

Sequoia Standards

Benchmarking your fundraising performance

Regular Giving





Sequoia Standards: Regular Giving

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Sequoia Standards for Regular Giving provides a clear view of key regular giving metrics across the sector. It highlights trends in retention, recruitment, and donor value, offering valuable context to assess performance.

This report serves as a foundation for identifying opportunities and areas for deeper analysis.

Summary of Key Metrics

Attrition Summary - Retention at a Glance

- 12-month retention rate for supporters recruited 12-24 months ago, split by channel.
- Starter rate for supporters recruited 0-6 months ago across the sector.

Recruitment Mix - Sector-Wide Trends

- Distribution of recruitment mix across the sector over the past 12 months.

Long-Term Quarterly Recruitment Trends - A Five-Year View

- Quarterly breakdown of recruitment activity across the sector over the past five years.

Short-Term Monthly Recruitment Distribution - Recent Activity

- Monthly breakdown of recruitment activity across the sector over the past 12 months.

Starter Rate - How Many Donors Are Lost Before Giving?

- Percentage of supporters across the sector who signed up for regular giving but never made a payment.
- Non-starter rates for supporters recruited in the last 0-6 months vs. 6-24 months, split by channel.

3-Month Retention Rate - Early Donor Retention

- Retention rate for supporters recruited 3-6 months ago vs. those recruited 6-24 months ago, split by channel, across the sector.

12-Month Retention Rate - Sustained Engagement

- Retention rate for supporters recruited 12-24 months ago vs. those recruited 2-5 years ago, split by channel, across the sector.

Overall Retention Rate - Understanding the Attrition Curve

- 12-month attrition curve for supporters recruited 2-5 years ago across the sector.

Recruitment Mix Breakdown - A Deeper Look at Acquisition

- Recruitment mix across the sector over the past 6 months vs. 6-24 months, broken down by; Channel, Sign-up value, Payment method

Monthly Churn - How Many Supporters Are Being Lost?

- Monthly churn rate for supporters on file for at least 12 months across the sector.
- Percentage of lapsed supporters each month, compared to the previous year.

Annualised Average Value - The Financial Impact of Retention

- The annual value of an active regular giver across the sector, compared to the previous year.



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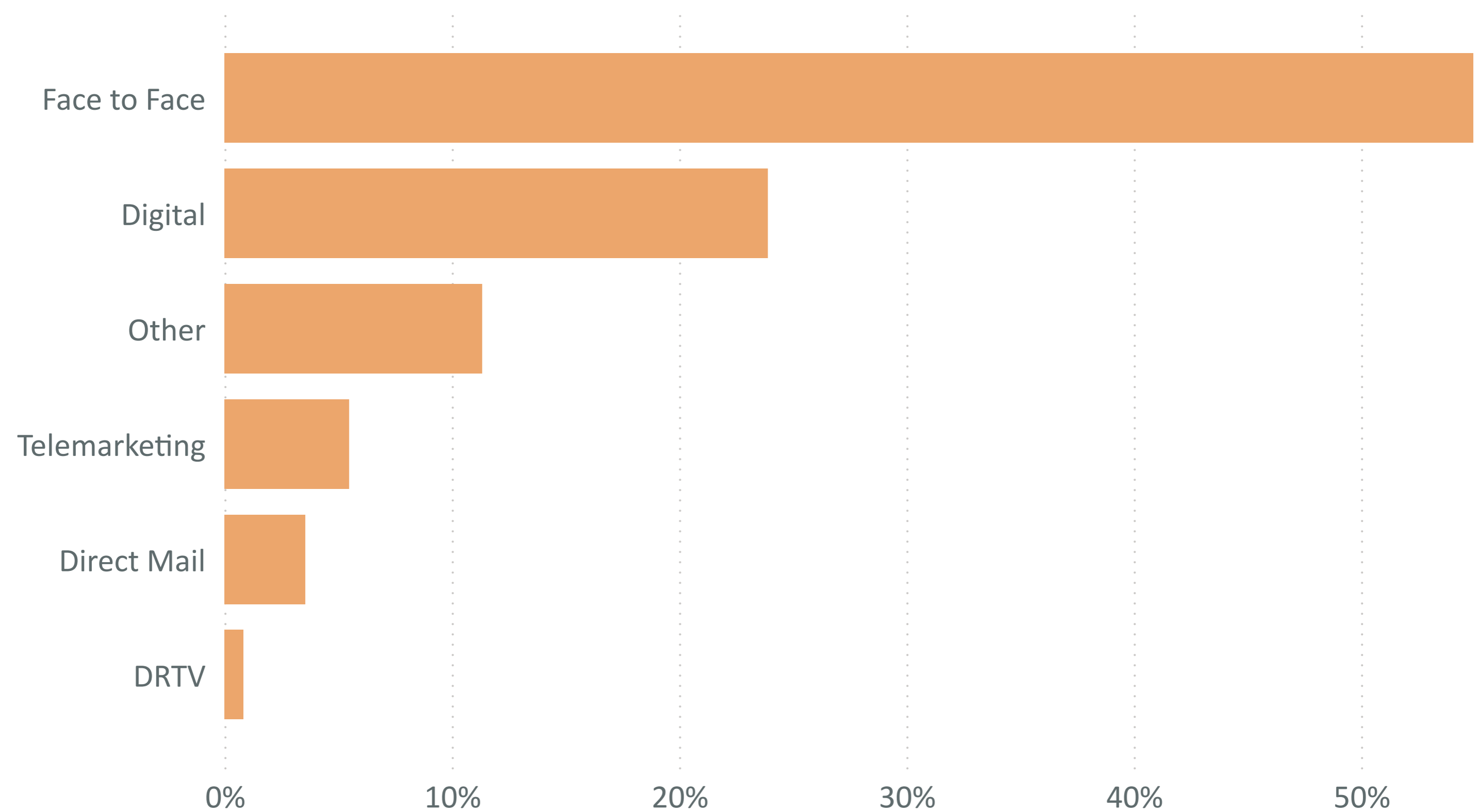
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Attrition Summary

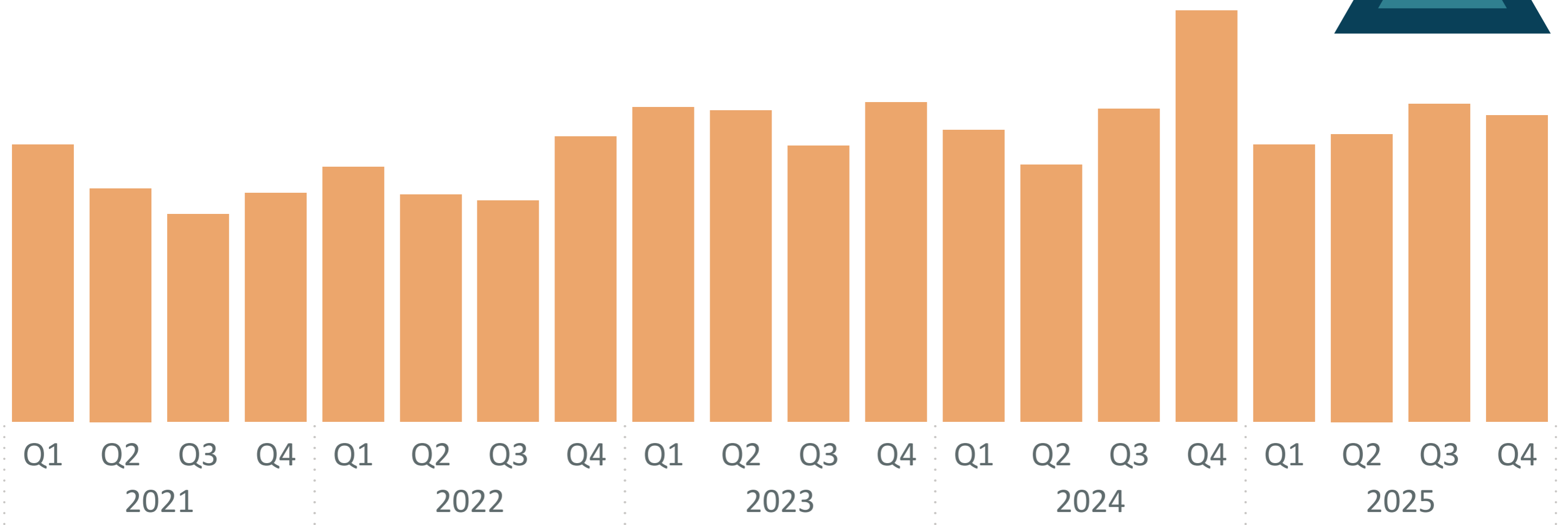
Marketing Channel	12m Retention Rate	Starter Rate
Face to Face	48.7%	92.6%
DRTV	69.7%	98.4%
Direct Mail	84.3%	94.8%
Digital	72.2%	95.8%
Telemarketing	74.1%	96.0%
Other	74.1%	94.7%
Overall	60.0%	93.9%

Recruitment Mix

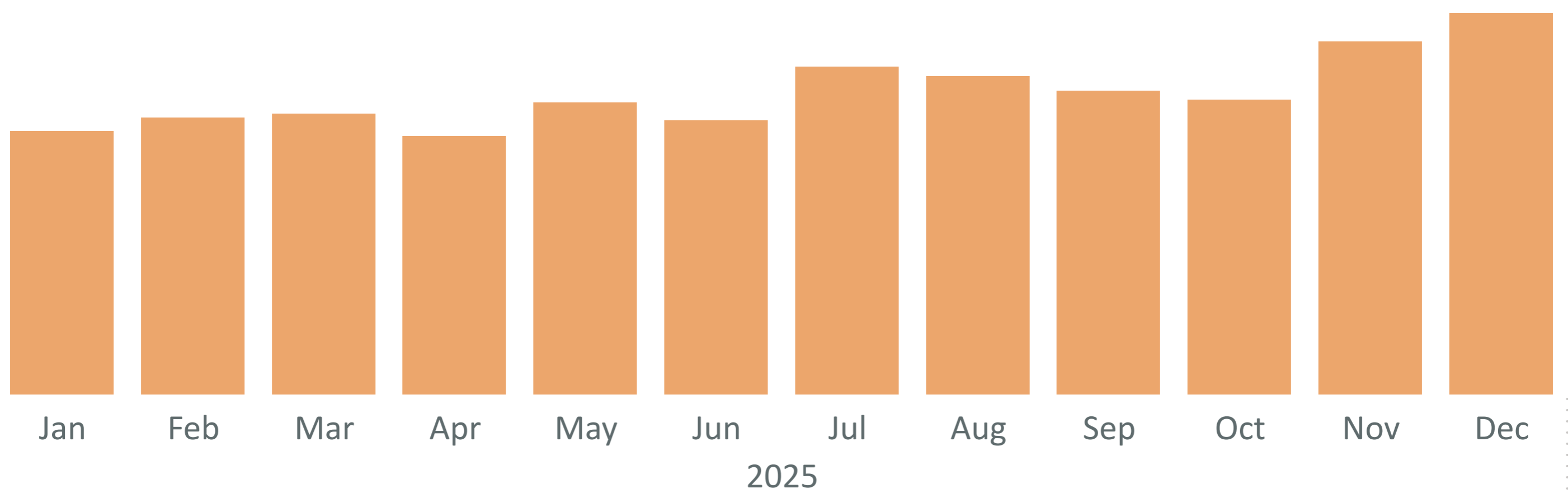
Last 12 months



Long term: Quarterly recruitment trends



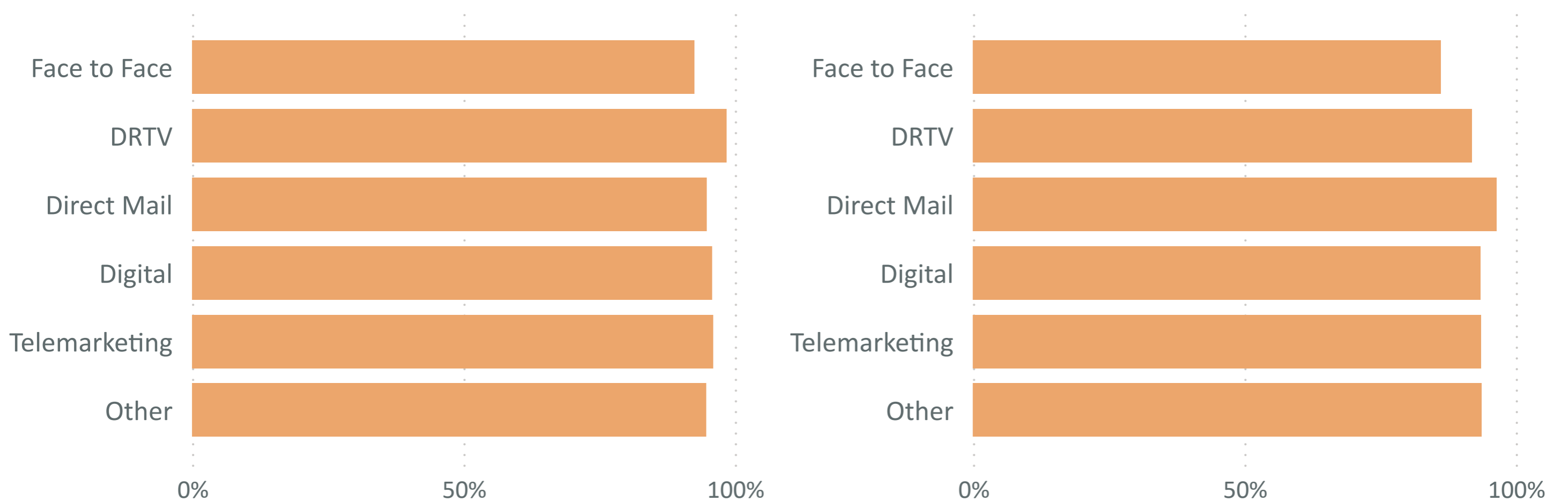
Short term: Monthly recruitment distribution



Starter Rate: Recent versus historic recruitment

Last 6 month recruitment

6 - 24 month recruitment

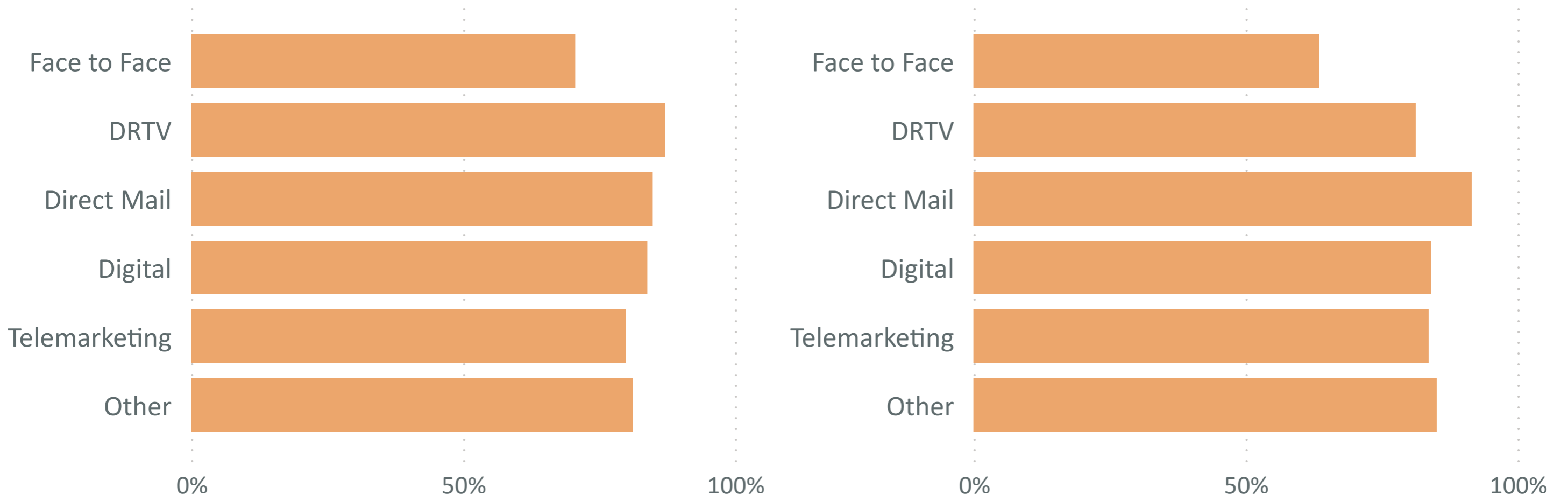


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3m Retention Rate: Recent versus historic recruitment

Last 3 - 6m recruitment

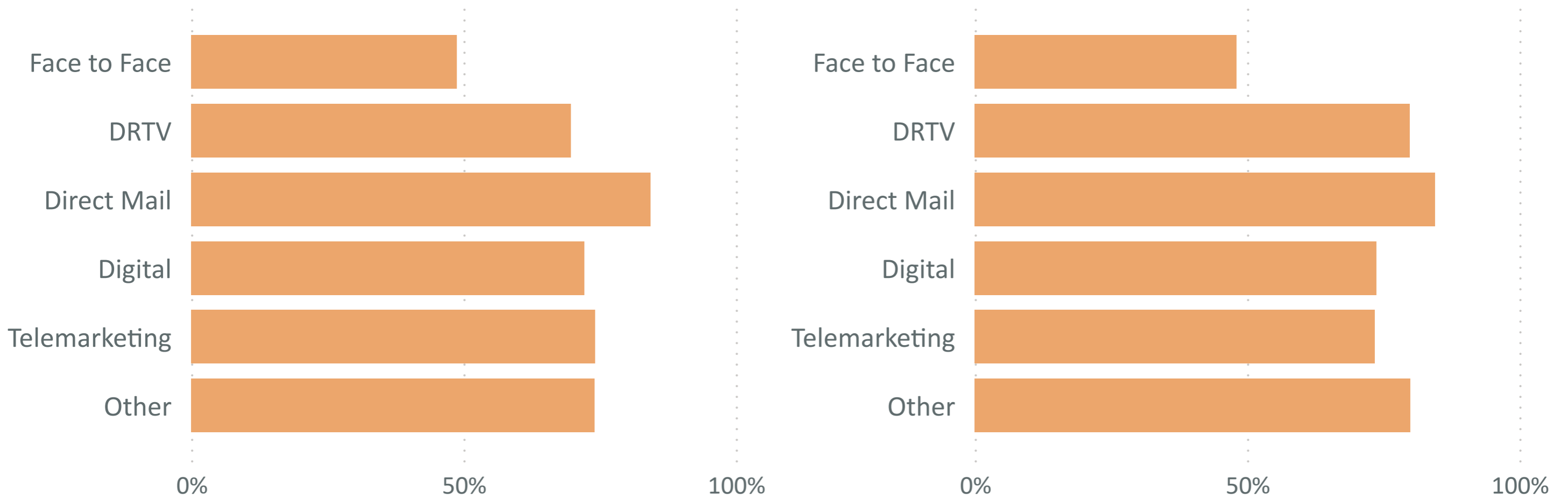
Last 6 - 24 month recruitment



12m Retention Rate: Recent versus historic recruitment

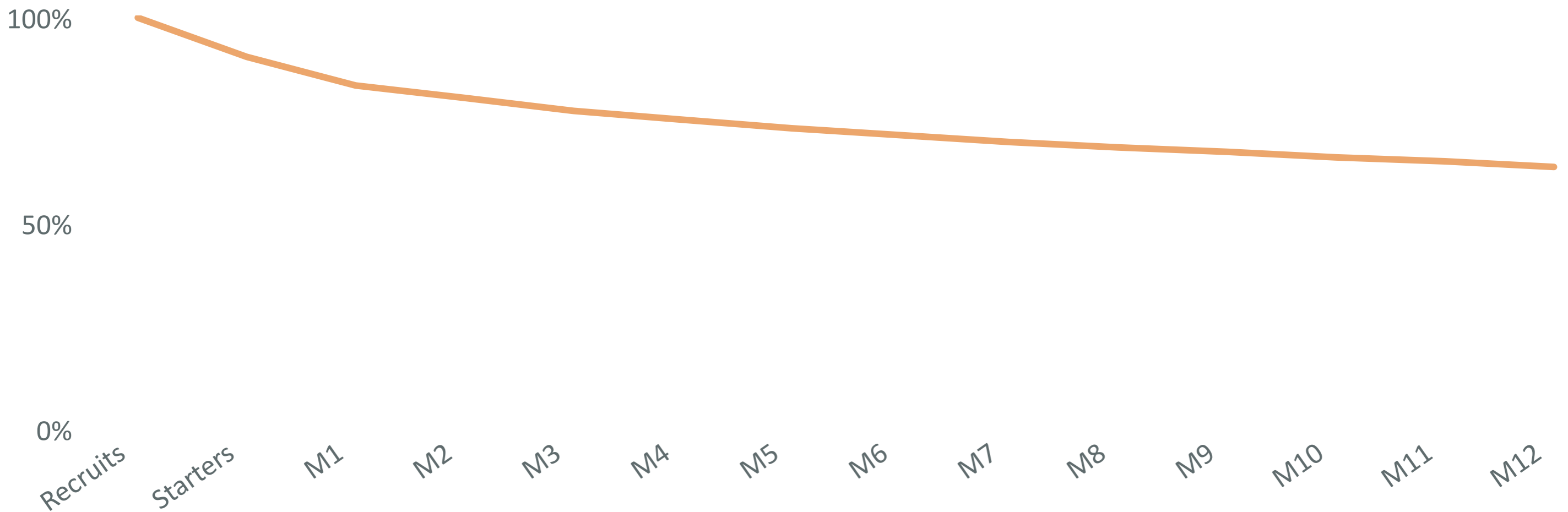
Last 12 - 24 month recruitment

2 - 5 year recruitment



Overall Retention Rate

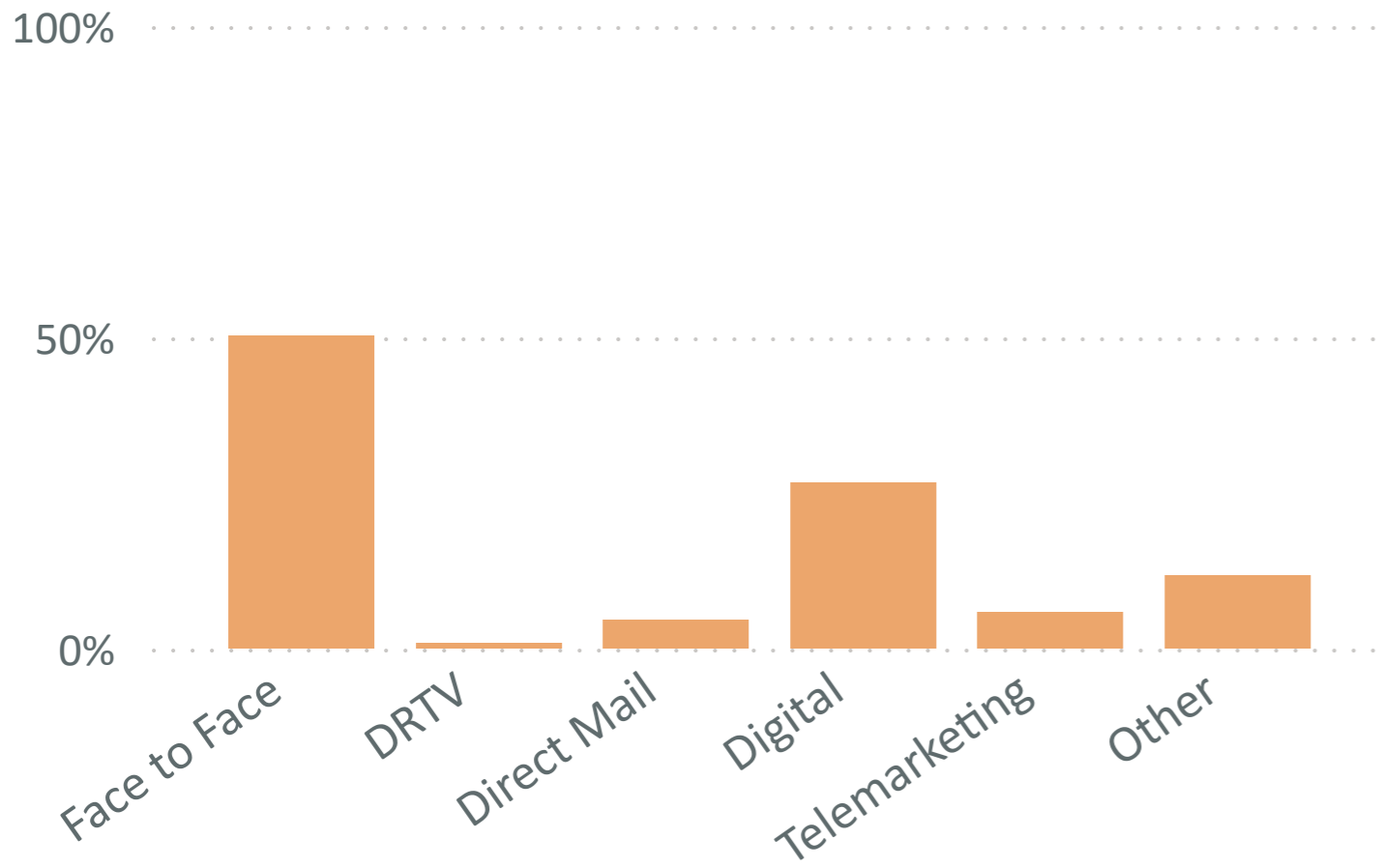
2 - 5 year recruitment



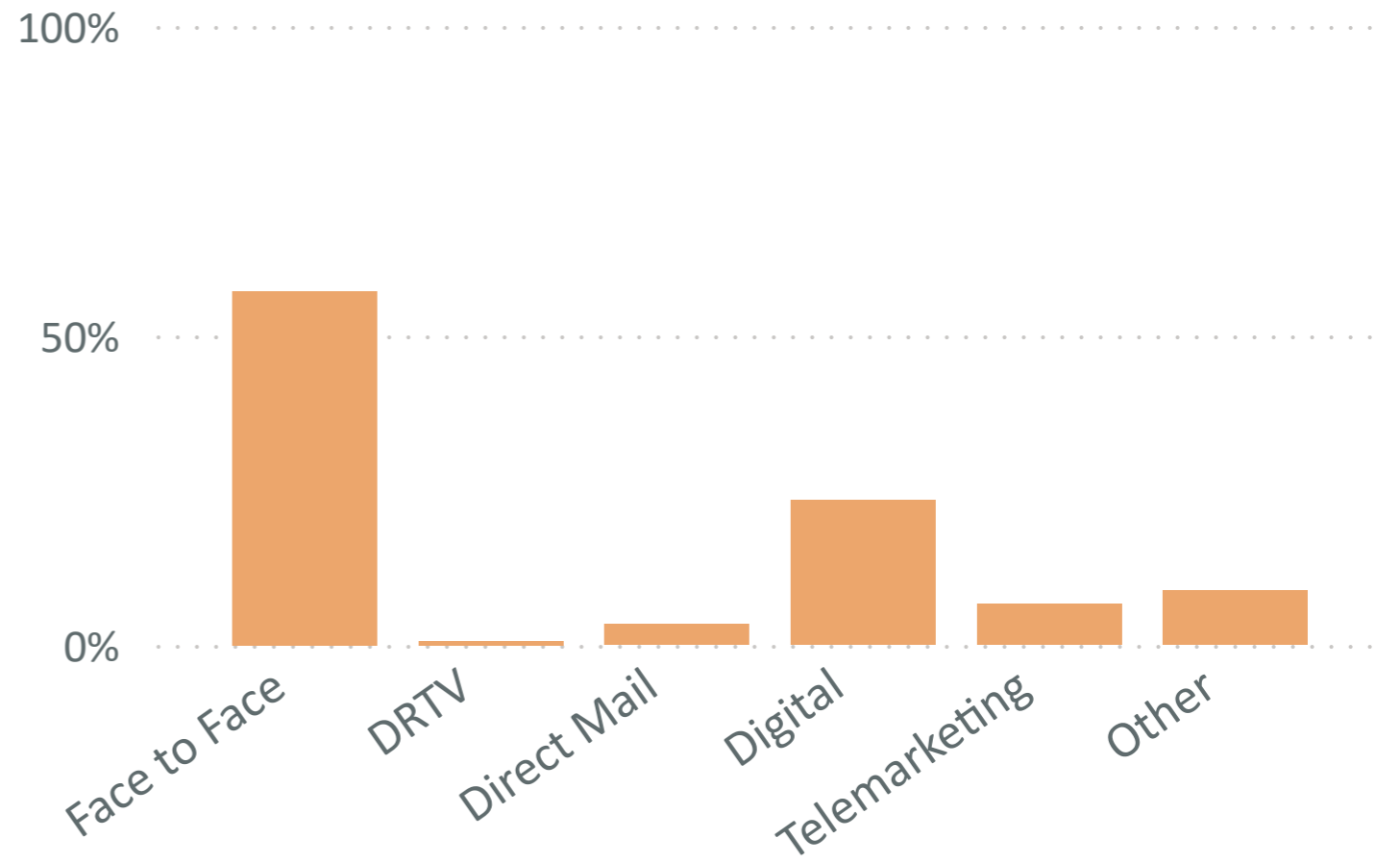
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Recruitment Mix: Channel

Last 6 months recruitment

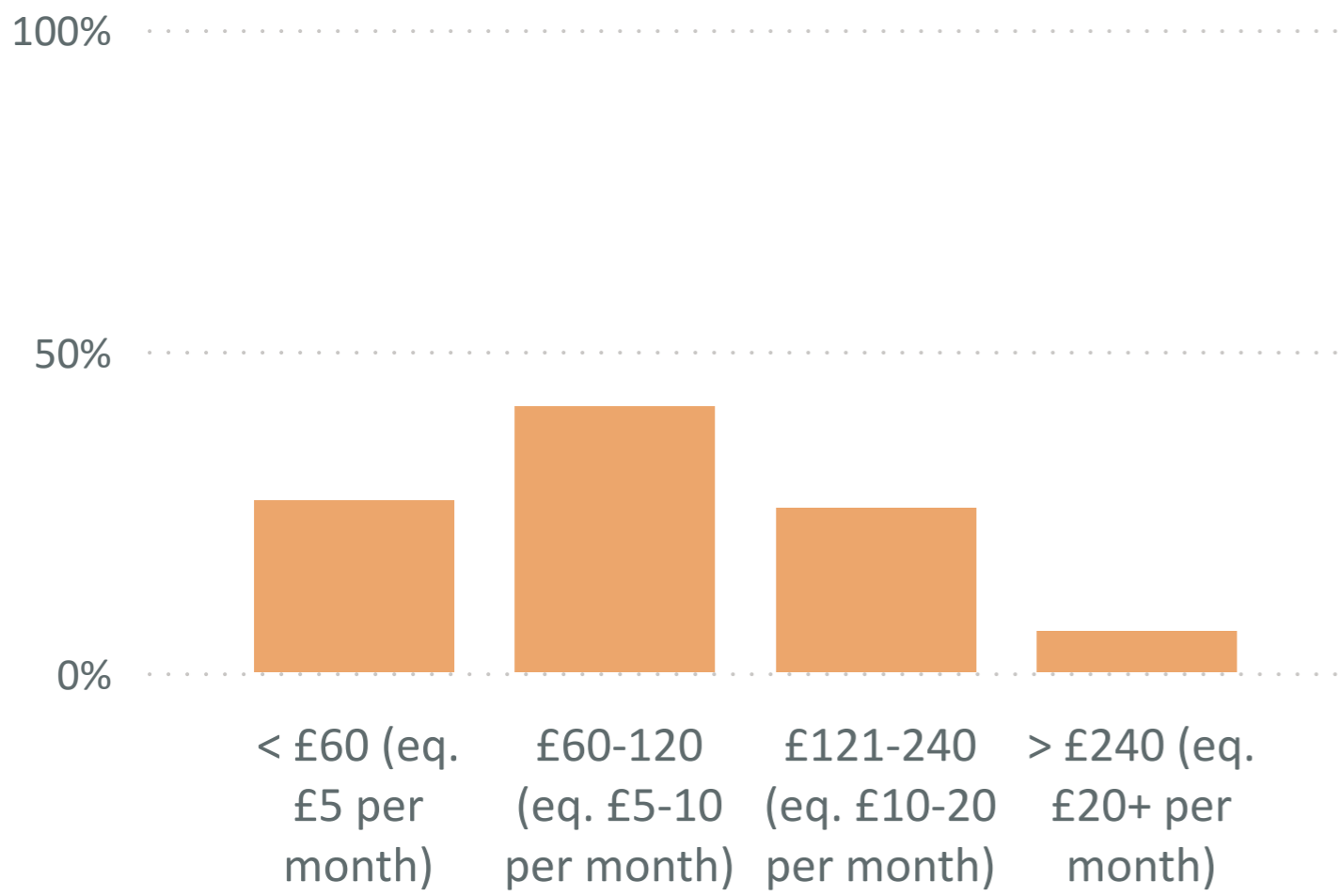


6-24 month recruitment

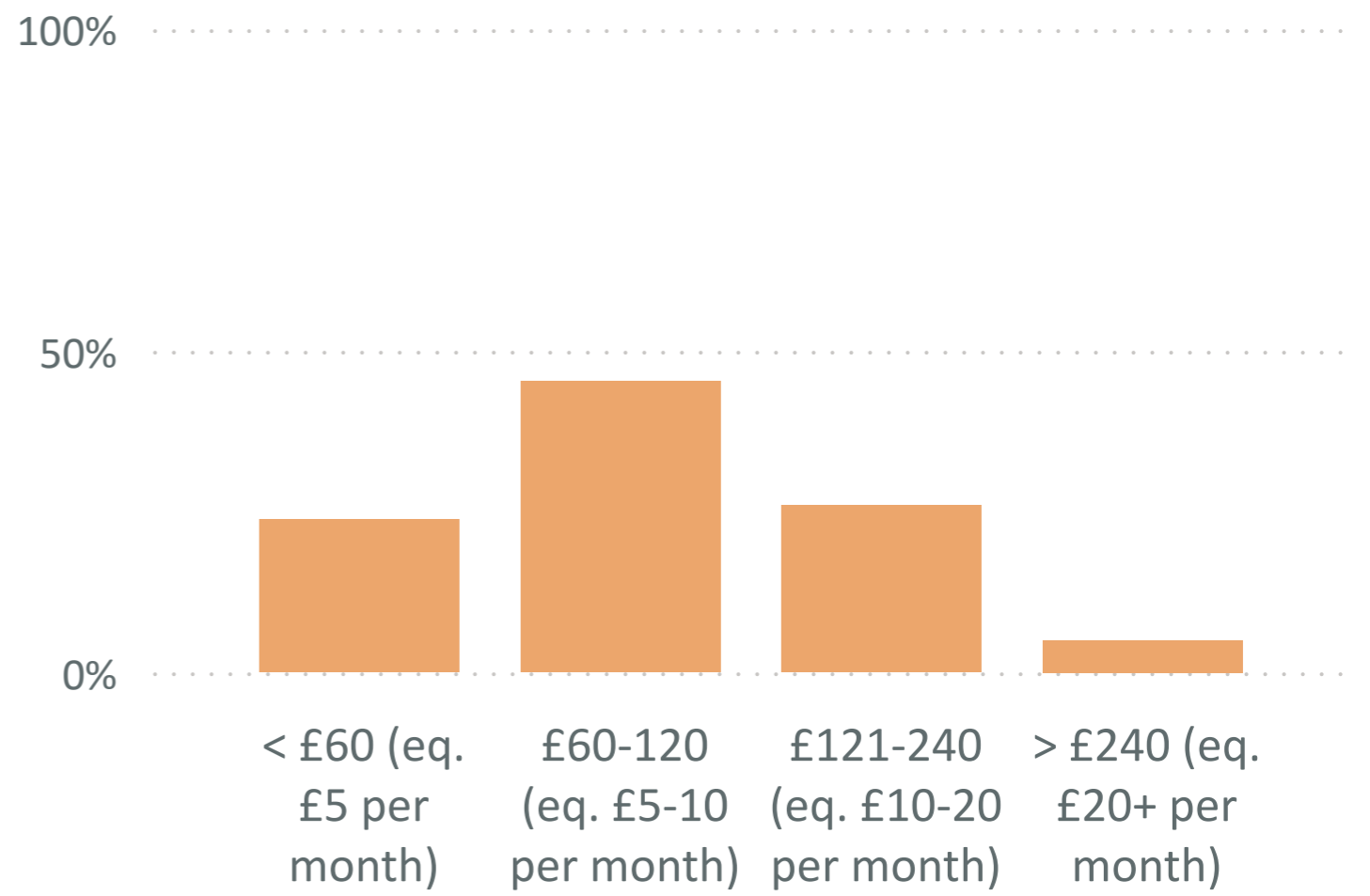


Recruitment Mix: Sign-up Value

Last 6 months recruitment

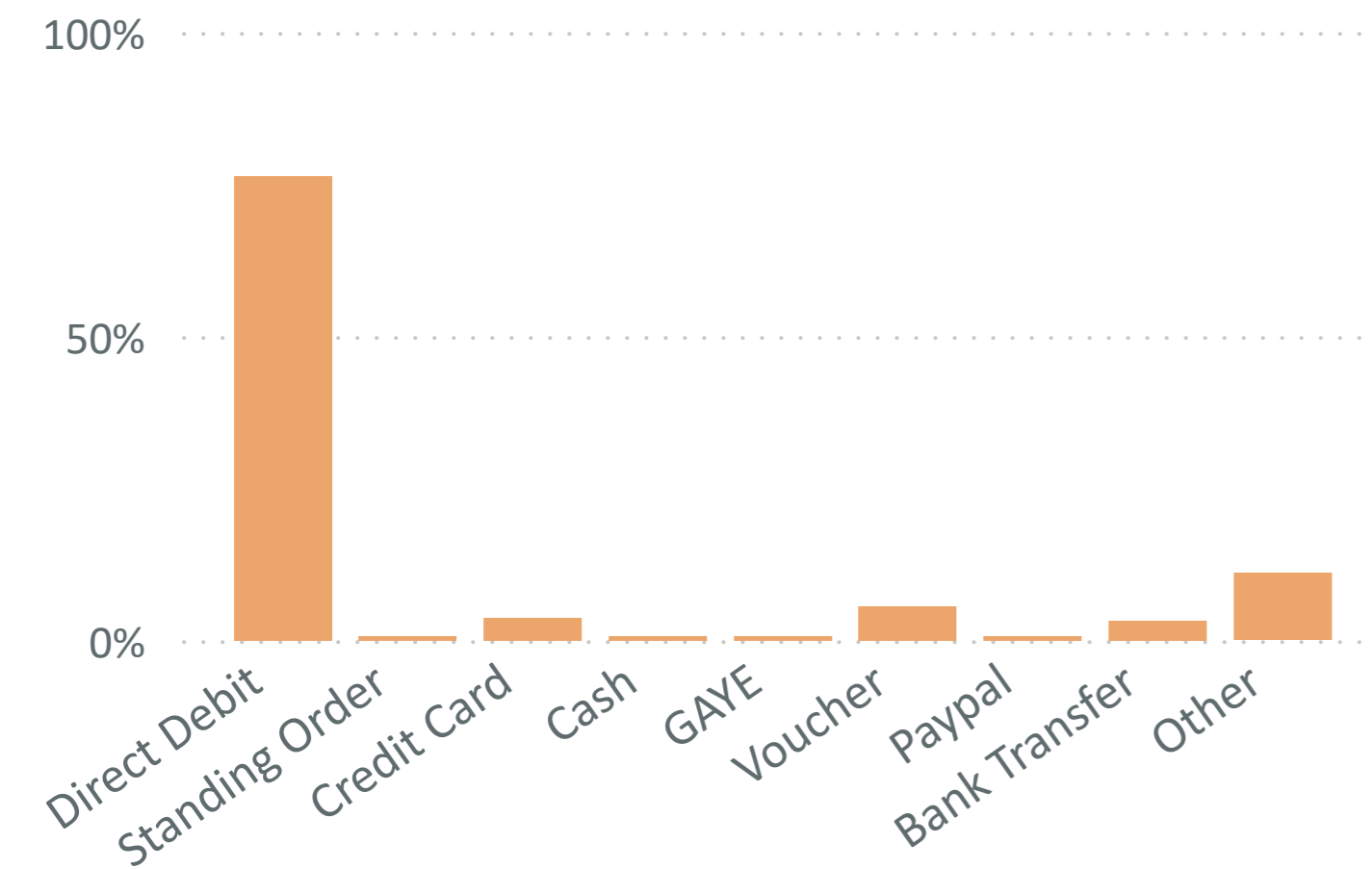


6-24 month recruitment

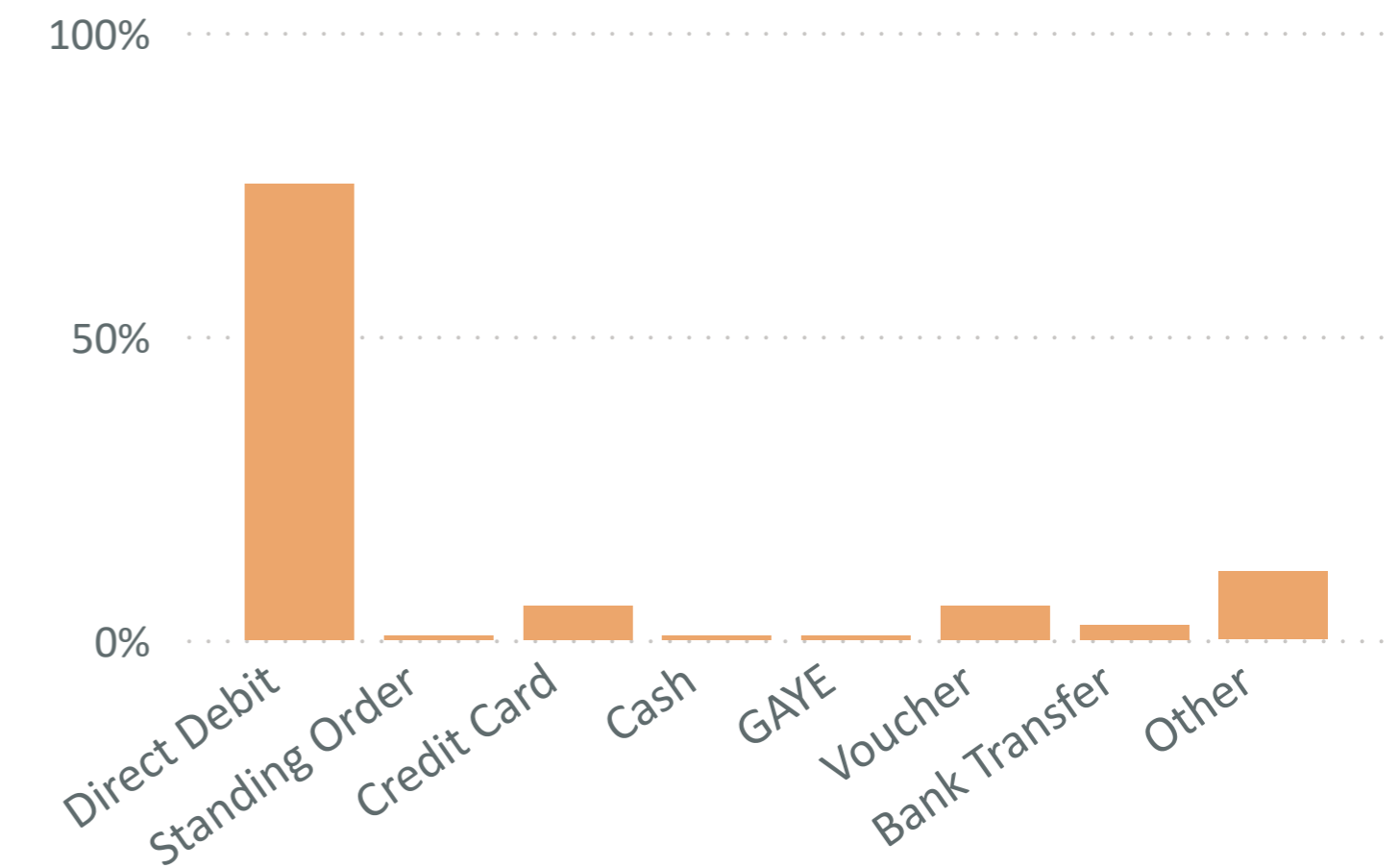


Recruitment Mix: Payment Method

Last 6 months recruitment



6-24 month recruitment



Monthly Churn



Current

0.96%

1.52%

Last year

Annualised Average Value

Current

£127.73

£124.46

Last year



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