

Data Strategy Forum 2021



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Hot Topic Chat with Group Participation (1:30 pm to 2:00 pm)

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NEW RESEARCH — NEW-TO-FUNDRAISING DONORS DURING THE PANDEMIC



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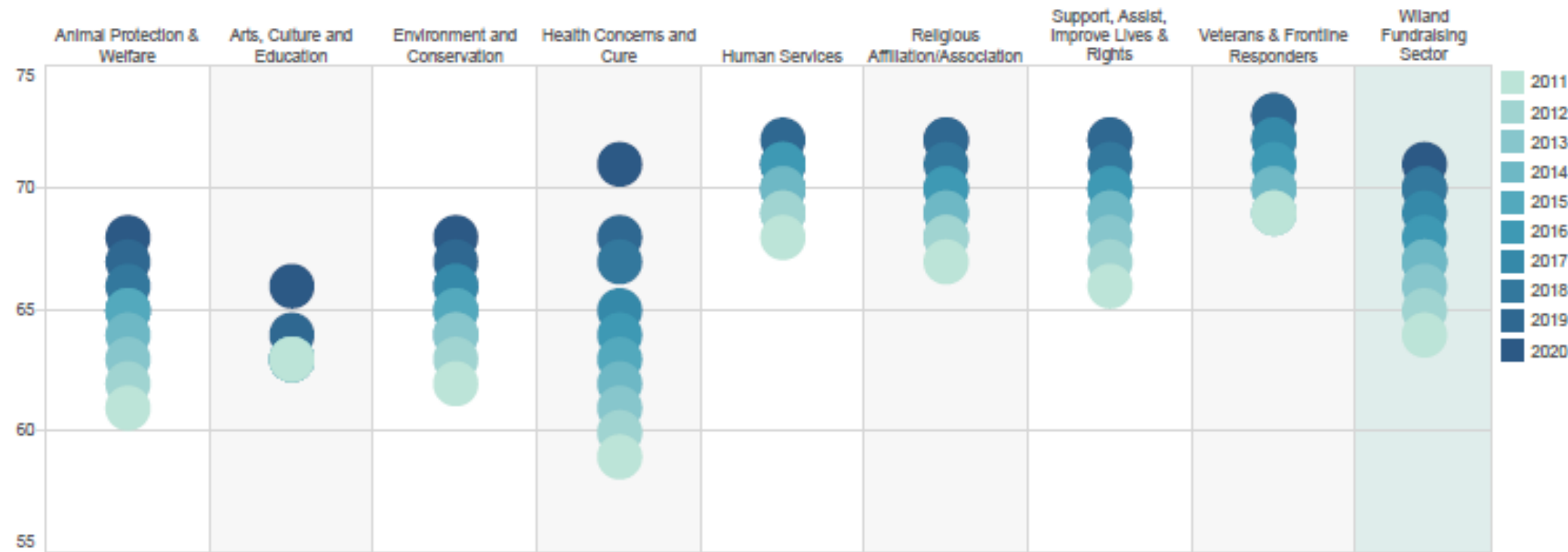
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Industry Benchmarks – Median Age of All Donors

Median Age by Wiland Benchmark Category



	Wiland Benchmark Category									Wiland Fundraising Sector
	Animal Protection & Welfare	Arts, Culture and Education	Environment and Conservation	Health Concerns and Cure	Human Services	Religious Affiliation/Association	Support, Assist, Improve Lives & Rights	Veterans & Frontline Responders		
2011	61	63	62	59	68	67	66	69	64	
2012	62	63	63	60	69	68	67	69	65	
2013	63	63	64	61	69	68	68	69	66	
2014	64	63	64	62	70	69	69	70	67	
2015	65	63	65	63	70	69	69	70	67	
2016	65	63	65	64	71	70	70	71	68	
2017	65	63	66	65	70	70	70	72	69	
2018	66	63	66	67	71	71	71	72	70	
2019	67	64	67	68	72	72	72	73	70	
2020	68	66	68	71	71	72	72	73	71	

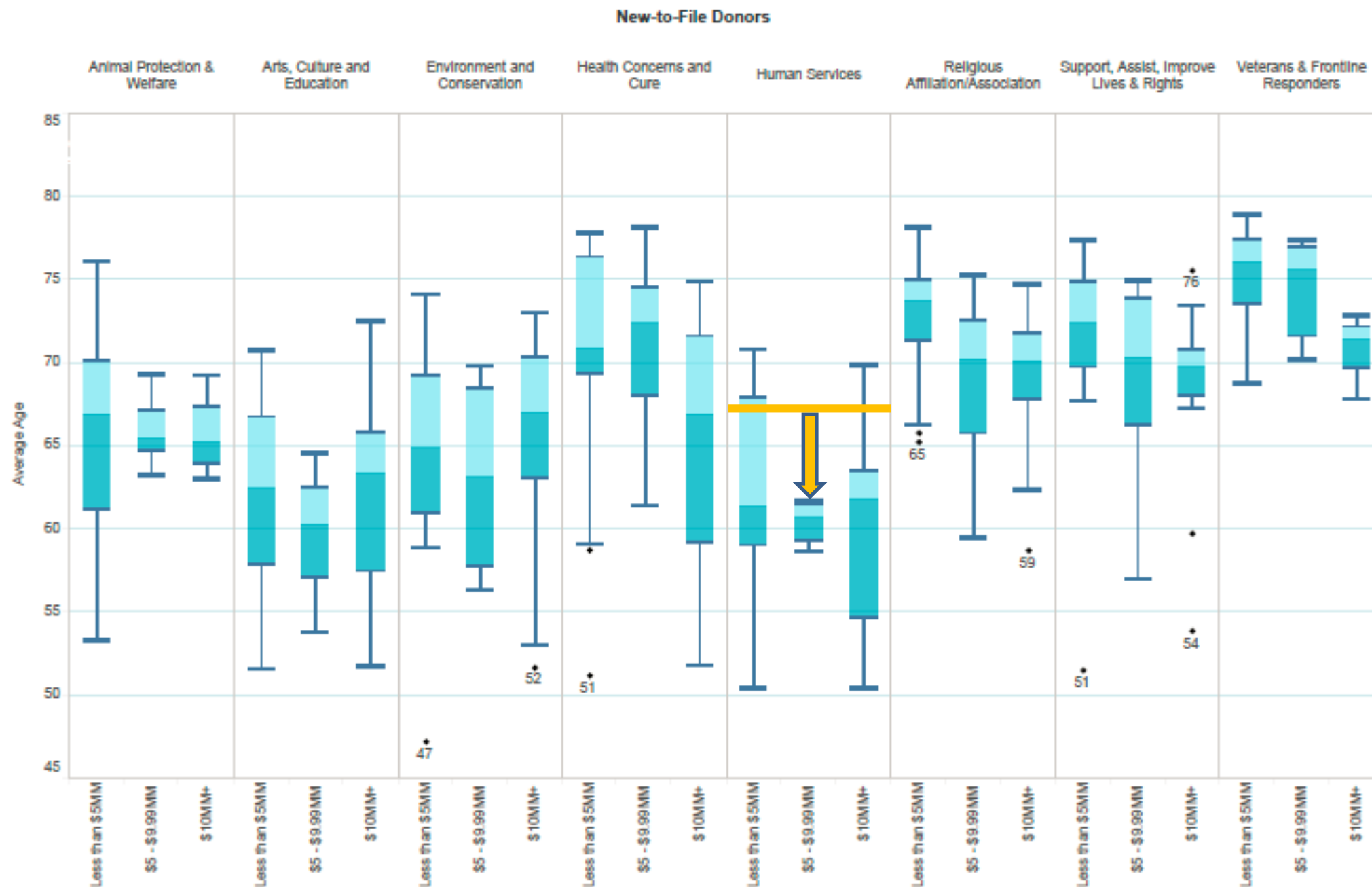
The median age of donors has been increasing for many years.

Is it a case of fishing from the same pond?

Or is it a generational or life-stage issue?

Industry Benchmarks – New-to File Donors

Median Age per Organization, Last 12-Month Donors



Slight variation by size of organization.

Interestingly, median age of 61 for Human Services was significantly lower in 2020 due to Covid pandemic (compared to median age of 67 in 2019)

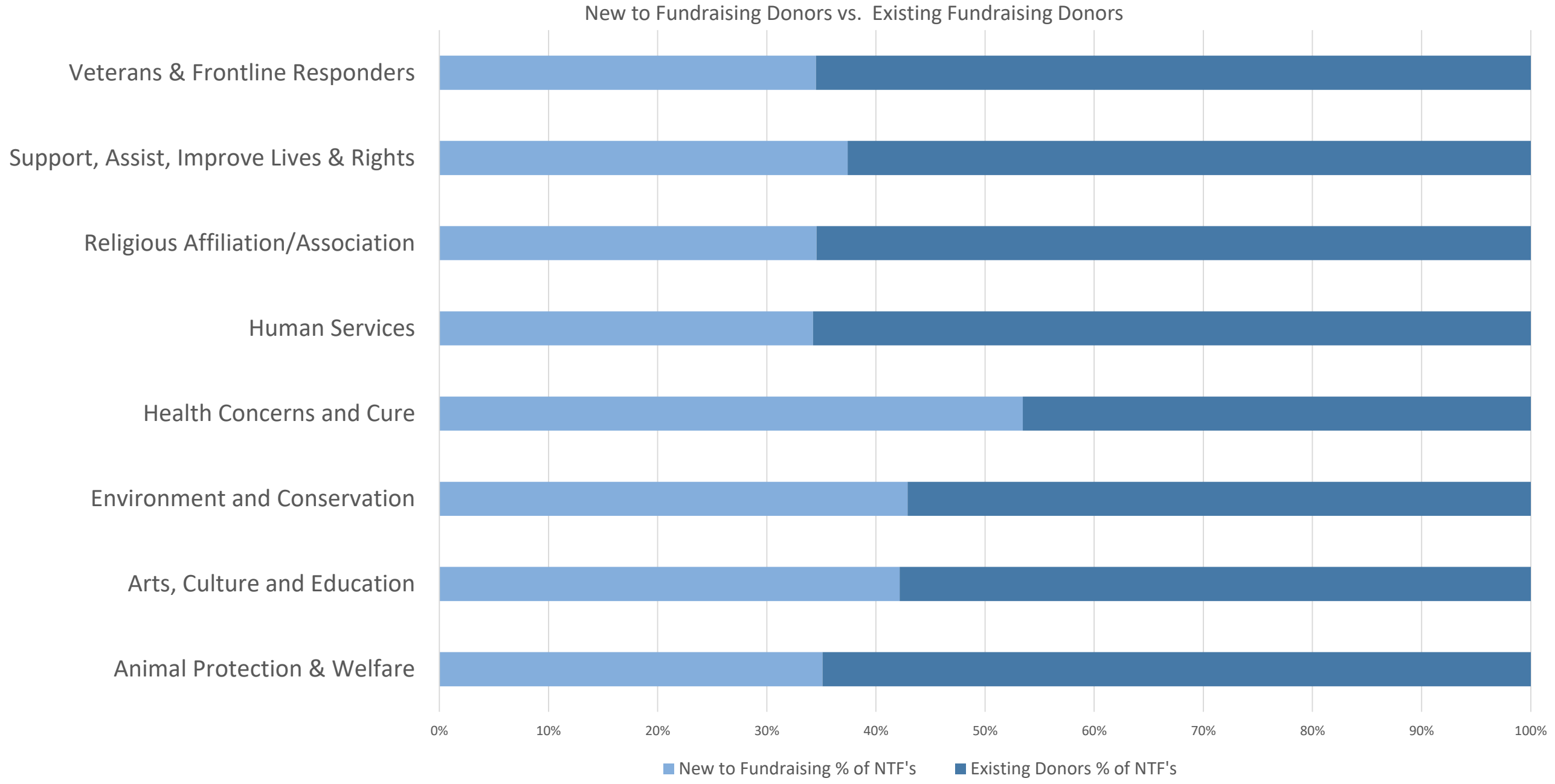
Other categories changed very little

Covid New to File: New-to-Fundraising Donors vs. Existing Fundraising Donors

(1st Gift to Organization in March 2020 to March 2021)

(First Fundraising Gift in the Coop March 2020 to March 2021)

(Had Made Coop Fundraising Gifts Prior to March 2020)



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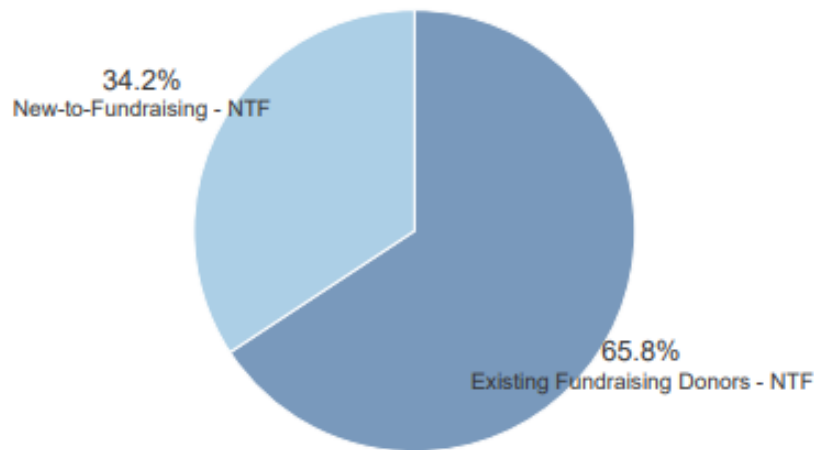


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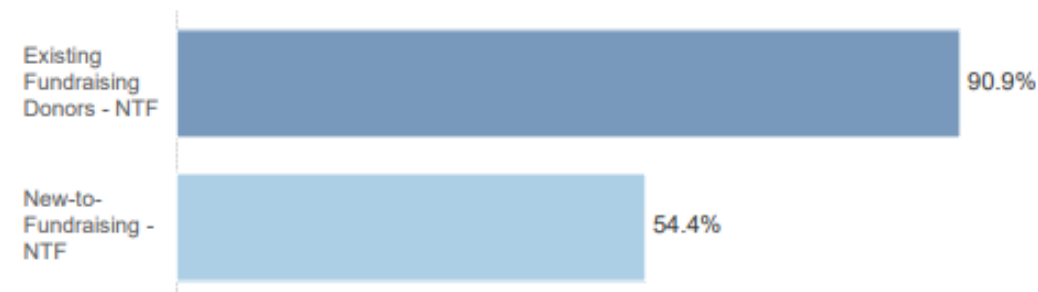
Covid New-to-Fundraising Donors: Human Services

New Donors

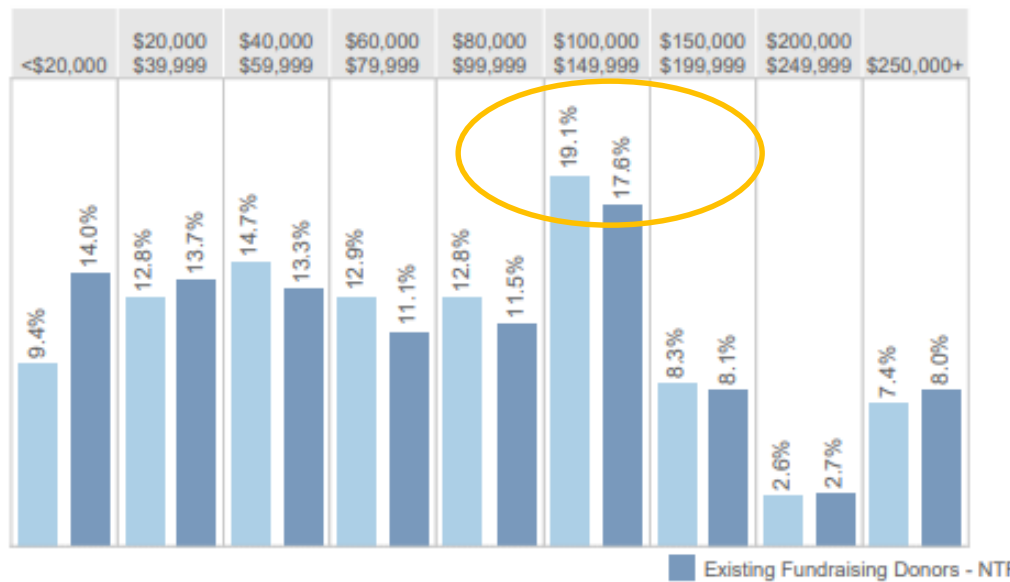
As shown in the pie chart, NTFs consist of two groups: those new to the fundraising sector (New-to-Fundraising NTFs) and those who gave to another fundraiser prior to first giving to your organization (Existing Donor NTFs). It helps answer if you are tapping into a new audience of fundraising donors? Or, are you just getting new donors from the same known pool of existing fundraising donors? The bar graph shows, for the two NTF groups, the presence of recent commercial activity in other industry verticals. The report also provides a demographic profile of each NTF group based on household income and age range to help you understand key differences.



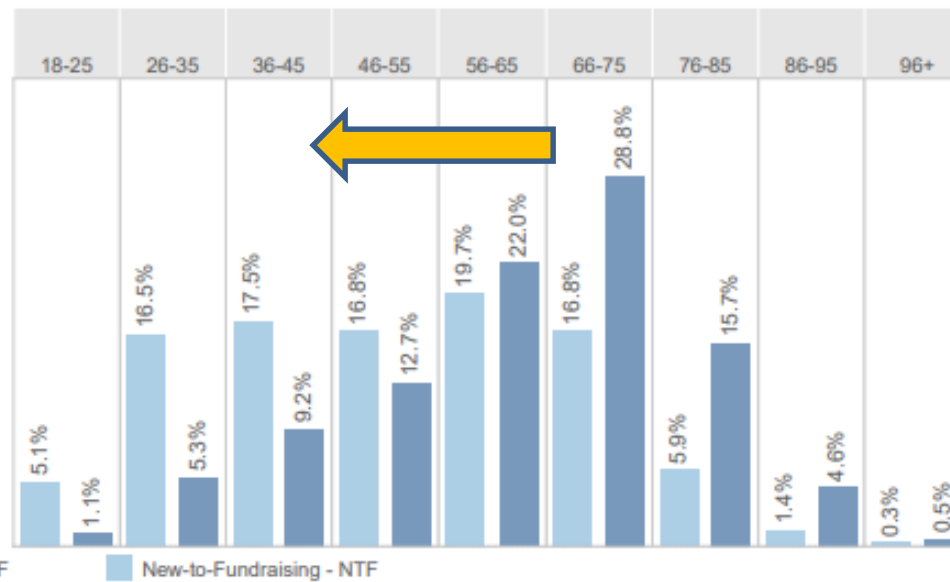
New-to-File Names - Commercial Activity Crossover
Percent of NTFs with 25+ Months of History in Commercial Sectors



NTFs by Household Income Range



NTFs by Age Range



Reports reflect consumer data supplied to Wiland by client. Consumer records identified by Wiland as duplicates are consolidated. All monetary values use gross revenue. CONFIDENTIAL & PROPRIETARY.

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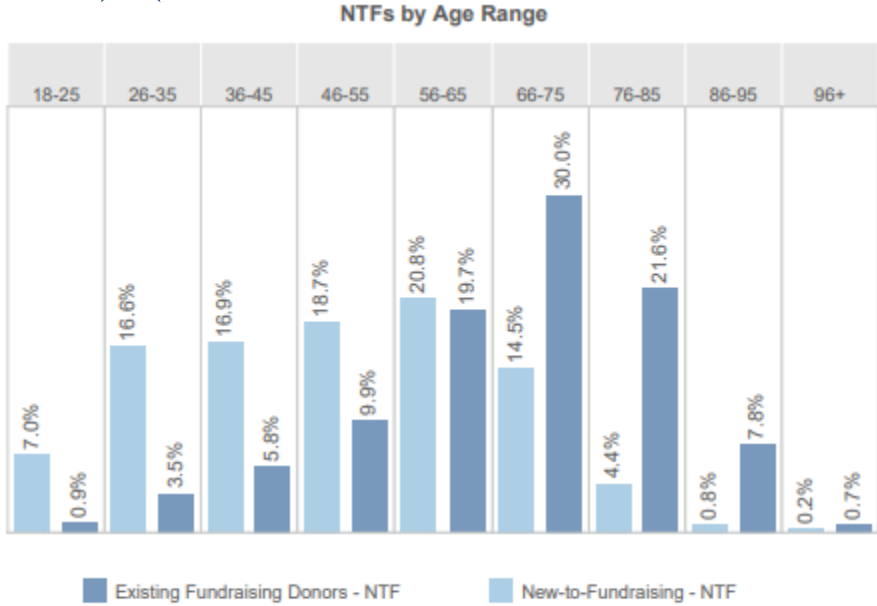
Over 1/3 of New to File donors were New to Fundraising NTF Donors!

High commercial activity cross-over for Existing Fundraising Donors

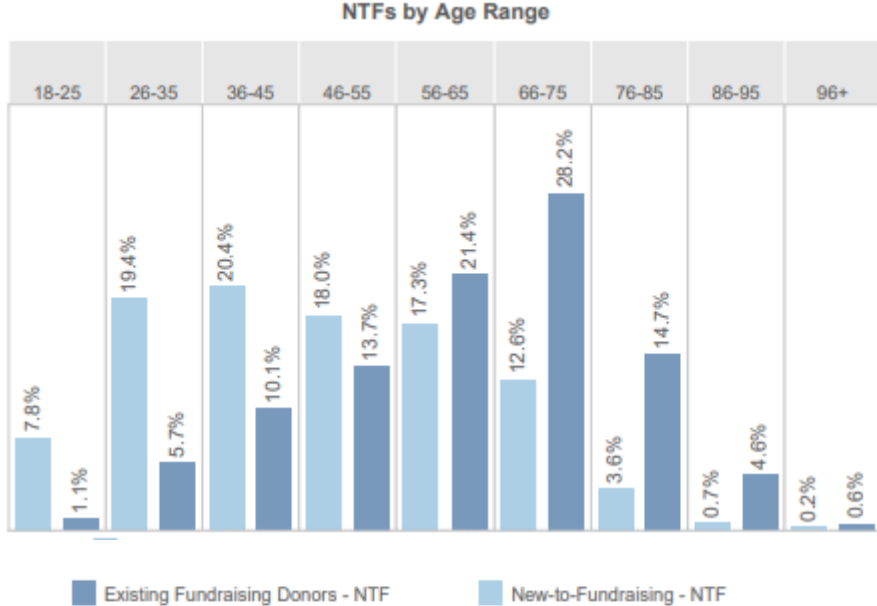
New to Fundraising NTF's are significantly younger and higher indexing on income as well

Covid New-to-Fundraising Donors – By Age & Category

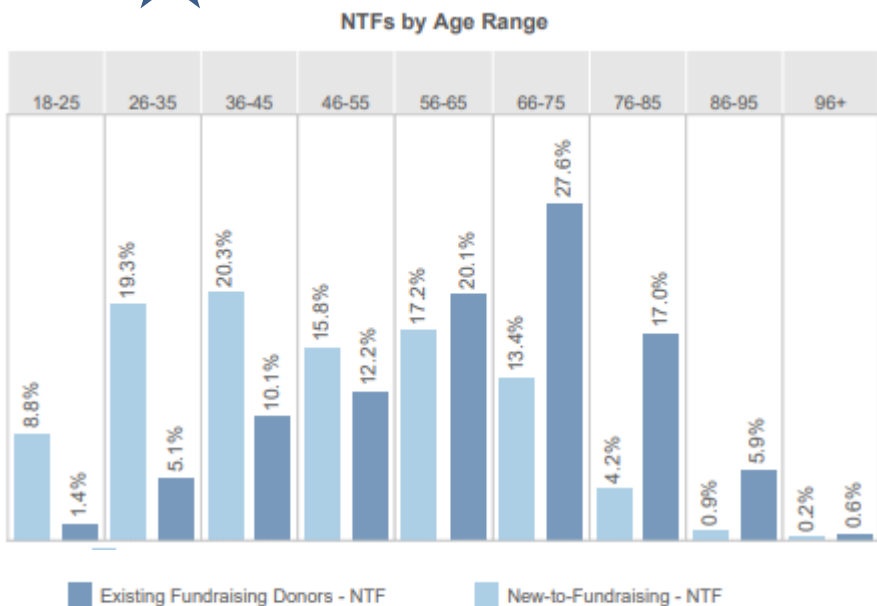
★ Animal Protection & Welfare



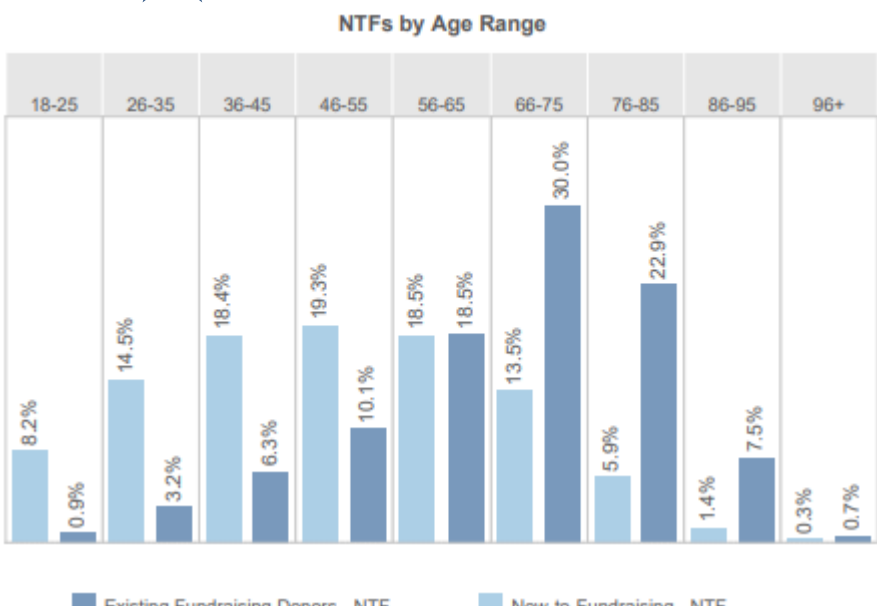
★ Arts, Culture and Education



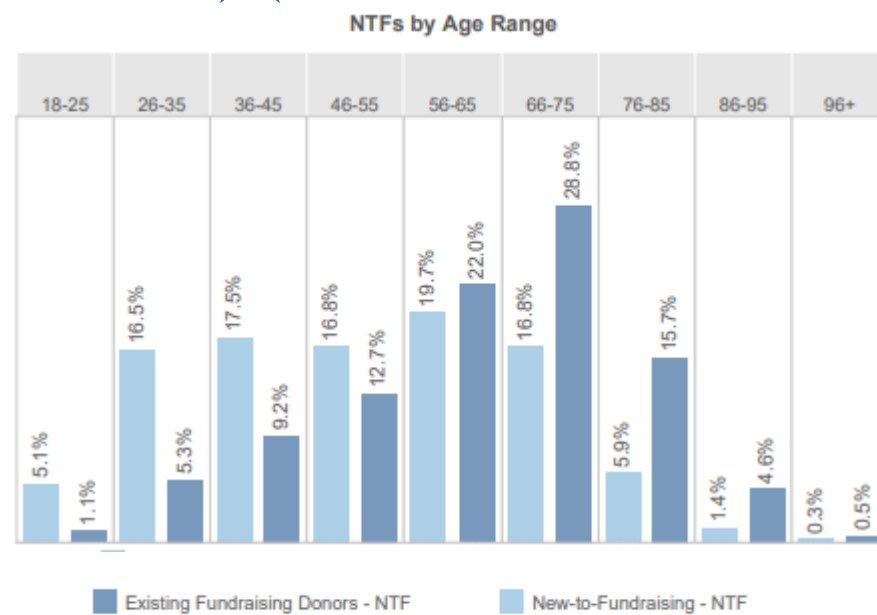
★ Environment and Conservation



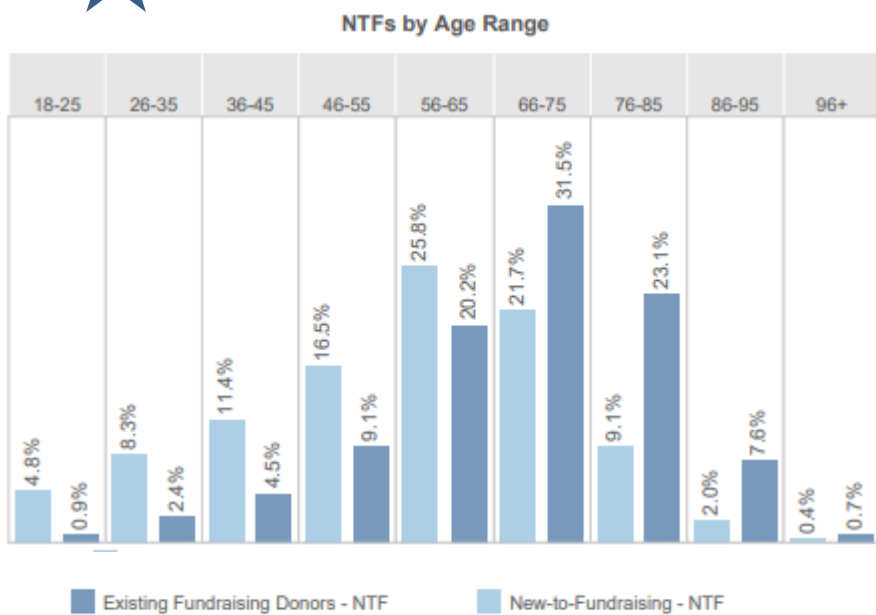
★ Health Concerns and Cure



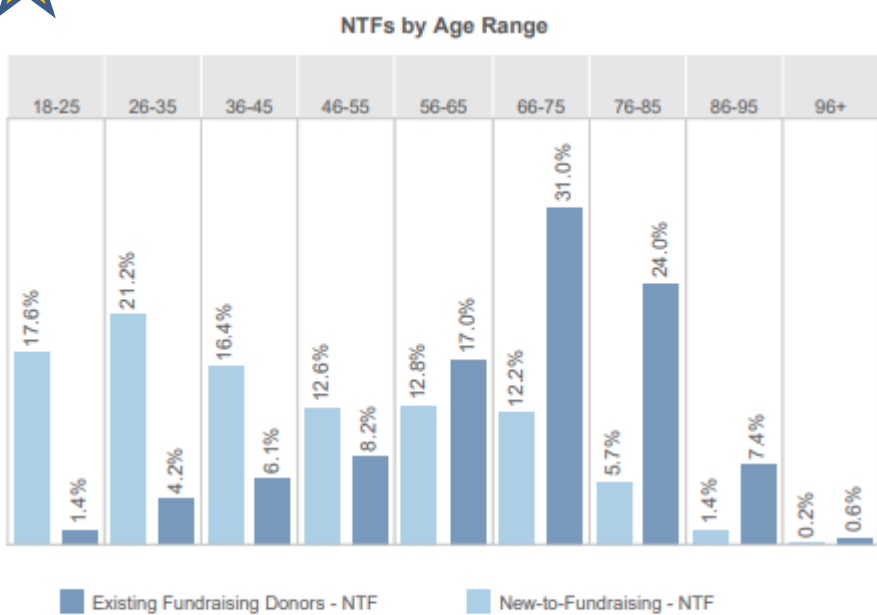
★ Human Services



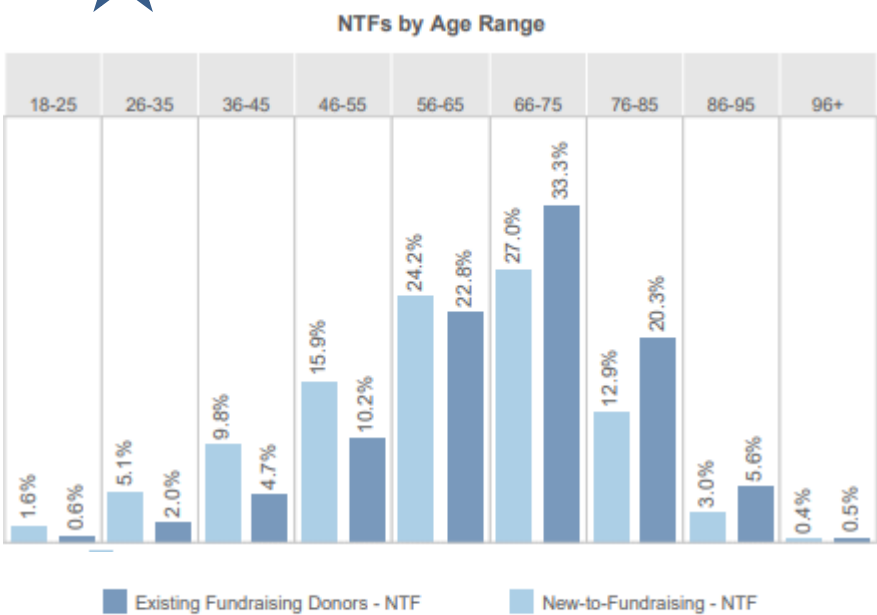
★ Religious Affiliation/Association



★ Support, Assist, Improve Lives & Rights



★ Veterans & Frontline Responders



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