



MULTIPLY 417

Passion: The Bridge between People and Purpose

Development Statistics Just for fun (or not) - Part 2

Rick,

- 54 % of all non-profit website traffic came from mobile users in 2021
- For every 1000 emails sent out an average of \$78 was raised (emails involving an ask)



- Even more troubling, it takes an average of 1250 emails to get back one donation.
- Monthly giving grew by 24% 2020 to 2021
- One time gifts average \$124, where as monthly gifts average \$25 (this is different from last weeks numbers - Classy vs. M+R Benchmark) but the trend and the gap differential percentage are very similar, all pointing again to the need for substantial monthly or recurring gift programs.
- If you really want to improve your monthly giving, you need to create a Giving Club, Society, etc.
- Open rates improve by 5%
- Click thru rates improve by 31%
- 27% increase in response rate (that means giving)

Blessings,

Rick

I recently compiled the results of the confidence survey that I gave to my last 3 YFC chapters who attended the 10 week 3x3 Biblical Development program. Using a pre and post program survey methodology, I am able to measure improved confidence and capacity. I ask them to rate themselves in seven key development topics. So far, the overall average improvement in their confidence rating, including attitude, knowledge, and skills for writing, phone calls, and ask appointments is 278% .

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.](#)

www.multiply417.com
(209) 541-5720
rjf@multiply417.com

Multiply 417 | 1812 Legend Dr, Modesto, CA 95357

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