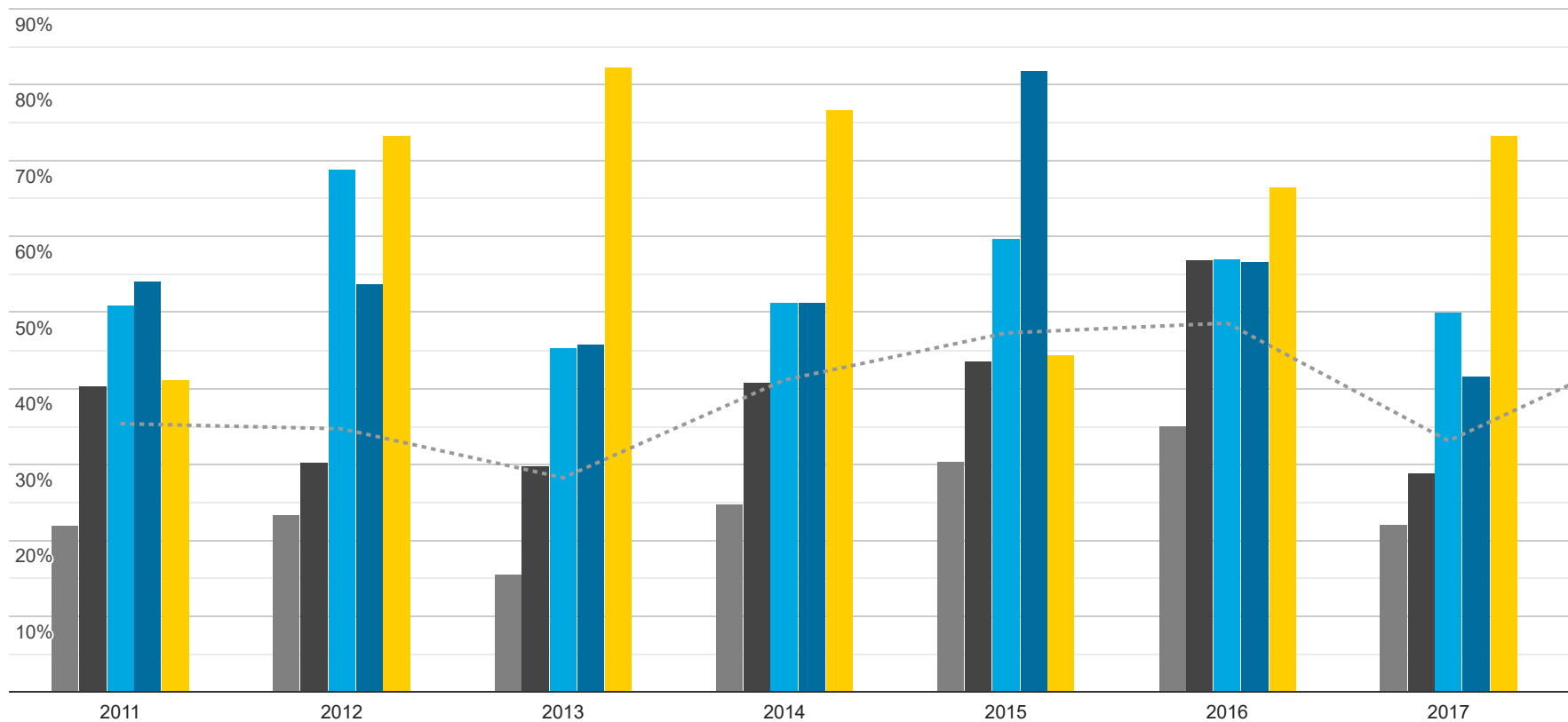




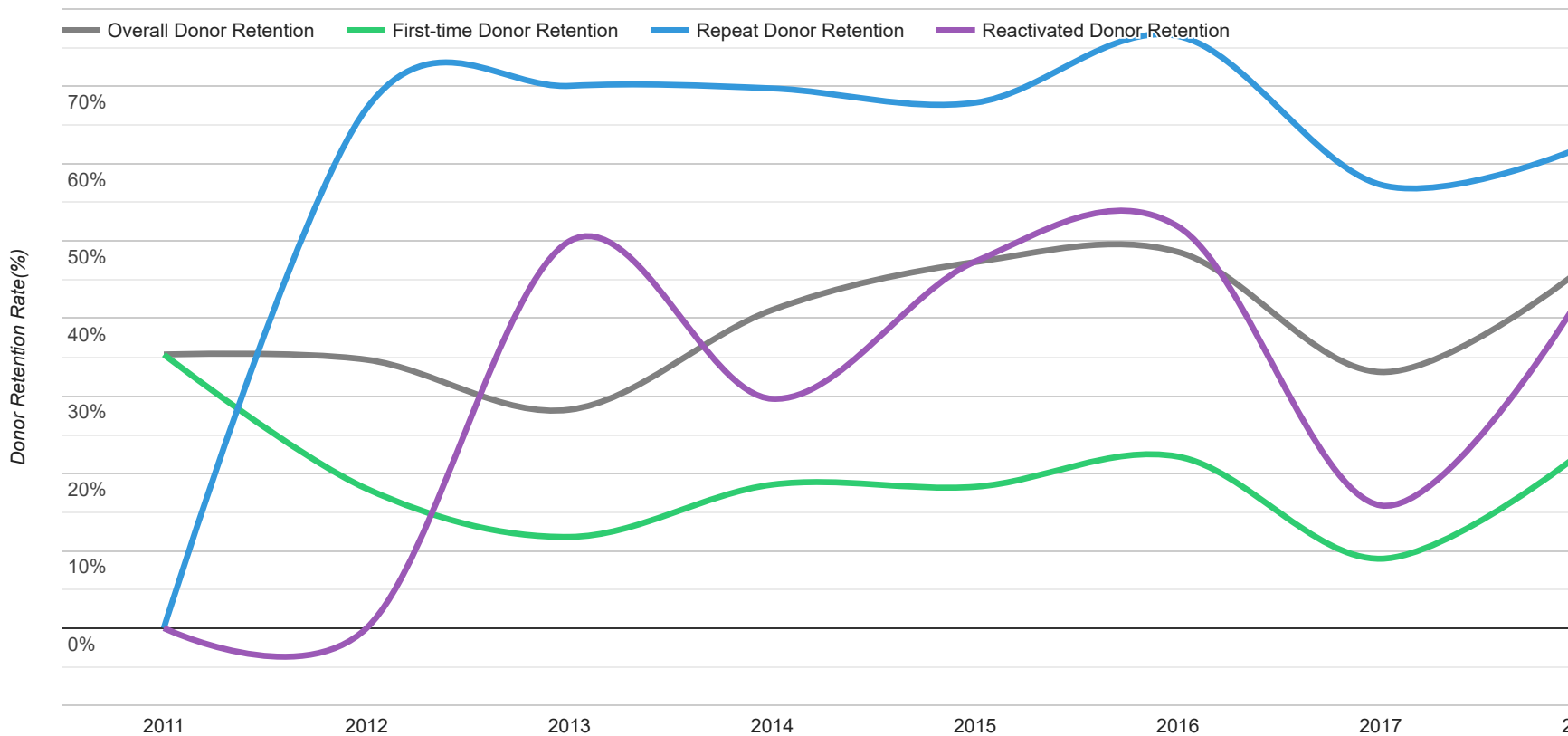
# Retention Dashboard

Under \$100 \$100 to \$250 \$250 to \$1,000 \$1,000 to \$5,000 \$5,000 and above Under \$100 \$100 to \$250 \$250 to \$1,000 \$1,000 to \$5,000 \$5,000 and above

## Retention Rate

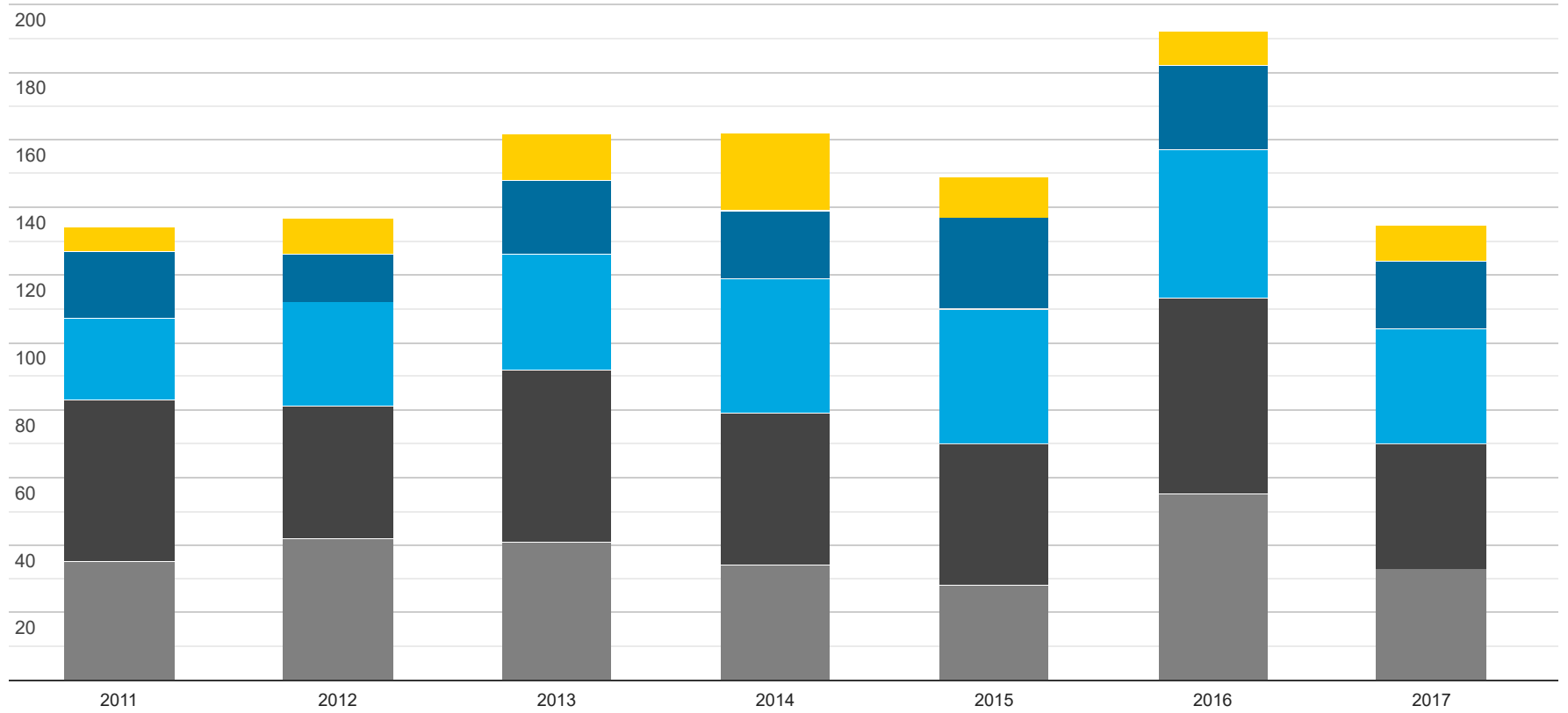


# Segmented Retention Rate



Year ▲	Overall Donor Retention	First-time Donor Retention	Repeat Donor Retention	Reactivated Donor Retention
2011	-65%	35%	0%	0%
2012	-65%	18%	67%	0%
2013	-72%	12%	70%	50%
2014	-59%	19%	70%	30%
2015	-53%	18%	68%	47%
2016	-51%	22%	77%	52%
2017	-67%	9%	57%	16%
2018	-53%	23%	62%	43%

# Retention Overview



Year ▲	Total Donations Retained (\$)	# of Retained Donors
2011	\$119,384.00	134
2012	\$270,789.00	137
2013	\$509,569.00	162
2014	\$414,539.00	162
2015	\$413,547.00	149
2016	\$327,084.00	192
2017	\$268,025.00	135
2018	\$306,398.00	123

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## Simple Fundraising Analytics for Nonprofits

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