

RESPONSIVE DASHBOARD



Being responsive should be at the heart of any nonprofit. Virtuous allows you to listen, connect, and suggest to your supporters in order to grow generosity and create individualized donor journeys.

Use the Responsive Dashboard as a snapshot of your organization's responsiveness.

Click on any widget to learn how the metric is calculated and why it is important to your responsive approach.



Want to know more about **Responsive Fundraising**? Check out our course in the Virtuous Academy!

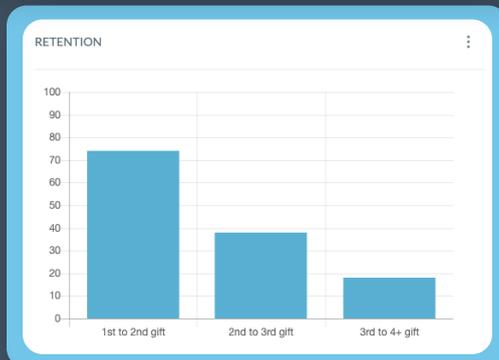


RETENTION

WHY DOES THIS MATTER?



Retaining new donors is a crucial way to improve the long-term health of your fundraising. While donors will always churn, meaning that you will always need to acquire new donors, **the cost to retain an existing donor is typically less than half the cost to acquire a new donor**, making retention a key metric for your organization.



HOW IS IT MEASURED?



The Retention Widget looks at all donors who have made their first gift within the last 12 months, and tracks what percentage of those new donors have gone on to make a second, third, or fourth gift.

HOW DO WE STACK UP?



Retention can be measured in many ways. But, according to recent data, **76% of first-time donors do not go on to make a second gift**. Once a donor does make a second gift, the odds of retaining them long-term improve dramatically.

HOW CAN WE IMPROVE?



Improving donor retention is one of the key outcomes of the Responsive Fundraising model.

Two of the most common reasons why donors stop giving are that they were not thanked, and that they felt like their donation made no difference. Using Virtuous Automation to build workflows like a new donor welcome series can help ensure that you are **regularly thanking donors and communicating the impact of their donations**.



AVERAGE GIFT



WHY DOES THIS MATTER?



Even without adding any more donors, you can **increase your overall fundraising** by increasing the average gift size across your donor base, making this a key metric for your fundraising team.

HOW DO WE STACK UP?



Average **giving statistics vary widely based on the source**. According to Giving USA, in 2020 the average donation amount was \$737. The most recent M+R Benchmarks data, which only focuses on online giving, reports that the average one-time gift amount in 2021 was \$125.

HOW IS IT MEASURED?



The Average Gift Widget looks at all gifts made within a given month and calculates the average amount. Users can choose to view data for the last 3, 6, or 12 months (on a rolling basis) or for the current or previous fiscal year.

For these calculations, any \$0 gifts or reversing transactions are ignored.

HOW CAN WE IMPROVE?



One of the keys to increasing your average gift size is to make sure you're **making the right ask** for each donor. You can use the Virtuous integration with DonorSearch to determine the wealth & capacity of your donors to make the right asks.

For online giving, make sure you are using the Responsive Listener on your website so you can take advantage of the Smart Arrays feature in Virtuous Giving, which displays a **custom giving array** for each donor based on their giving history.



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LAPSED vs. NEW



WHY DOES THIS MATTER?



Every organization has donor churn. The key is to **stay ahead of that curve by acquiring new donors, at the same rate or better**. If you have a large number of donors lapsing and you are not acquiring new donors at or near the same rate, then your overall fundraising will suffer, even if you are doing all you can to maximize your existing donors.

HOW DO WE STACK UP?



The average lapsed donor rate (or attrition rate) is around 55%. And research shows that the most critical time to keep a donor engaged is after the first gift.

HOW IS IT MEASURED?



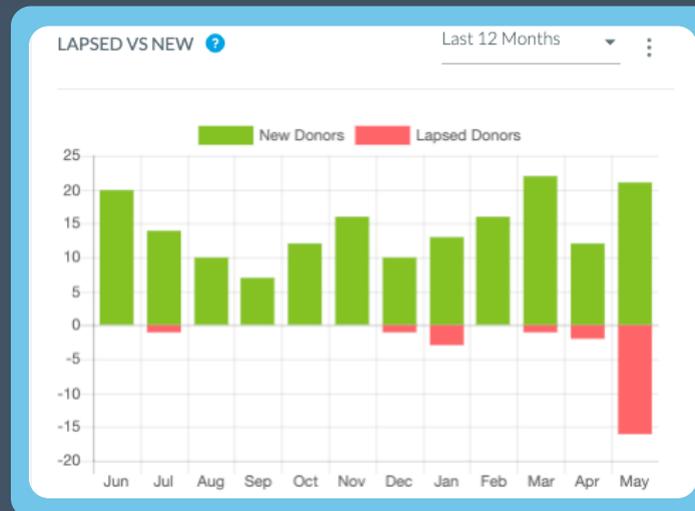
The Lapsed vs New Widget looks at the number of new donors each month and compares that to the number of donors who have lapsed in the same month. Gift size is not a factor in this calculation.

HOW CAN WE IMPROVE?



New donors are wonderful for any organization, but the cost to obtain a new donor will always be more than the cost to keep a current donor. Plus, the focus of Responsive Fundraising is on the relationship - not a one time gift.

Be sure you are closing the loop with your donors each time they give by communicating two things: gratitude for their support, as well letting them know the impact that their gift made. Following up with personalized, sincere updates is key to keeping a donor engaged and can be done with Virtuous Automation.



TOTAL GIVING



WHY DOES THIS MATTER?



The amount your team is able to raise each year directly ties into the overall health of your organization. This is how you will not only **fund the "good" that you do as a part of your mission**, but it also pays for your staff, marketing expenses, event costs, and everything else your organization needs to "keep the lights on." Analyze the trend lines for your giving so you can plan your budget accordingly.



HOW IS IT MEASURED?



The Total Giving Widget displays the sum of all financial gifts made in each month, based on Gift Date.

HOW DO WE STACK UP?



Each organization's budget and needs will vary, so there are no standard benchmarks for total giving, either monthly or annually. However, looking at overall giving trends in the nonprofit sector, **30% of all annual giving occurs in December**, with 10% of all giving occurring in just the last three days of the year. Take a look at your month-by-month trends to see if your data follows a similar pattern.

HOW CAN WE IMPROVE?



If you are not meeting your overall Total Giving goals, the first thing you need to do is **figure out why**.

In other words - where is the root of the problem? Do you not have enough donors, or do you have a large number of donors, but the gift amount is smaller or not frequent? Are you getting lots of engagement with your emails and website, but your donation forms are often abandoned?

Use additional data to understand the true cause of low fundraising before you decide what actions to take or tactics to change.



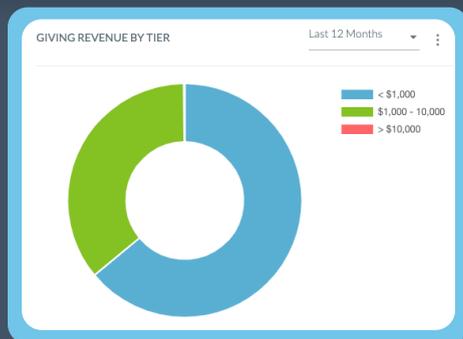
GIVING BY TIER



WHY DOES THIS MATTER?



The key with the "Giving by Tier" metric is **balance**. You don't want to be too heavily dependent on a few major donors to make up the bulk of your funding. Imagine how bad things would be if one or two of them stopped giving. Conversely, if you are seeing that almost all of your support comes from low-mid tier donors, this can be a sign that you may be missing out on relationships with key donors of a higher tier.



HOW IS IT MEASURED?



The Giving Revenue by Tier Widget provides a breakdown of the total amount received from all gifts, grouped by gift size. Gifts are broken down into three tiers: those less than \$1,000, those between \$1,000 and \$10,000, and those larger than \$10,000. Users can choose to view data for the last 3, 6, or 12 months (on a rolling basis) or for the current or previous fiscal year.

HOW DO WE STACK UP?



Across the nonprofit sector, **about 50% of support comes from "everyday" donors**. The average one-time donation is about \$97.

HOW CAN WE IMPROVE?



Understanding the amount of support your organization receives by tier can have a **big impact on the type of campaigns you run or the way you communicate** with donors. Many nonprofits don't realize that low to mid tier, or "everyday" donors, make up a significant portion of overall support - and that these donors are valuable.

Your donor pool should be well rounded, and **using segmented outreach** can be one key factor in maintaining that balance while also increasing engagement.



DIGITAL ENGAGEMENT



WHY DOES THIS MATTER?



While direct mail campaigns are still highly effective, digital marketing like email newsletters and website content are key mechanisms to reaching your supporters. Measuring the amount of interactions a user has with your website or the click to open rate for emails gives you a window into **how engaged your supporters are** and how to best market your mission.



HOW IS IT MEASURED?



The Digital Engagement Widget helps you track the performance of your website and email content, displaying the **combined total of all email clicks and unique web visitors for each month**. Tracking web visitors requires the use of the Responsive Listener, and email click data is only available for emails sent through Virtuous Marketing.

HOW DO WE STACK UP?



For email, **open rates average at 22%** across all email types. Website visits will vary based on the organization, with 41% of all web visits coming from "organic" traffic (meaning visitors who haven't clicked on an ad or other tracked link) according to the most recent M+R Benchmarks study.

HOW CAN WE IMPROVE?



Because relationships are the heart of Responsive Fundraising, improving donor engagement is another one of the key outcomes.

Using site or email optimization can be a great way to **test changes in your digital outreach**. Virtuous offers native A/B or "Split" Testing for email so that you can test modifications in your emails, such as sender address or subject lines, to better gauge user preferences. By **fine tuning your content and settings**, you can improve your interaction with supporters.



TOUCHPOINTS per CONTACT



WHY DOES THIS MATTER?



The link between a donor and an organization is not a one time action; it's a journey. No matter how it occurs, **each touchpoint is an important moment for strengthening that relationship** and creating meaningful interaction.

Consider this relationship like a friendship: staying in touch and making the time to reach out is key.

HOW IS IT MEASURED?



The Touchpoints per Contact Widget looks at the **average number of times specific events have occurred** for each Contact per month. The tracked events include sending invites for or attending any Event, Contact Tasks marked In Progress or Completed, emails sent, and letters or postcards sent via Letters on Demand. Users can choose to view data for the last 3, 6, or 12 months (on a rolling basis) or for the current or previous fiscal year.

HOW CAN WE IMPROVE?



Initiating opportunities to reach out to your donors is vital in **fostering a continued relationship**. But as your organization grows, it can be harder to implement these moments.

Use Virtuous Automation to set up workflows for new supporters or lapsed donors. Make a point to engage with supporters through social media by using fun surveys or by reaching out over the phone by utilizing the "Best Calls to Make" list on your Virtuous CRM Dashboard. It doesn't have to be complex; **it's about letting your donor know you value them.**

HOW DO WE STACK UP?



One of the easiest comparisons for this metric is to isolate just email. As of 2021, nonprofits send an **average of 64 emails per year to supporters.**



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WEB VISITORS



WHY DOES THIS MATTER?



Web traffic is crucial to increasing your online giving revenue. If your conversion rates and average gift sizes remain constant, but you **increase overall traffic on your website**, then you will see an increase in revenue. Knowing how many of your visitors are known vs unknown can also help you determine how best to structure your online content.

HOW DO WE STACK UP?



According to the 2022 M+R Benchmarks study, 41% of all nonprofit website traffic is “organic” traffic, meaning visitors that have come from online search results without clicking on ads or other links. With the Responsive Listener, form submissions or email clicks will automatically help identify visitors, so unknown visitors can be viewed as very similar to organic traffic.

HOW IS IT MEASURED?



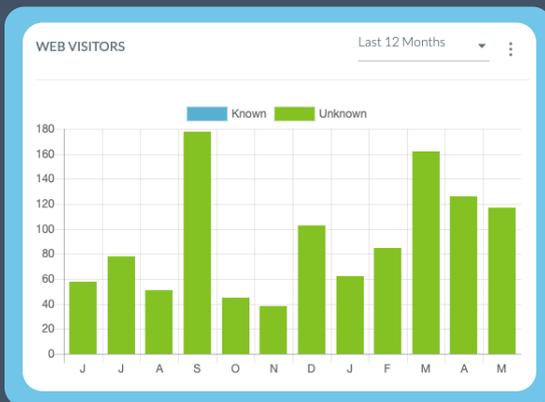
The Web Visitors Widget displays the total number of **unique visitors to your website each month**, broken down by known visitors and unknown visitors.

This widget requires that the Responsive Listener is enabled and the code is installed on the website you want to track. Keep in mind that an unknown visitor may be identified if they take specific actions and then become known, so **past data can change over time**, though the totals will remain the same. Users can choose to view data for the last 3, 6, or 12 months (on a rolling basis) or for the current or previous fiscal year

HOW CAN WE IMPROVE?



Make sure you are **offering web visitors something of value** when they visit your site, and not just talking about how great your organization is, how important your mission is, and asking for money. Tell the stories of your beneficiaries, offer up educational content about your space, and welcome new visitors to your cause.



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NET NEW RECURRING GIVING



WHY DOES THIS MATTER?



Recurring giving is a key to improving overall donor retention rates and increasing fundraising totals. This matters because, as it represents both monetary tracking along with donor count, it shows Net Recurring Giving from two angles - instead of just looking at total amount raised.

HOW DO WE STACK UP?



While 3 out of 4 new donors generally do not go on to give a second gift, data shows that only 1 out of 5 monthly donors will stop giving after one year. And the annual giving for monthly donors, on average, tends to be more than that of one-time donors.

HOW IS IT MEASURED?



The Net New Recurring Giving Widget tracks recurring gift payments month by month, as well as the total number of unique Contacts who have recurring gifts within a given month. The payment data includes a 60 day grace period, meaning that expected payments due within the last 60 days but not yet fulfilled will be included in the displayed totals. Payments due more than 60 days in the past that have not been fulfilled will not be included.

HOW CAN WE IMPROVE?



This metric not only tracks a dollar amount, but it also captures the number of actual donors.

Since this metric is looking at recurring giving using two variables, it allows you to improve in two distinct ways: you can set a goal of raising the amount given OR you can aim to increase the number of actual supporters. Through segmenting your appeals, you can work to increase the raw number of recurring donors. Or, you can target your appeals to raise the monthly gift amount by a small margin for each recurring gift. Even raising a monthly gift by \$5 a month can add up to have a big impact!



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NET ACTIVE DONORS



WHY DOES THIS MATTER?



Looking at the number of active donors gives a clear picture of continual donor engagement and retention of overall support. This metric is separate from dollar amount, so it enables a time-specific view of your supporter base broken down by activity level.

HOW IS IT MEASURED?



The Net Active Donors Widget calculates the total number of Contacts who are New Donors within a given month, those who are Existing Donors (Contacts who have given within the last 12 months, relative to the month in the widget), and those who have Lapsed in a given month.

Then, by subtracting the Lapsed Donors from the combined sum of New and Existing Donors, the widget displays the net total of Active Donors each month.

Users can choose to view data for the last 3, 6, or 12 months (on a rolling basis) or for the current or previous fiscal year.

HOW CAN WE IMPROVE?



When it comes to increasing the actual number of supporters your organization has (and keeping those you have from lapsing), the focus should be on the quality of your messaging. From your giving page to your email marketing campaign, are you making a clear case for your value-proposition? In other words, are you telling your story in a way that helps current (and potential) donors see the impact their donation makes with your cause specifically? Rethinking your messaging, along with optimizing your donation page, is a responsive way to increase this metric.



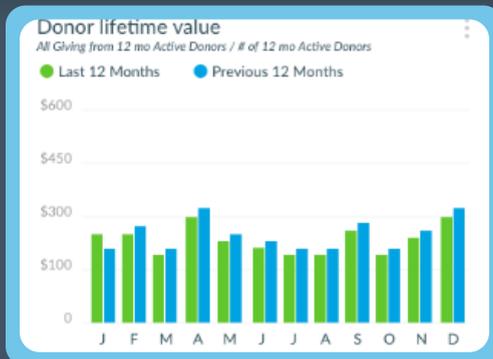
DONOR LIFETIME VALUE



WHY DOES THIS MATTER?



Lifetime value is a key metric for your organization. As you successfully retain more donors, and make the right asks for those donors, you can **increase the efficiency of your fundraising**, and you should see an increase in lifetime value as well. If you see a decrease, it could be a sign that you are lagging in one or more key areas.



HOW IS IT MEASURED?



This widget displays the average of the life-to-date giving of all active donors each month, by comparing each of the last 12 months vs the previous 12 months so you can easily spot trends and measure year-over-year growth.

HOW DO WE STACK UP?



Because "lifetime" is relative to each organization based on when they began, this can be a difficult metric to compare. But, according to a 2018 study from Classy, the average lifetime giving total for a **recurring** donor is \$795.62, compared to \$147.23 from donors who only give one-time gifts.

HOW CAN WE IMPROVE?



Given the stark contrast between lifetime giving totals from recurring donors vs non-recurring donors, one key to improving in this area is to focus on **converting more donors to recurring donors**.

Many successful recurring giving programs focus on creating a sense of community. Try naming your recurring donor program ("Become a Champion of Justice today!") and **look for opportunities to suggest a recurring gift** to engaged one-time donors as the best next step in their journey.



NON-FINANCIAL DATA



WHY DOES THIS MATTER?

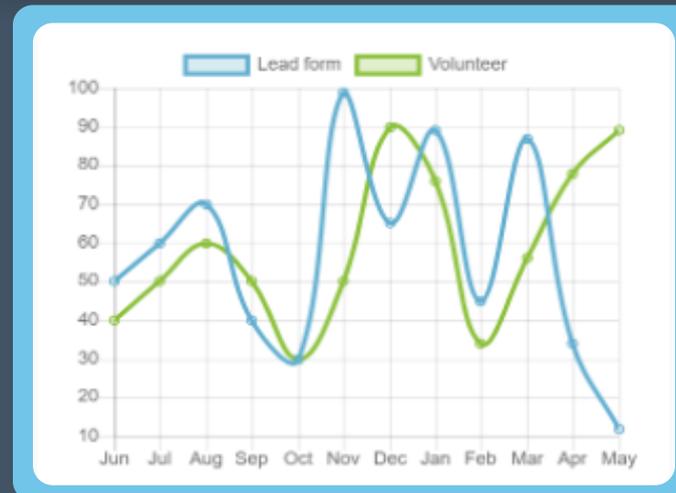


Focusing on "holistic generosity" is a key principle any responsive organization. By only targeting monetary donation metrics, you are missing out on potential contributions from supporters in the form of volunteering. Whether or not a supporter gives financially, each person can have an impact on your organization through the donation of time, talent, skill, or network. Each time a supporter signs up to volunteer or submits a form to attend an event, they are donating their energy to your cause. Overlooking the value of these supporters would limit your nonprofit's growth and end up negatively impacting fundraising efforts in the long run, as well.

HOW IS IT MEASURED?



The Non-financial Action Widget displays the total number of lead form submissions and volunteer shifts per month. Users can choose to view data for the last 3, 6, or 12 months (on a rolling basis) or for the current or previous fiscal year.



HOW CAN WE IMPROVE?



Becoming a volunteer and offering holistic support to an organization should be a seamless process. Make sure that your organization has the right tools to manage, mobilize, communicate, and track your volunteer base by utilizing tools such as Virtuous Volunteer. Utilize the "Suggest" step by following up with donors to see if they would like to volunteer. Recruit potential volunteers by including economic impact values in your messaging. Ensure that you are expressing your gratitude towards your supporters who give their time and talent in the same way you would a monetary donor.

