

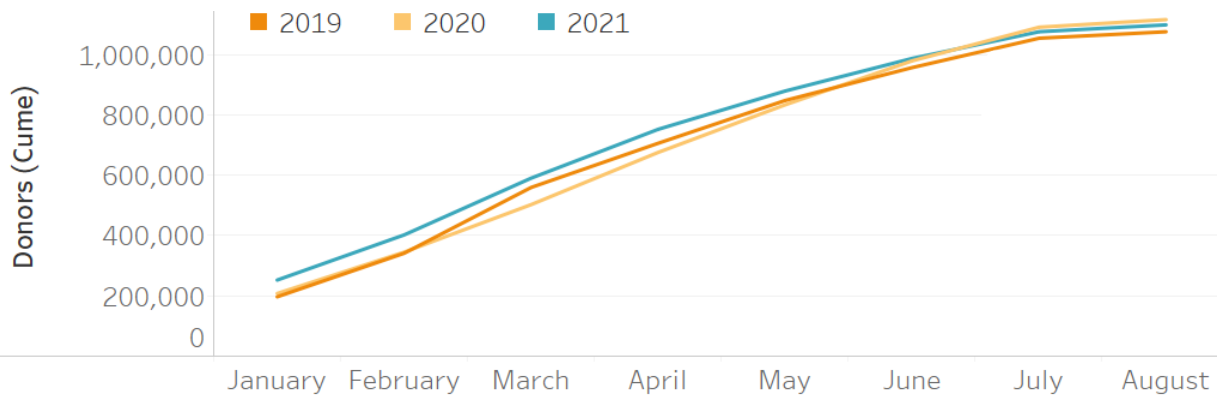
DATA STRATEGY FORUM

OCTOBER 13, 2021



CHAPMAN CUBINE
ALLEN+HUSSEY

NATIONAL CHARITY SERVING SENIORS

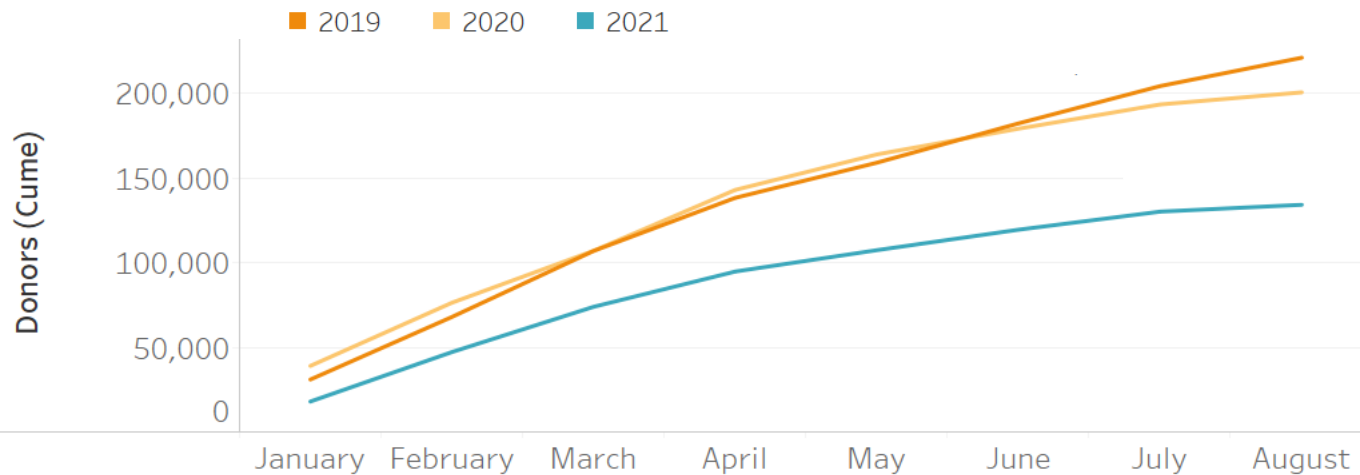


Trajectory of all donors January – August 2019, 2020, 2021

Year	New	MultiYear
2019	26%	74%
2020	↓ 25%	75%
2021	27%	73%

Composition of donors by loyalty to the organization January – August 2019, 2020, 2021

HEALTH CHARITY



Trajectory of all donors January – August 2019, 2020, 2021

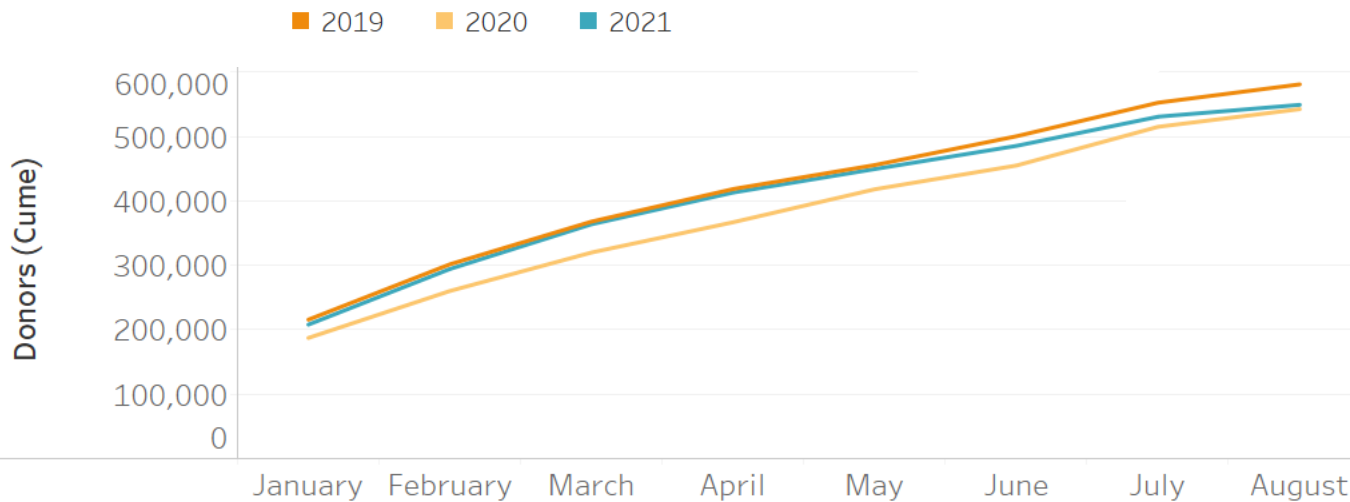
More disparity in trends – 2020 impacting trends today

Year	New	MultiYear
2019	28%	71%
2020	↓ 24%	77%
2021	14%	86%

Composition of donors by loyalty to the organization January – August 2019, 2020, 2021



ANIMAL WELFARE



Trajectory of all donors January – August 2019, 2020, 2021

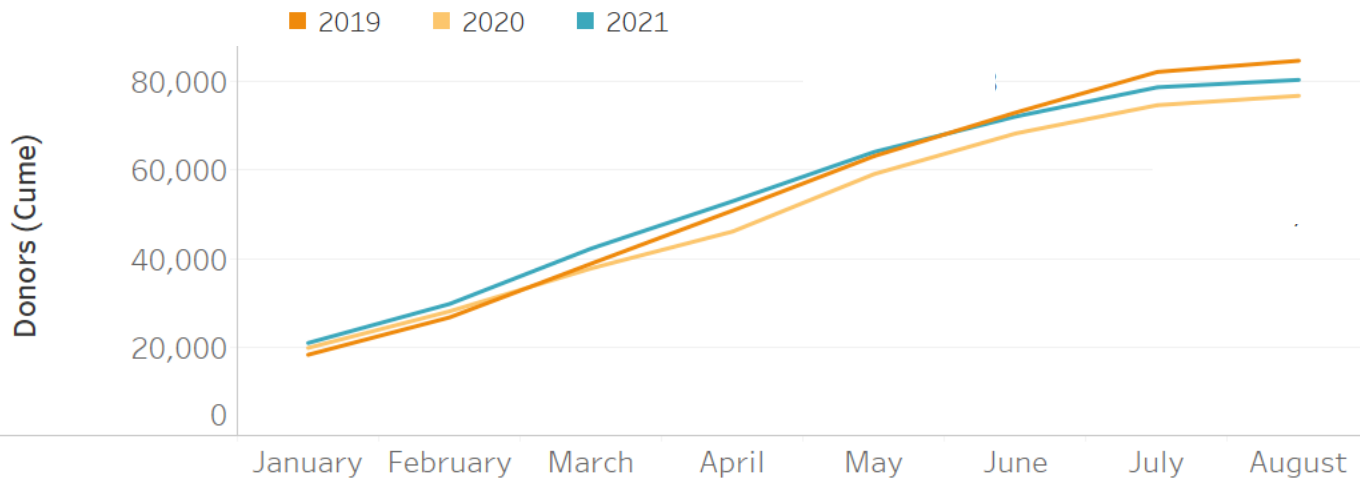
2020 + 2021 trending closer

Year	New	MultiYear
2019	15%	85%
2020	16%	84%
2021	19%	81%

Composition of donors by loyalty to the organization January – August 2019, 2020, 2021

This organization’s loyalty distribution trend is different than for others – reasons for which are not directly pandemic related

CULTURAL INSTITUTION



Trajectory of all donors January – August 2019, 2020, 2021

2020 lowest in donor count

Year	New	MultiYear
2019	27%	73%
2020	21%	79%
2021	23%	77%

Composition of donors by loyalty to the organization January – August 2019, 2020, 2021

This organization’s loyalty distribution trend is different than the others – reasons for which are pandemic related

