



MULTIPLY 417

Passion: The Bridge between People and Purpose

Development Statistics Just for fun (or not)

Rick,

- Organizations that share about QCD's in your newsletter or other communication pieces at least 3 times a year see a 320% increase in the number of QCD gifts they receive.



- In 2016 total charitable giving was \$380 Billion. In 2021 it was \$474 Billion.
- 13% of all giving in 2021 was online, 28% of online is mobile. So, 3.6% of all giving is mobile, which means \$17.25 Billion dollars were donated in 2021 through a mobile phone.
- Online giving has quadrupled since 2016.
- Including a Pay Pal option on your giving page increases conversion rates by 20%.
- The average crypto currency gift is \$7000.
- Average age of a crypto owner is 36.
- A webpage is your most likely channel for attaining a QCD gift.
- In 2019 DAF gifts accounted for \$38.71 Billion a 430% from 2006.
- LTV for a recurring donor is 5 - 7 times more than the special gift partner.
- Average special gift is \$135 - Average recurring gift is \$35 (per month).
- Retention rate for first time givers is 16%, for 2nd gift and beyond it is 63%.
- 84% of all givers who didn't give 2nd gift, site lack of gratitude/no impact felt.
- **Big Picture Action Steps (coincidentally enough, I can help you with these)**
- Multi-thank you automated communication system (per your CRM).
- Creation of Monthly or Recurring Giving Clubs or Societies.
- Create Legacy and non-cash asset giving scripts, web pages, marketing communications, email templates, and training for all staff involved in development.
- Make sure you have a lapsed partner communication plan and both digital and analog templates.

Blessings,

Rick

Next: Be Honest, does your Biblical based development mean pray at the start and pray at the end of an appointment or event and that's pretty much it? Let's talk about that!

P.S. Have a question or development topic you'd like to read about? Just let me know. I spend a considerable amount of time each week in reading and research on the latest and most relevant of development issues. I'd love to hunt down some answers for you if that's what's needed. Please [contact me or email me.](#)

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