



Florida A&M University

FY20 Analysis - July 28, 2020

Advancement Marketing Services



Spotlight on Overall Performance

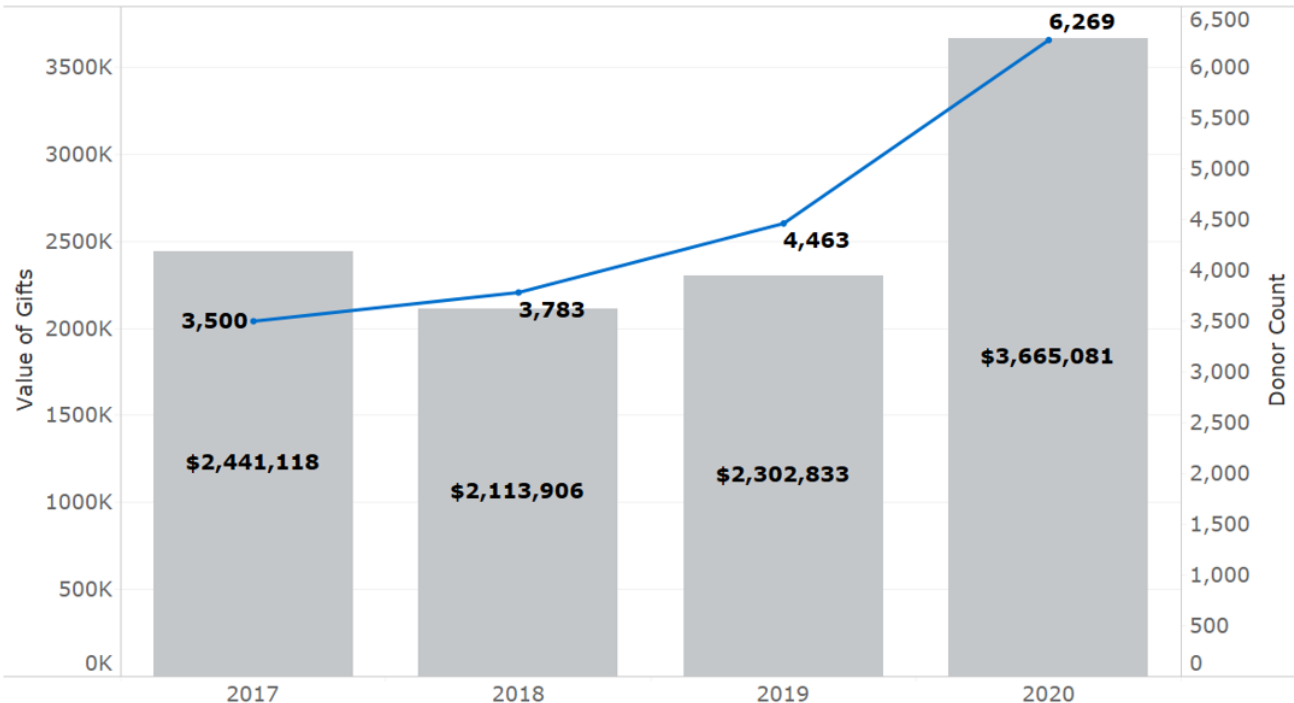


All giving donors and revenue



All Giving by Fiscal Year through June

All Giving, FY 2017 - FY 2020

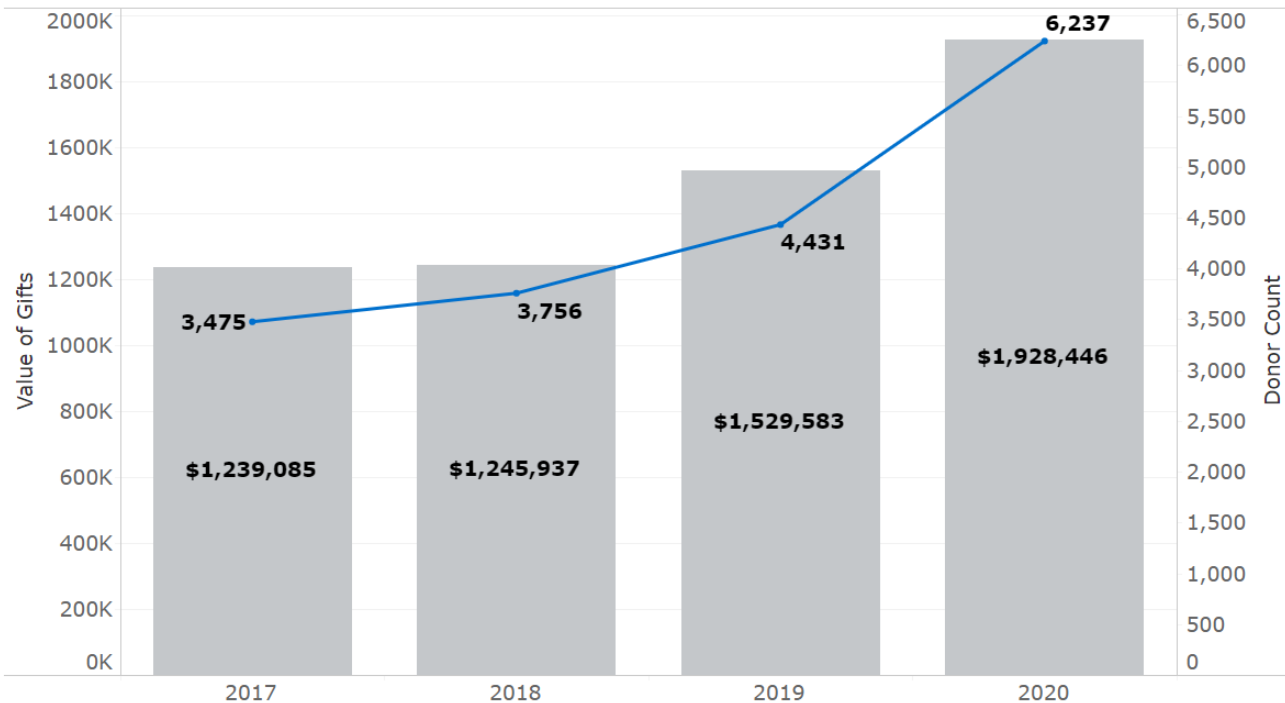


All giving donors and revenue – under \$5,000



All Giving by Fiscal Year through June

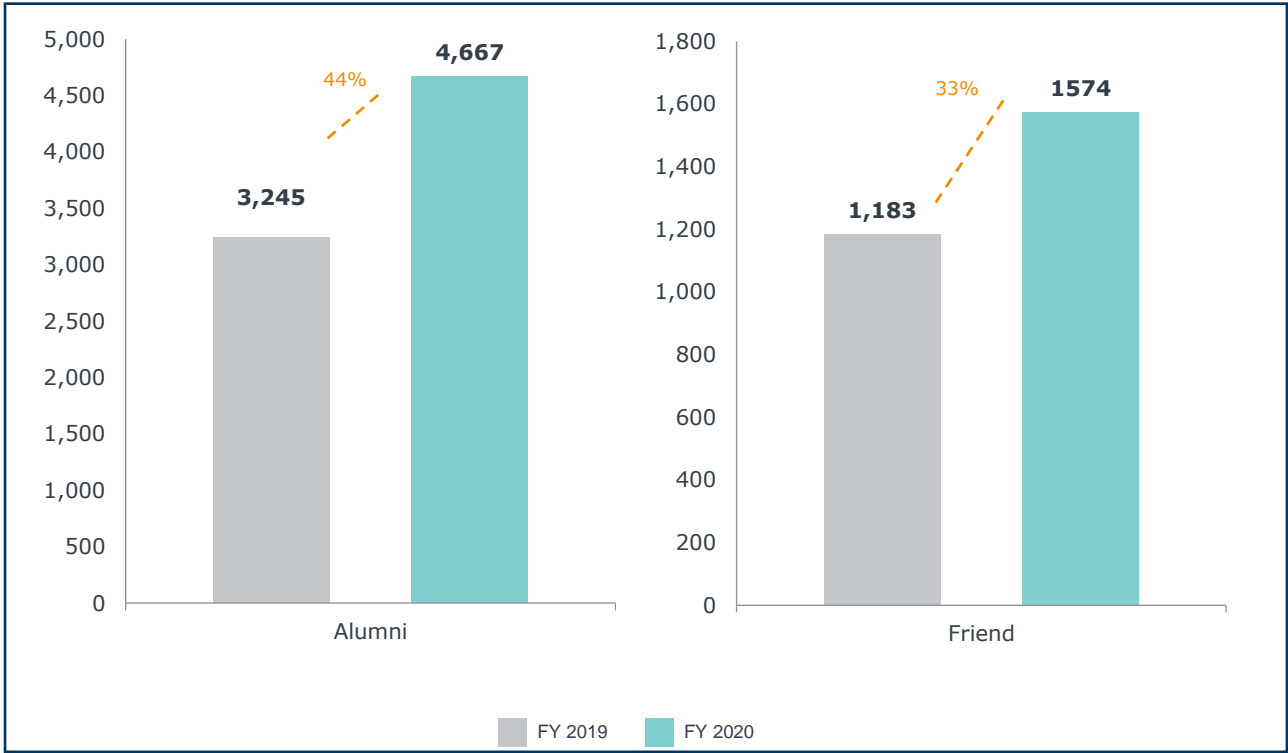
All Giving, Under \$5,000, FY 2017 - FY 2020



FAMU Constituency Views



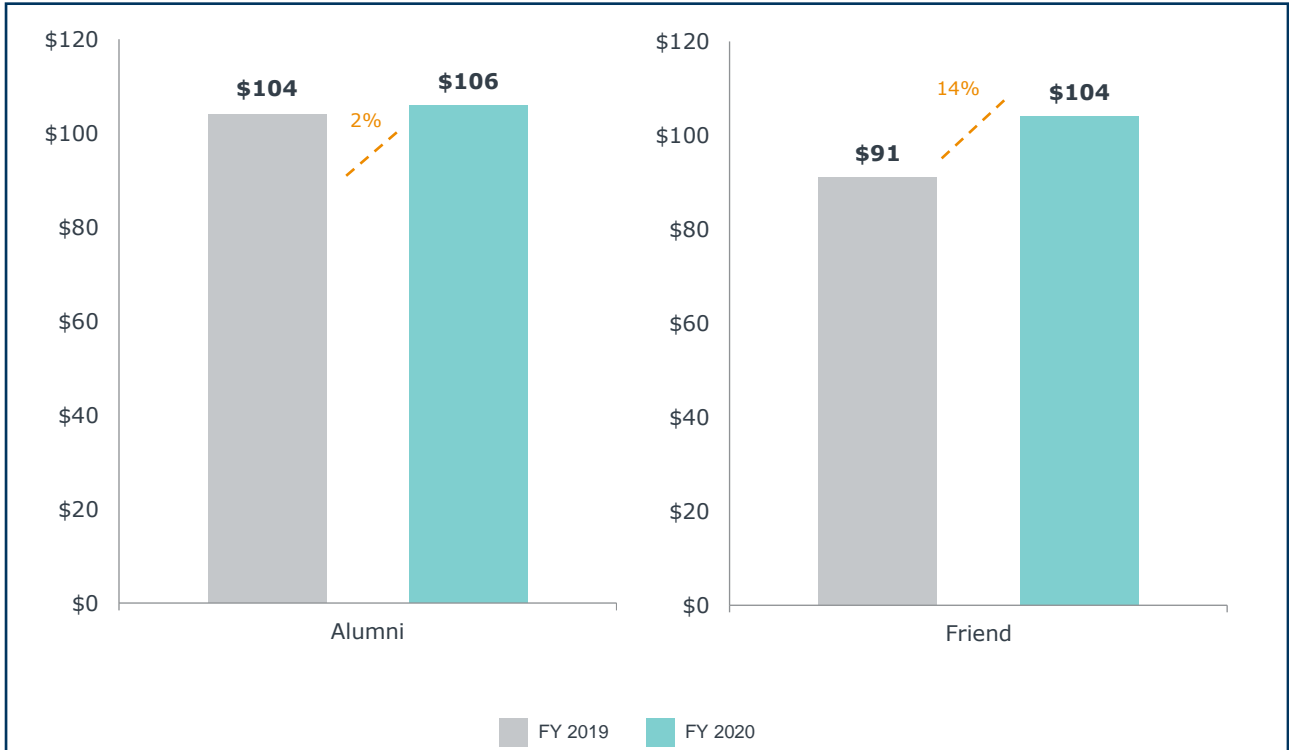
All giving through end of June (hard credit)



FAMU Constituency Views



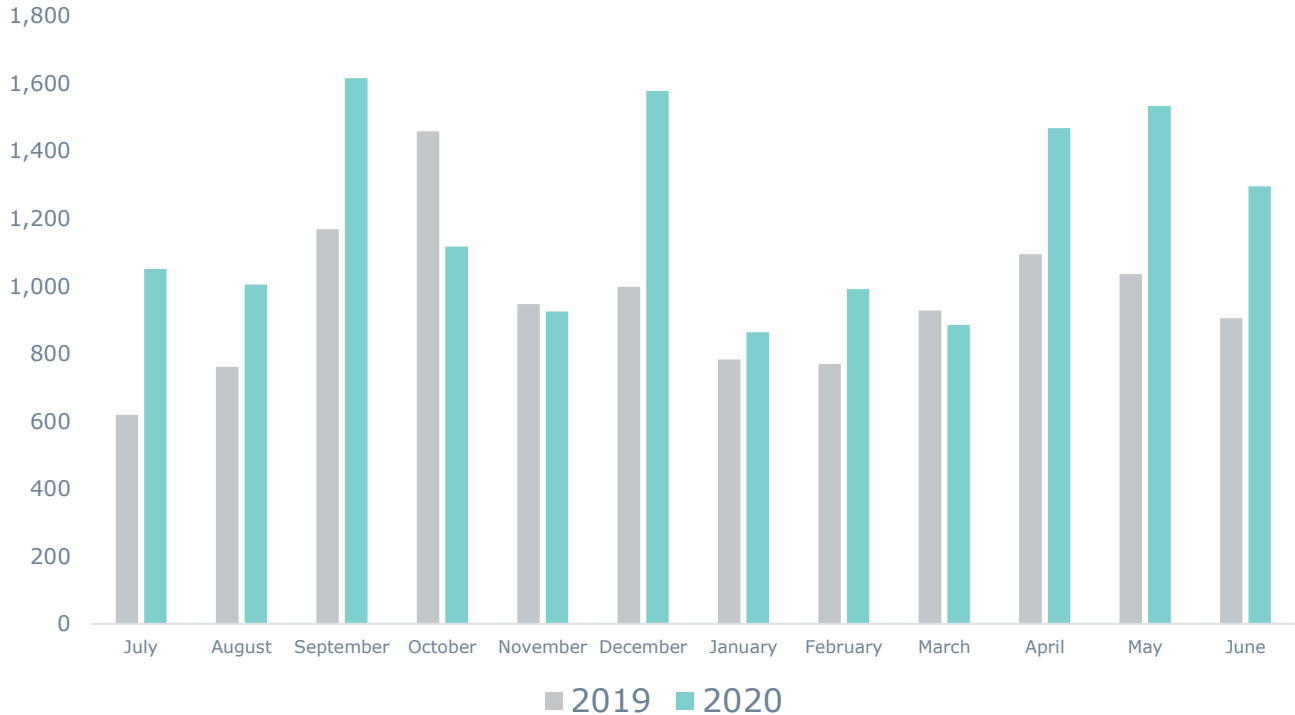
All giving through end of June (hard credit)



FAMU Month By Month 6/30



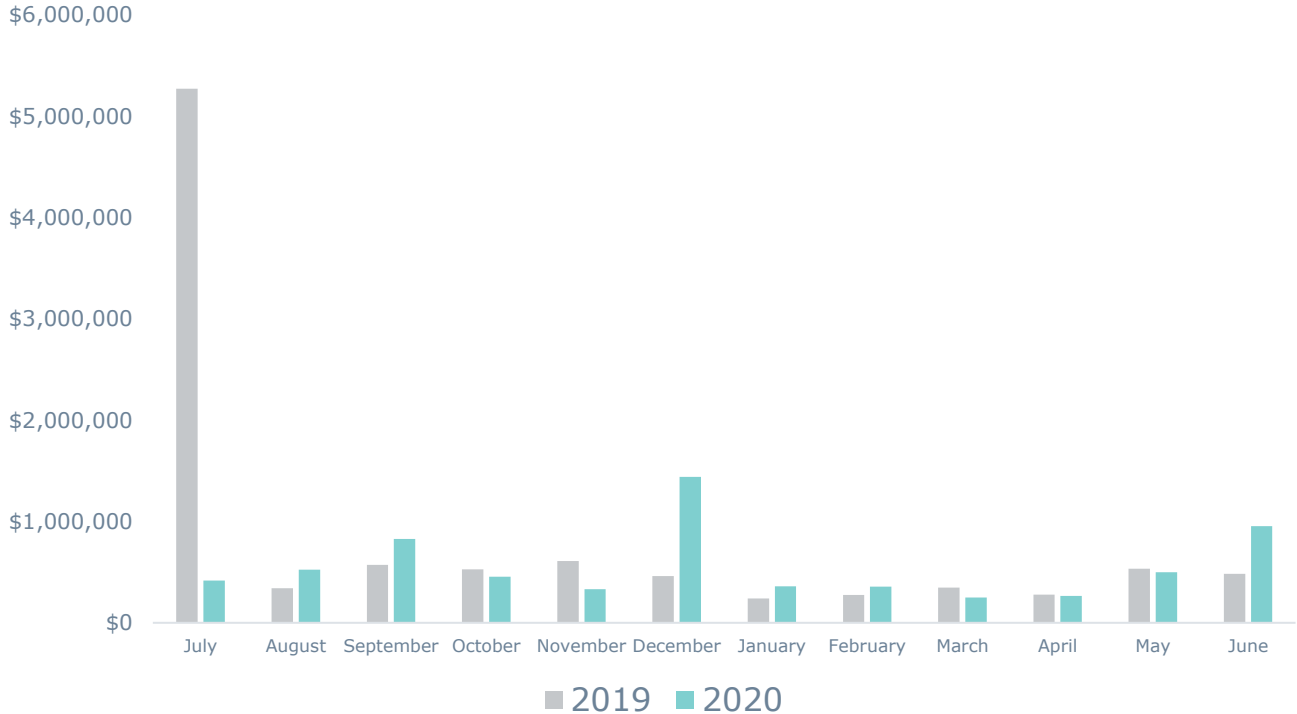
Donors by Month *All Giving*



FAMU Month By Month 6/30



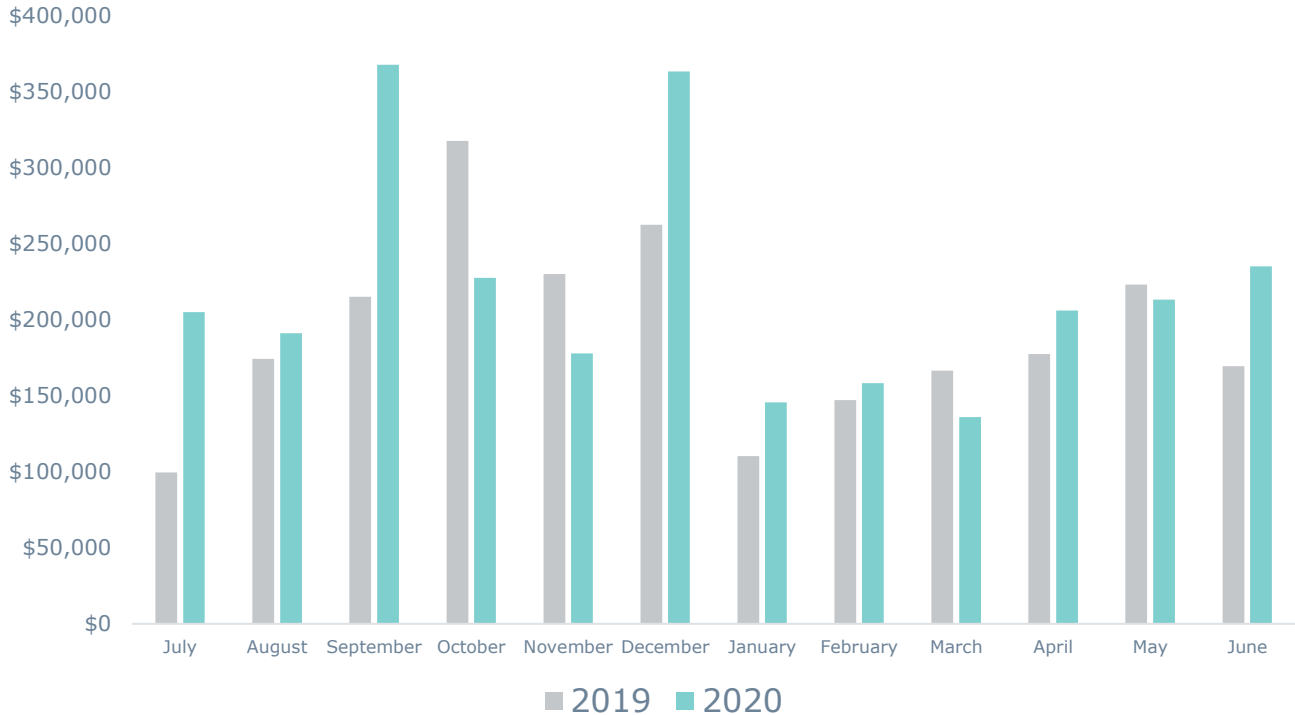
Dollars by Month *All Giving*



FAMU Month By Month 6/30



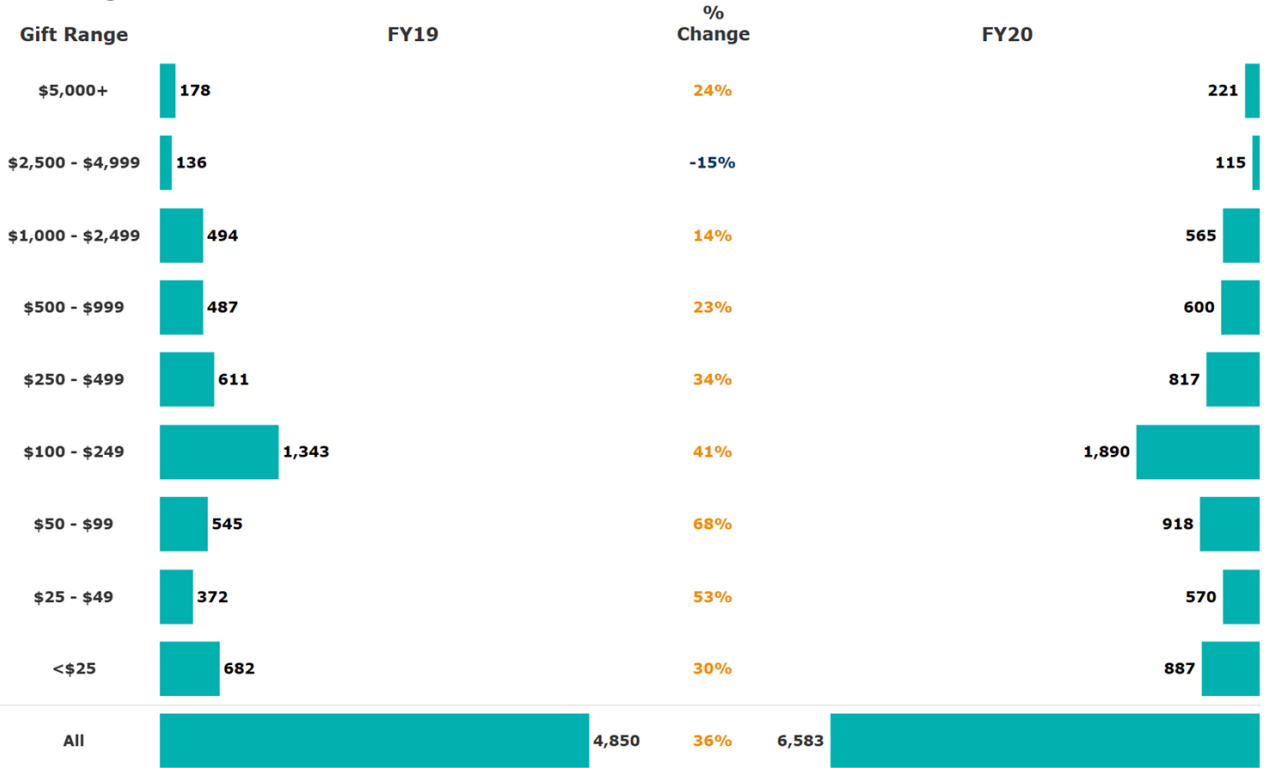
Dollars by Month
Under \$5,000



FAMU Giving Funnel



Through 6/30



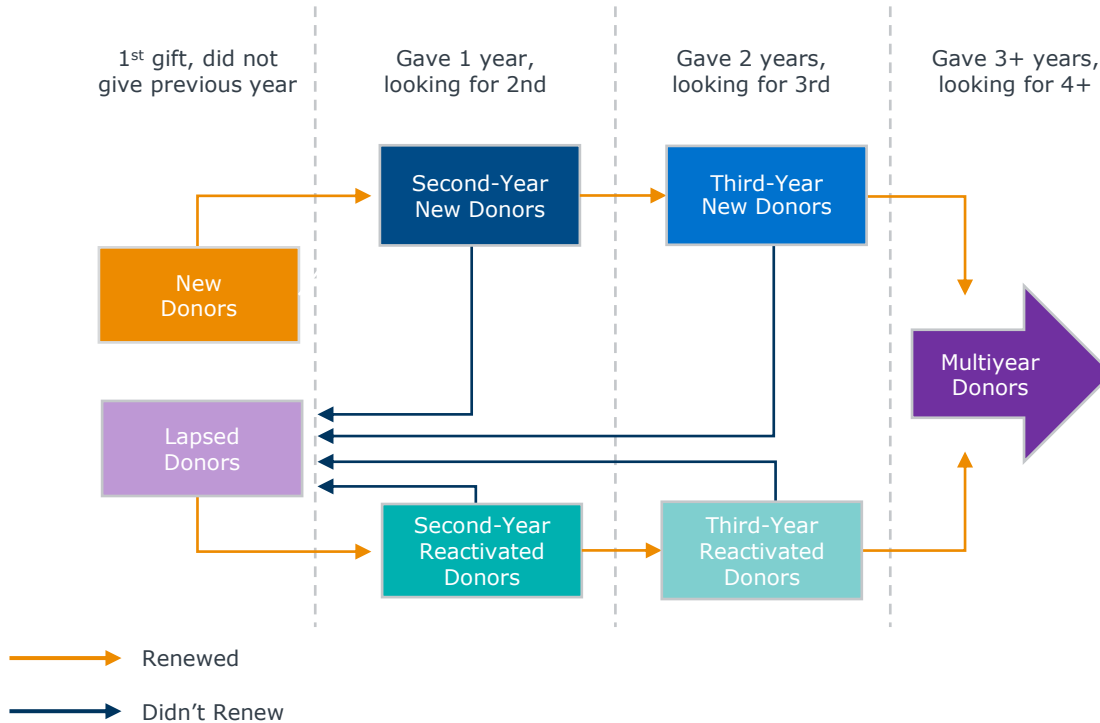
1) All Funds



Spotlight on Donor Report Card



Understanding your donor segments



Multiyear Donors

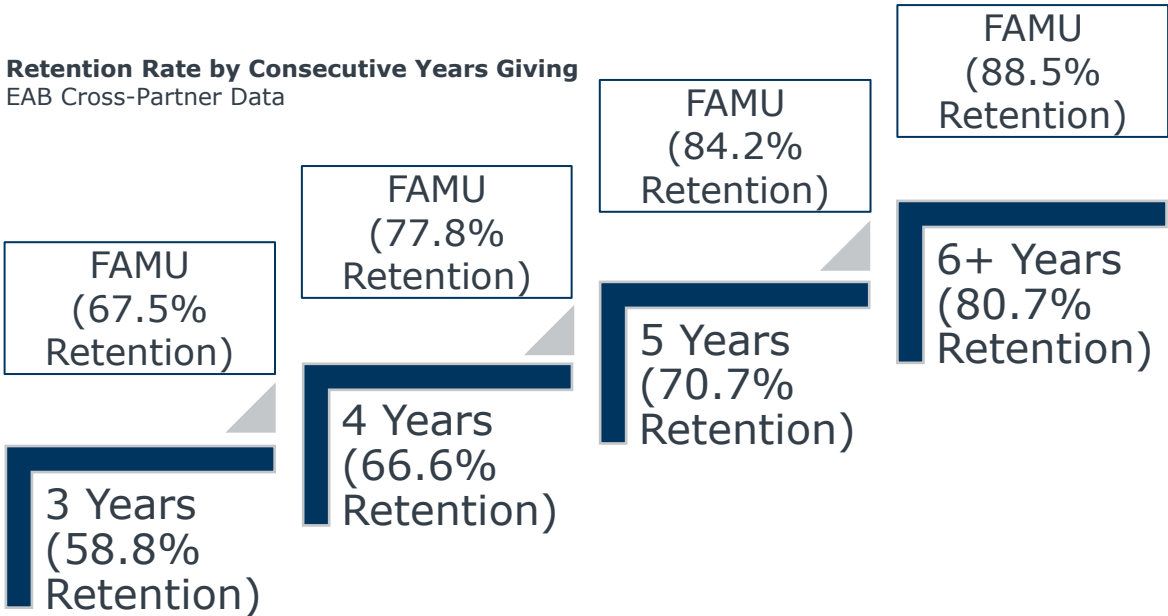
Florida Agricultural and Mechanical
All Giving, through June

Multiyear Donors Giving 3+ Consecutive Years

MultiYear Donors				
	2017	2018	2019	2020
Beginning Year Number	783	1,059	910	893
Donor Count	575	695	695	722
Retention Rate	73.4%	65.6%	76.4%	80.9%
Gift Count	4,665	5,580	5,824	5,621
Gifts per Donor	8.1	8.0	8.4	7.8
Value of Gifts	\$893,275	\$747,751	\$759,758	\$895,403
Average Gift	\$191.48	\$134.01	\$130.45	\$159.30
Annual Giving per Donor	\$1,553.52	\$1,075.90	\$1,093.18	\$1,240.17

80-90%
Multiyear Year-End
Retention
Benchmark

Retention Rate by Consecutive Years Giving
EAB Cross-Partner Data



New Donors

Florida Agricultural and Mechanical
All Giving, through June

First-Time Donors

New Donors				
	2017	2018	2019	2020
Donor Count	1,307	1,559	1,887	2,554
Gift Count	2,046	2,278	3,357	4,047
Gifts per Donor	1.6	1.5	1.8	1.6
Value of Gifts	\$550,680	\$332,332	\$519,609	\$786,063
Average Gift	\$269.15	\$145.89	\$154.78	\$194.23
Annual Giving per Donor	\$421.33	\$213.17	\$275.36	\$307.78

Top Appeals for New Donors **FAMU**



All Giving Through end of June

FY19	Donors	FY20	Donors
No Appeal Code	1,525	No Appeal Code	2,391
1819_1003 Black Dollar Giving Day	144	1516_1010 1887 Reasons to Give	66
1819_1002 Faculty & Staff Endowment Campaign	57	1819_1003 Black Dollar Giving Day	48
1920_1001 2019 FAMU NAA Convention	52	1920_1004 Faculty & Staff Endowment Campaign	33
1819_1004 FAMU 131 Challenge	40	1920_1002 The Big Push - Athletics	13
1516_1010 1887 Reasons to Give	34	1920_1003 Texas Willienium Tour - Athletics	13
1718_1004 FAMU Fund Fall Direct Mail (Electronic)	25	1617_1006 FAMU Fund Fall Direct Mail	12
1516_1009 FAMU 10for10 Challenge/8434	24	1718_1004 FAMU Fund Fall Direct Mail (Electronic)	7

Top Appeals for New Donors **FAMU**



All Giving Through end of June

FY19	Dollars	FY20	Dollars
No Appeal Code	\$ 457,924	No Appeal Code	\$ 749,818
1819_1002 Faculty & Staff Endowment Campaign	\$ 15,450	1920_1004 Faculty & Staff Endowment Campaign	\$ 9,162
1920_1001 2019 FAMU NAA Convention	\$ 10,626	1516_1010 1887 Reasons to Give	\$ 8,287
1819_1003 Black Dollar Giving Day	\$ 5,785	1920_1003 Texas Willienium Tour - Athletics	\$ 4,270
1516_1010 1887 Reasons to Give	\$ 5,612	1617_1006 FAMU Fund Fall Direct Mail	\$ 3,333
1819_1004 FAMU 131 Challenge	\$ 4,734	1718_1001 IME 30th Anniversary	\$ 3,000
1718_1004 FAMU Fund Fall Direct Mail (Electronic)	\$ 4,000	1920_1002 The Big Push - Athletics	\$ 2,440
Class of 1968	\$ 2,500	1819_1003 Black Dollar Giving Day	\$ 1,332

Second and Third-year New Donors

Florida Agricultural and Mechanical
All Giving, through June

Second Year New Donors

	2017	2018	2019	2020
Beginning Year Number	1,811	1,307	1,559	1,887
Donor Count	271	209	251	442
Retention Rate	15.0%	16.0%	16.1%	23.4%

20-25%
2nd Year New
Donor Year-End
Retention
Benchmark

Third Year New Donors

	2017	2018	2019	2020
Beginning Year Number	569	271	209	251
Donor Count	212	115	82	108
Retention Rate	37.3%	42.4%	39.2%	43.0%

40-50%
3rd Year New
Donor Year-End
Retention
Benchmark

Reactivated Donors

Florida Agricultural and Mechanical
All Giving, through June

Donors Making a Gift Within the Past 10 Years

Lapsed Donors				
	2017	2018	2019	2020
Beginning Year Number	10,456	12,521	12,730	13,293
Donor Count	662	900	1,106	1,689
Retention Rate	6.3%	7.2%	8.7%	12.7%
Gift Count	1,414	2,053	2,823	3,668
Gifts per Donor	2.1	2.3	2.6	2.2
Value of Gifts	\$249,548	\$451,088	\$495,781	\$1,390,416
Average Gift	\$176.48	\$219.72	\$175.62	\$379.07
Annual Giving per Donor	\$376.96	\$501.21	\$448.26	\$823.22

Second and Third-Year Reactivated Donors

Florida Agricultural and Mechanical
All Giving, through June

Second Year Reactivated Donors

	2017	2018	2019	2020
Beginning Year Number	573	662	900	1,106
Donor Count	201	205	326	559
Retention Rate	35.1%	31.0%	36.2%	50.5%

40-50%
2nd Year Reactivated
Donor Year-End
Retention
Benchmark

Third Year Reactivated Donors

	2017	2018	2019	2020
Beginning Year Number	522	201	205	326
Donor Count	272.0	100.0	116.0	195.0
Retention Rate	52.1%	49.8%	56.6%	59.8%

60-70%
3rd Year Reactivated
Donor Year-End
Retention
Benchmark

Retention summary as of June 30, 2020



Measuring Success

FY18

as of 6/30

FY19

as of 6/30

FY20

as of 6/30

**Year End
Goal**

Multi-Year Donors

66%

76%

81%

80-90%

Second-Year Donors

16%

16%

23%

20-25%

Third-Year Donors

42%

40%

43%

40-50%

Second-Year Reactivated Donors

31%

36%

51%

40-50%

Third-Year Reactivated Donors

50%

57%

60%

60-70%

New Donors

1,559

1,887

2,554

Reactivated Lapsed Donors

209

251

442





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