



NONPROFIT LEADERSHIP CENTER

Grow Giving with Gratitude: How to
Relentlessly Build Relationships to Drive Donations

Category	Number		Staff Mgr	Stewardship Opportunities
\$100,000+				
\$50,000-\$99,999				
\$25,000-\$49,999				
\$10,000-\$24,999				
\$7,500-\$9,999				
\$5,000-\$7,499				
\$2,000-\$4,999				
\$1,000-\$1,999				
\$500-\$999				
Where's your Pareto line? Your 80/20 or 90/10				
Organization 1 - Large: \$10M				
Category	Number		Staff Mgr	Stewardship Strategy
\$100,000+	4			
\$50,000-\$99,999	5			
\$25,000-\$49,999	16			
\$10,000-\$24,999	55			
\$7,500-\$9,999	13			
	93	3%		
\$5,000-\$7,499	65	6%		
\$2,000-\$4,999	298	17%		
\$1,000-\$1,999	745	45%		
\$500-\$999	1483	100%		
	2684			
Organization 2 - Mid-size: \$1M				
Category	Number			
\$100,000+	2			
\$50,000-\$99,999	1			
\$25,000-\$49,999	3	2%		
\$10,000-\$24,999	7			
\$5,000-\$9,999	16			
	29	10%		
\$1,000-\$4,999	106	49%		
\$500-\$999	72	74%		
\$250-499	71	100%		
	278			



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	Count	Amount			
# DONATIONS					
# DONORS					
Gifts/Donor					
Avg Gift					
FILE RETENTION					
NEW DONORS					
AVG NEW GIFT					
RENEWED DONORS					
RETAINED DONORS					
LOST DONORS					
OVERALL RETENTION					
	Count	Amount	Percent	Avg Gift	Visits
\$1-249					
\$250-499					
\$500-999					
\$1000-4999					
\$5000-9999					
\$10,000+					
SUM					