

Vital Stats Worksheet

Vital statistic	Your result	Benchmark
Benchmarking to Giving USA		
What are your funding sources? Individuals? Foundations? Corporations? Bequests?		Should have all four sources
What dollar amount was generated from each of these sources in the last 12 months?		Giving USA: 70-75% individual 5-10% bequests 5-10% foundations 5-10% corporations
Benchmarking to FEP		
How many individual donors do you have who have contributed something in the last 12 months?		How consistent are you with the previous year?
How many donors contributed in the previous year to the one you've just measured? (i.e. 24 months ago)		Used for calculating other benchmarks
How many donors gave for the first time in the last 12 months? What is their average gift?		How consistent are you with the previous year?
How many donors renewed their support in the last 12 months? What is their average gift?		Should be at least 45% of prior year number
Benchmarking to Internal History		
How many individual donor records are in your overall database?		How many stale records do you have?
What is your average individual gift over the last 12 months?		
What is your largest individual gift over the last 12 months, and who gave it?		What triggered the gift?
What is your largest gift ever, and who gave it?		How long ago was it?
What are your top 3 sources for new donors?		Are any of these sources at risk?
How long do your donors tend to give?		How often do you need to fill the pipeline?
Who has been giving the longest?		Why?