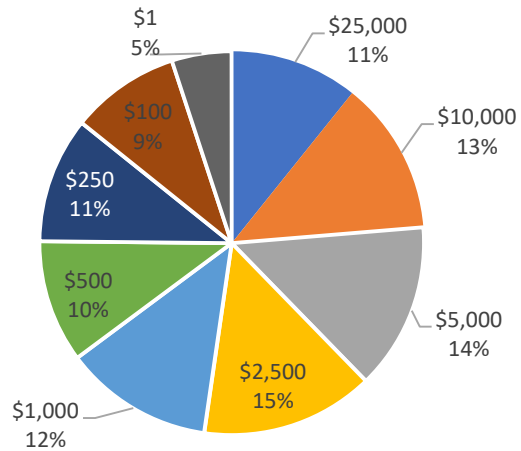
# Alumni Volunteers

Row Labels	Not Rated	PCR1	PCR2	PCR3	PCR4	PCR5	PCR6	PCR7	Grand Total	% of Total
\$5,000+		159	72	34	48	81	62	4	460	35.9%
\$2,500 - \$4,999		23	26	14	20	29	36	2	150	11.7%
\$1,000 - \$2,499		15	11	3	12	24	32	9	106	8.3%
\$500 - \$999		15	16	8	16	51	56	11	173	13.5%
\$100 - \$499		5	9	4	7	27	69	57	178	13.9%
< \$100		2	1	2	1	5	25	41	77	6.0%
Not Rated	136								136	10.6%
<b>Grand Total</b>	<b>136</b>	<b>219</b>	<b>135</b>	<b>65</b>	<b>104</b>	<b>217</b>	<b>280</b>	<b>124</b>	<b>1,280</b>	<b>100.0%</b>

Volunteers by Rating



Volunteer Donors by Gift Level

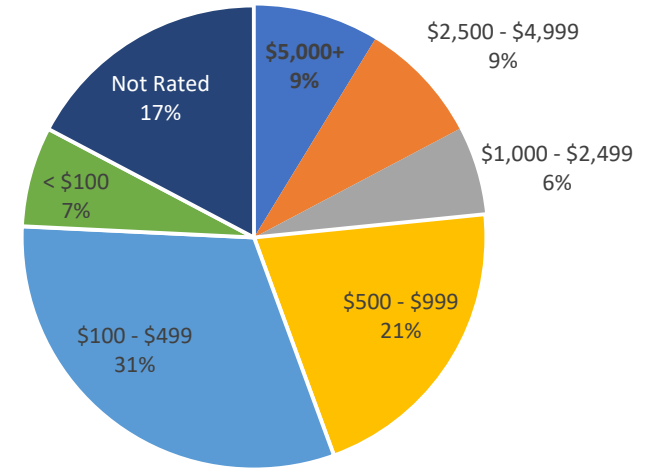


Gift Level	Non-Donor	2012 or Earlier	2013 - 2015	2016	2017	Grand Total	2017 % of Total
\$25,000		29	11	6	70	116	60.3%
\$10,000		8	9	7	64	88	72.7%
\$5,000		5	6	8	71	90	78.9%
\$2,500		9	10	3	99	121	81.8%
\$1,000		23	14	14	121	172	70.3%
\$500		14	9	13	50	86	58.1%
\$250		16	5	17	56	94	59.6%
\$100		51	25	25	108	209	51.7%
\$1		58	27	19	41	145	28.3%
Non Donor	159					159	
<b>Grand Total</b>	<b>159</b>	<b>213</b>	<b>116</b>	<b>112</b>	<b>680</b>	<b>1,280</b>	

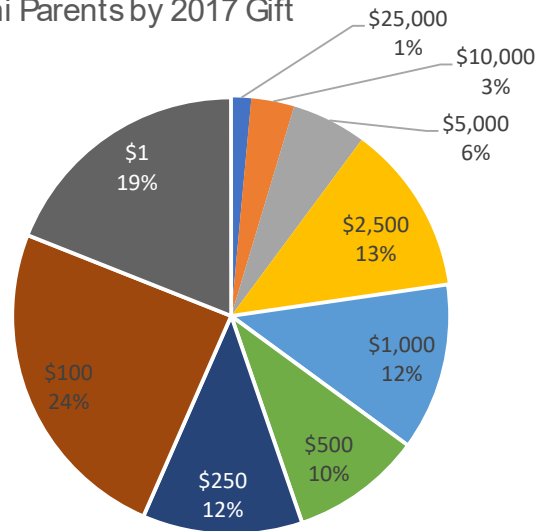
# Alumni / Parent Audience

Annual Gift Rating	Not Rated	PCR1	PCR2	PCR3	PCR4	PCR5	PCR6	PCR7	Grand Total	% of Total
\$5,000+		256	265	124	181	367	227	7	1,427	8.7%
\$2,500 - \$4,999		130	230	111	218	418	287	6	1,400	8.5%
\$1,000 - \$2,499		93	144	92	146	296	233	1	1,005	6.1%
\$500 - \$999		323	547	327	530	987	721	6	3,441	21.0%
\$100 - \$499		281	400	313	562	1,646	1,879	55	5,136	31.4%
< \$100		71	56	49	87	357	501	20	1,141	7.0%
Not Rated	2,827								2,827	17.3%
<b>Grand Total</b>	<b>2,827</b>	<b>1,154</b>	<b>1,642</b>	<b>1,016</b>	<b>1,724</b>	<b>4,071</b>	<b>3,848</b>	<b>95</b>	<b>16,377</b>	<b>100.0%</b>

Alumni Parents by Rating



Alumni Parents by 2017 Gift



Gift Level	Non-Donor	2012 or Earlier	2013 - 2015	2016	2017	Grand Total	2017 % of Total
\$25,000		57	19	15	55	146	37.7%
\$10,000		31	12	6	119	168	70.8%
\$5,000		54	33	13	207	307	67.4%
\$2,500		98	23	12	472	605	78.0%
\$1,000		310	96	62	465	933	49.8%
\$500		306	94	51	363	814	44.6%
\$250		501	113	66	444	1,124	39.5%
\$100		1,885	402	235	919	3,441	26.7%
\$1		3,033	768	315	713	4,829	14.8%
Non Donor	4,010					4,010	
<b>Grand Total</b>	<b>4,010</b>	<b>6,275</b>	<b>1,560</b>	<b>775</b>	<b>3,757</b>	<b>16,377</b>	

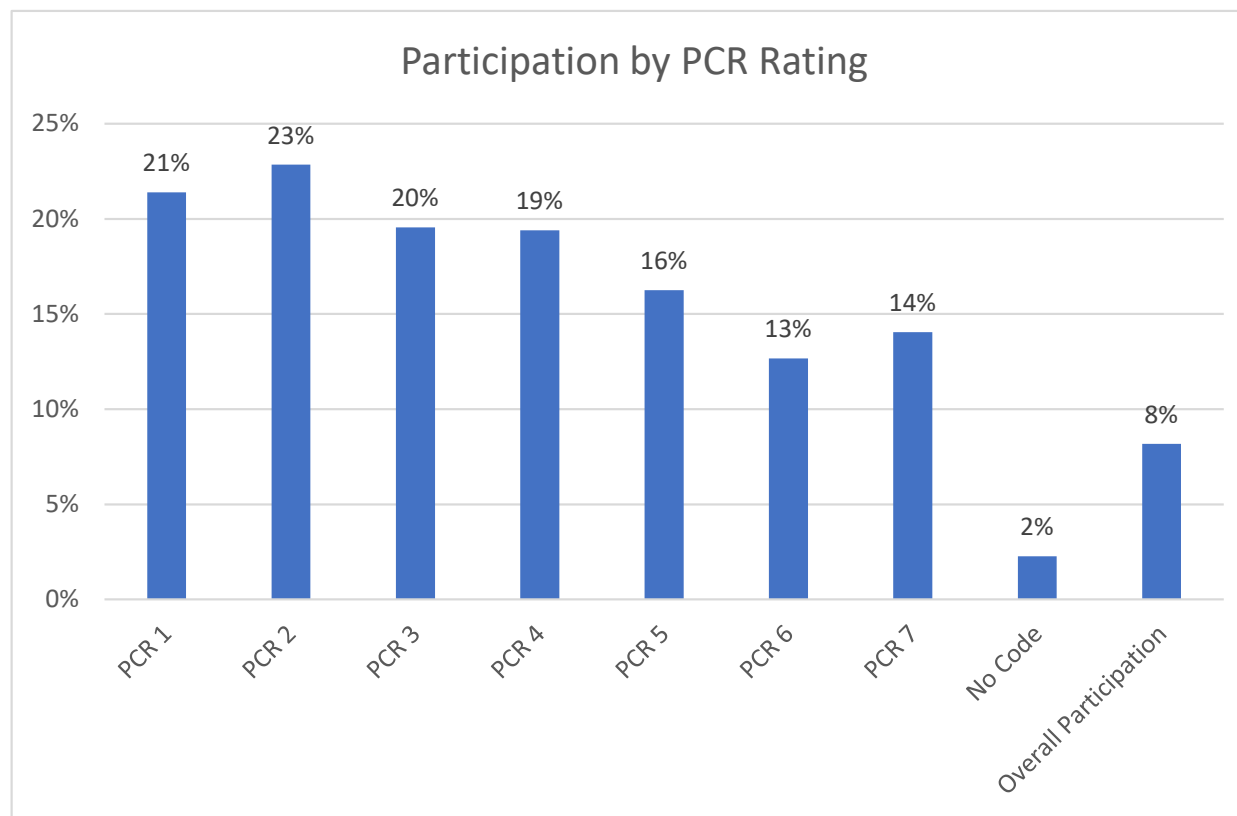
# Projecting the Growth in the Alumni Population

	2014	2015	2016	Delta	Average
Graduating class size	6,691	6,906	6,946	255	6,848

Assumed growth in Eligible Alumni				
2018	2019	2020	2021	2022
251,845	258,693	265,541	272,389	279,237

# Importance of Philanthropic Capacity Rating

- Alumni with a rating of PCR 1-PCR 5 participate at a rate twice the overall participation rate
- All rated prospects are 50% more likely to give than the overall average participation rate





# Donor History by Philanthropic Capacity Rating

Philanthropic Capacity Rating	Long Lapsed	2013	2014	2015	2016	2017	Non-Donors	Grand Total	2017 Participation %	Delta from Overall Participation
P1	3,265	235	189	249	375	1,590	1,530	7,433	21.4%	262%
P2	4,093	306	184	213	422	1,918	1,261	8,397	22.8%	279%
P3	2,714	231	128	153	281	1,064	872	5,443	19.5%	239%
P4	4,941	306	186	275	459	1,828	1,431	9,426	19.4%	237%
P5	13,406	913	494	672	1,180	4,128	4,618	25,411	16.2%	199%
P6	21,641	1,285	782	987	1,444	5,174	9,539	40,852	12.7%	155%
P7	2,838	365	246	296	361	1,124	2,777	8,007	14.0%	172%
No Code	9,381	997	546	615	775	3,181	124,301	139,796	2.3%	28%
<b>Grand Total</b>	<b>62,279</b>	<b>4,638</b>	<b>2,755</b>	<b>3,460</b>	<b>5,297</b>	<b>20,007</b>	<b>146,329</b>	<b>244,765</b>	<b>8.2%</b>	<b>100%</b>

Annual Giving Rating	PCR 1	PCR 2	PCR 3	PCR 4	PCR 5	PCR 6	PCR 7	Not Rated	Sub Total
\$5,000+	824	651	359	515	1,078	891	95		4,413
\$2,500 - \$4,999	528	623	355	628	1,308	1,515	180		5,137
\$1,000 - \$2,499	446	532	305	551	1,199	1,640	404		5,077
\$500 - \$999	1,924	2,574	1,458	2,436	4,596	4,211	403		17,602
\$100 - \$499	2,837	3,337	2,357	4,195	13,159	23,611	4,210		53,706
< \$100	874	680	609	1,101	4,071	8,984	2,715	139,796	158,830
<b>TOTAL</b>	<b>7,433</b>	<b>8,397</b>	<b>5,443</b>	<b>9,426</b>	<b>25,411</b>	<b>40,852</b>	<b>8,007</b>	<b>139,796</b>	<b>244,765</b>

<b>2017 Participation Rate by PCR</b>	<b>21%</b>	<b>23%</b>	<b>20%</b>	<b>19%</b>	<b>16%</b>	<b>13%</b>	<b>14%</b>	<b>2%</b>	<b>8%</b>
<b>Eligible Number by 2022 at 2.9% CAGR</b>	<b>8,920</b>	<b>10,076</b>	<b>6,532</b>	<b>11,311</b>	<b>30,493</b>	<b>49,022</b>	<b>9,608</b>	<b>167,755</b>	<b>293,718</b>
<b>Target Participation Rate by 2022</b>	<b>58%</b>	<b>61%</b>	<b>53%</b>	<b>52%</b>	<b>44%</b>	<b>34%</b>	<b>38%</b>	<b>6%</b>	<b>22%</b>
<b>Donors by 2022</b>	<b>5,135</b>	<b>6,195</b>	<b>3,436</b>	<b>5,904</b>	<b>13,332</b>	<b>16,711</b>	<b>3,630</b>	<b>10,274</b>	<b>64,618</b>
<b>5 year CAGR Required</b>	<b>26%</b>	<b>26%</b>	<b>26%</b>	<b>26%</b>	<b>26%</b>	<b>26%</b>	<b>26%</b>	<b>26%</b>	<b>26%</b>

# Participation Model by Philanthropic Capacity Rating

- Given the significantly higher propensity of rated alumni to participate, it is possible to build a weighted model that will assist Virginia Tech in reaching its 22% goal by 2022.
- In this scenario, 77% of the required new and retained donors would be drawn from the pool of rated alumni, leaving Virginia Tech reliant on unrated alumni only for 23% of the total donors required.

	PCR 1	PCR 2	PCR 3	PCR 4	PCR 5	PCR 6	PCR 7	No Score	TOTAL
<b>Current Number of Eligible Alumni</b>	7,433	8,397	5,443	9,426	25,411	40,852	8,007	139,796	244,765
<b>Current Participation Rate</b>	21%	23%	20%	19%	16%	13%	14%	2%	8%
<b>Eligible Number by 2022</b>	6,789	7,888	4,520	9,061	27,284	44,886	7,443	171,367	279,237
<b>Target Participation Rate by 2022</b>	65%	62%	54%	52%	44%	35%	40%	8.3%	22%
<b>Donors by 2022</b>	4,413	4,890	2,441	4,729	11,929	15,710	2,977	14,223	61,313
<b>5 year CAGR in Donor Numbers Required</b>	23%	21%	18%	21%	24%	25%	22%	35%	25%

# Impact of Introducing a Recurring Gift Program

Virginia Tech will be able to meet the following KPI targets through a multi-channel solicitation approach, provided that a robust recurring/sustainer giving program is implemented and maintained:

Recurring Gift Retention	90%	Cash to Recurring Gift Convert	5%
Cash Gift Retention 1 yr	25%	Recurring Gift Acquisition	2.5%
Cash Gift Retention 2 yr	50%	Cash Gift Acquisition	3.1%
Cash Gift Retention 3 - 4 yr	66%	Reactivation Lapsed 1 yr	15%
Cash Gift Retention 5 yr+	80%	Reactivation Lapsed 2 - 5 yr	7%

# PROJECTIONS with Recurring Giving Program

Introducing a recurring/sustainer giving program, which includes the attribute of higher donor retention rates, permits Virginia Tech to achieve its participation goal of 22% in 2022.

Segment	2018	2019	2020	2021	2022
Recurring Gift Acquisition	6,296	6,467	6,639	6,810	6,981
Recurring Gift Retention	0	6,923	13,485	19,792	25,857
Recurring Gift Conversion	1,000	999	1,076	1,139	1,262
Cash Gift Retention 5 yr+	6,406	6,038	5,806	5,904	6,400
Cash Gift Retention 3 - 4 yr	1,539	1,602	1,961	2,518	2,984
Cash Gift Retention 2 yr	1,017	1,526	2,054	2,241	2,917
Cash Gift Retention 1 yr	1,659	2,045	2,191	2,337	2,483
Reactivation 1 yr Lapsed	795	1,258	1,222	1,399	1,506
Reactivation 2 - 5 yr Lapsed	760	1,022	1,305	2,404	2,326
Cash Gift Acquisition	7,807	8,019	8,232	8,444	8,656
<b>TOTAL</b>	<b>27,278</b>	<b>35,900</b>	<b>43,971</b>	<b>52,987</b>	<b>61,373</b>
Participation Rate	<b>11%</b>	<b>14%</b>	<b>17%</b>	<b>19%</b>	<b>22%</b>
Senior Class Gift Recurring*	396	594	792	990	1,188
Senior Class Gift Cash*	804	1,206	1,608	2,010	2,412

\* Senior class gift feeds subsequent year donor retention counts, but does not count towards participation in year acquired. Assumes static senior class size of 6,000.

# Take Away's

- June 30, 2022 ArginaTech achieved 22% undergraduate alumni participation

# VISIONARY

Philanthropic Consulting, LLC

Please Do NOT Accept the Status Quo!

We are on a mission to INCREASE  
Philanthropy

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