



KEY PERFORMANCE METRICS  
FOR PUBLIC MEDIA  
FY22

---

JANUARY 25, 2023  
1PM EASTERN

SPEAKERS

# TODAY'S PRESENTERS



**DEBBIE  
MERLINO**

EVP, Client  
Relationships

Public Media



**BRETT JONES**

VP, Client  
Relationships

Public Media

---

# TODAY'S AGENDA

1

Information vs. Insight

2

Key Performance Metrics for Public Media (FY22) & early FY23 trending

3

Tools you can use to track your station's performance

4

Incorporating findings into your own fundraising plans



AGENDA



---

# INFORMATION VS INSIGHT

- **Data**
- **Information**
  - “Just the facts” – often without context
  - Answers simple questions
- **Insight**
  - Explains patterns
  - Finds problems
  - Identifies opportunities





# Don't Get Stuck in the Weeds



## CAMPAIGN RESULTS

- 
- ü Read test results
- ü Determine if campaign goals were achieved
- ü Assess results by segment
- ü Identify opportunity for incremental improvement in next campaign

## DATABASE METRICS

- ü Understand the health of the donor file – irrespective of channel/technique
- ü Foundation for determining a strategy, so you can then determine which tactics to implement in upcoming campaigns

---

# 7 KEY DATABASE METRICS

1. Revenue Growth
2. Donor File Growth
3. Donor Retention
4. Gift Frequency
5. Average Gift
6. Donor Value
7. Cost to Acquire







KEY PERFORMANCE METRIC

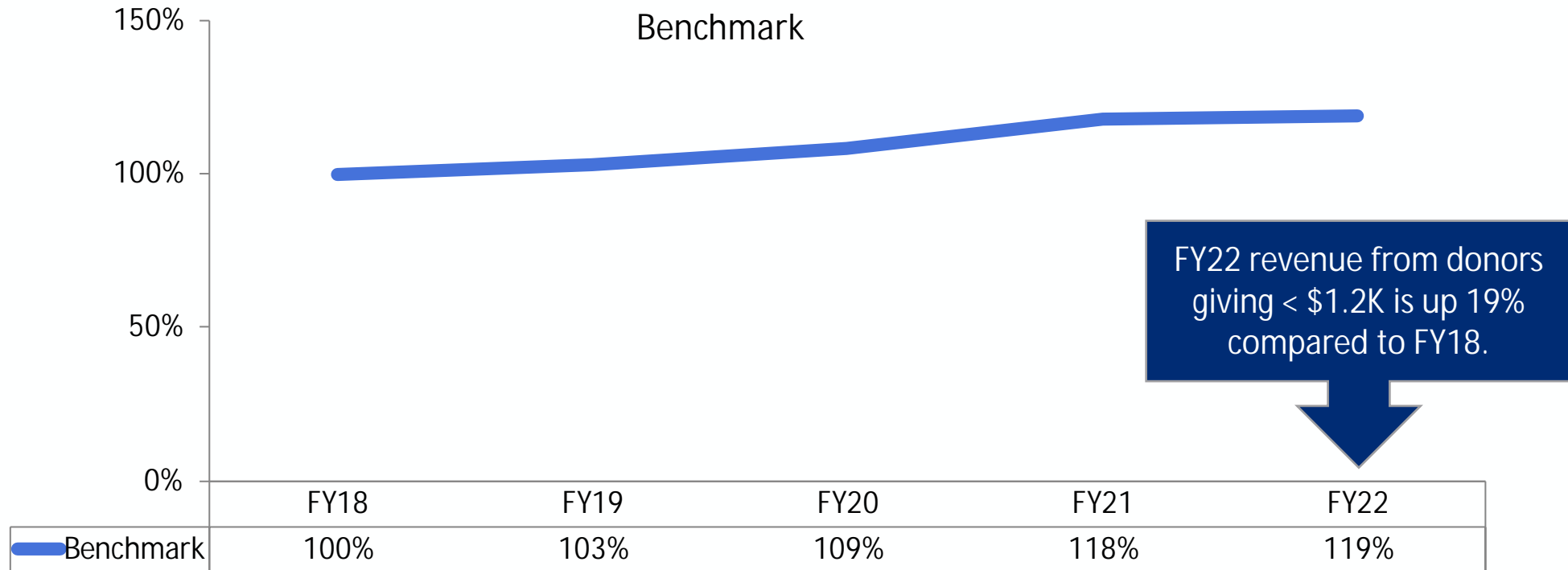
#1

REVENUE  
GROWTH





# TOTAL REVENUE UNDER \$1,200 INDEX



*Index is based on FY18 = 100. FY18-FY22 figures are based on comparisons to the FY18 performance.*

# Essential Dashboard - Donation Summary

OCT 01, 2017 - DEC 27, 2022

Allegiance

FY2022 ▾

All Donors ▾

Filter

- YEAR TO DATE
- YEARLY SUMMARY
- GIFT ANALYSIS
- SUSTAINER ANALYSIS

## Key Performance Indicators (Through Dec 26)

Gross Revenue

**\$512,419**

vs. \$394,339 (+29.9%)

Recurring Revenue

**\$152,394**

vs. \$65,054 (+134.3%)

Average Gift

**\$47.41**

vs. \$53.14 (-10.79%)

Total Gifts

**10,809**

vs. 7,421 (+45.7%)

Donors

**5,249**

vs. 4,716 (+11.3%)

Gifts/Donor

**2.059**

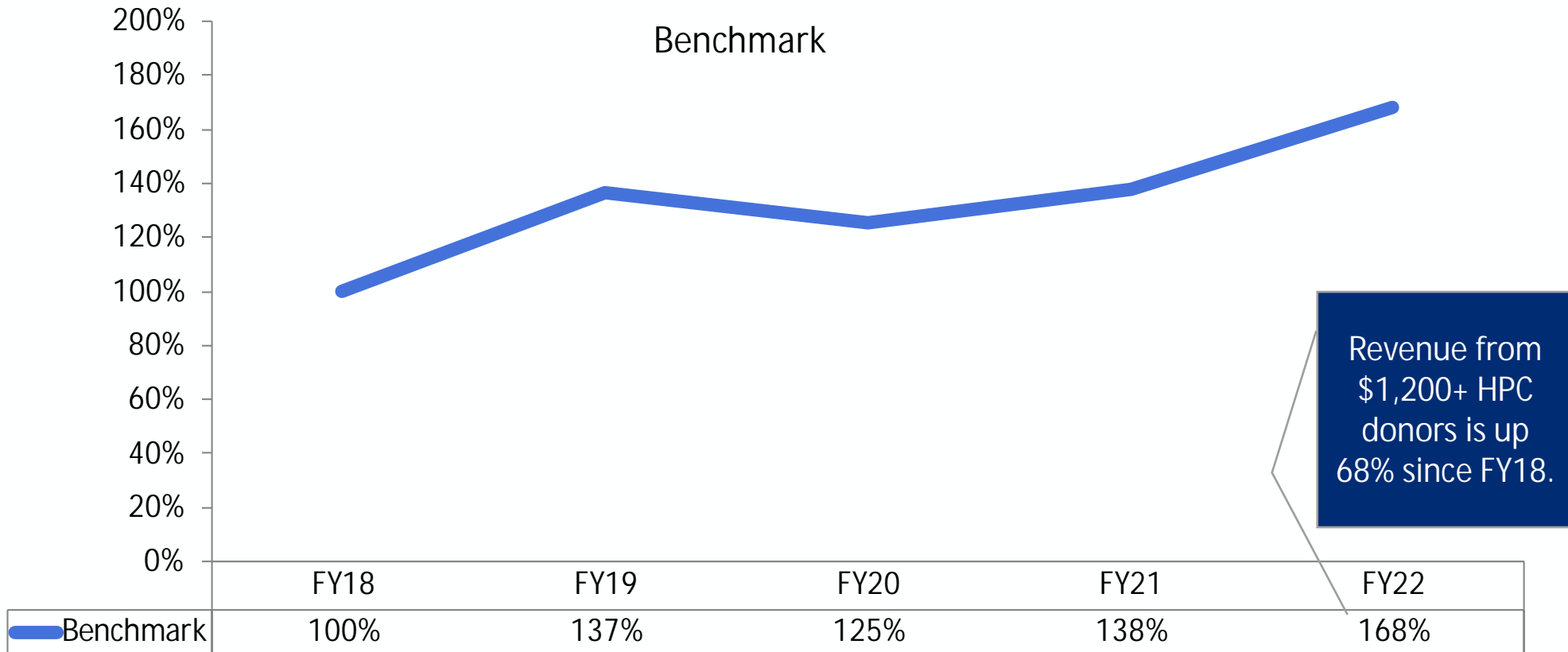
vs. 1.574 (+30.9%)

Revenue/Donor

**\$97.62**

vs. \$83.62 (+16.7%)

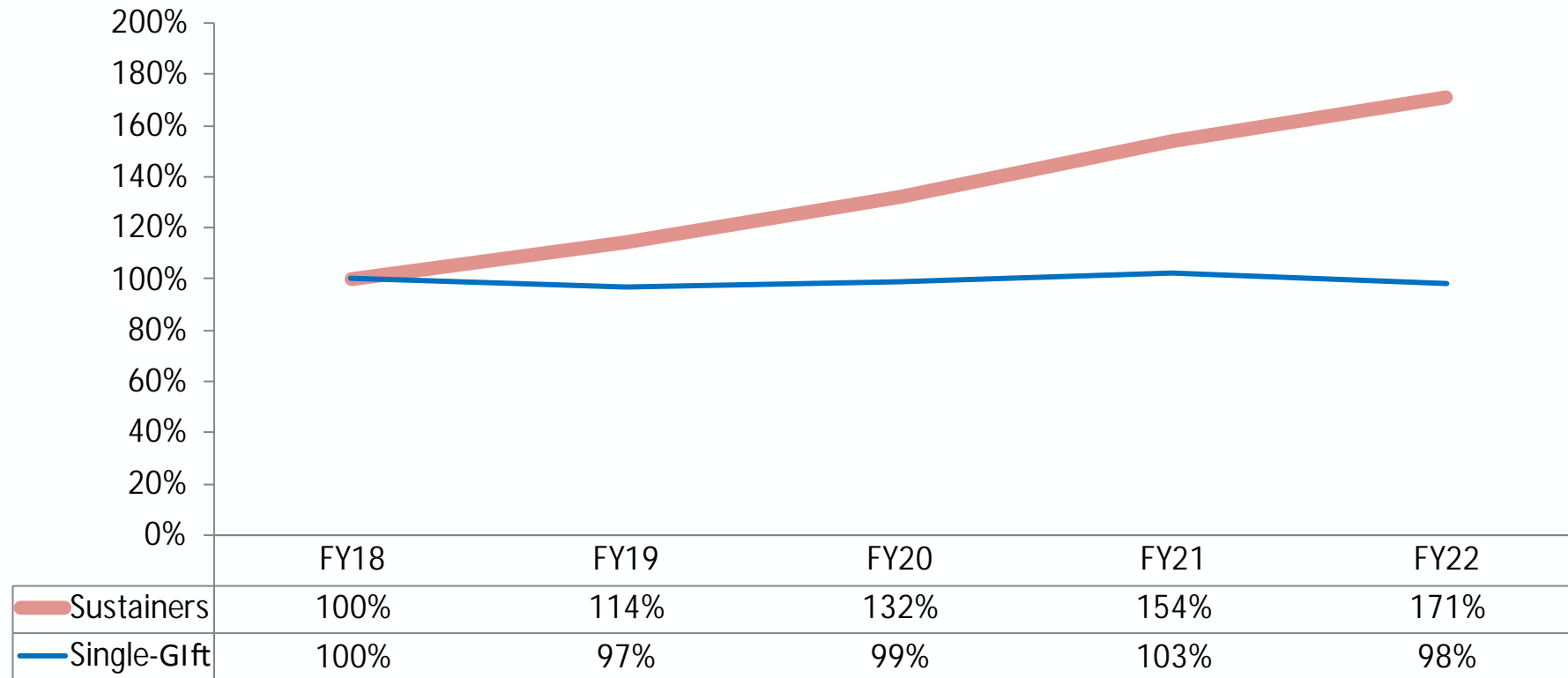
# TOTAL REVENUE \$1,200+



*Index is based on FY18 = 100. FY18-FY22 figures are based on comparisons to the FY18 performance.*



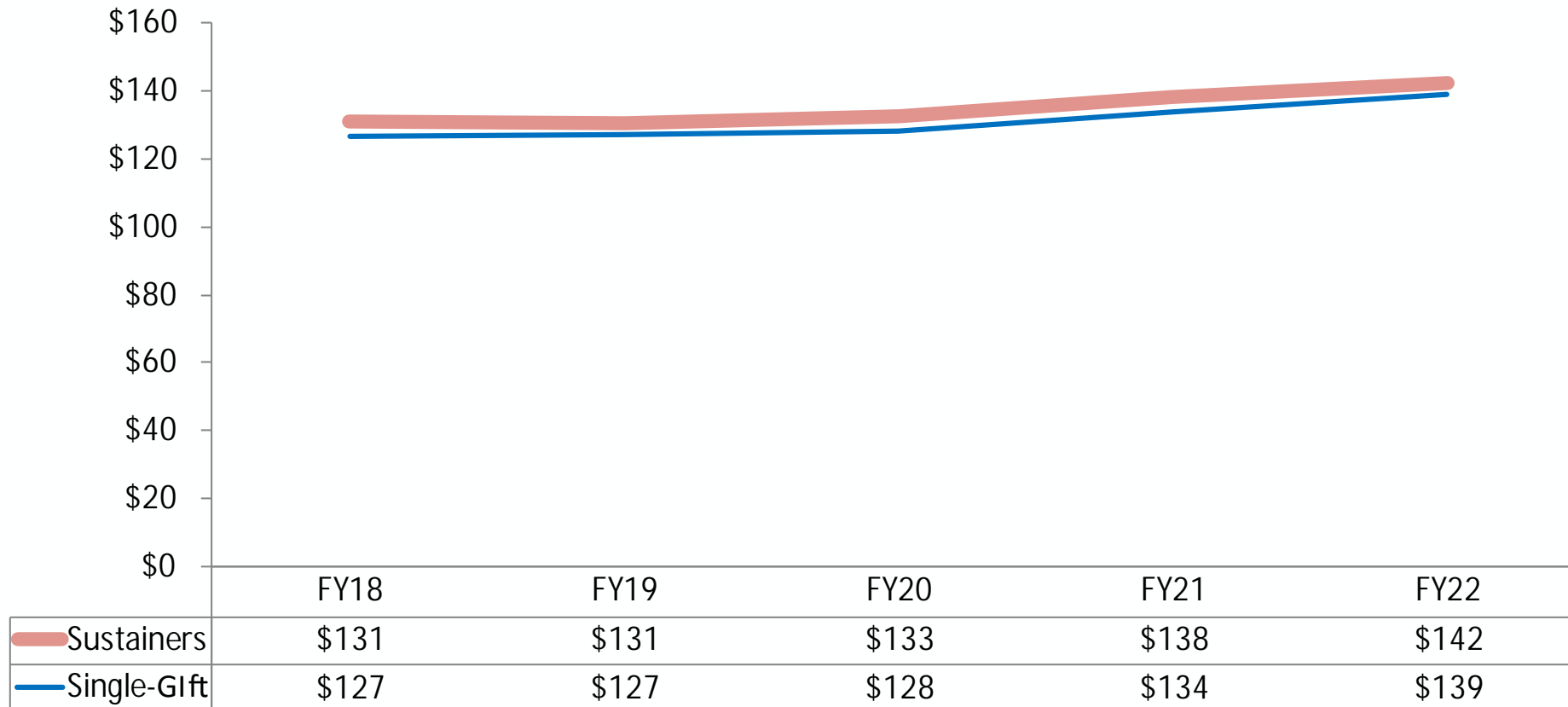
# TOTAL REVENUE UNDER \$1,200 INDEX SUSTAINERS VS SINGLE-GIFT PROGRAM



Sustainer revenue is up by over 70% since FY18, while revenue from Single-Gift programs has softened 2%.

*Index is based on FY18 = 100. FY18-FY22 figures are based on comparisons to the FY18 performance.*

# REVENUE PER ACTIVE DONOR SUSTAINERS VS SINGLE-GIFT PROGRAM



On an annual basis, Single-Gift donors are of a similar, though slightly lower value to Sustainers.



KEY PERFORMANCE METRIC

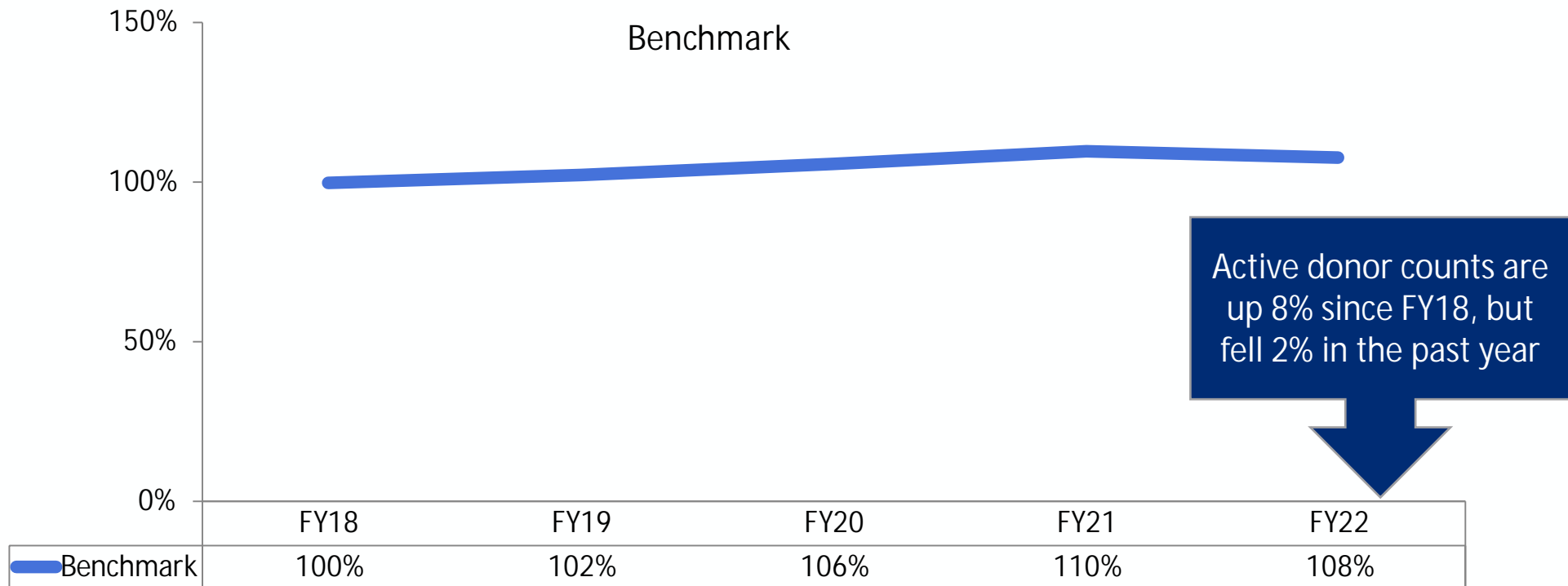
#2

DONOR FILE  
GROWTH





# ACTIVE DONOR INDEX – ALL DONORS



*Index is based on FY18 = 100. FY18-FY22 figures are based on comparisons to the FY18 performance.*

# Essential Dashboard - Donor History

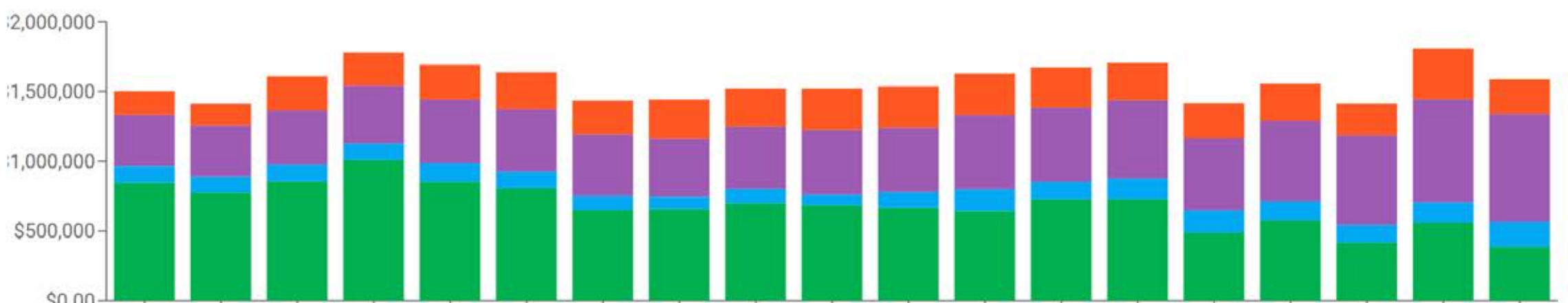
FY2022 ▾

DONORS BY AMOUNT DONOR TYPE HELP

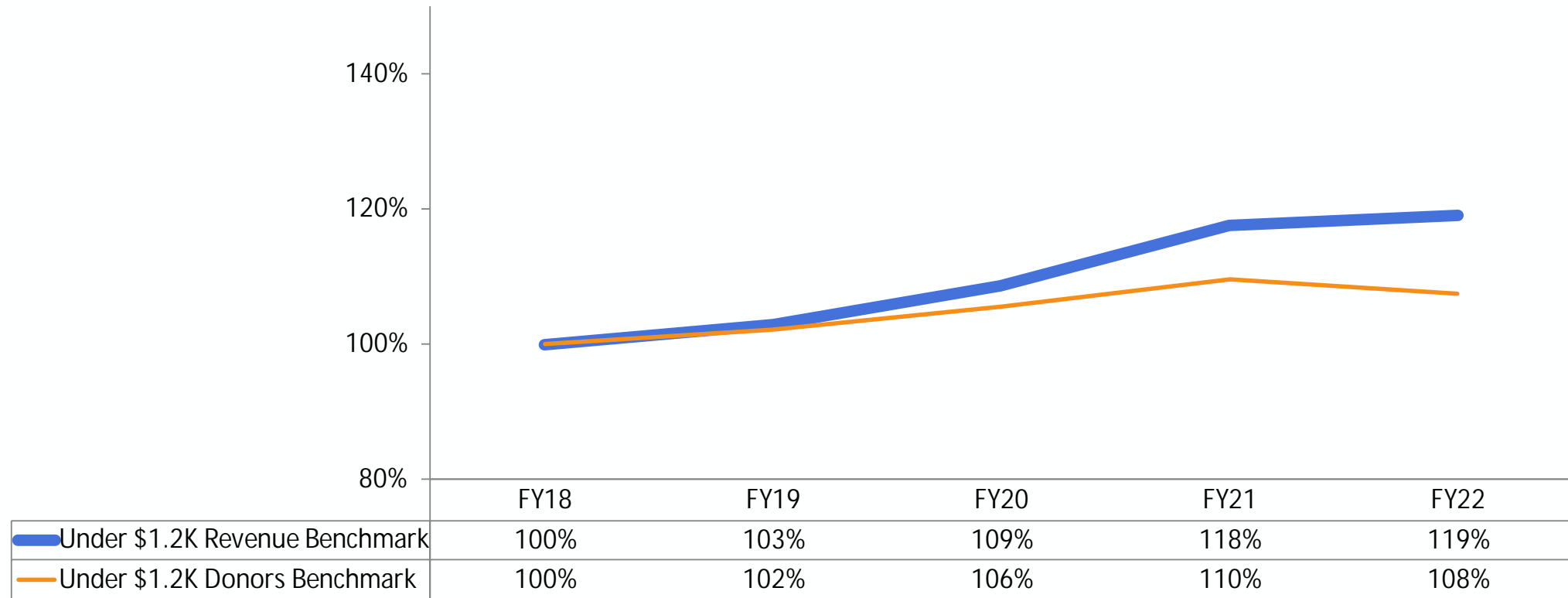
## Breakdown by Donor Type (All Donations)

Total Donors	New Donors	Recaptured Donors	Newly Lapsed	Net Change in Donors	Retention Rate
10,095	2,508	1,460	4,259	-291	59.0%

## Revenue by Donor Type



# UNDER \$1.2K REVENUE AND ACTIVE DONOR INDEX



*Index is based on FY18 = 100. FY18-FY22 figures are based on comparisons to the FY18 performance.*





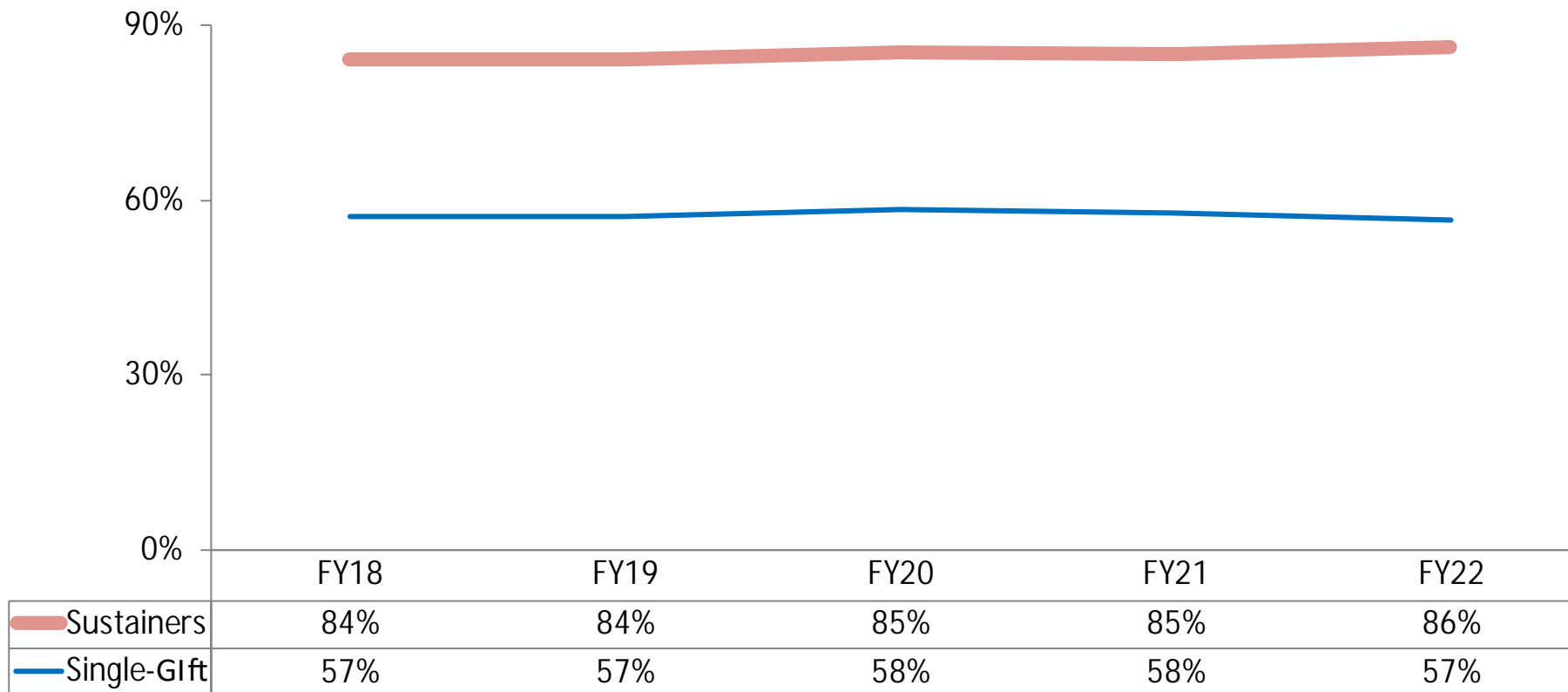
KEY PERFORMANCE METRIC

#3

DONOR  
RETENTION



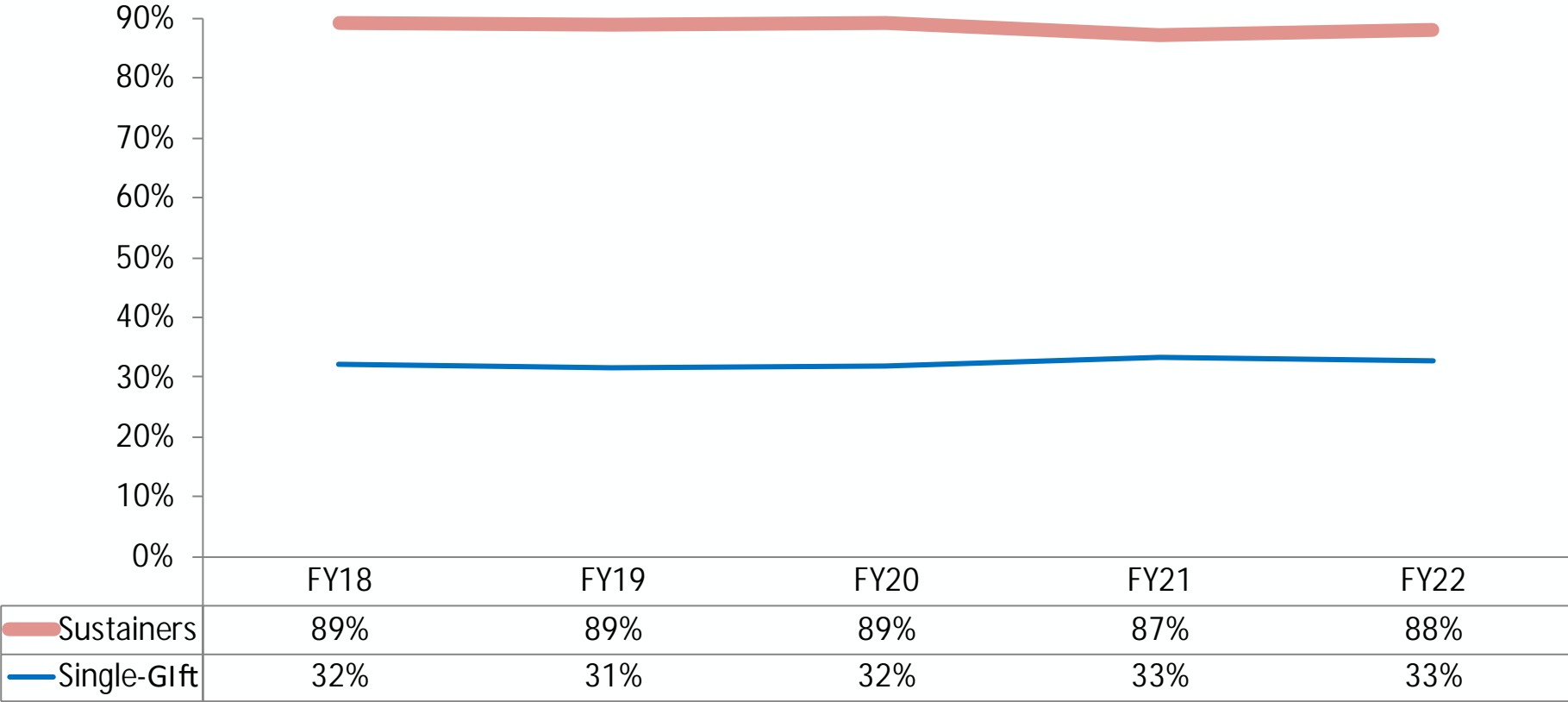
# DONOR RETENTION SUSTAINERS VS SINGLE-GIFT PROGRAM



The Average Donor Retention for Sustainers has been in the 80% to near 90% range.

For the Single-Gift Program Donors, Retention has hovered just below 60%.

# SECOND YEAR DONOR RETENTION SUSTAINERS VS SINGLE-GIFT PROGRAM

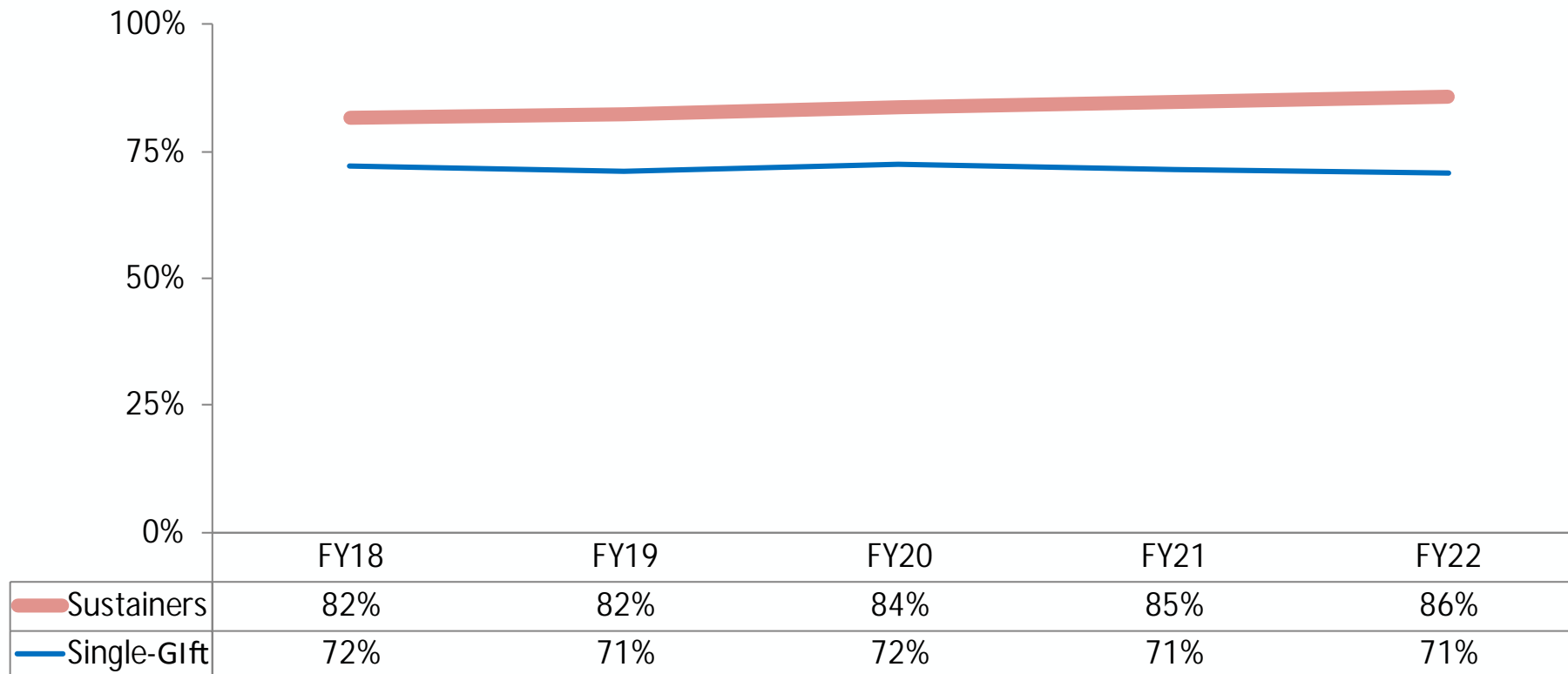


The Average Second-Year Retention Rate for Sustainers has consistently been in the range of ~ 90%!

For the Single-Gift Donors, Second-Year Retention is about 33%.



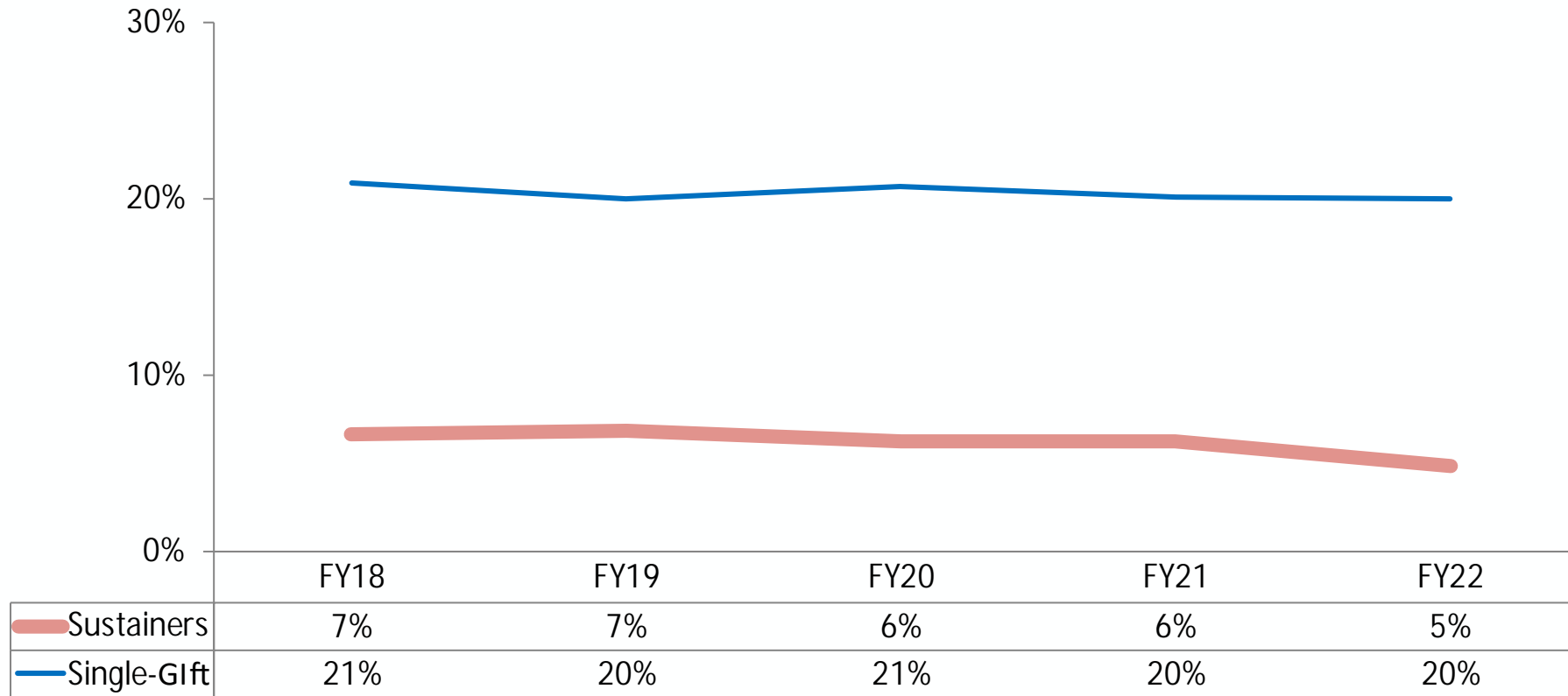
# MULTI-YEAR DONOR RETENTION SUSTAINERS VS SINGLE-GIFT PROGRAM



The Average Multi-Year Donor Retention for Sustainers, has been in the 80-near 90% range.

For Single-Gift Donors, Multi-Year Retention is in the low 70s%.

# LAPSED REACTIVATION (13-24 MONTH) SUSTAINERS VS SINGLE-GIFT PROGRAM



In FY22, Single-Gift program donors were more than four times as likely as Sustainers to reactivate if they miss a year of giving.



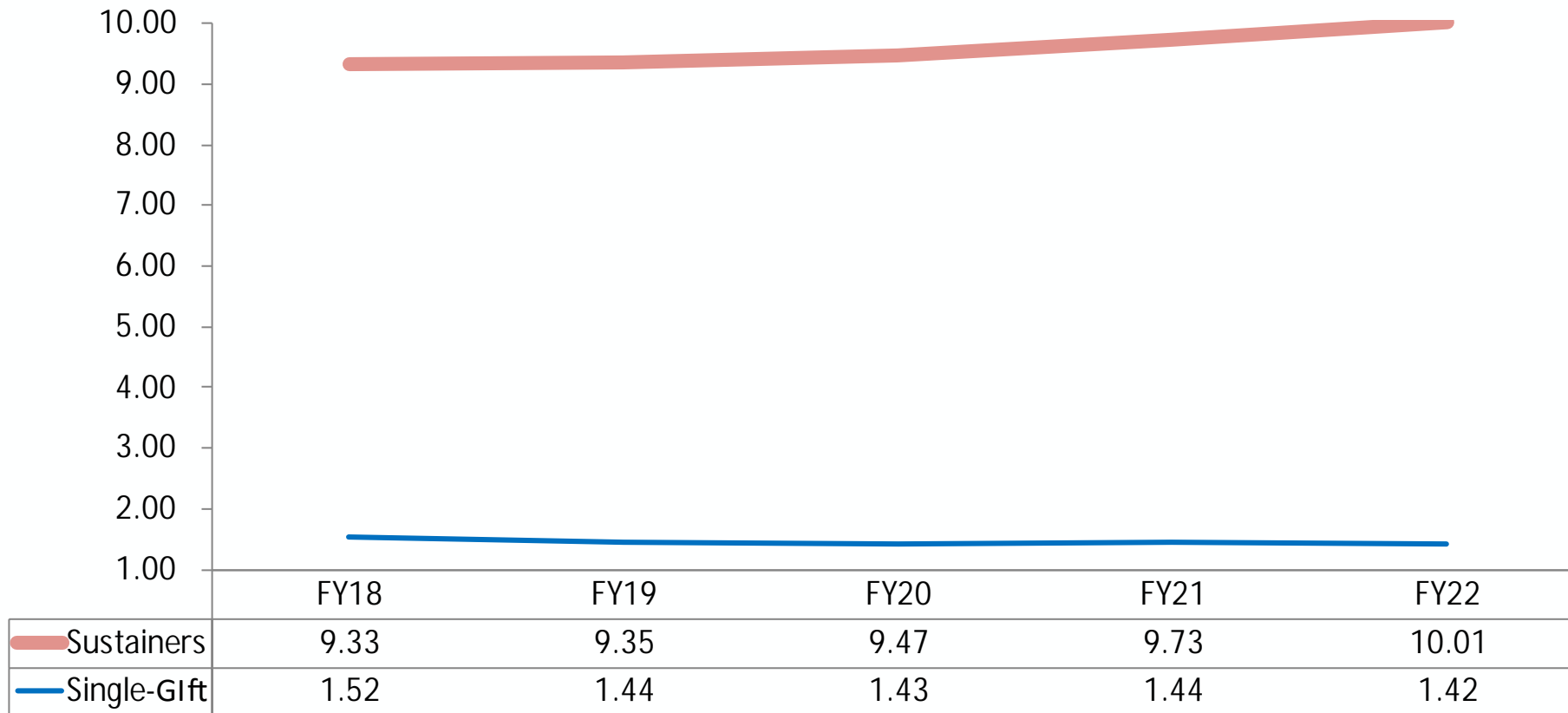
KEY PERFORMANCE METRIC

#4

GIFT  
FREQUENCY



# GIFT FREQUENCY SUSTAINERS VS SINGLE-GIFT PROGRAM



The FY22 Gift Frequency for Sustainer donors has increased steadily to around 10 gifts/year in the analysis period, compared to about 1.4 gifts/year Single-Gift donors, with FY22 Single-Gift frequency at a five-year low.





KEY PERFORMANCE METRIC

#5

AVERAGE  
GIFT



# Essential Dashboard - Donation Summary

OCT 01, 2017 - DEC 27, 2022

Allegiance 

FY2022 ▾

All Donors ▾

Filter 

- YEAR TO DATE**
- YEARLY SUMMARY
- GIFT ANALYSIS
- SUSTAINER ANALYSIS

## Key Performance Indicators (Through Dec 26)

Gross Revenue

**\$512,419**

vs. \$394,339 (+29.9%)

Recurring Revenue

**\$152,394**

vs. \$65,054 (+134.3%)

Average Gift

**\$47.41**

vs. \$53.14 (-10.79%)

Total Gifts

**10,809**

vs. 7,421 (+45.7%)

Donors

**5,249**

vs. 4,716 (+11.3%)

Gifts/Donor

**2.059**

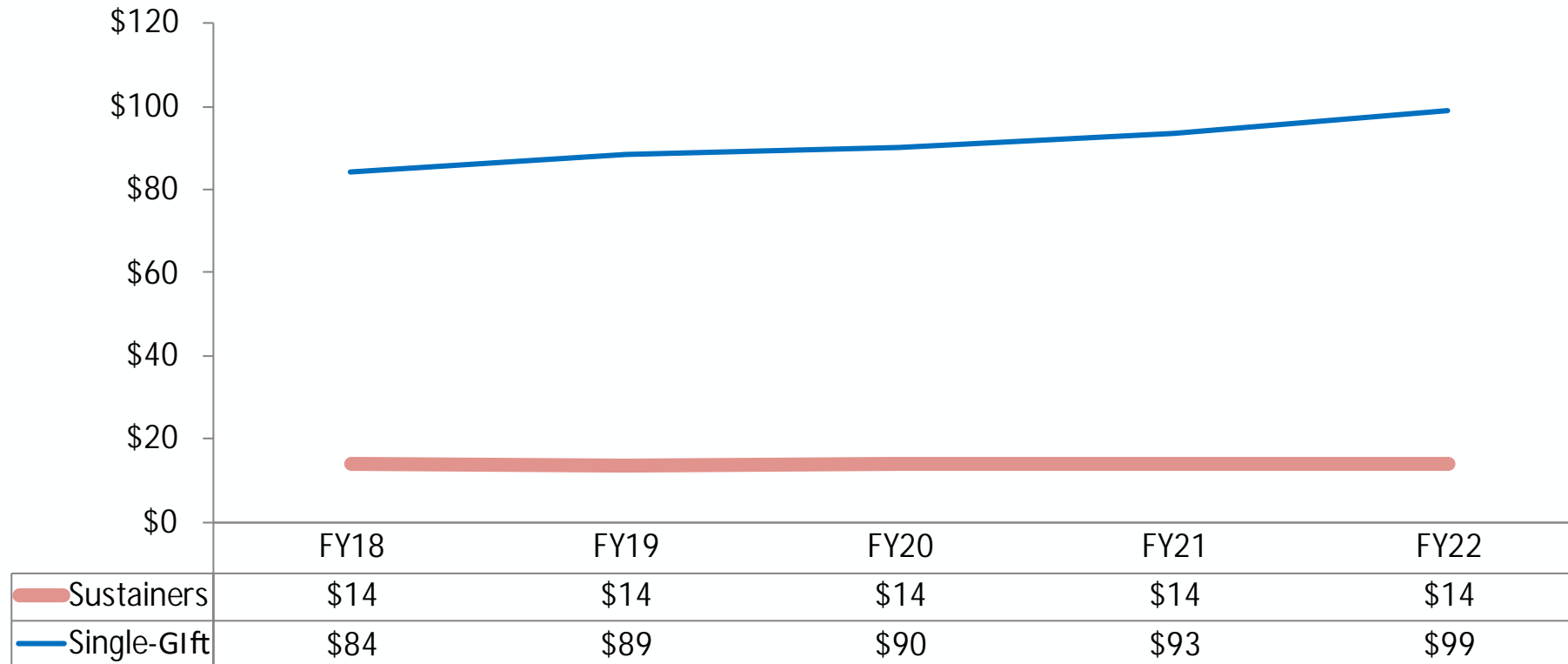
vs. 1.574 (+30.9%)

Revenue/Donor

**\$97.62**

vs. \$83.62 (+16.7%)

# AVERAGE GIFT SUSTAINERS VS SINGLE-GIFT PROGRAM



The average Single-Gift size has steadily increased from the low \$80s to the high \$90s over the analysis period, compared to a consistent average of \$14 for Sustainers.



KEY PERFORMANCE METRIC

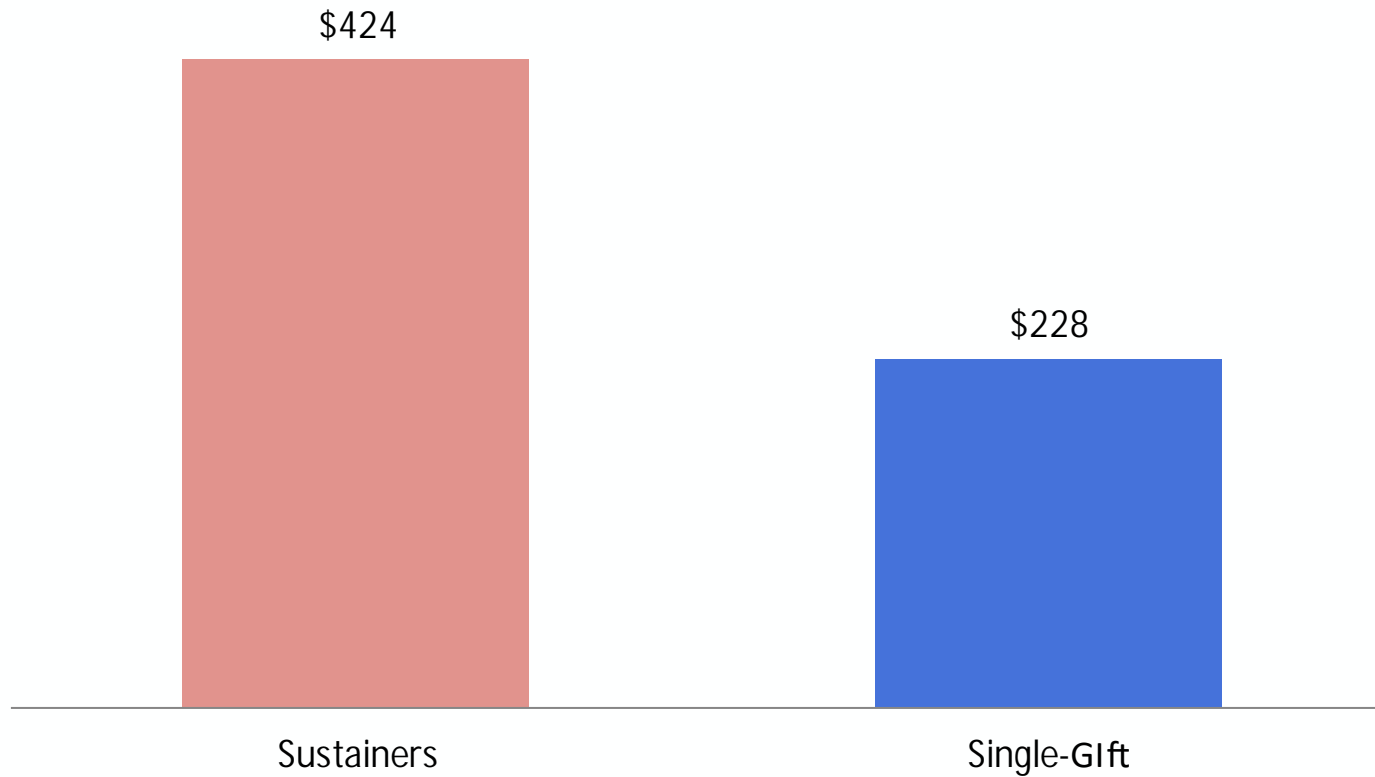
#6

DONOR  
VALUE



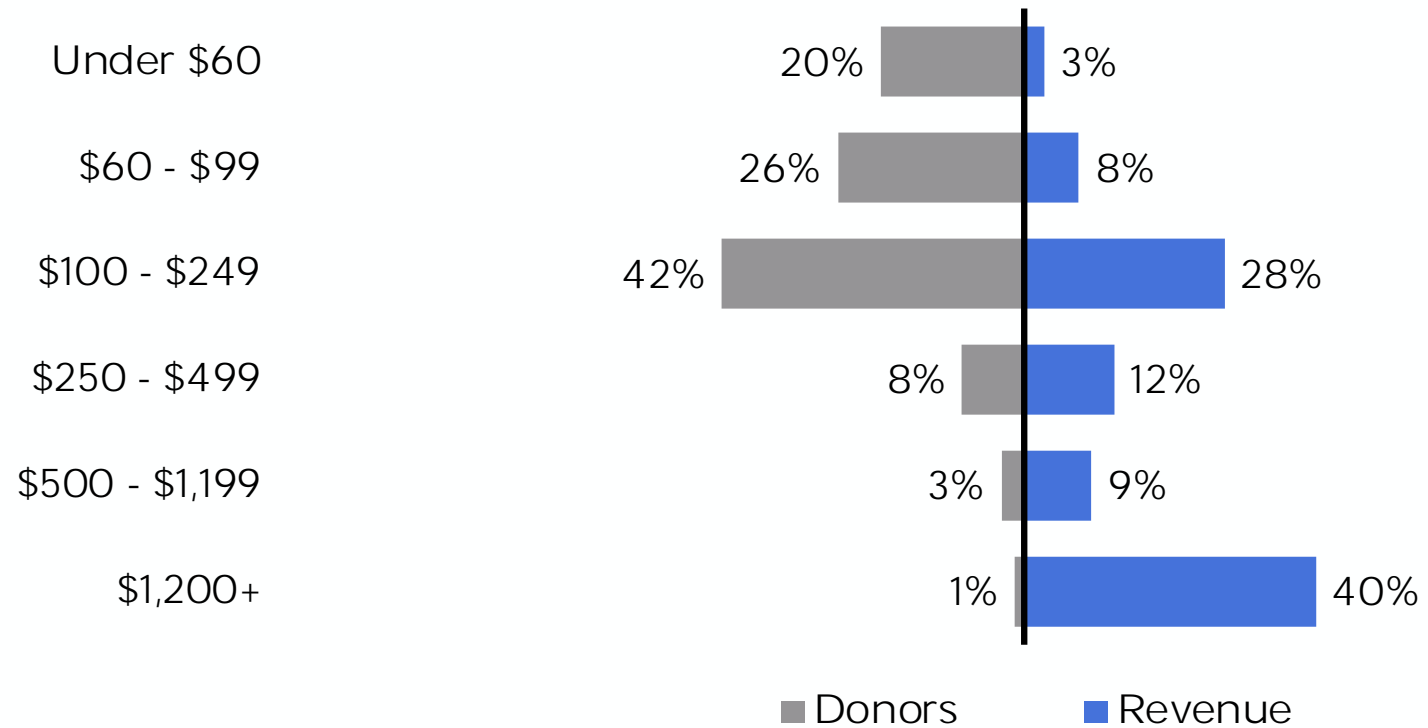


# 5-YEAR DONOR VALUE SUSTAINERS VS SINGLE-GIFT PROGRAM



The Five-Year Value of a Sustainer Donor is nearly 1.9 times as valuable as the Five-Year Value of a Single-Gift Donor.

# FY22 CUMULATIVE ANNUAL VALUE MIX - ALL DONORS





KEY PERFORMANCE METRIC

#7

COST TO  
ACQUIRE



# COST TO ACQUIRE

Qty	Total Cost	# Gifts	Gross Rev	% Resp	Net Rev	Net Cost to Acquire
13,216	\$11,060	147	\$7,740	1.11%	(\$3,320)	(\$22.59)
60,805	\$36,047	395	\$18,620	0.65%	(\$17,427)	(\$44.12)



2023



# FY23 TREND SUMMARY

	Overall Revenue	Under \$1.2K Revenue*	Sustainer Revenue	Active Donors	New Donors
MEDIAN	3%	1%	7%	-3%	-16%
AVERAGE	8%	1%	9%	-2%	-17%

---

# TOOLS YOU CAN USE TO TRACK YOUR STATION'S PERFORMANCE

1. Essential Dashboard
2. Strategic Growth Analysis

# Incorporating findings into your own fundraising plans



---

# WHAT DOES THE NEXT FISCAL YEAR HOLD?

1. How has year-on-year revenue been trending for the past four years, and where are you expected to end this fiscal year?
2. Have you acquired/renewed fewer donors this year? What impact will that have on revenue in the upcoming fiscal year?
3. What is your cost to acquire/retain a donor? Use this metric to project the necessary investment for next year's activities. And based on Rev/Donor, project future income from this segment in year 2 to help make your case with your CEO/CFO.



---

# WHAT DOES THE NEXT FISCAL YEAR HOLD?

4. Are certain segments of your file experiencing uncharacteristic declines in donor retention? Does that segment account for a large number of donors? Revenue? What actions will you take to try and turn the tide?
5. Have you seen changes in gift frequency and/or the size of the average gift? What tests can you implement in future campaigns to address any declines?
6. Do you have plans to take advantage of Giving Tuesday and Calendar Year End?



# THANK YOU

[dmerlino@teamallegiance.com](mailto:dmerlino@teamallegiance.com)

[bjones@teamallegiance.com](mailto:bjones@teamallegiance.com)



TEAMALLEGIANCE.COM