

STATE OF THE INDUSTRY

FALL 2022



FNDRSNG





STATE OF THE INDUSTRY

This report shows industry averages & trends of giving from data collected during Fall donation drives across the U.S. & Canada.

IMPORTANT DATA TAKEAWAYS:

\$351.⁹²

THE AVERAGE VALUE* PER DONATION

*INCLUDES LARGE DONATIONS AND MATCHING FUNDS

\$202.⁰²

THE AVERAGE VALUE* NON-MAJOR GIFTS

*MONTHLY GIFTS ANNUALIZED

\$2216.⁴¹

THE AVERAGE VALUE* MAJOR GIFTS

*GIFTS ABOVE \$1000+

Major Giving Ratio

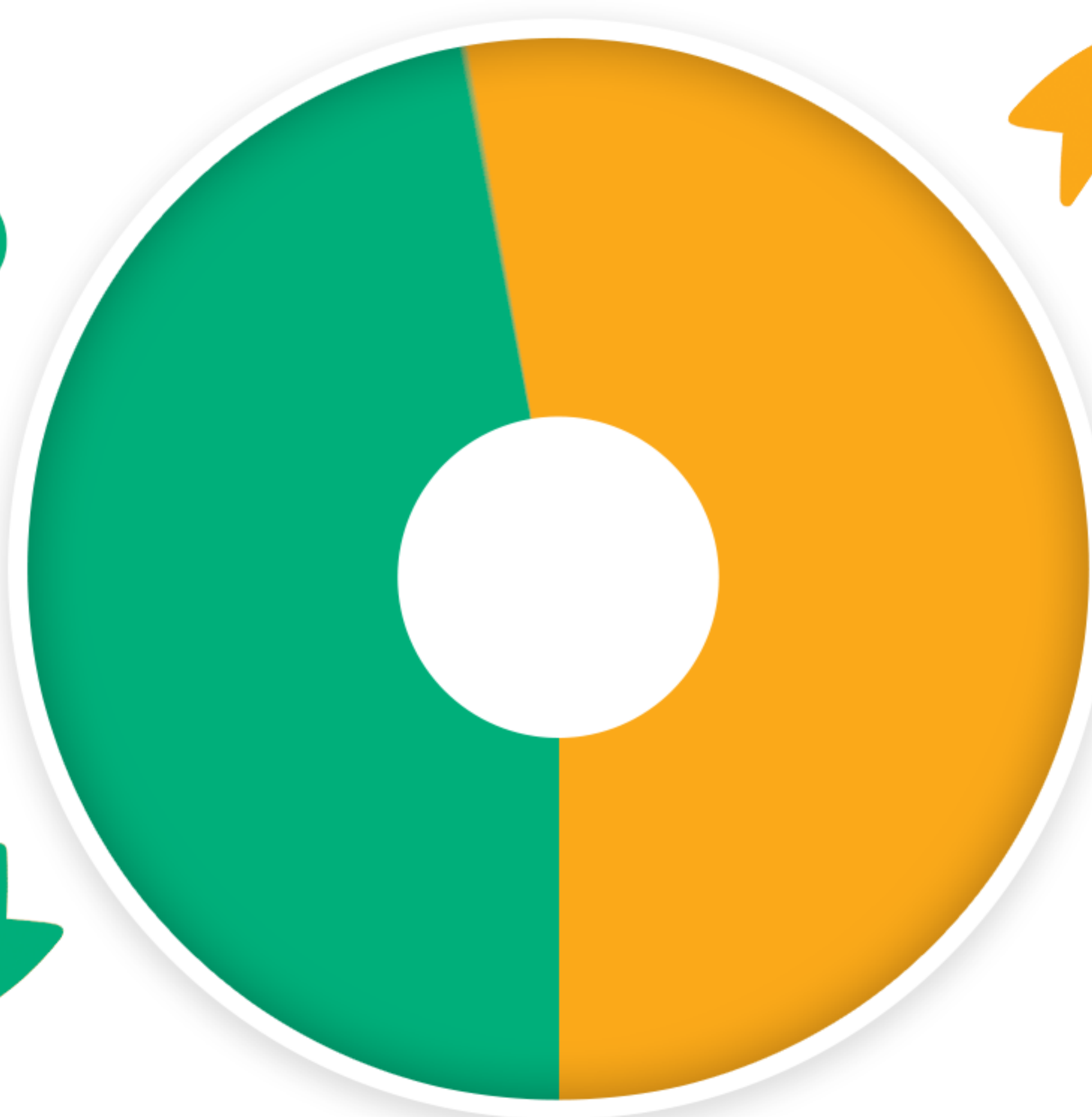
100K:25:250

To raise 100k of operating budget, you need approximately 21 major gifts and 263 non-major gifts.

Takeaway:

Use the 10:1 ratio when using matching funds.

46.9%
GIFTS OF OVER \$1000+



53.1%
SMALL DONATIONS MADE UP THE REST



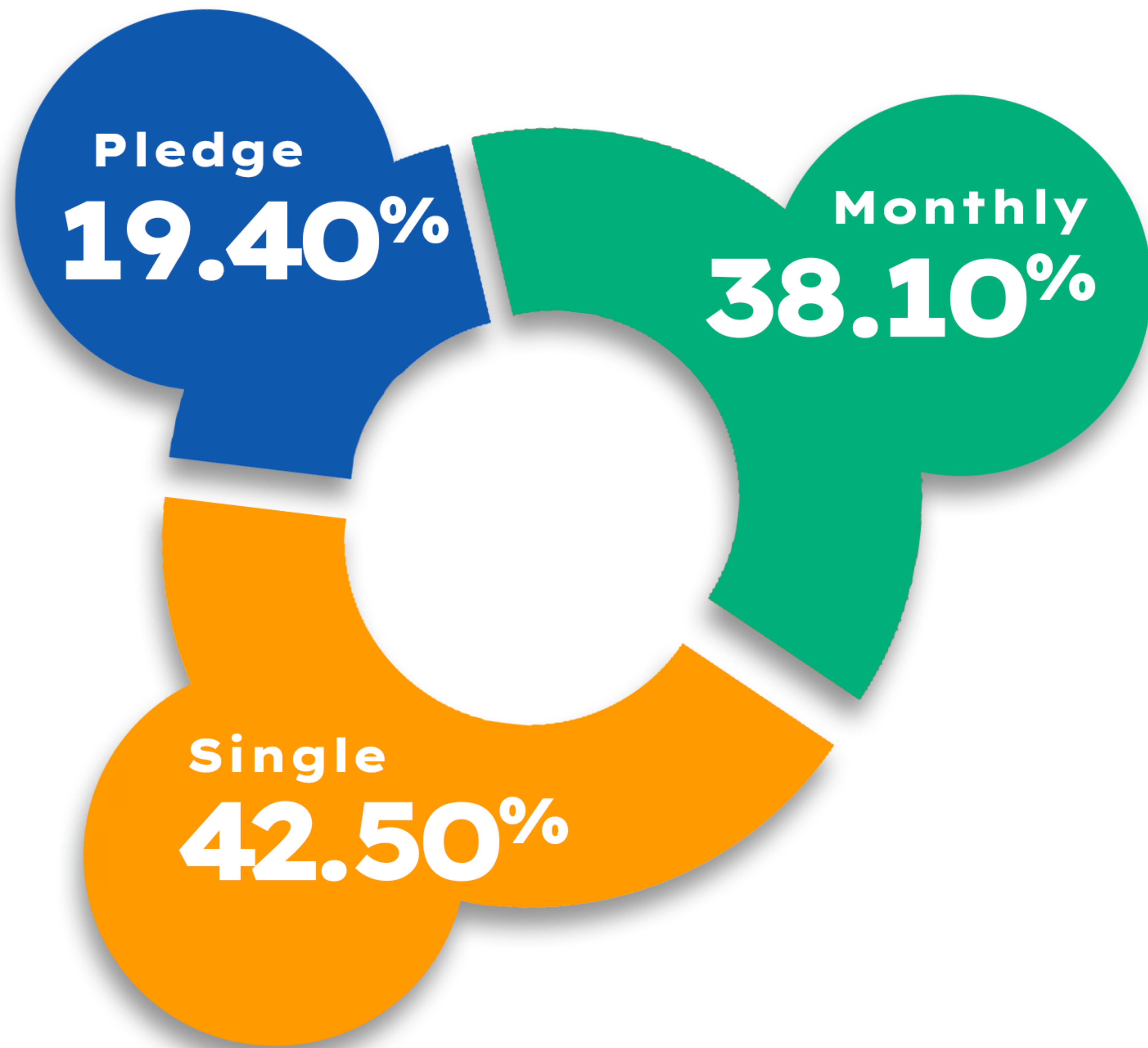
GIVING BY TYPE

*annualized \$ value

How much did single, monthly, and pledge gifts contribute to drive success?

Our fall drive numbers indicate single gifts made up the largest category for dollars donated during the drive.

Monthly gifts, which includes increases, may have fallen due to economic pressures. We'll analyze this further in the upcoming spring data.



“It has almost felt easier to get a \$1000 single gift than a \$30/mo gift.”

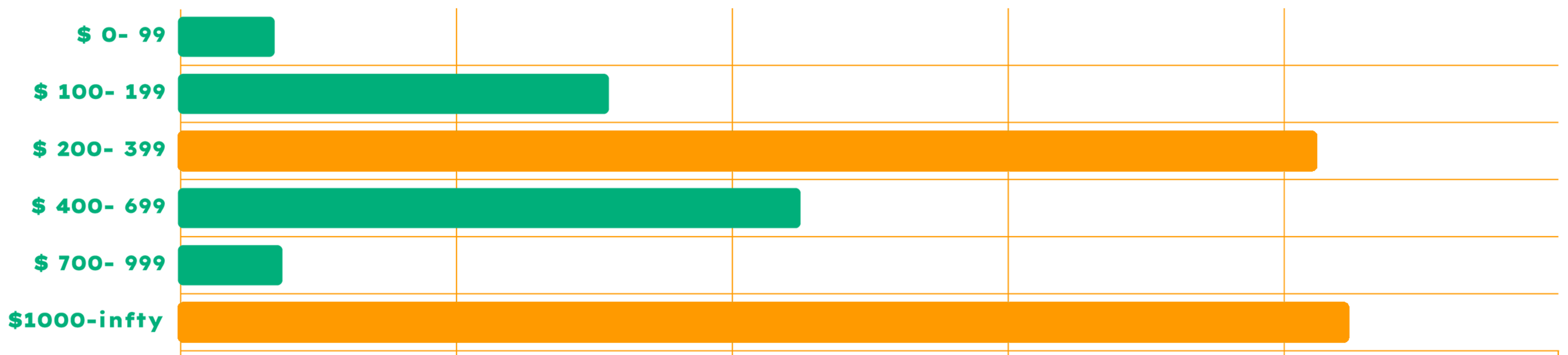
-Dave Kirby, Vidare Creative





TOTAL \$ RAISED BY GIFT SIZE

*monthly gifts annualized



**Don't bargain with God. Be direct.
Ask for what you need.**

Matthew 7:7 ESV "Ask, and it will be given to you; seek, and you will find; knock, and it will be opened to you."

There is clear grouping across all data sets of the small steps believers are taking through the support of CMB ministries. The on-air requests for specific amounts around monthly and single gifts show a strong interaction between what is requested on the air and what is given to the stations.

TAKEAWAYS:

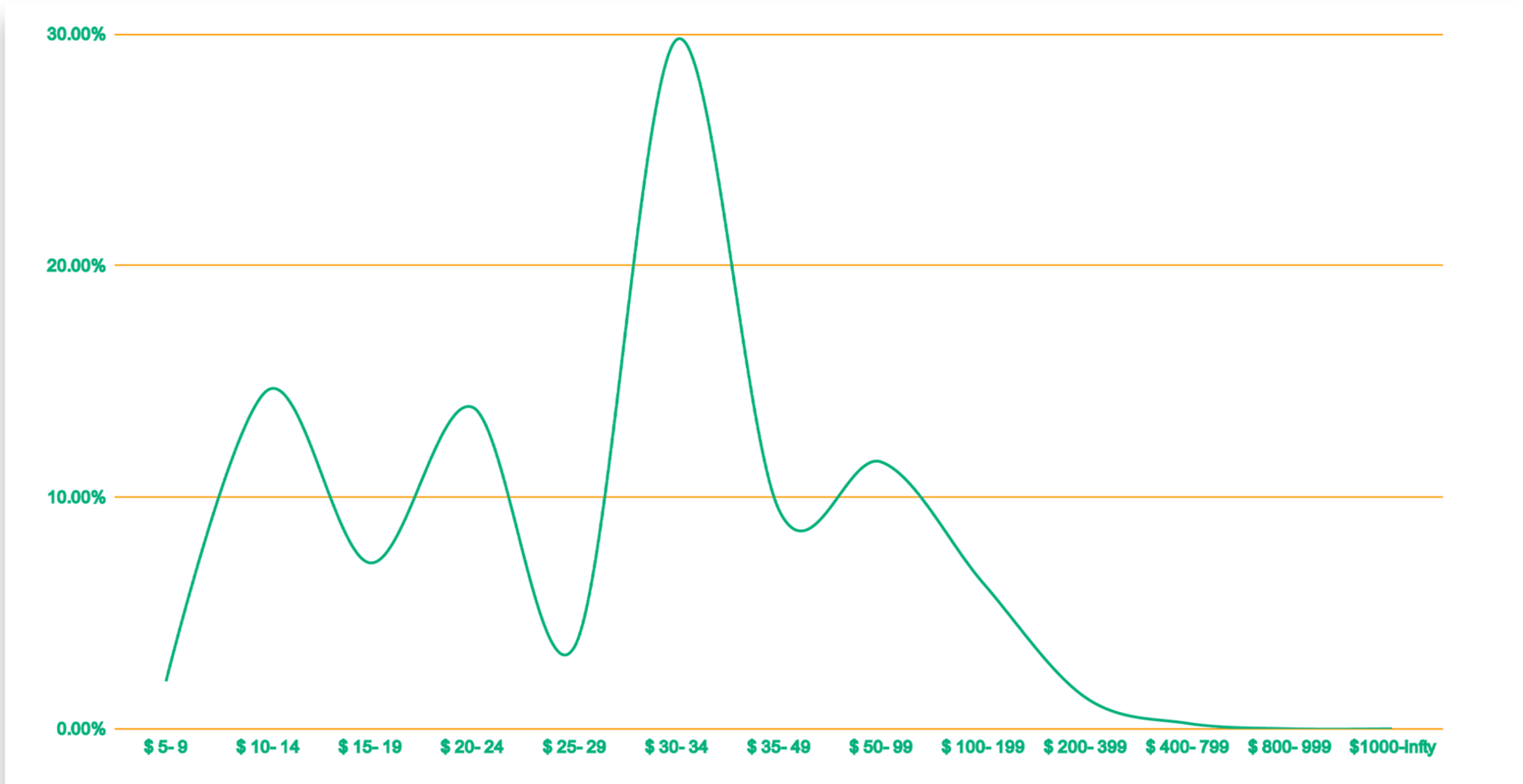
- Don't bargain with God: Be Bold. Donors resonate with your brand messaging.
- Be direct: Clearly communicated requests are honored by donors.
- Ask for what you need: There is clear discipleship happening between the station and donors.



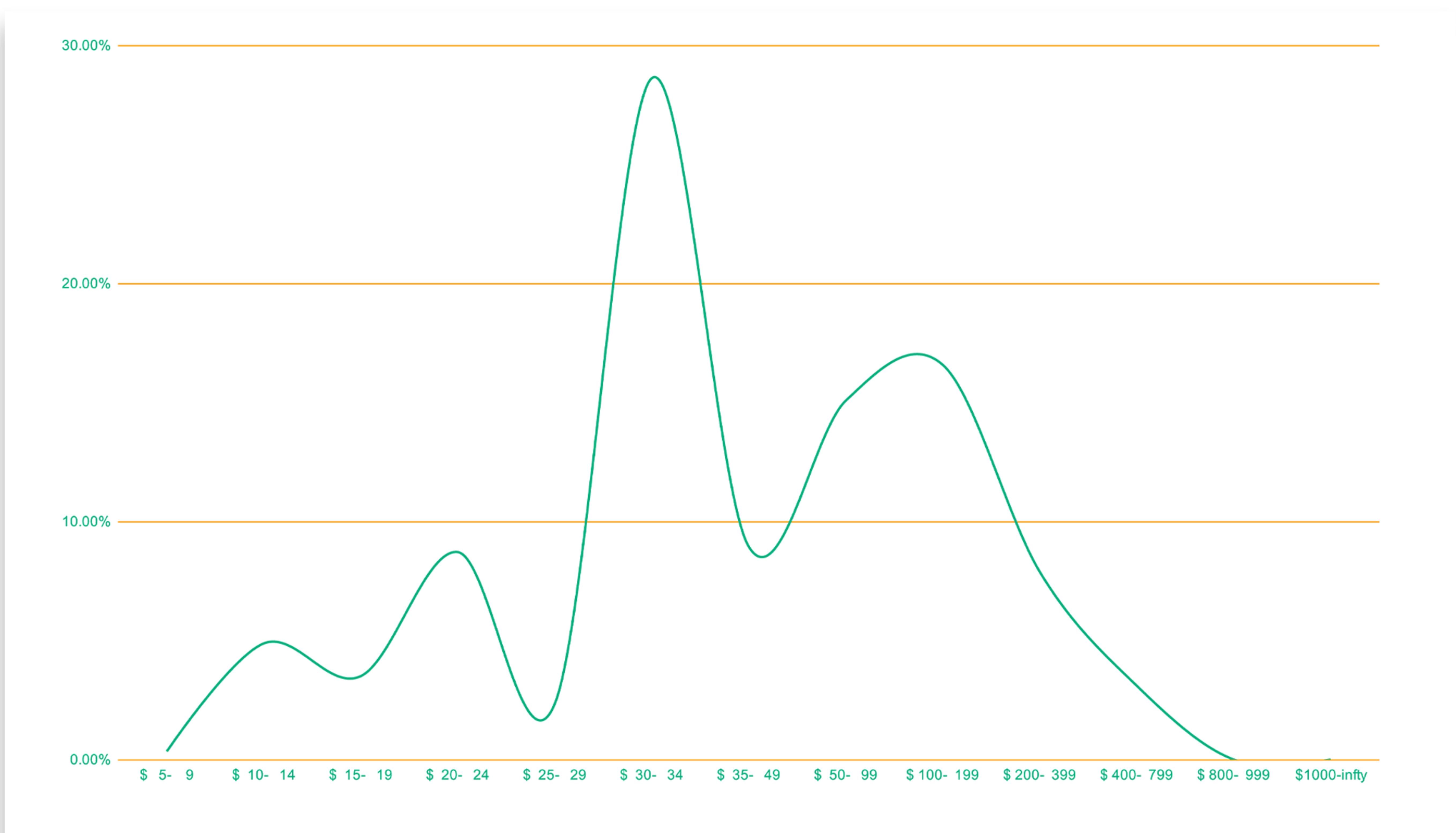
YOU GET WHAT YOU ASK FOR

CASE STUDY: MONTHLY GIVING LEVELS

BY COUNT



BY RAISED

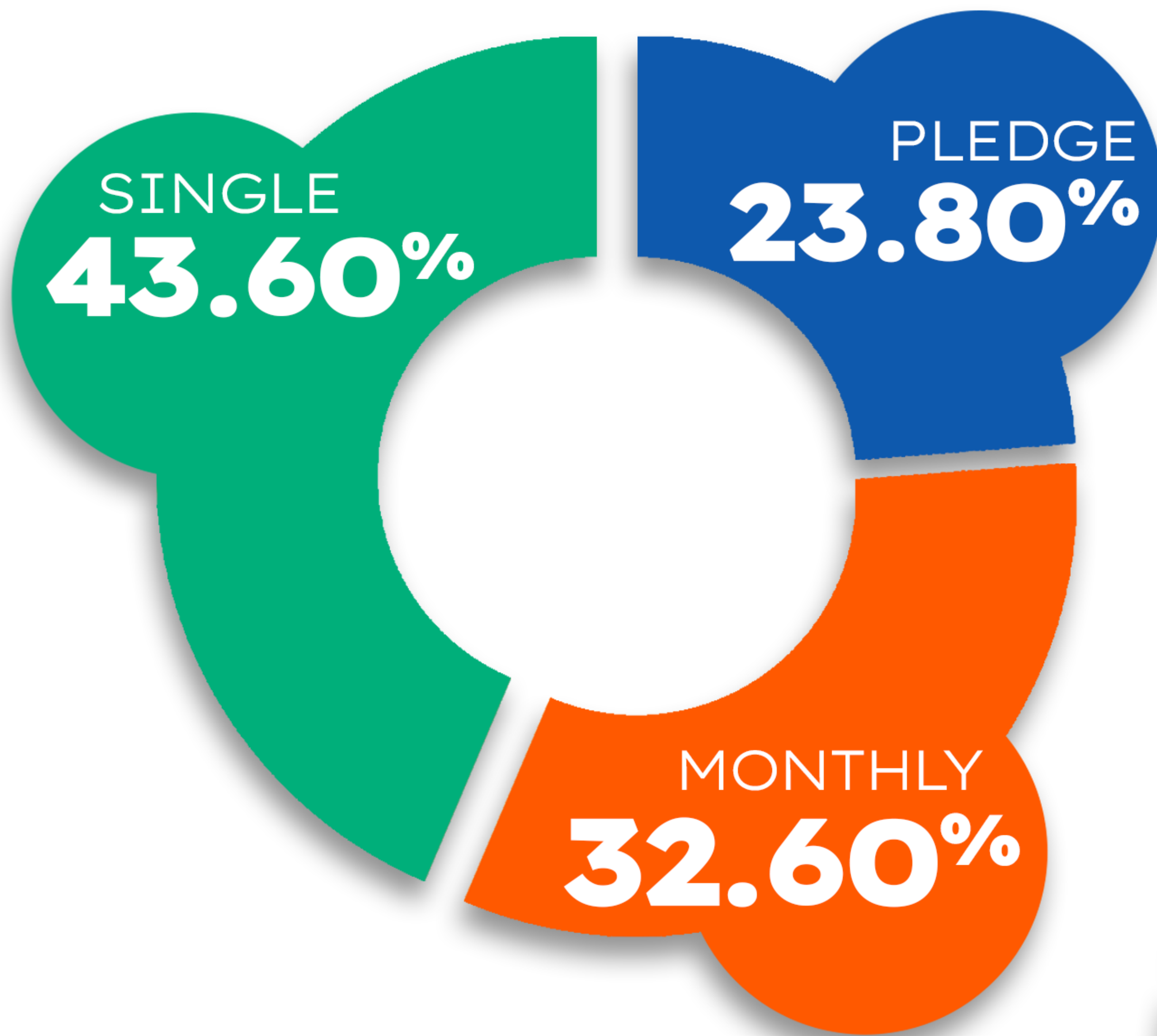


THE MOST COMMONLY REQUESTED LEVEL IS \$30/MO.

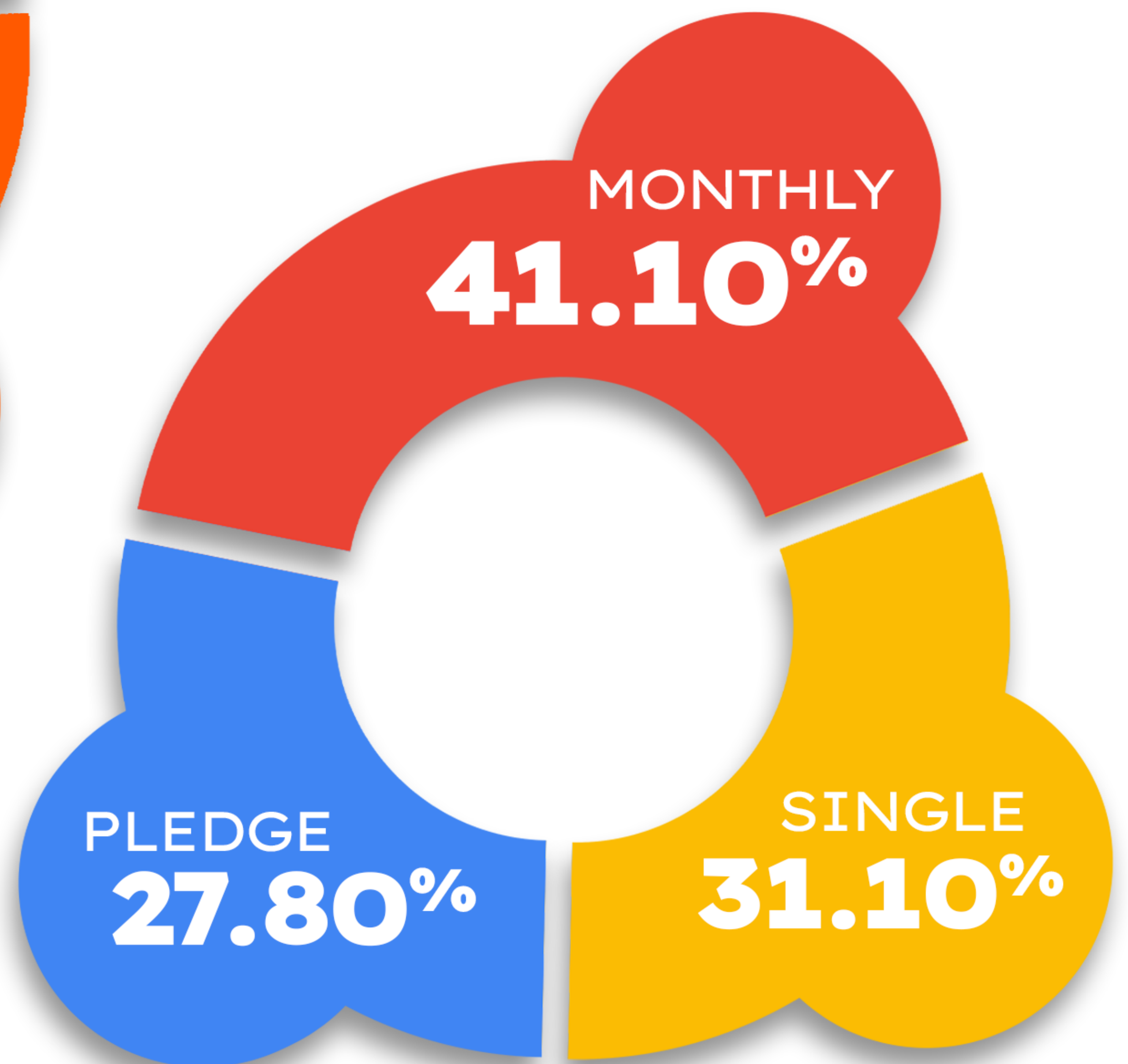


FIRST TIME DONORS

FIRST TIME DONORS COUNT BY GIFT TYPE



FIRST TIME DONOR \$ VALUE BY GIFT TYPE



47.5% of monthly giving during a drive comes from first time donors.



WHY LISTENERS GAVE



Within donor testimonies, these words were used most frequently to describe why they gave.



METHODOLOGY

Data for the State of the Industry report is from our FNDRSNG clients, comprising 12 stations and approximately 14,000 gifts.

If you would like to see where your ministry ranks in the industry, give us a call.

Your anonymous data could help the State of the Industry report become more robust and representative for the next drive season.

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