

**ANNUAL GIVING  
SUCCESS MEASUREMENTS**

Month: November

**Ministries Foundation Scorecard**

<i>Gifts from all donors including individuals and organizations, excluding bequests and grants</i>	<b>2019-20 Actual</b>	<b>2020-21 Actual</b>	<b>2021-2022 Goal</b>	<b>2021-2022 YTD</b>
<b>Financial Goal (AF, events, and designations only)</b>	<b>\$1,075,806</b>	<b>\$1,003,337</b>	<b>\$1,305,000</b>	<b>\$288,334</b>
<b>Overall Donor Count</b>	1,862	1847	2,000	711
<b>Acquisition/First Time Donor</b>				
<i>First time gift</i>				
<ul style="list-style-type: none"> <li>Number of new donors</li> </ul>	366	305	350	95
<ul style="list-style-type: none"> <li>Dollars raised from new Donors</li> </ul>	\$108,874	\$181,702		\$10,136
<b>Recaptured Donors</b>				
<i>Donors who gave anytime in the past but not the previous fiscal year</i>				
<ul style="list-style-type: none"> <li>Number of recaptured donors</li> </ul>	456	477	500	132
<ul style="list-style-type: none"> <li>Dollars raised from recaptured donors</li> </ul>	\$165,003	\$160,061		\$30,183
<b>First Time Donor Renewals</b>				
<i>NEW donors from last year who gave again this year</i>				
<ul style="list-style-type: none"> <li>Number of new donor renewals</li> </ul>	87	67	75	23
<ul style="list-style-type: none"> <li>Dollars Raised from First Time Donor Renewals</li> </ul>	\$69,646	\$30,436		\$30,235
<b>Repeat Donors</b>				
<i>Donors from last year who gave again this year (inc. new donors)</i>				
<ul style="list-style-type: none"> <li>Number of Repeat Donors (starting FY21, goal is 80% of FY19-20 actual overall donor count)</li> </ul>	1,016	1052	1,100	474
<ul style="list-style-type: none"> <li>Percent of Goal</li> </ul>		77%		43%
<ul style="list-style-type: none"> <li>Dollars raised from Repeat Donors</li> </ul>	\$910,696	\$659,780		\$226,635
<b>ADDITIONAL CROSS SECTION OF DATA</b>				
<b>Memorial Donors</b>				
<i>Memorial Donors are included in donor counts and revenue (for example, if memorial gift is a first time gift.) Memorial donors who choose to give again become repeat donors.</i>				
<ul style="list-style-type: none"> <li>Number of memorial donors</li> </ul>	168	165		74
<ul style="list-style-type: none"> <li>Dollars raised from memorial donors</li> </ul>	\$16,726	\$19,789	\$25,000	\$5,753
<b>Donor Advised Funds</b>				
<i>DAF are third party entities who administer funds on behalf of the donor. The named fund is credited with the gift, with soft credit being given to the donor.</i>				
<ul style="list-style-type: none"> <li>Number of donors giving through DAF</li> </ul>	81	78		24
<ul style="list-style-type: none"> <li>Dollars raised from DAF</li> </ul>	\$120,509	\$74,598		\$16,200
<b>Change in Donor Giving</b>				
<i>Snapshot of all giving categories at fiscal year end</i>				
Number of FY2021 donors upgrading gifts in FY2022	335	436	450	
Number of donors whose gifts equal previous gifts	307	324	325	
Number of donors decreasing gifts	298	1102		