
**FY2010 *donorCentrics™*
Index of Higher Education Fundraising Performance**

April 2011

Presented by Shaun Keister, Ph.D.



Make the world a better place.

Index Methodology

- **35 public and 36 private institutions**
- **Actual donor transactions, not survey responses**
- **Cash payment basis, not pledges**
- **Does not include:**
 - **Soft credits**
 - **Matching gift payments**

Participating Private Institutions

Allegheny College
Brown University
Case Western Reserve University
CMU - Tepper School of Business
College of Saint Benedict
Colorado School of Mines
Columbia University
Cornell University
Creighton University
Darden Business at UVA
Dartmouth College
Gettysburg College
Gustavus Adolphus College
Harvard Medical School
Johns Hopkins University
Loyola University Chicago
Luther Seminary
Massachusetts Institute of Technology

Rensselaer Polytechnic Institute
Rice University
Saint Catherine University
School of the Art Institute of Chicago
Smith College
Southern Methodist University
Syracuse University
The College of William and Mary
The Principia
Union College
University of Chicago
University of Chicago - Booth School
University of Miami
University of Richmond
University of San Diego
Valparaiso University
Vanderbilt University
Yale School of Management

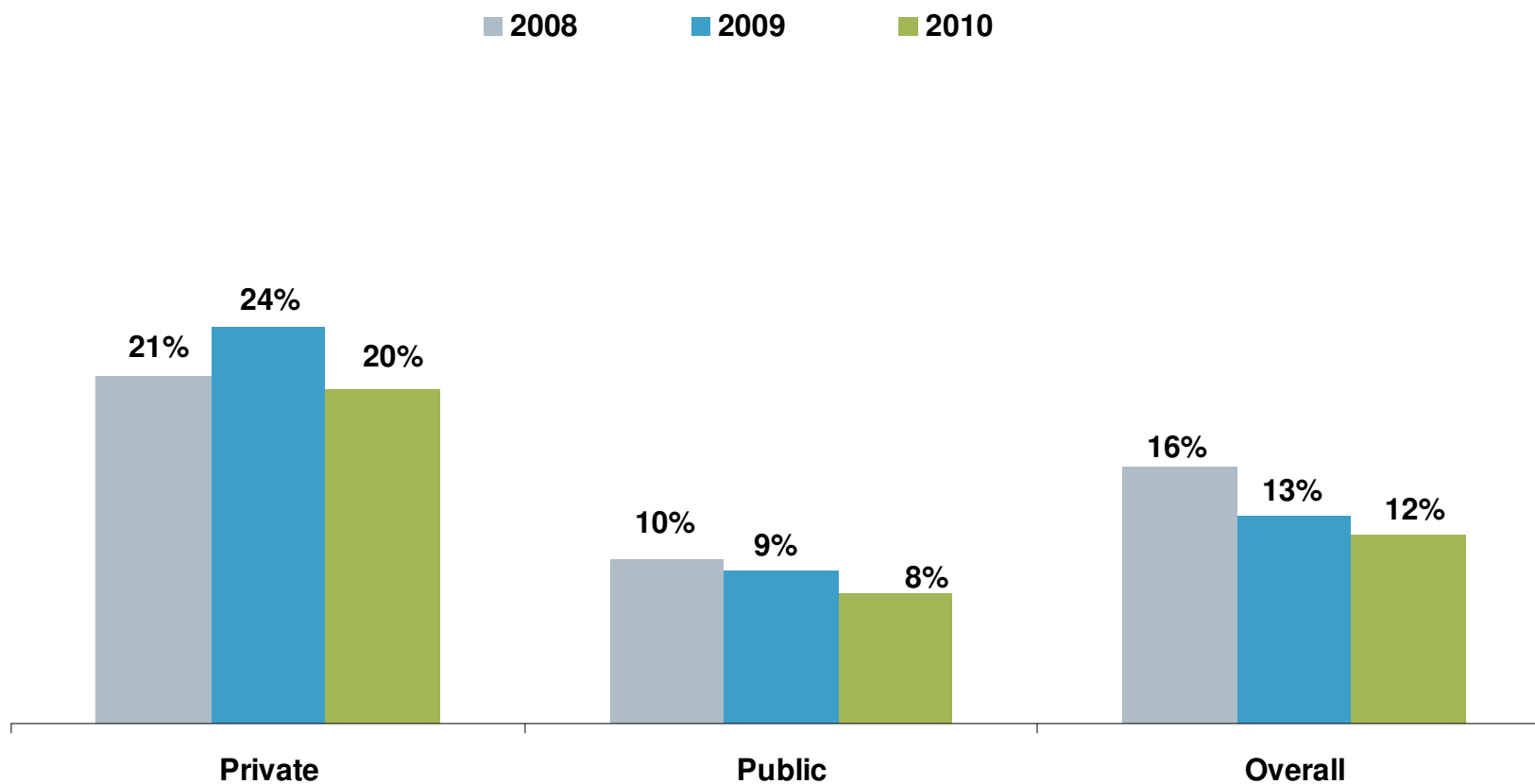
Participating Public Institutions

Anderson School at UCLA
Carleton University
Indiana University Foundation
Iowa State University Foundation
Kent State University
McMaster University
Michigan State University
North Carolina State University
Ohio University
Oklahoma State University
Oregon State University
Purdue University
Queen's University
Rutgers University Foundation
Ryerson University
The Ohio State University
The Pennsylvania State University
University of Alberta

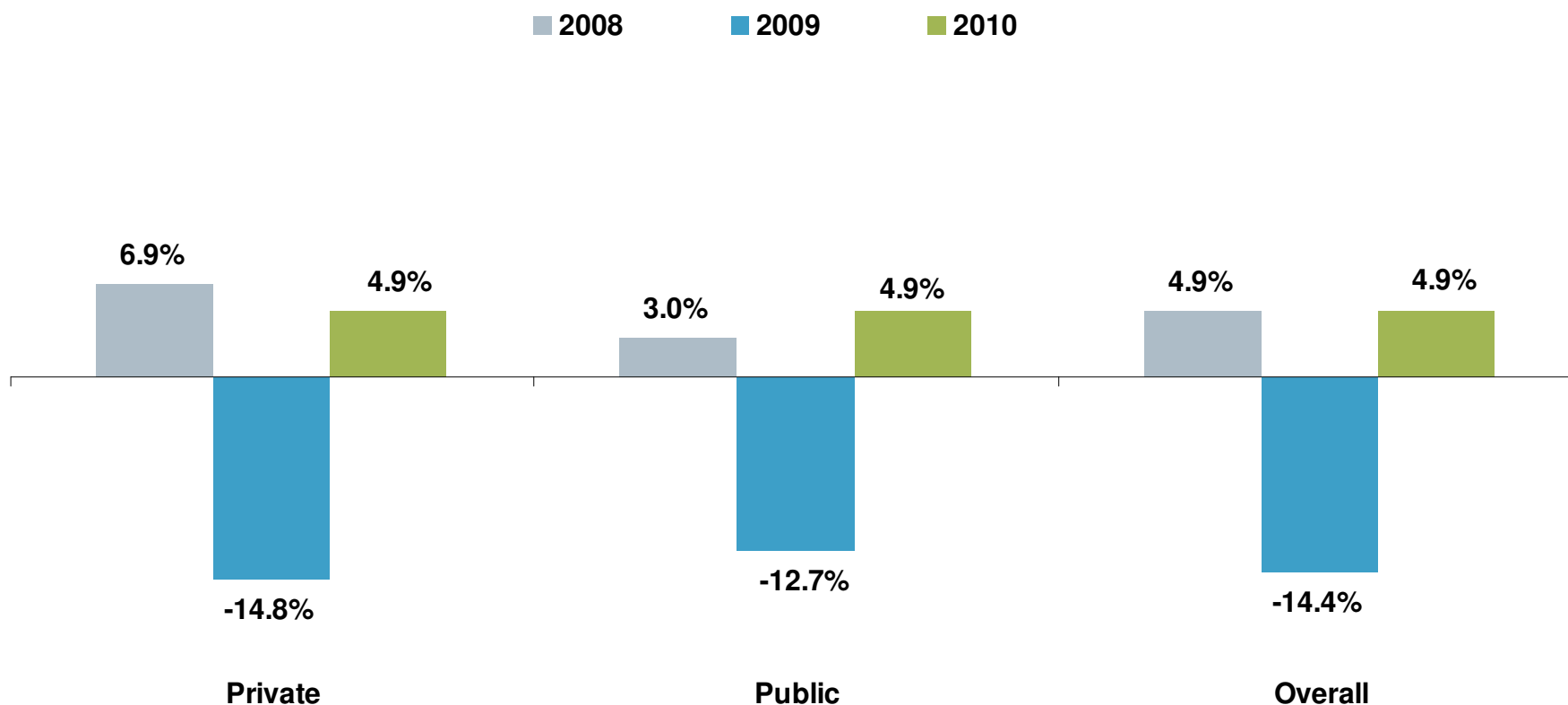
University of Arizona
University of California, Berkeley
University of Delaware
University of Georgia
University of Houston
University of Iowa Foundation
University of Maryland
University of Michigan
University of North Carolina
University of North Carolina-Greensboro
University of North Carolina-Wilmington
University of South Dakota
University of Toronto
University of Virginia
University of Western Ontario
University of Wisconsin
York University Foundation

Overall Giving

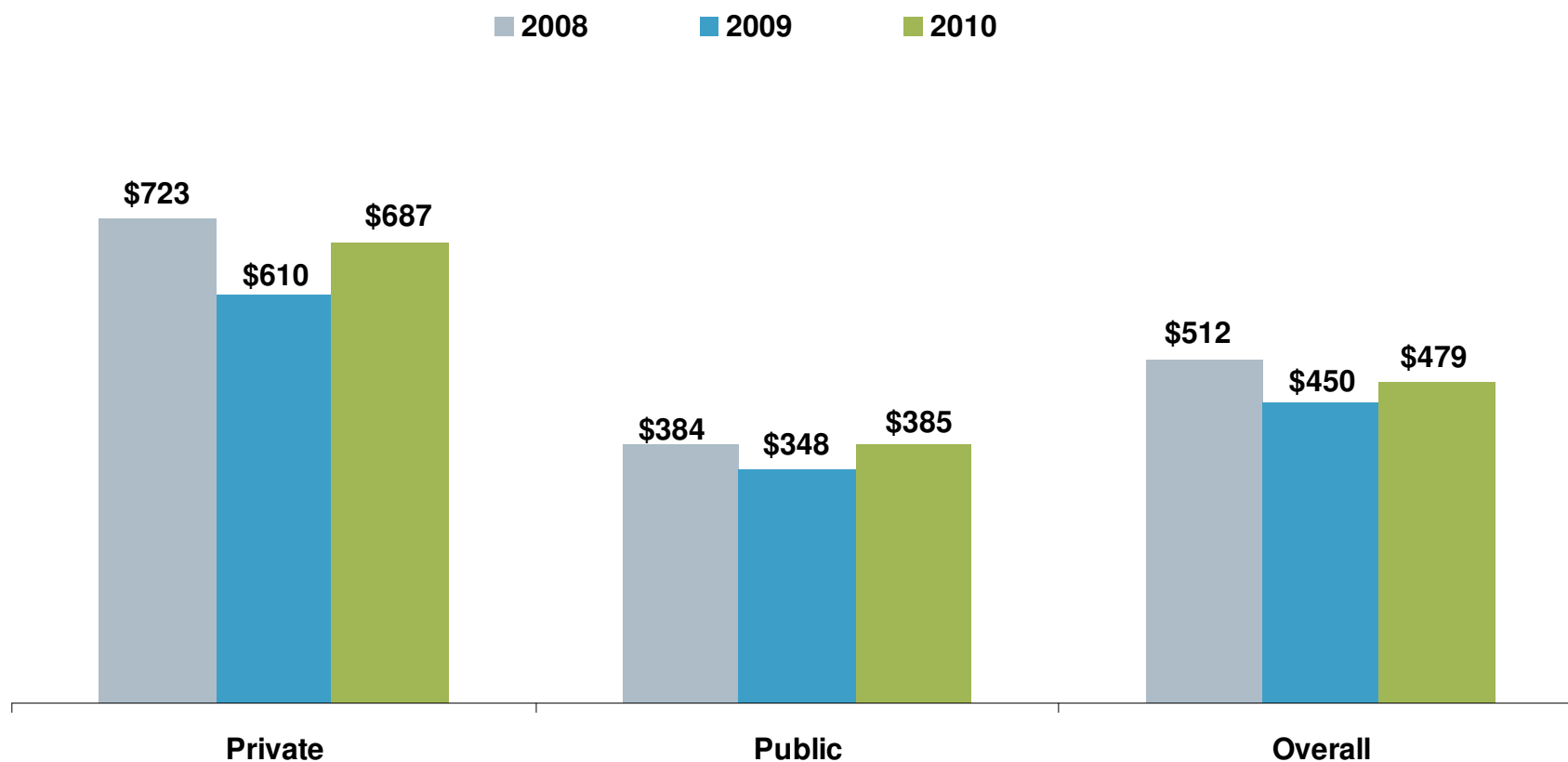
Median Donor Participation Rates



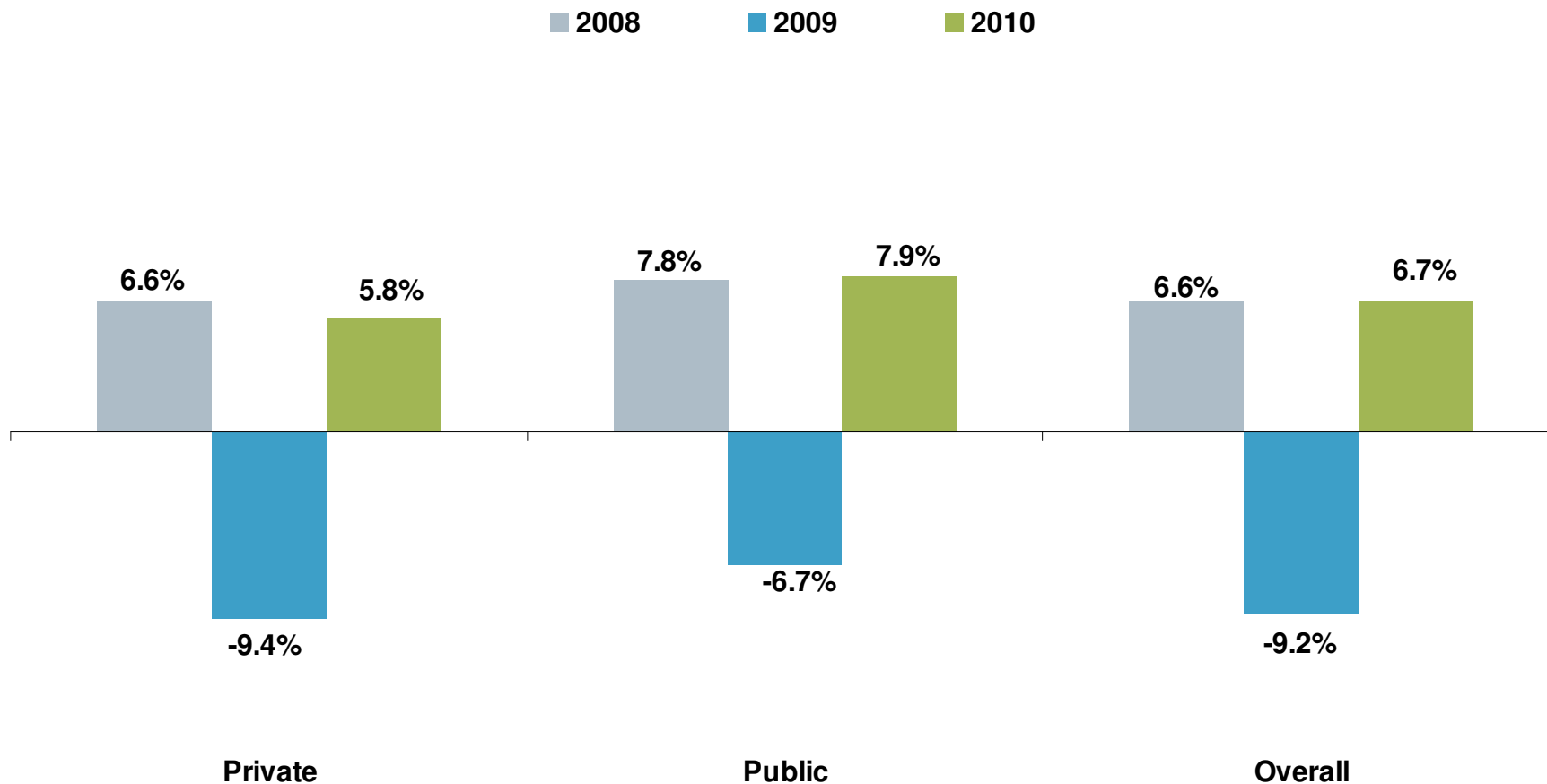
Median Change in Revenue



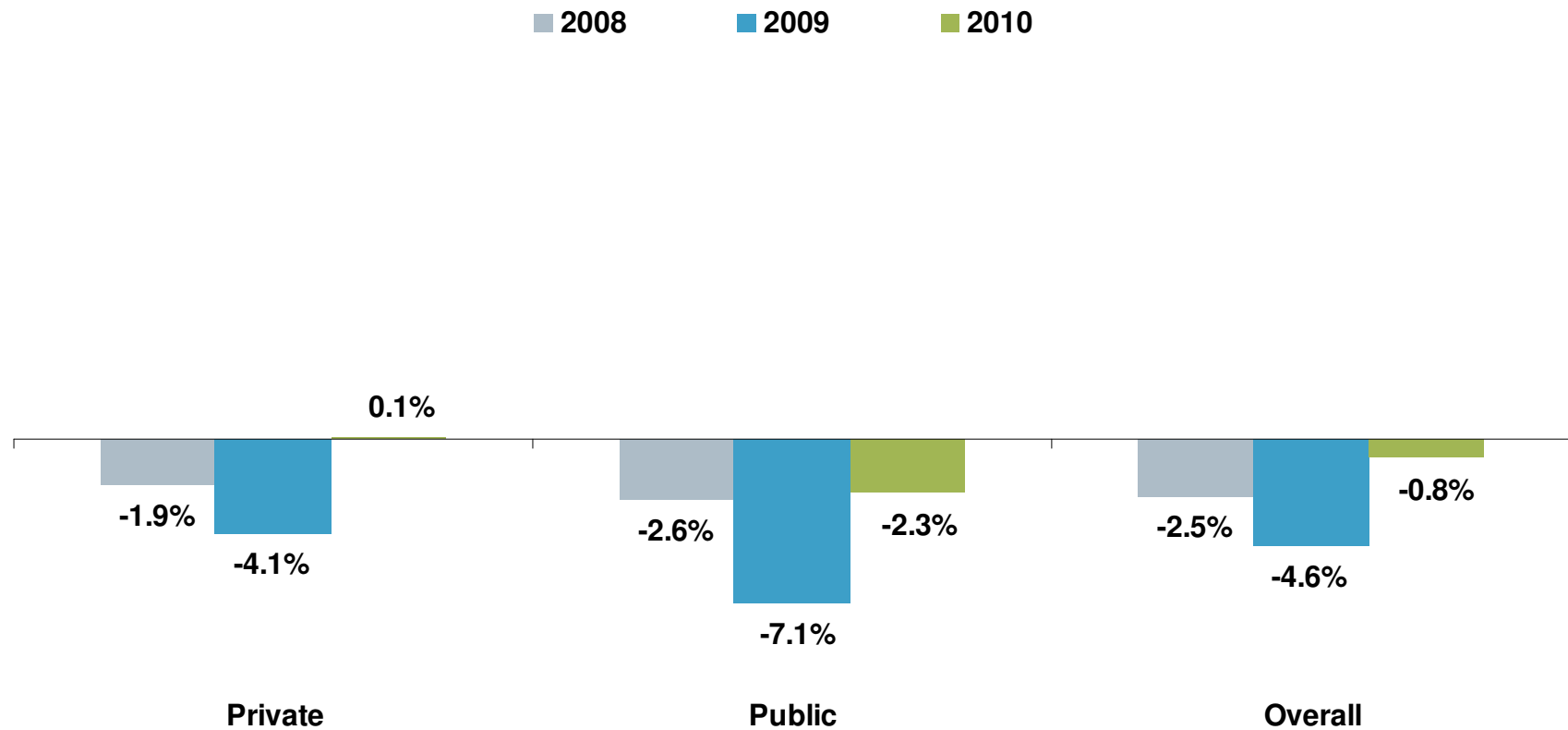
Median Revenue per Donor



Median Change in Revenue per Donor



Median Change in Donor Counts

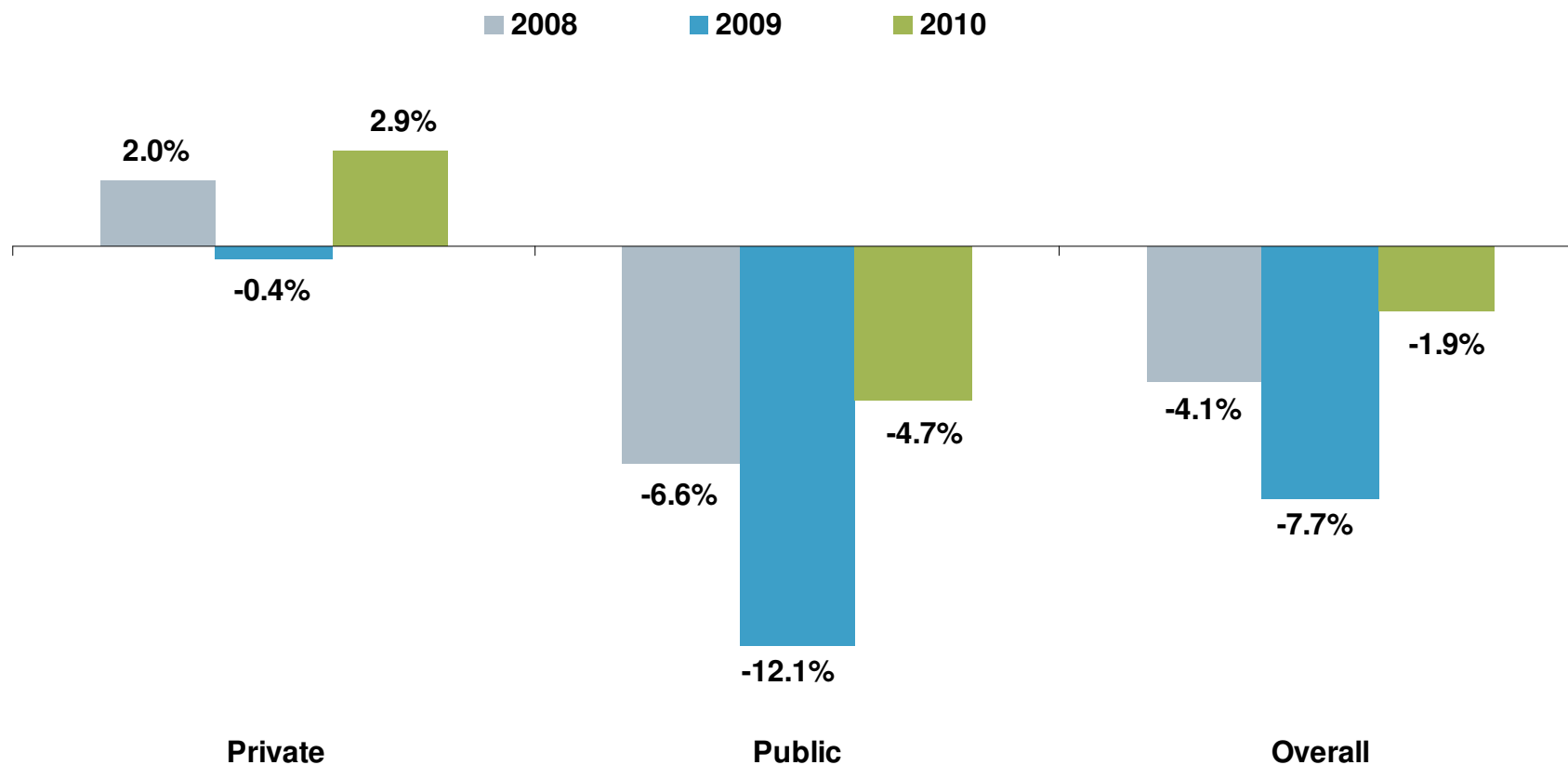


Poll

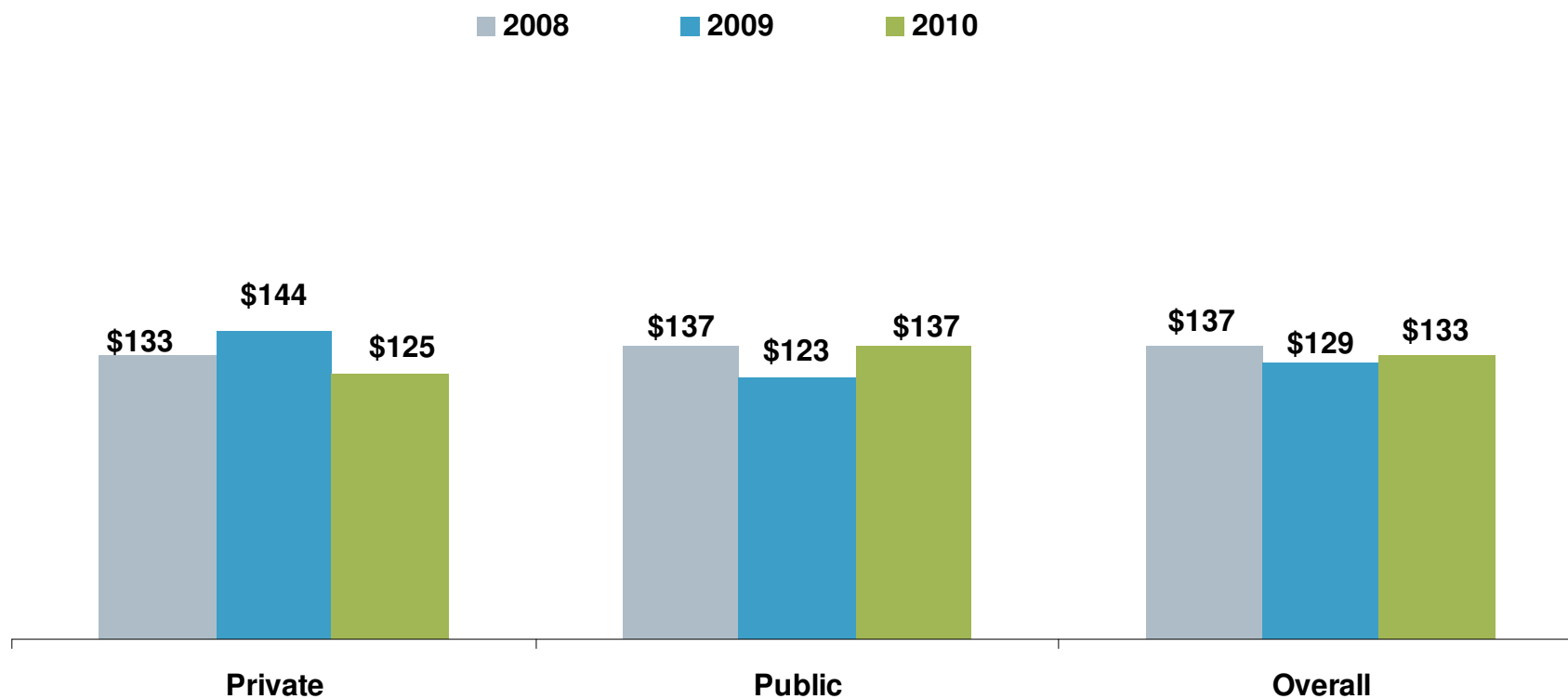
1. Donor/Revenue Performance Current Fiscal Year

Acquisition

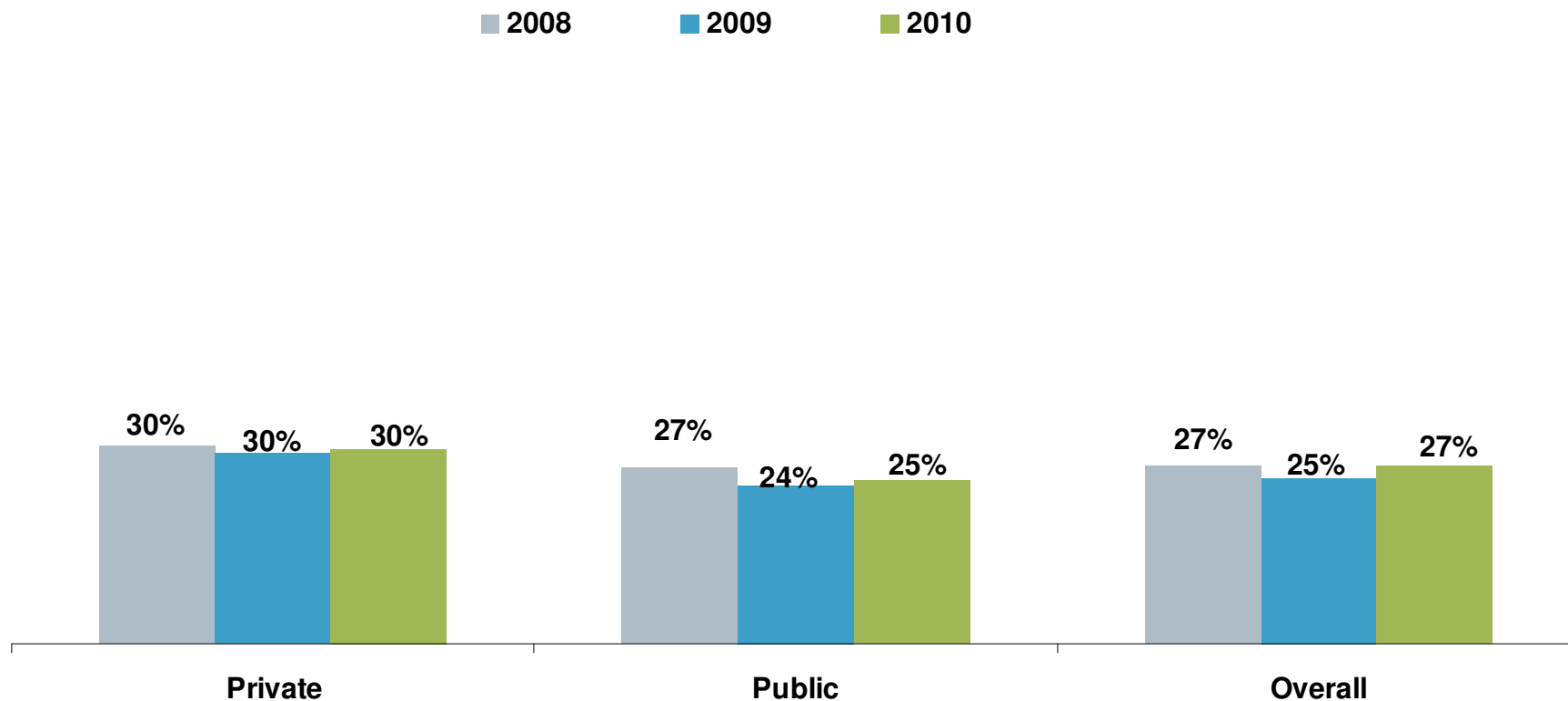
Median Change in New Donors



Median Revenue per New Donor



Median New Donor Retention Rate

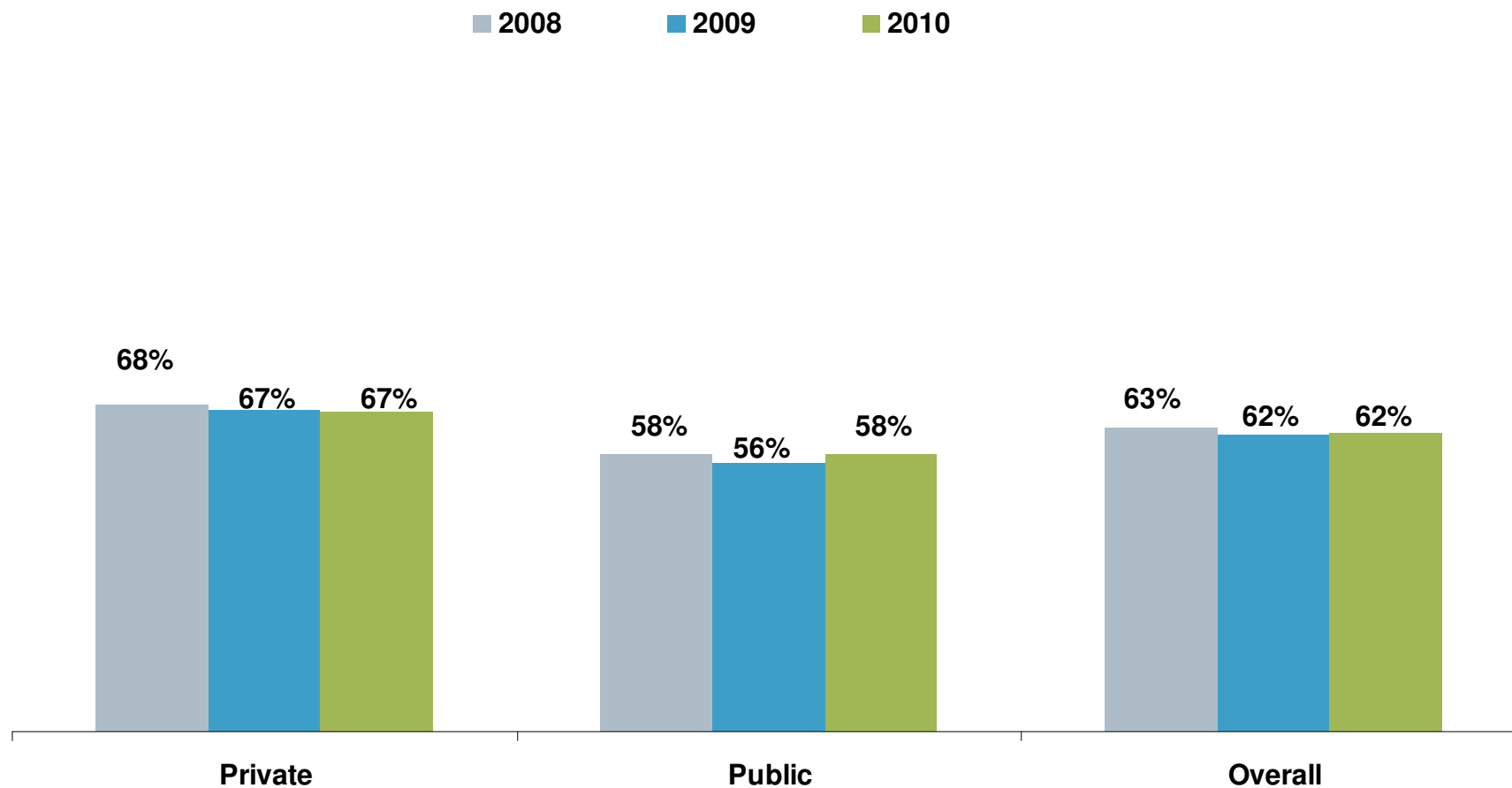


Poll

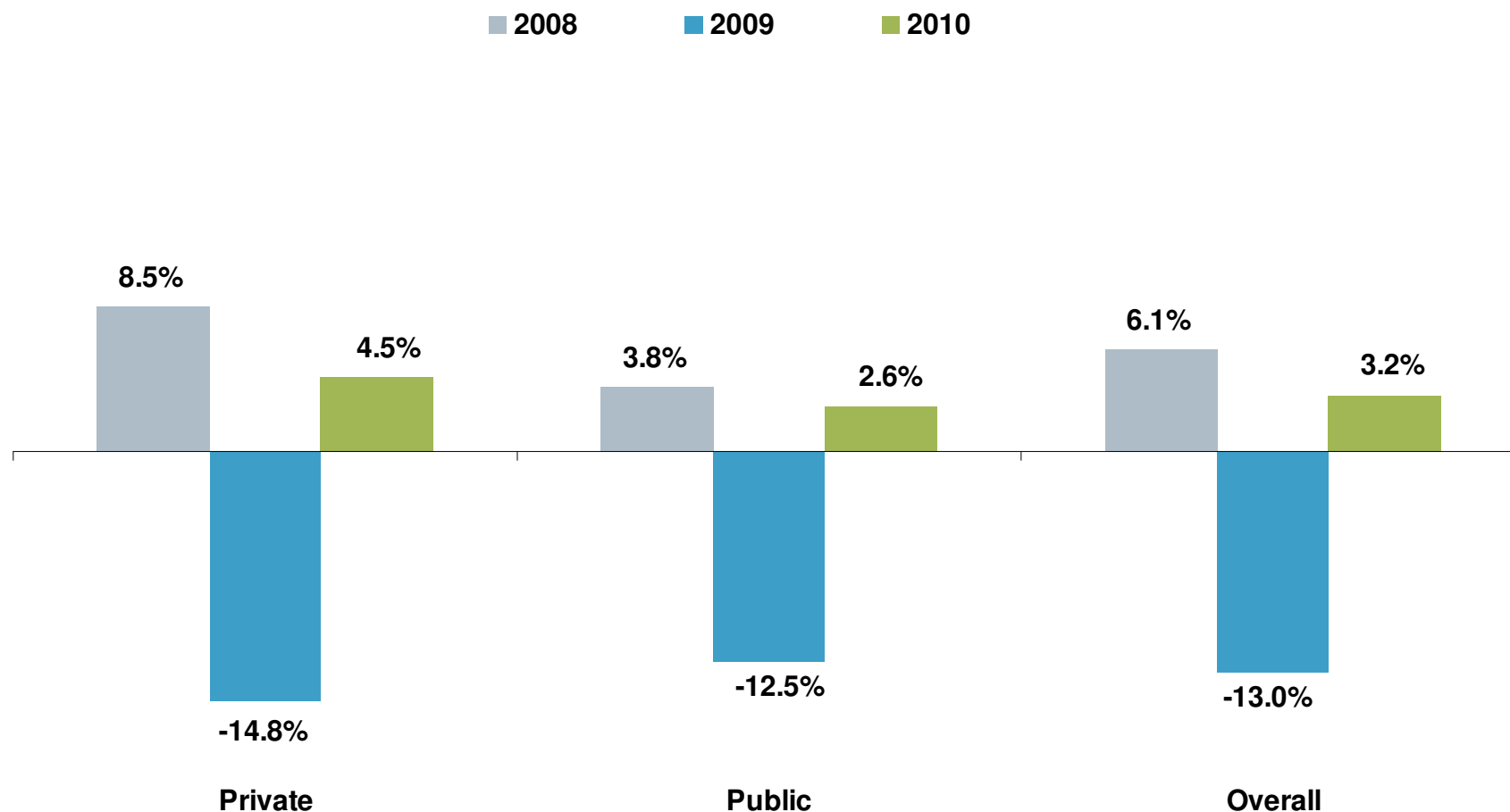
2. Acquisition Performance Current Fiscal Year

Retention

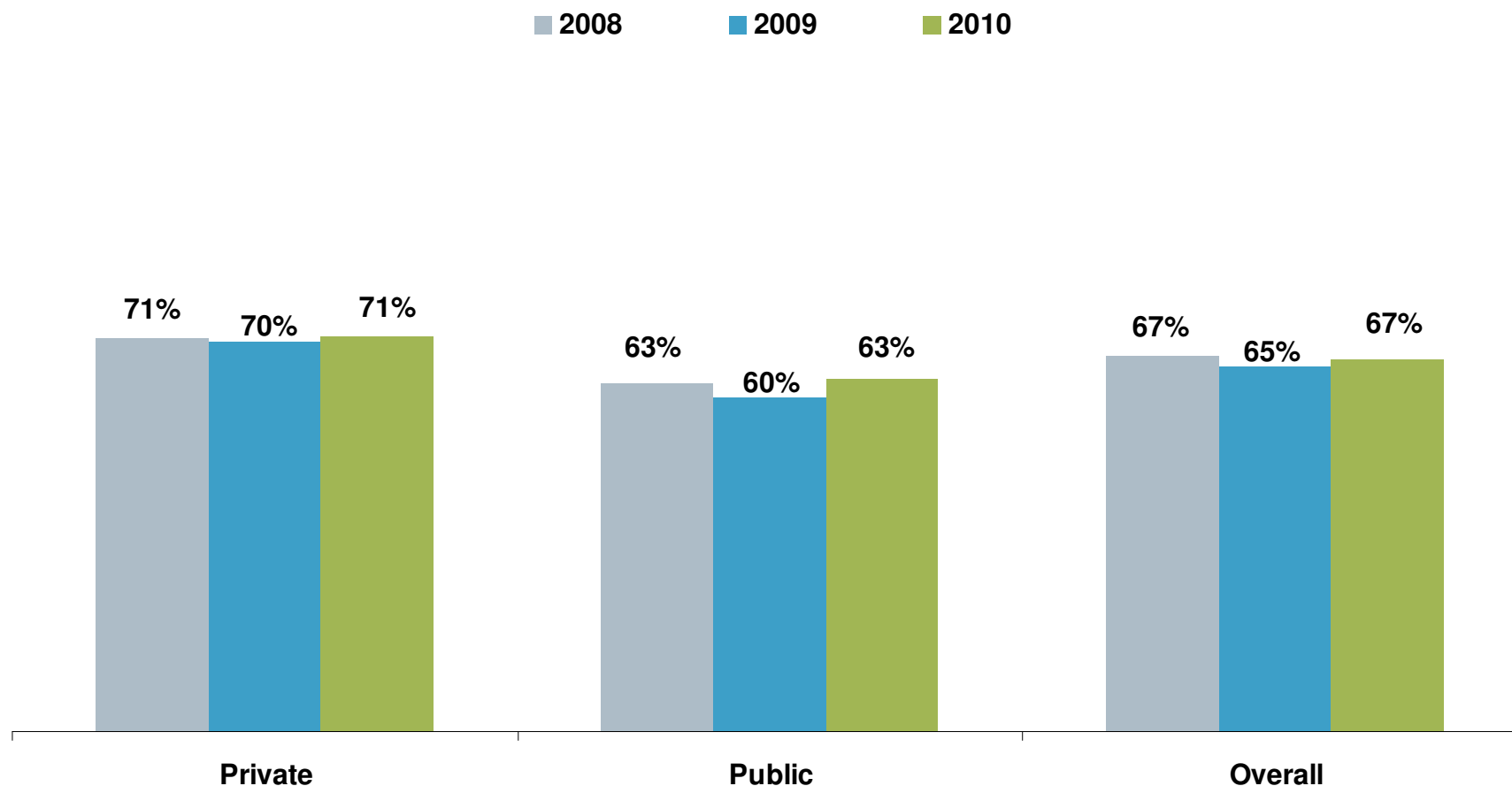
Median Donor Retention Rates



Median Change in Retained Donor Revenue

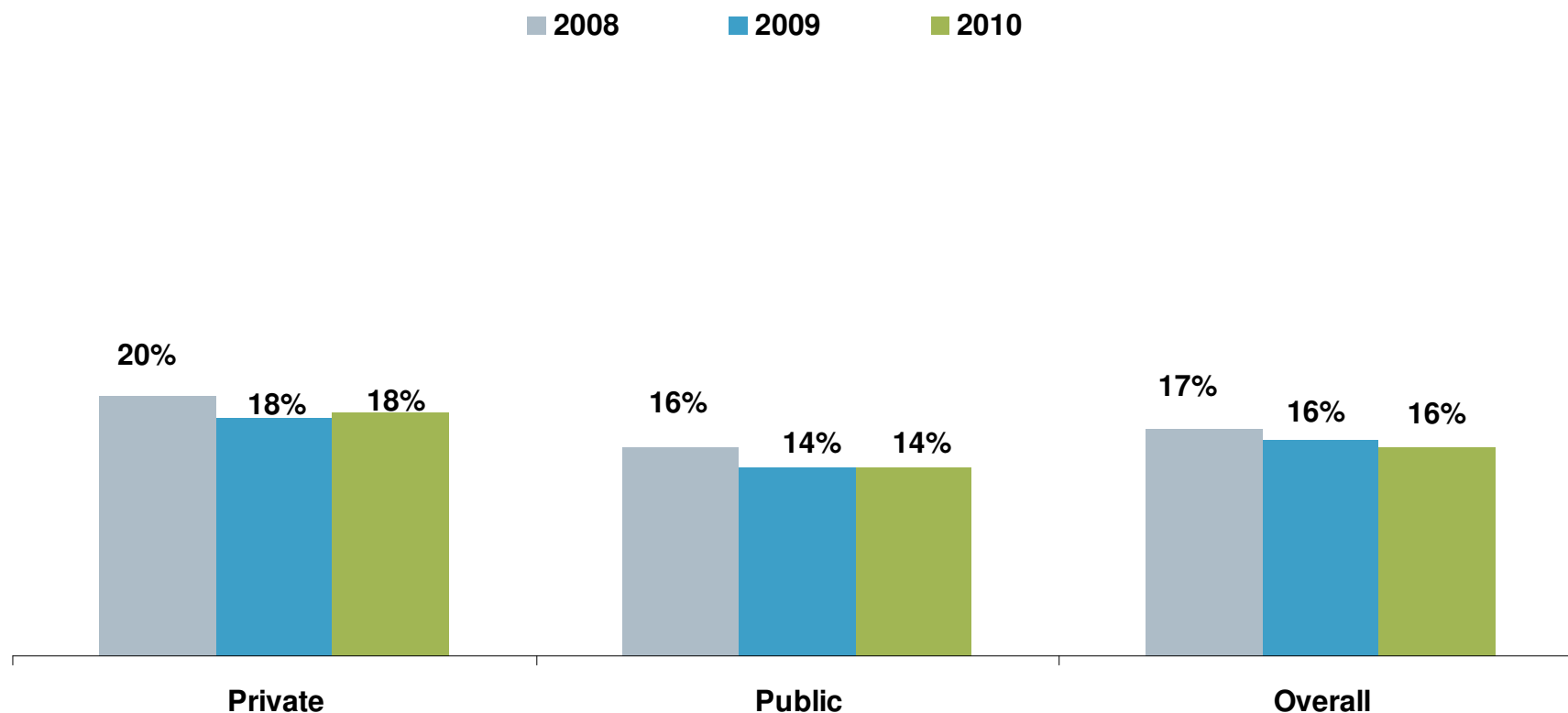


Median Multi-Year Donor Retention Rates

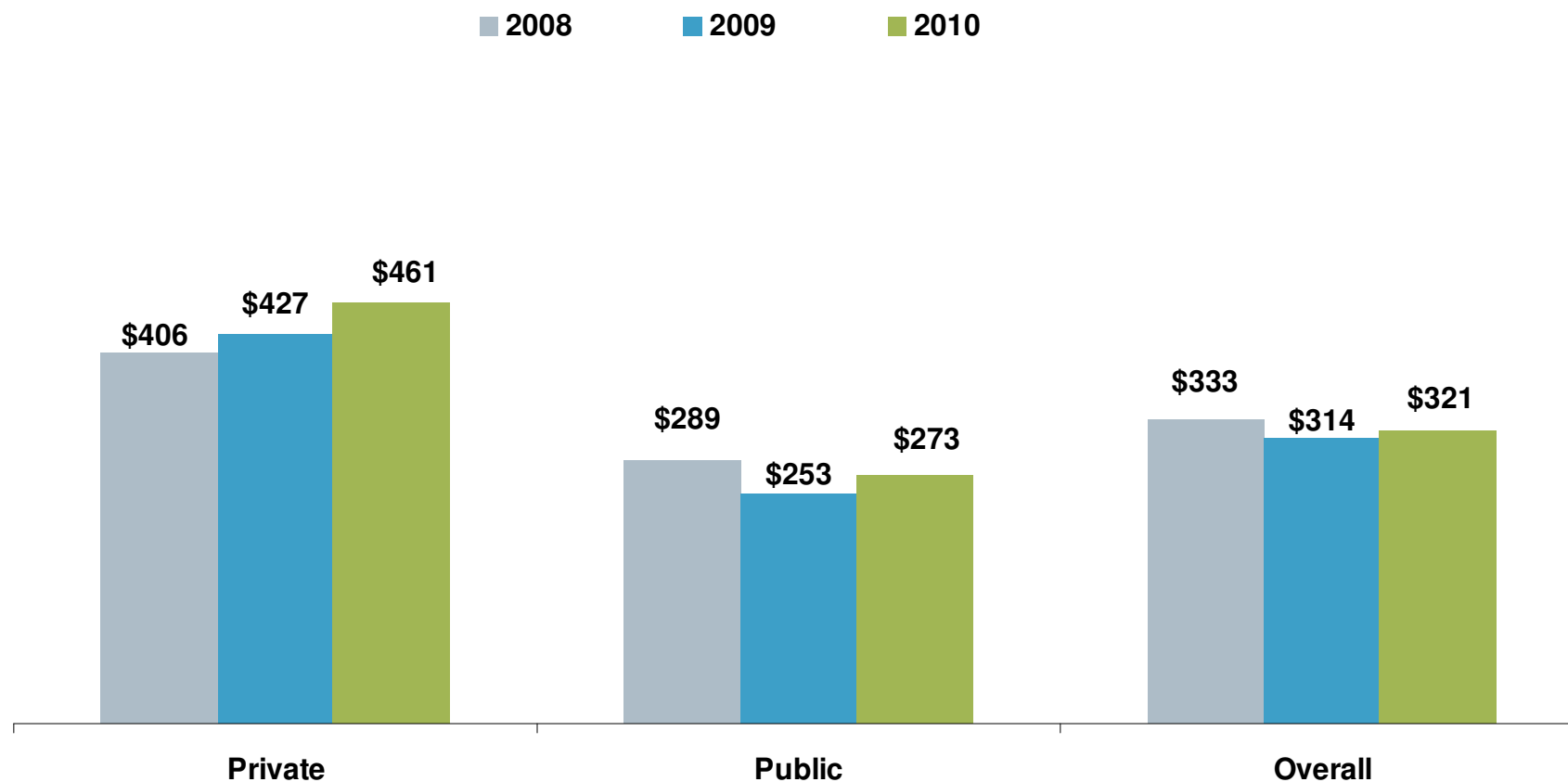


Reactivation

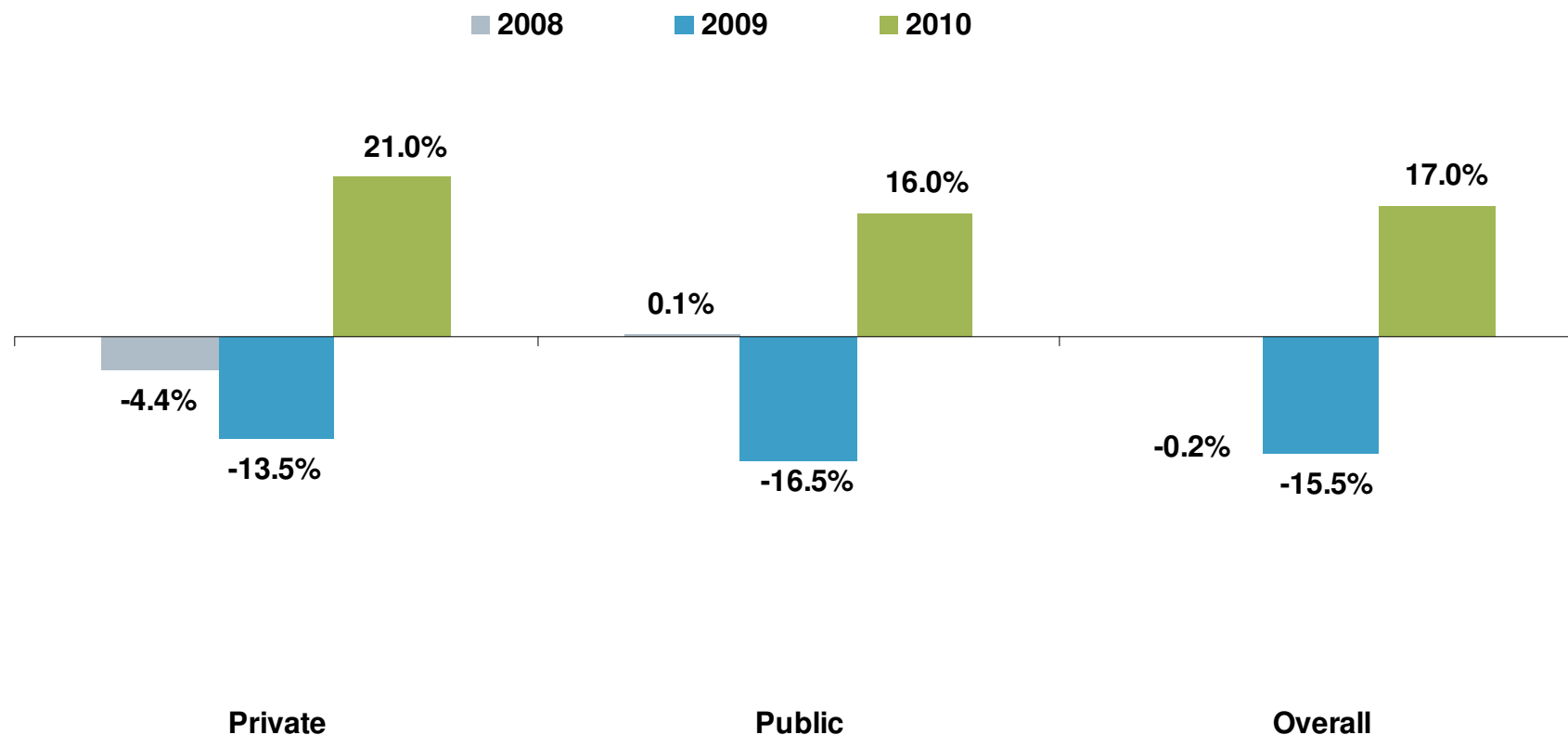
Median Donor Reactivation Rates



Median Revenue per Reactivated Donor



Median Change in Reactivated Donor Revenue



Polls

3. 2012 Annual Giving Investment

4. 2012 Annual Giving Goals

donorCentrics 2011 season – coming soon!

- Look for your Participation packet in the mail early May
- Sign up, submit data and fill out surveys by **July 31st**, and receive an ice cream party for your team!



donorCentrics 2011 season – coming soon!

- Benchmarking groups for Professional Schools:
 - Business Schools
 - Law Schools
 - Medical Schools

- Specialized groups:
 - Faith-based Schools
 - Women's Schools
 - Science and Technology Schools
 - Military Academies

- Specialized constituency:
 - Parents



Questions & Comments

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