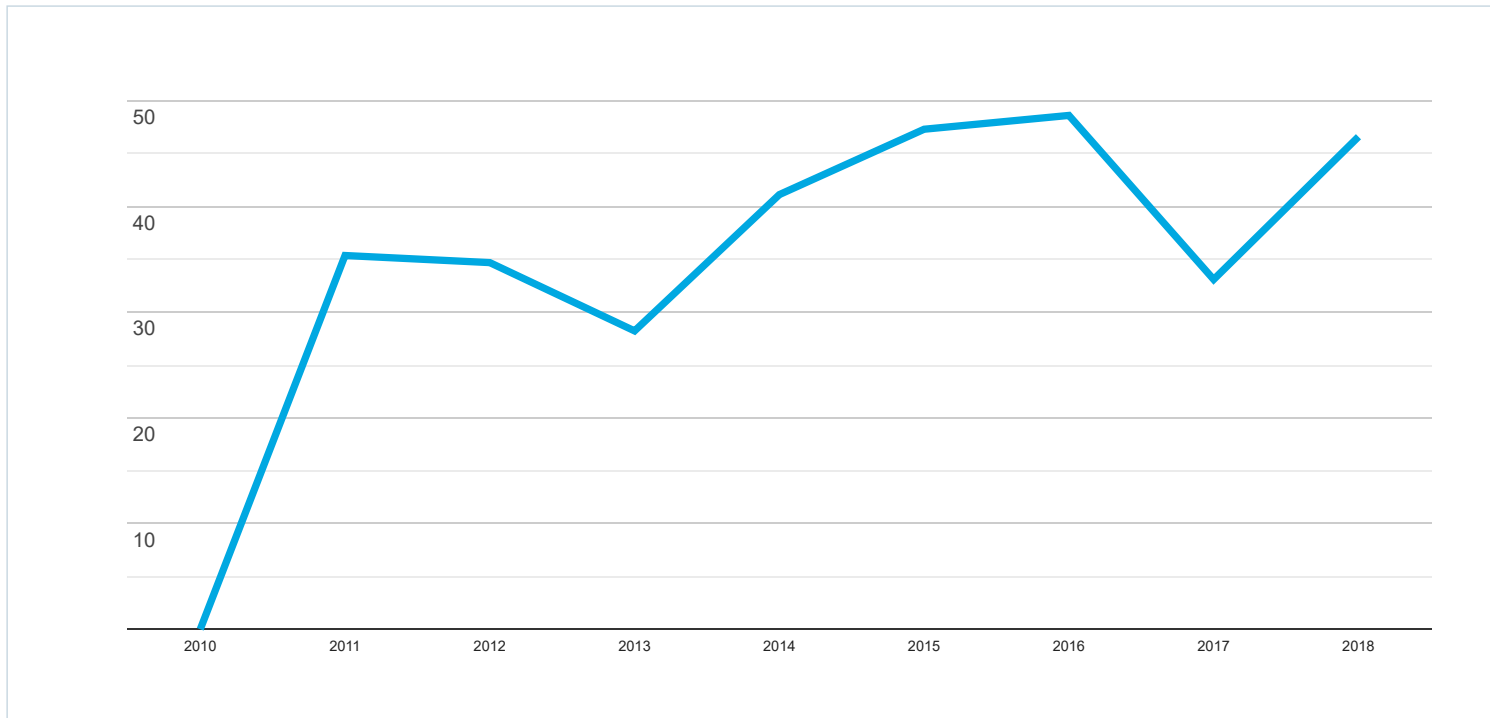




### Donor Retention Rate

Donor Retention Rate  
**47%**  
in 2018  
41%



## Simple Fundraising Analytics for Nonprofits

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