Sequoia Standards

Benchmarking your fundraising performance

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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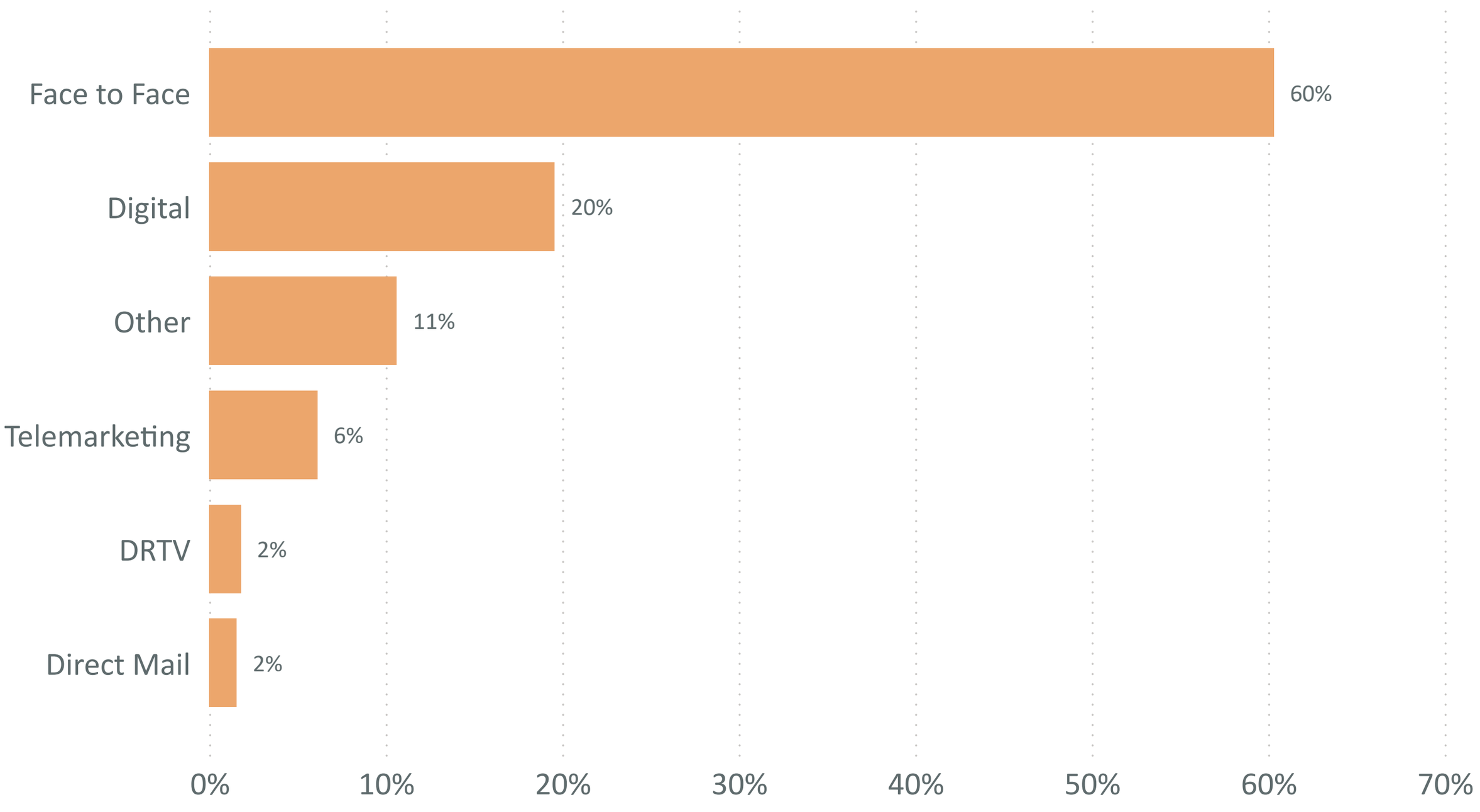
Attrition Summary

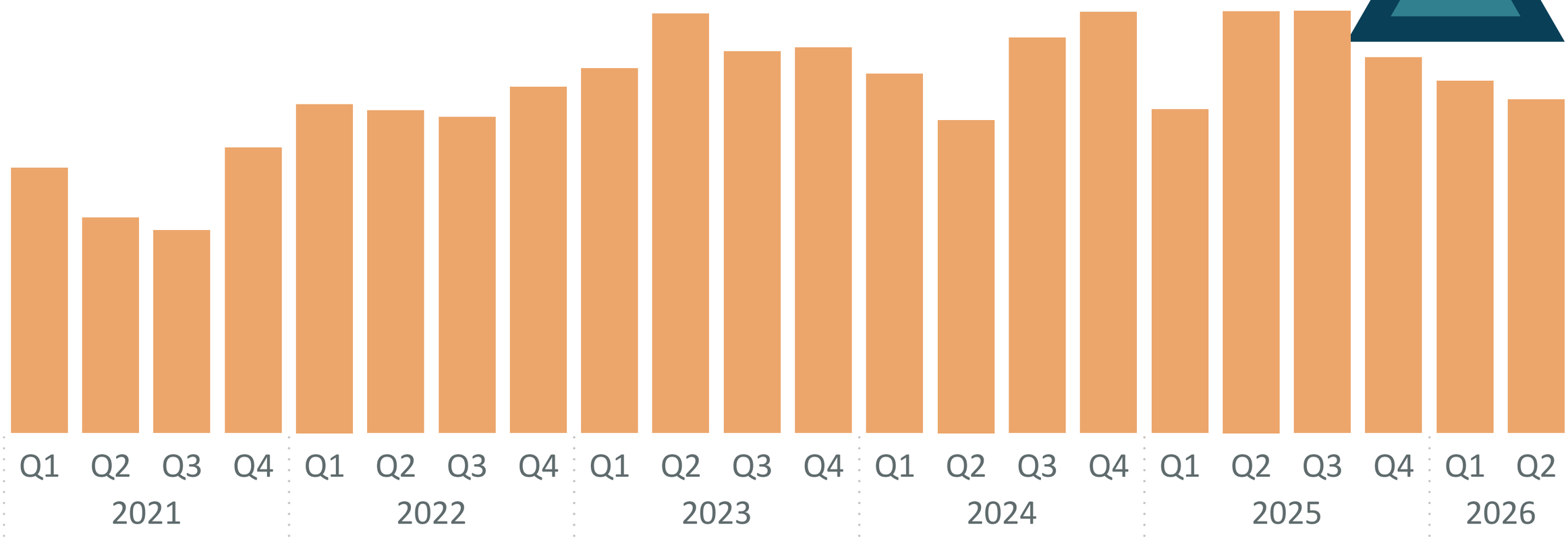
Marketing Channel	12m Retention Rate	Starter Rate
Face to Face	52.8%	85.4%
DRTV	77.9%	83.2%
Direct Mail	82.6%	95.9%
Digital	74.4%	93.1%
Telemarketing	66.1%	86.8%
Other	66.7%	91.7%
Overall	**58.9%**	**88.2%**

Recruitment **Mix**

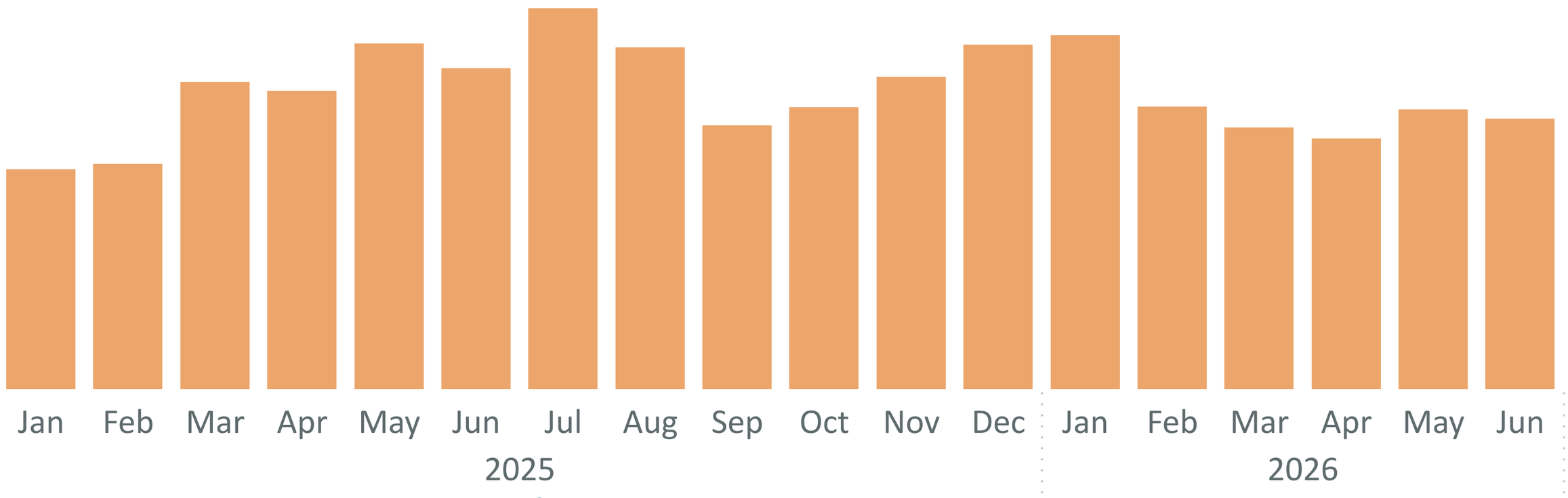
Last 12 months



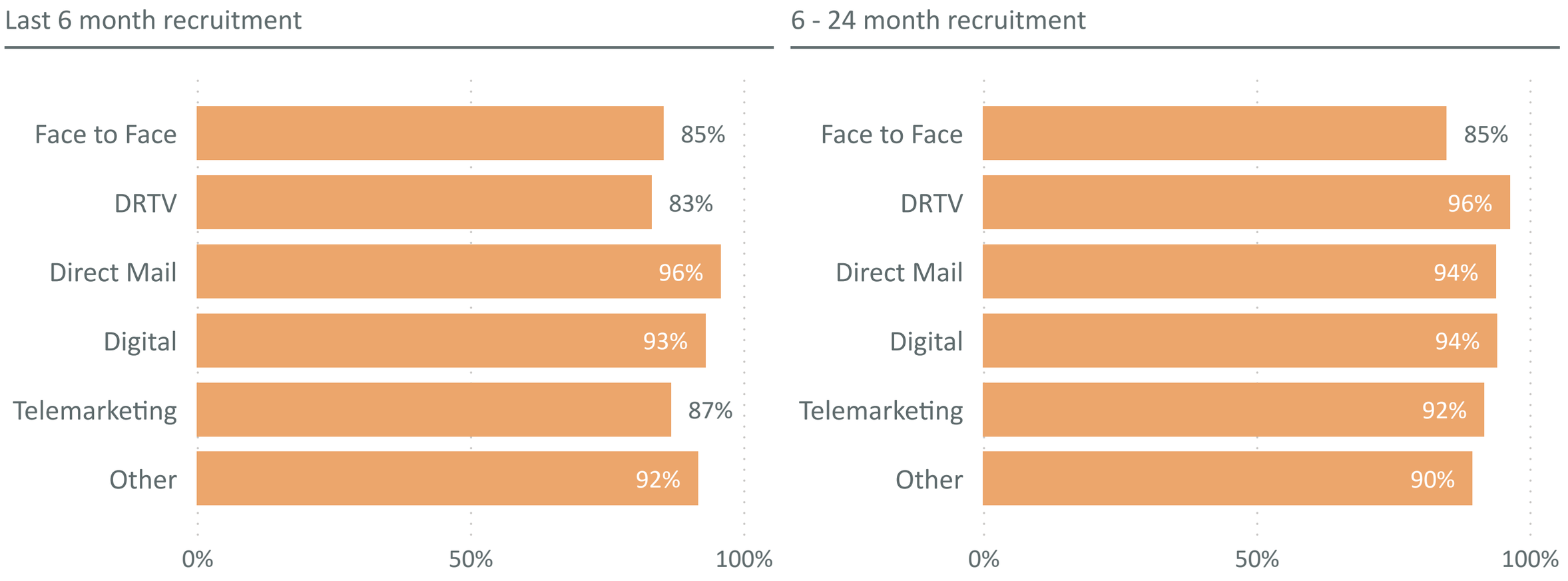
Long term: Quarterly recruitment trends



Short term: Monthly recruitment distribution



Starter Rate: Recent versus historic recruitment



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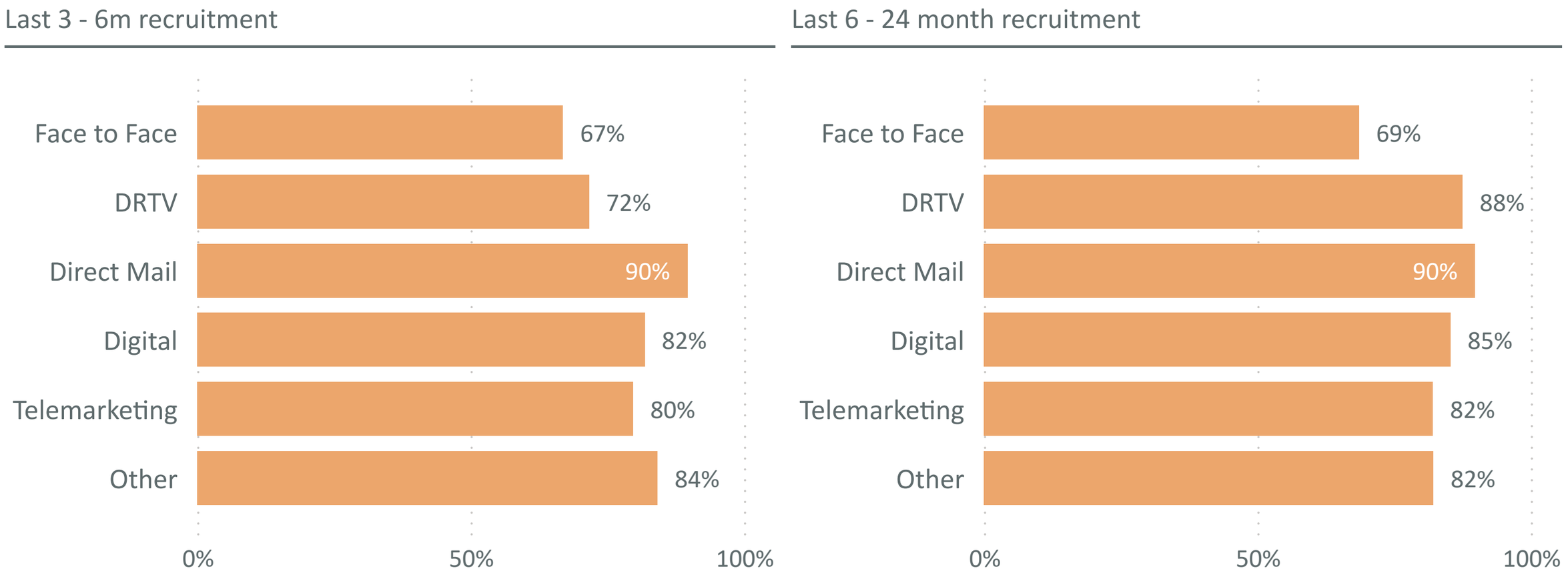
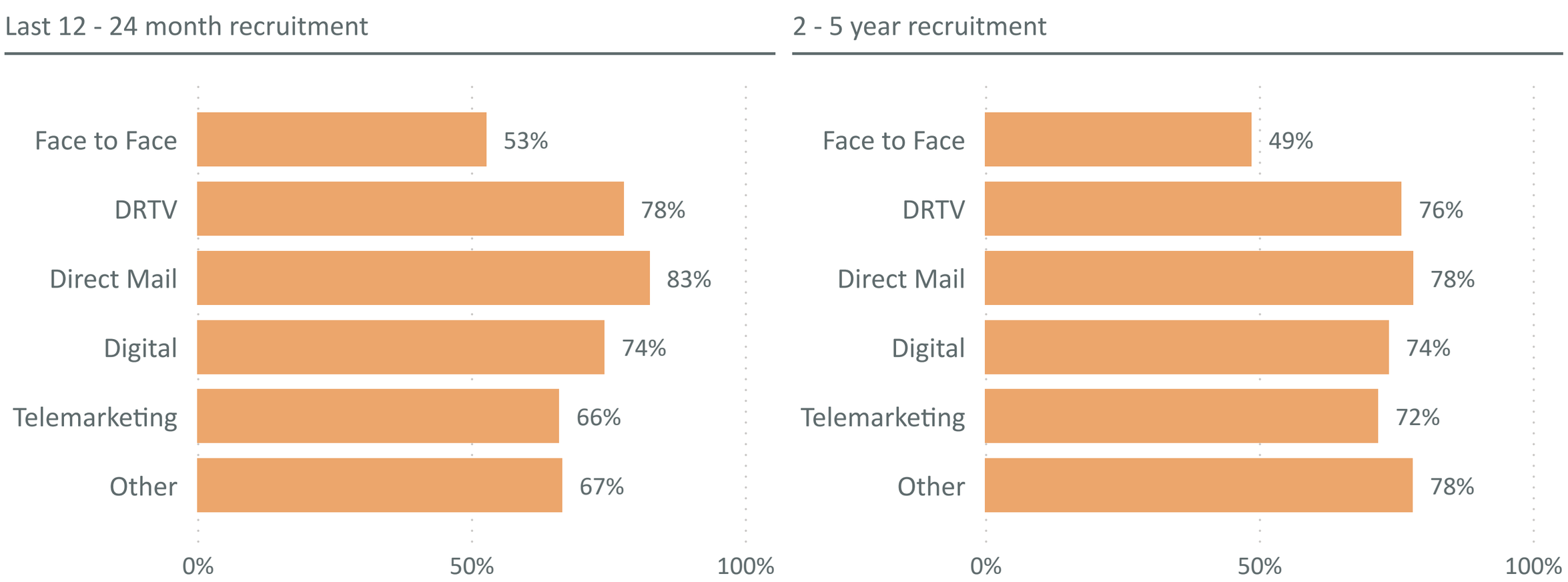
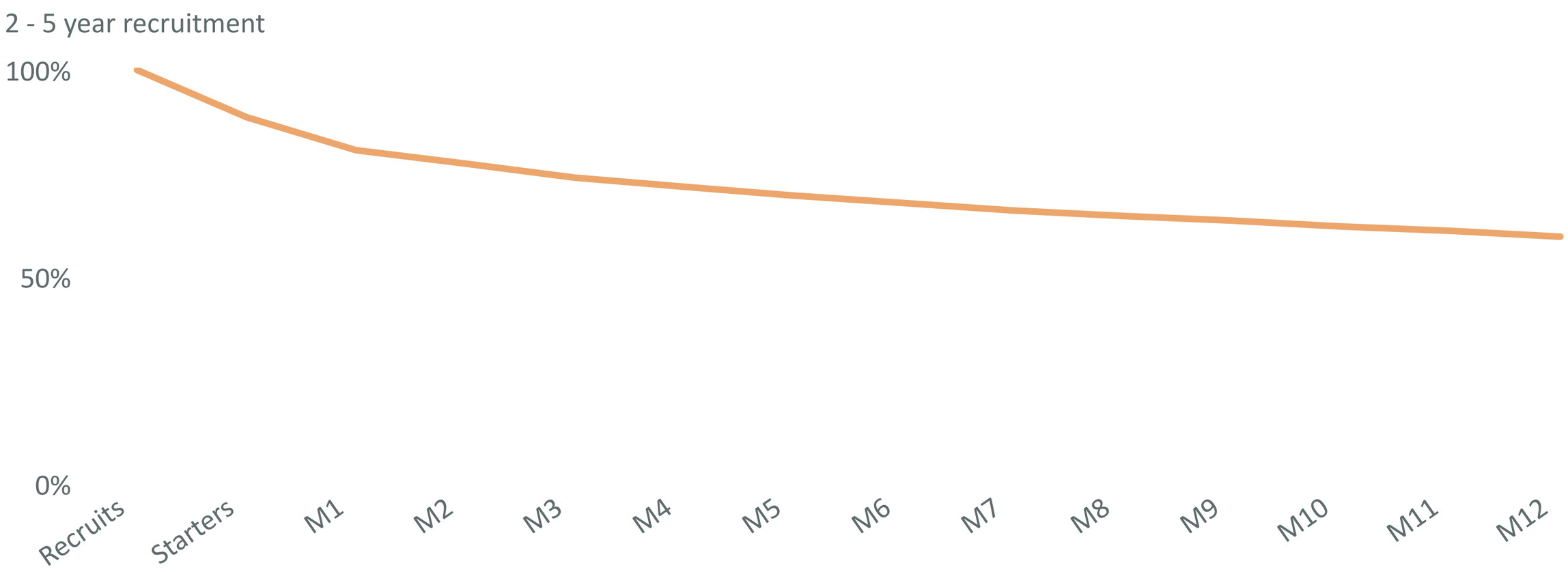
3m Retention Rate: Recent versus historic recruitment



12m Retention Rate: Recent versus historic recruitment



Overall Retention Rate



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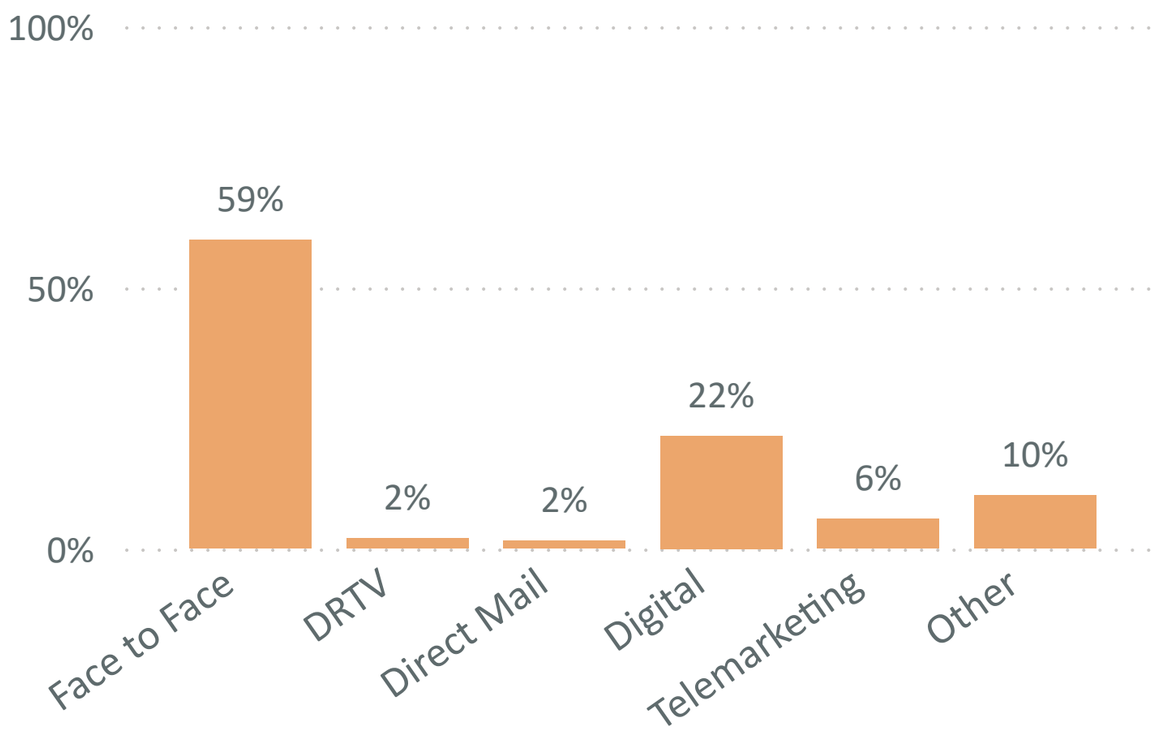
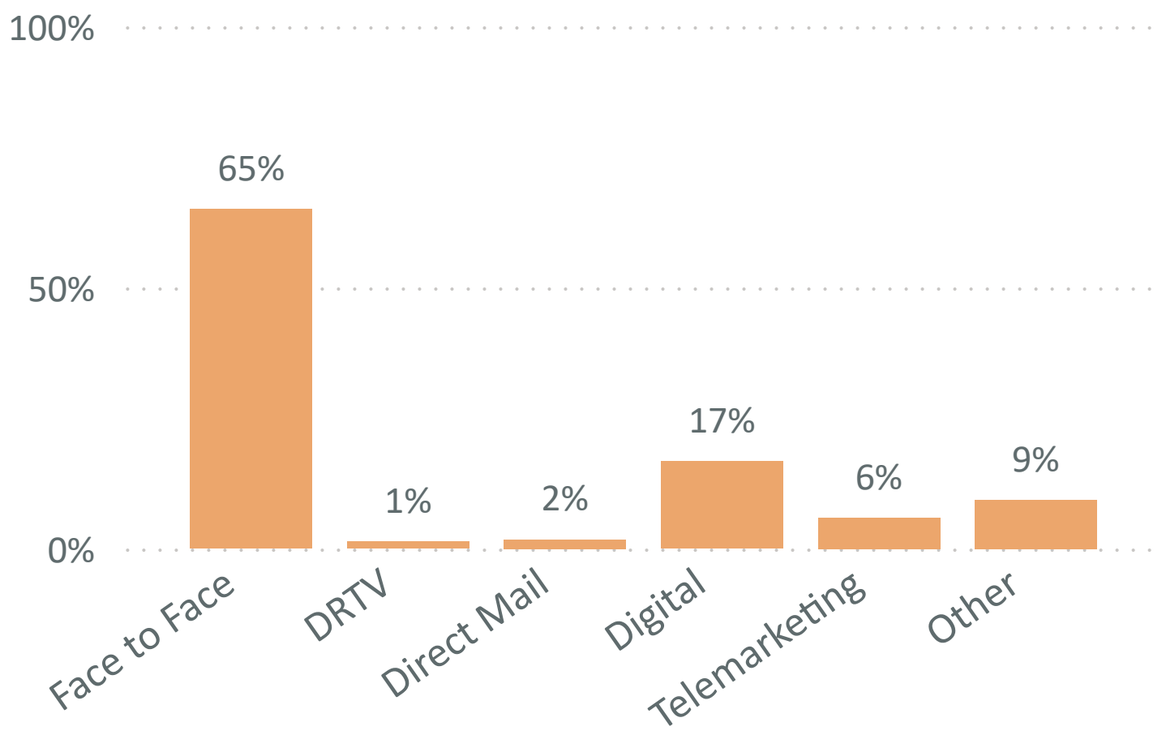
Recruitment **Mix: Channel**

Last 6 months recruitment

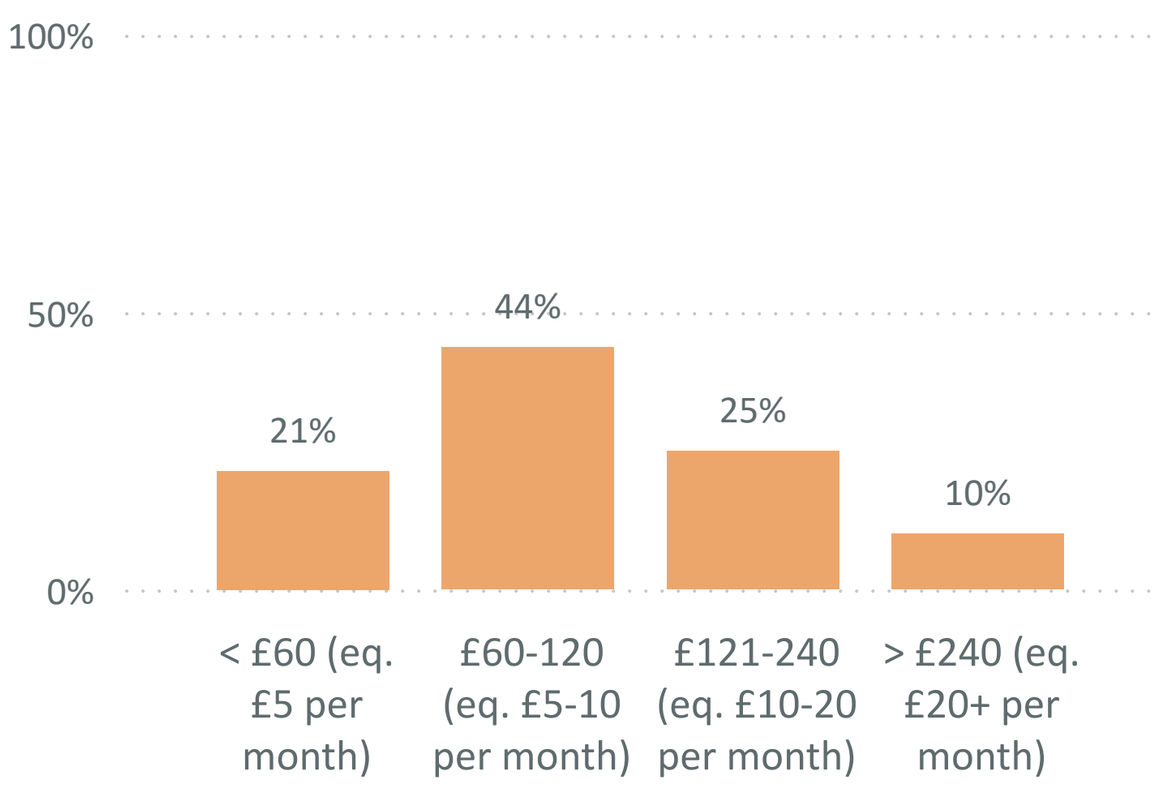


6-24 month recruitment

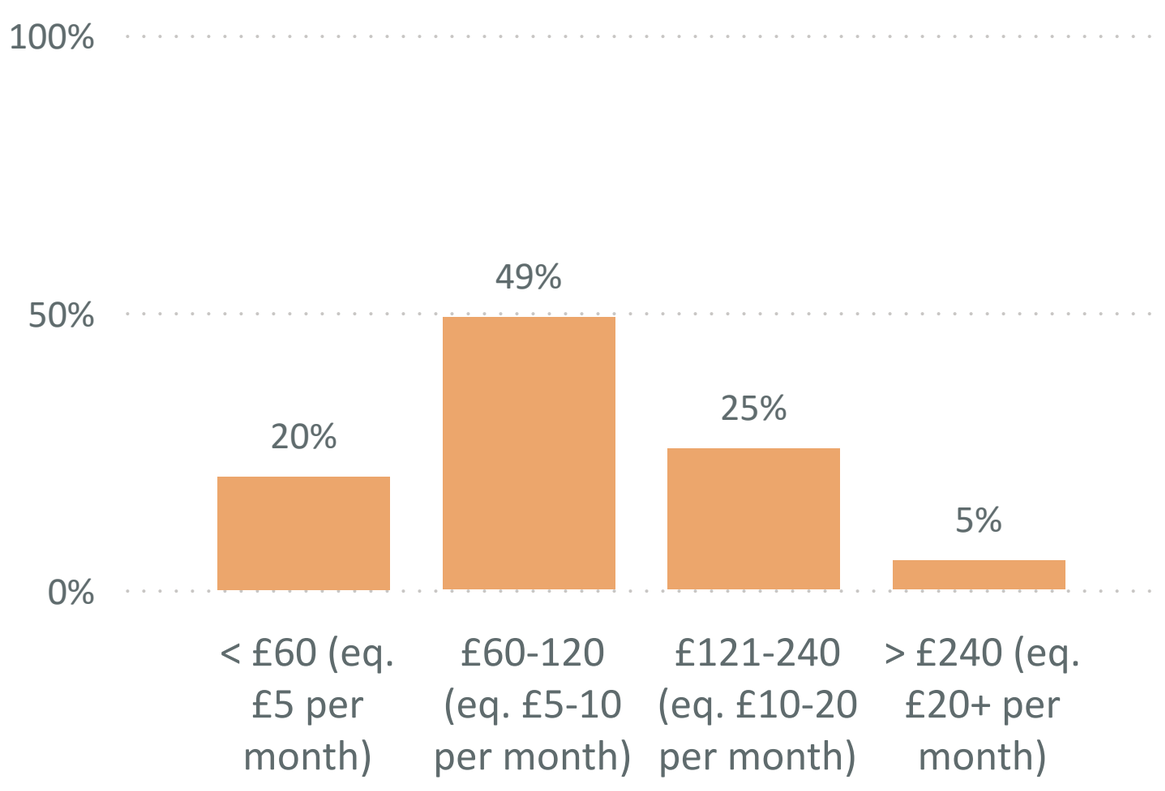


Recruitment **Mix: Sign-up Value**

Last 6 months recruitment

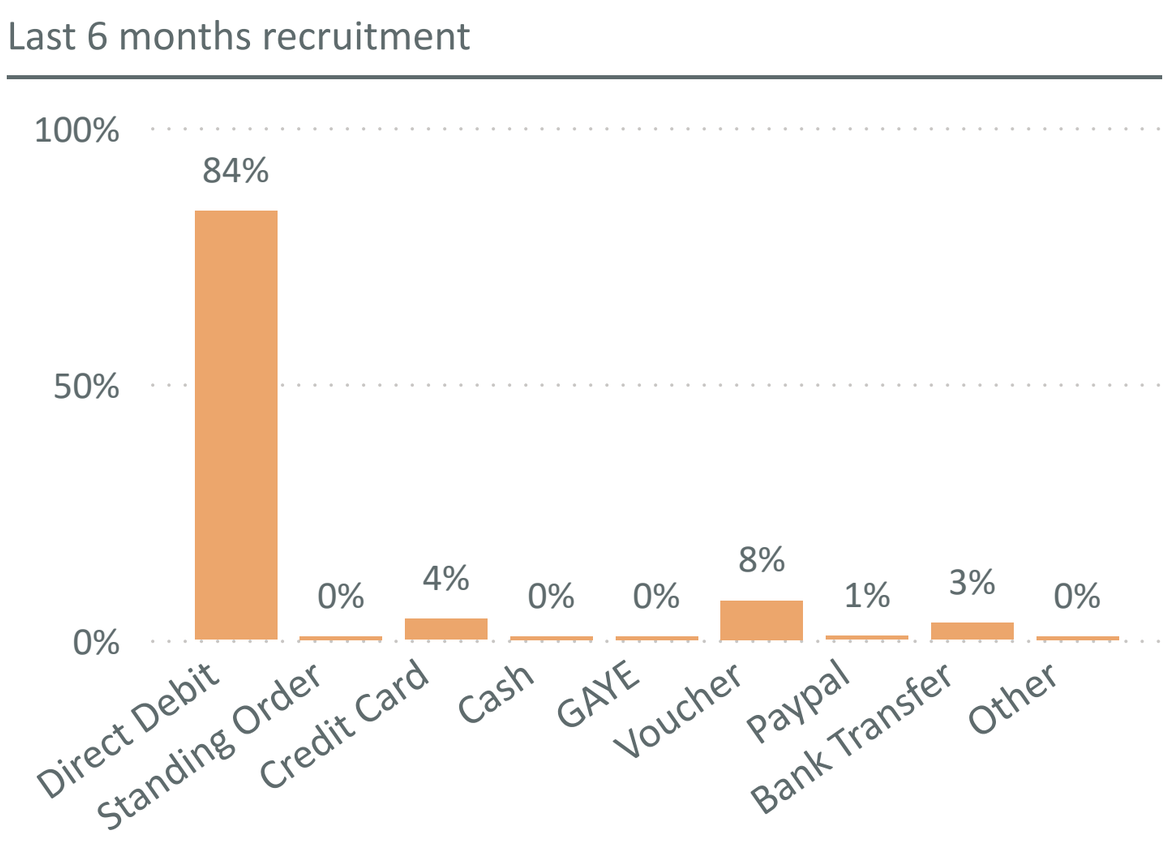


6-24 month recruitment

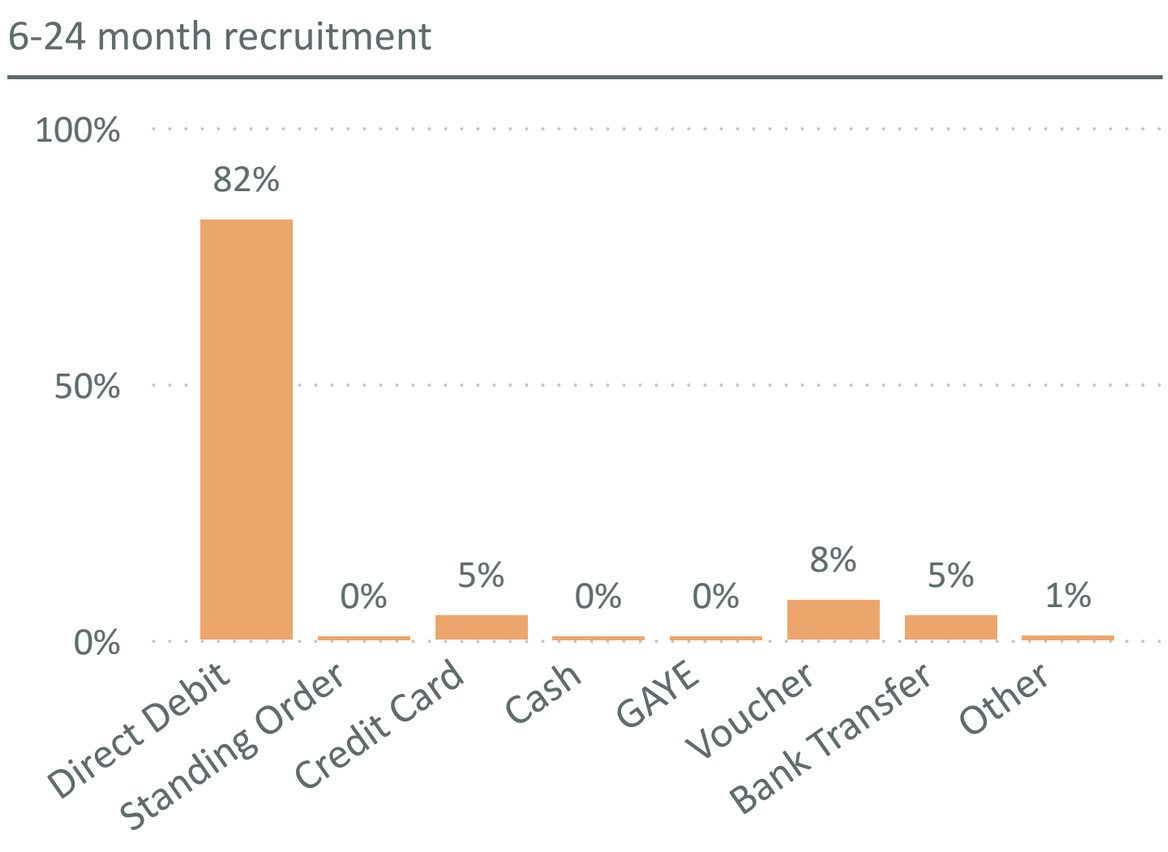


Recruitment **Mix: Payment Method**

Last 6 months recruitment



6-24 month recruitment



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Monthly **Churn**

Current

1.41%

1.49%

Last year

Annualised **Average Value**

Current

£133.33

£131.64

Last year

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