

# *Consistent But Not Consecutive* Donor Analysis

Donors who give regularly but inconsistently and likely have strong affinity to the organization.

# FIRST GIFT DATE vs. LAST GIFT DATE

|            |       | Last Gift |      |      |      |      |      |      |      |      |      |      |
|------------|-------|-----------|------|------|------|------|------|------|------|------|------|------|
|            |       | 2010      | 2011 | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 | 2019 | 2020 |
| First Gift |       |           |      |      |      |      |      |      |      |      |      |      |
| 2010       | 41    | 5         | 2    | 4    | 5    | 1    | 1    | 1    | 3    |      | 1    | 10   |
| 2011       | 514   |           | 165  | 61   | 46   | 20   | 9    | 12   | 5    | 19   | 14   | 64   |
| 2012       | 689   |           |      | 413  | 46   | 15   | 7    | 22   | 7    | 11   | 5    | 51   |
| 2013       | 343   |           |      |      | 221  | 23   | 7    | 5    | 5    | 2    | 5    | 13   |
| 2014       | 256   |           |      |      |      | 167  | 11   | 10   | 8    | 4    | 6    | 27   |
| 2015       | 291   |           |      |      |      |      | 187  | 10   | 5    | 4    | 13   | 23   |
| 2016       | 185   |           |      |      |      |      |      | 106  | 11   | 10   | 5    | 17   |
| 2017       | 180   |           |      |      |      |      |      |      | 112  | 10   | 11   | 20   |
| 2018       | 143   |           |      |      |      |      |      |      |      | 102  | 11   | 20   |
| 2019       | 273   |           |      |      |      |      |      |      |      |      | 211  | 51   |
| 2020       | 256   |           |      |      |      |      |      |      |      |      |      | 237  |
| TOTAL      | 3,169 |           |      |      |      |      |      |      |      |      |      |      |

How to read this chart:

The column on the left indicates how many donors made their first gift in a particular year. The columns to the right indicate what year those donors made their last gift. For example, of the 343 donors who made their first gift in 2013, 221 never gave again and 13 of them made their last gift in 2020.

# FIRST GIFT DATE vs. SECOND GIFT DATE

|             |        | Second Gift |       |       |       |       |       |       |      |      |      |                |
|-------------|--------|-------------|-------|-------|-------|-------|-------|-------|------|------|------|----------------|
|             |        | 2011        | 2012  | 2013  | 2014  | 2015  | 2016  | 2017  | 2018 | 2019 | 2020 | 2nd Gift Total |
| First Gift  |        |             |       |       |       |       |       |       |      |      |      |                |
| 2010        | 1      |             |       |       |       | 1     |       |       |      |      |      | 1              |
| 2011        | 2,971  | 7           | 989   | 315   | 152   | 48    | 40    | 14    | 1    | 6    |      | 1,572          |
| 2012        | 12,254 |             | 1,087 | 3,479 | 1,140 | 313   | 300   | 115   | 19   | 41   |      | 6,494          |
| 2013        | 11,948 |             |       | 1,416 | 3,315 | 739   | 365   | 193   | 28   | 67   | 1    | 6,124          |
| 2014        | 17,751 |             |       |       | 2,336 | 3,107 | 1,146 | 509   | 85   | 117  | 5    | 7,305          |
| 2015        | 6,434  |             |       |       |       | 724   | 1,201 | 404   | 117  | 41   | 4    | 2,491          |
| 2016        | 4,668  |             |       |       |       |       | 507   | 845   | 234  | 49   | 1    | 1,636          |
| 2017        | 2,689  |             |       |       |       |       |       | 477   | 325  | 103  | 2    | 907            |
| 2018        | 354    |             |       |       |       |       |       |       | 61   | 36   | 3    | 100            |
| 2019        | 451    |             |       |       |       |       |       |       |      | 107  | 8    | 115            |
| 2020        | 5      |             |       |       |       |       |       |       |      |      | 1    | 1              |
| Grand Total | 59,526 | 7           | 2,076 | 5,210 | 6,943 | 4,932 | 3,559 | 2,557 | 870  | 567  | 25   | 26,746         |



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