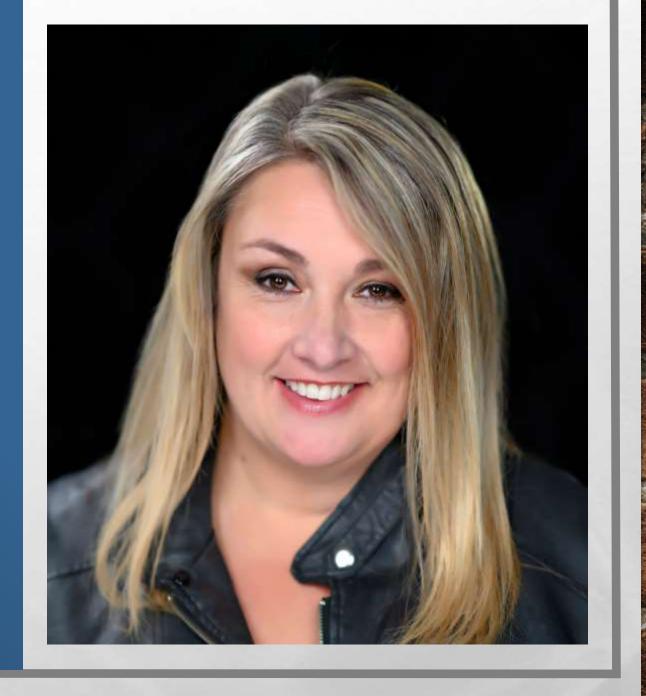
# MONTHLY GIVING TOTALLY ROCKS PART TWO SAM LAPRADE, CFRE

# SAM LAPRADE, CFRE

- 30+ YEARS OF FUNDRAISING EXPERIENCE
- RADIO HOST, 'AN HOUR TO GIVE' ON CITYNEWS & NEWS 95.7
- INTERNATIONAL SPEAKER ON PHILANTHROPY
- COLUMNIST, 'PHILANTHROPY IN OTTAWA', OBJ





# STEWARDSHIP METRICS ASK RETENTION TARGET





Acquiring

New Donors

**Cultivating** • **Current Donors** 





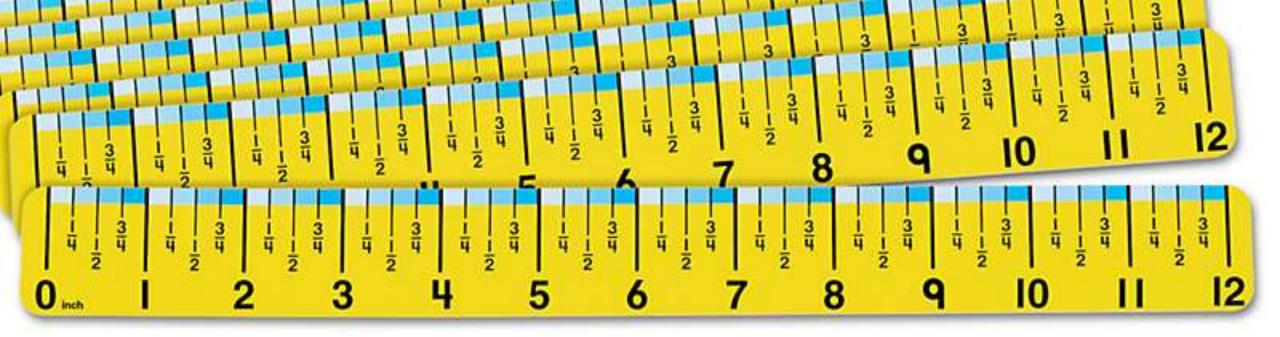


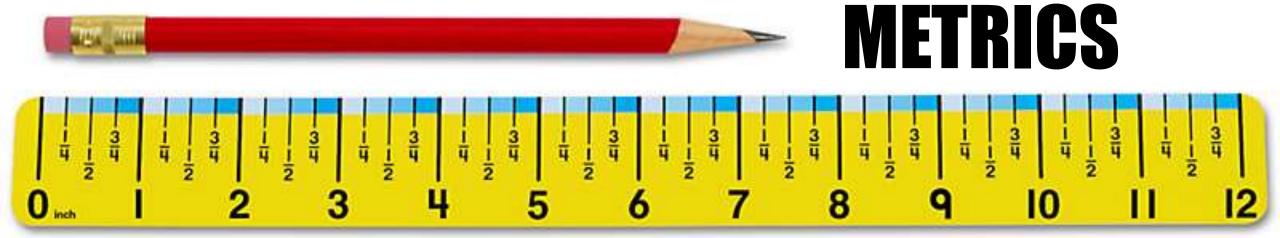














# **BREAK OUT TIME**



WHAT DO YOU THINK THE TOP THREE METRICS ARE KEY INDICATORS OF A SUCCESSFUL PROGRAM?

# **EXECUTIVE SUMMARY OF GIVING**

	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
Total Revenue	\$657,89 <b>7</b>	\$1,654,391	\$2,043,530	\$2,446,586	\$2,718,869	\$3,096,191	\$3,521,071	\$4,086,133	\$4,400,471	\$4,797,118
# Gifts	8,858	31,184	41,917	48,627	51,787	60,028	67,128	72,493	74,372	84,784
Gifts Per Donor	1.29	1.64	1.82	1.88	1.94	1.91	2.09	2.13	2.24	2.28
Avg Gift	\$74	\$53	\$49	\$50	\$53	\$52	\$52	\$56	\$59	\$57
Revenue Per Active Donor	\$96	\$87	\$89	\$94	\$102	\$99	\$110	\$120	\$132	\$129
Avg Long Term Donor Value	\$96	\$111	\$141	\$172	\$206	\$227	\$259	\$291	\$328	\$353
# On File	6,888	20,831	30,844	39,653	46,310	55,583	62,204	69,456	75,093	83,252
# Active This Period	6,888	19,036	23,061	25,910	26,673	31,351	32,096	34,030	33,241	37,253
% Active This Period	100	91	75	65	58	56	52	49	44	45
# Renewed	N/A	5,093	12,649	15,683	17,906	19,072	22,135	22,669	23,533	24,303
# New	N/A	13,943	10,013	8,809	6,657	9,273	6,621	7,252	5,637	8,159
# Reactivated	N/A	0	399	1,418	2,110	3,006	3,340	4,109	4,071	4,791
# Stopped Giving This Year	1,028	3,803	4,202	4,467	4,303	5,544	6,079	7,635	8,938	N/A

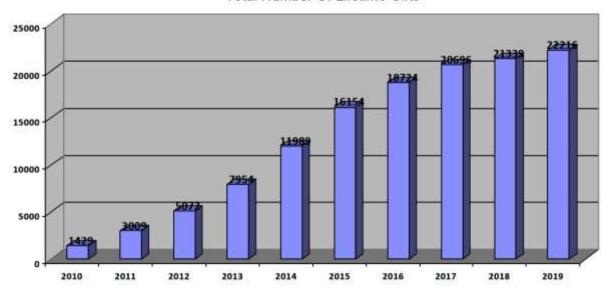
	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
Total Revenue	\$48,202	\$83,073	\$124,142	\$185,932	\$289,073	\$403,785	\$459,686	\$511,786	\$546,436	\$581,663
# Gifts	1,429	3,009	5,072	7,954	11,989	16,154	18,724	20,696	21,339	22,216
Gifts Per Donor	9.10	9.49	9.19	9.71	9.51	10.22	10.60	10.96	11.04	10.99
Avg Gift	\$34	\$28	\$24	\$23	\$24	\$25	\$25	\$25	\$26	\$26
Revenue Per Active Donor	\$307	\$262	\$225	\$227	\$229	\$255	\$260	\$271	\$283	\$288
Avg Long Term Donor Value	\$307	\$395	\$440	\$500	\$533	\$637	\$744	\$885	\$1,043	\$1,174 <del>-</del>
# On File	157	332	581	883	1,370	1,781	2,141	2,380	2,543	2,754
# Active This Period	157	317	552	819	1,261	1,581	1,767	1,889	1,933	2,022
% Active This Period	100	95	95	93	92	89	83	79	76	73
# Renewed	N/A	142	302	516	773	1,169	1,403	1,646	1,765	1,807 ←
# New	N/A	175	249	302	487	411	360	239	163	211
# Reactivated	N/A	0	1	1	1	1	4	4	5	4
# Stopped Giving This Year	12	13	32	44	89	173	120	123	126	N/A

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# Gift Frequency History

Total Number Of Lifetime Gifts



	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
Frequency Of Gifts				N	umber Of G	ifts				
1	6	21	27	23	75	72	32	26	32	22
2	18	4	42	56	58	60	44	38	52	68
3 - 9	283	444	726	1,438	2,138	2,018	2,107	1,707	1,151	1,406
10 +	1,122	2,540	4,277	6,437	9,718	14,004	16,541	18,925	20,104	20,720
Total	1,429	3,009	5,072	7,954	11,989	16,154	18,724	20,696	21,339	22,216

# New Donor Acquisition And Retention

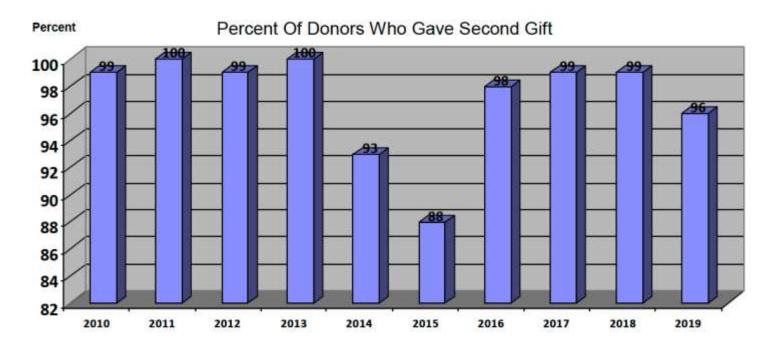
Number	Of New	Donors	Who	Continue	To	Give

Year** Acquired	Number Acquired	Gave In Year 2	Gave In Year 3	Gave In Year 4	Gave In Year 5	Gave In Year 6	Gave In Year 7	Gave In Year 8	Gave In Year 9	Gave In Year 10
2010	157	142	136	122	118	113	106	98	94	90
2011	175	167	155	148	143	127	120	115	108	
2012	249	240	222	209	192	183	172	161		
2013	302	286	265	245	226	210	197			
2014	487	440	401	370	352	330				
2015	411	336	312	295	277					
2016	360	341	309	281						
2017	239	223	209							
2018	163	158								
2019	211									

# Percentage Of New Donors Who Continue To Give

Year** Acquired	Number Acquired	Gave In Year 2	Gave In Year 3	Gave In Year 4	Gave In Year 5	Gave In Year 6	Gave In Year 7	Gave In Year 8	Gave In Year 9	Gave In Year 10
2010	157	90.4	86.6	77.7	75.2	72.0	67.5	62.4	59.9	57.3
2011	175	95.4	88.6	84.6	81.7	72.6	68.6	65.7	61.7	
2012	249	96.4	89.2	83.9	77.1	73.5	69.1	64.7		
2013	302	94.7	87.7	81.1	74.8	69.5	65.2			
2014	487	90.3	82.3	76.0	72.3	67.8				
2015	411	81.8	75.9	71.8	67.4					
2016	360	94.7	85.8	78.1						
2017	239	93.3	87.4							
2018	163	96.9								
2019	211									

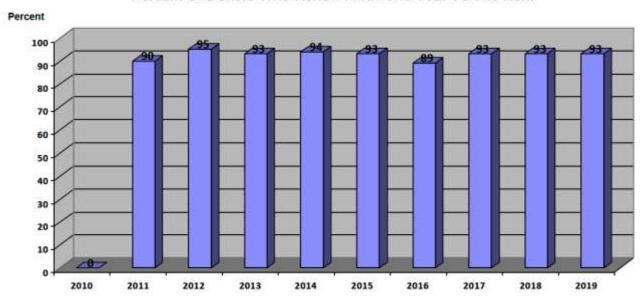
# Second Gift Conversion History



	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
Acquired This Period	157	175	249	302	487	411	360	239	163	211
Gave Second Gift	156	175	247	302	451	361	352	237	162	202
Percent Who Gave Second Gift	99	100	99	100	93	88	98	99	99	96
Revenue	\$48,177	\$27,833	\$31,679	\$42,063	\$74,076	\$74,185	\$58,139	\$41,679	\$30,231	\$38,558
# Gifts	1,428	1,332	1,614	1,957	2,968	2,779	2,587	1,648	1,008	1,428
Avg # Gifts	9.15	7.61	6.53	6.48	6.58	7.70	7.35	6.95	6.22	7.07
Avg Gift Amt	\$34	\$21	\$20	\$21	\$25	\$27	\$22	\$25	\$30	\$27
g Revenue Per Donor	\$309	\$159	\$128	\$139	\$164	\$205	\$165	\$176	\$187	\$191

# **Donor Renewal Rates**

Percent Of Donors Who Renew From One Year To The Next



	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
# Active This Period	157	317	552	819	1,261	1,581	1,767	1,889	1,933	2,022
Renewed From Previous Year	0	142	302	516	773	1,169	1,403	1,646	1,765	1,807
Percent Renewed Previous Year	0	90	95	93	94	93	89	93	93	93
Revenue	\$48,202	\$55,241	\$92,338	\$143,710	\$213,653	\$327,156	\$400,249	\$468,747	\$514,615	\$542,495
# Gifts	1,429	1,677	3,446	5,993	8,981	13,316	16,101	19,012	20,286	20,739
Avg # Gifts	9.10	11.81	11.41	11.61	11.62	11.39	11.48	11.55	11.49	11.48
Avg Gift Amt	\$34	\$33	\$27	\$24	\$24	\$25	\$25	\$25	\$25	\$26
g Revenue Per Donor	\$307	\$389	\$306	\$279	\$276	\$280	\$285	\$285	\$292	\$300

# **Donor Attrition Rates**

	2010	2011	2012	2013	2014	2015	2016	2017	2018
Active This Period	157	317	552	819	1,261	1,581	1,767	1,889	1,933
Acquired This Period	157	175	249	302	487	411	360	239	163
# Stopped Giving	12	13	32	44	89	173	120	123	126
Percent Of Active File	7.6	4.1	5.8	5.4	7.1	1 0.9	6.8	6.5	6.5
Gave 1 Gift	0	0	0	0	0	0	0	0	0
Percent Of Active File	0	0	0	0	0	0	0	0	0
Gave 2+ Gifts	12	13	32	44	89	173	120	123	126
Percent Of Active File	7.6	4.1	5.8	5.4	7.1	1 0.9	6.8	6.5	6.5
Net New Donors	145	162	217	258	398	238	240	116	37
Revenue In Last Year Of Giving	\$7,610	<b>\$</b> 1,551	<b>\$</b> 5,649	\$7,142	\$8,936	\$27,974	\$20,109	<b>\$17,268</b>	\$20,214
# Gifts In Last Year	90	103	206	280	390	839	742	801	743
Avg # Gifts In Last Year	7.50	7.92	6.44	6.36	4.38	4.85	6.18	6.51	5.90
Avg Gift Amt In Last Year	\$85	\$15	\$27	\$26	\$23	\$33	\$27	\$22	\$27
Avg Revenue Per Donor In Last Year	\$634	\$119	\$177	\$162	\$100	\$162	\$168	\$140	\$160

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# Acquired	175	175	175	175	175	175	175	175	175
# Gave To Date	175	167	155	148	143	127	120	115	108
# Gifts To Date	1,332	3,253	5,040	6,752	8,400	9,870	11,258	12,588	13,850
Avg # Gifts Per Donor	7.6	18.6	28.8	38.6	48.0	56.4	64.3	71.9	79.1
Revenue To Date	\$27,833	\$67,811	\$105,887	\$144,343	\$181,905	\$215,672	\$249,357	\$282,690	\$316,447
Avg Gift Amt	\$21	\$21	\$21	\$21	\$22	\$22	\$22	\$22	\$23
LTDV (Avg Rev Per Donor)	\$159	\$387	\$605	\$825	\$1,039	\$1,232	\$1,425	\$1,615	\$1,808

		Top 2%	Next 8%	Next 20%	70%
0 to 12 Months	# Donors	40	162	404	1416
Dollar Amts For	Revenue	\$192,802.00	\$340,378.23	\$422,103.25	\$613,402.80
Last 36 Months	% of Total # Gifts	12.29 1393	21.7 5662	26.91 13774	39.1 40509
	Gifts Per Donor	34.83	34.95	34.09	28.61
	Avg Gift	\$138	\$60	\$31	\$15
	Avg Revenue Per Donor	\$4,820	\$2,101	\$1,045	\$433
13 to 24 Months	# Donors	3	10	26	87
Dollar Amts For	Revenue	\$6,900.00	\$14,047.16	\$13,797.95	\$19,185.39
Last 36 Months	% of Total	12.79	26.05	25.58	35.57
East of Months	# Gifts	69	198	480	1365
	Gifts Per Donor	23.00	19.80	18.46	15.69
	Avg Gift	\$100	\$71	\$29	\$14
	Avg Revenue Per Donor	\$2,300	\$1,405	\$531	\$221
25 to 36 Months	# Donors	2	10	24	87
Dollar Amts For	Revenue	\$1,100.00	\$4,108.99	\$5,164.20	\$6,894.50
Last 36 Months	% of Total	6.37	23.8	29.91	39.93
Last of Months	# Gifts	22	87	220	472
	Gifts Per Donor	11.00	8.70	9.17	5.43
	Avg Gift	\$50	\$47	\$23	\$15
	Avg Revenue Per Donor	\$550	\$411	215	\$79

# Consecutive Years Giving History

# **Donors Who Have Given Consecutively For**

	2 Years	3 Years	4 Years	5 Years	6 Years	7 Years	8 Years	9 Years	10 Years
	All Donors								
# Donors	322	338	363	344	371	220	170	108	85
Revenue	\$148,572	\$241,808	\$338,561	\$502,801	\$562,862	\$409,671	\$319,160	\$259,588	\$363,349
# Gifts	5,066	9,523	14,943	18,580	24,179	16,920	15,206	11,109	9,879
Avg # Gifts	15.73	28.17	41.17	54.01	65.17	76.91	89.45	102.86	116.22
Avg Gift Amt	\$29	\$25	\$23	\$27	\$23	\$24	\$21	\$23	\$37
Avg Revenue Per Donor	\$461	\$715	\$933	\$1,462	\$1,517	\$1,862	\$1,877	\$2,404	\$4,275



# **ROOM 1-OTTAWAMISSION.COM**

ROOM 2 - MOVEMBER.COM

**ROOM 3 - PLANCANADA.CA** 

ROOM 4 - FOODBANKSCANADA.CA





ABOUT US WAYS TO GIVE

GET INVOLVED | HOW WE HELP | BLOG | FRANÇAIS A A A



The Ottawa Mission operates 24/7, 365 days a year providing food, shelter and vital services to hungry, homeless and hurting people who walk through our doors in search of a better life.

Supporting The Mission as a monthly donor - a Champion of Hope - is easy for you and provides a predictable funding source for our programs. We can plan ahead knowing we have your support.

As a monthly donor you can help ensure that The Mission continues to meet the ongoing needs of people in our community.

### GET STARTED!

Becoming a Champion of Hope is easy; simply decide on your monthly contribution, and once you've signed up your gift will be automatically debited from your bank account or credit card month to month. At the end of the year, you receive a consolidated tax receipt for your personal files. It is also easy to change or cancel your monthly gift at any time.

### To learn more, please contact:

## Megan Feltham

Phone: 613-234-1155 ext. 425 | Email: donations@ottawamission.com











# WAYS TO GIVE

Make a Donation

## Monthly Giving

Corporate Giving

Corporate Team Volunteering

Sponsorship

**Employee Giving** 

Leave a gift in your will and gift planning

Stock and Securities

Other Ways To Give



ENGLISH FRANÇAIS





# **ROOM' SAVED MY**

Bryan Millan, Movember Program participant: The Changing Room

MORE DETAIL

10F1



MONTHLY DONATION. YEAR-ROUND IMPACT. With a regular donation, you'll help better the odds for men's health, funding life-changing mental health programs like 'The Changing Room'. Your donations will also power medical research, groundbreaking trials and tests, and innovative treatments for prostate cancer and testicular cancer.

### **WE'LL SEND YOU**

Regular updates on what your money is doing. Real stories about the real men you're helping. News of scientific breakthroughs. An annual tax receipt.

### WE'LL SPARE YOU

Boring emails Lock in contracts **Getting guilted into stuff** 



in



**ABOUT US** 

**OUR STORIES** 

**GET INVOLVED** 

FOR SPONSORS

**BECAUSE I AM A GIRL** 



Meet Famata, she is 9 years old and lives in GUINEA BISSAU.

# FAMATA IS WAITING TO BE SPONSORED BY YOU.



You'll see the impact you're making for Famata, her family and her community. Your child sponsorship includes:

- Welcome package with information and photos of your child
- Annual progress report
- Access to My Plan, your online sponsorship account
- Reminders of your sponsor child's birthday and personal e-cards you can send to your sponsor child

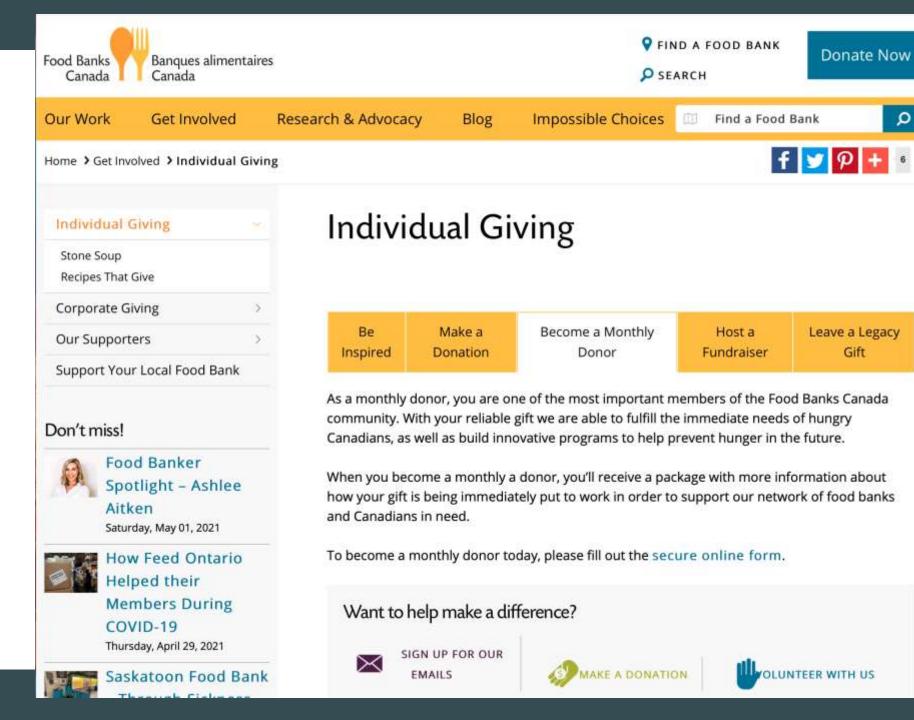
# THANK YOU FOR SPONSORING FAMATA

Please choose your payment option to sponsor Famata.

o \$42 each month

\$504 each year

NEXT



O

Gift



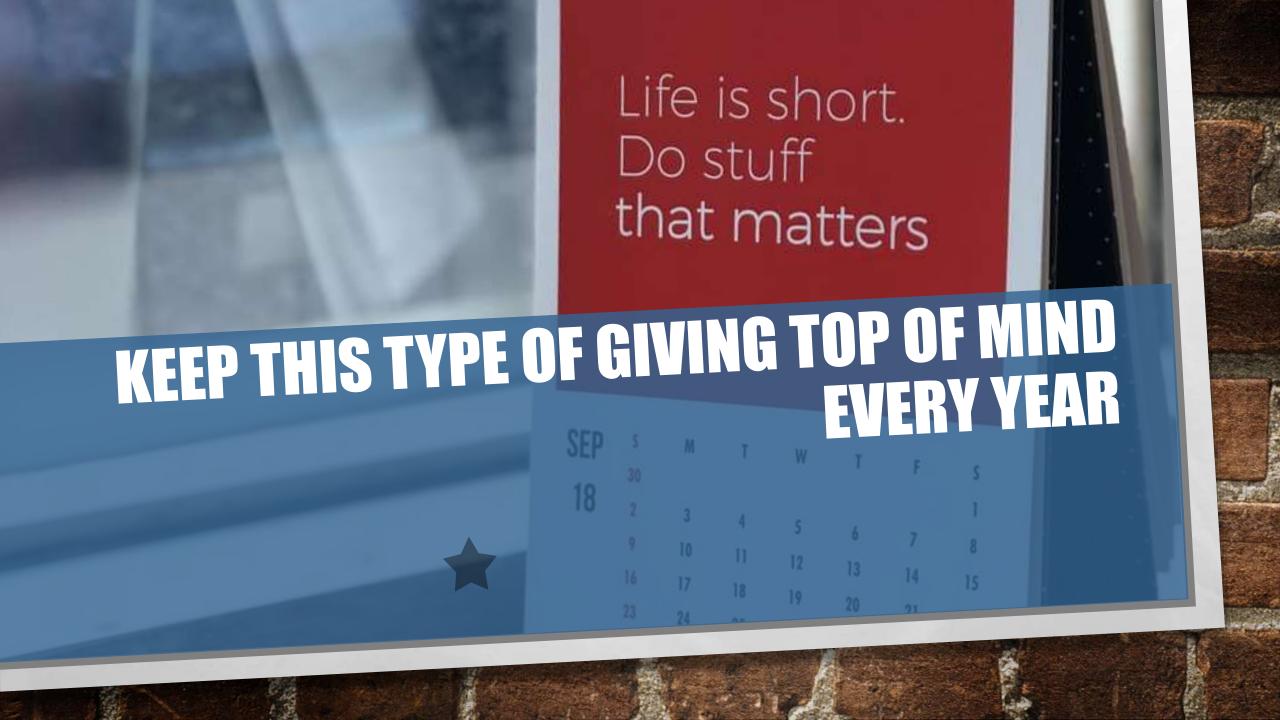
# CAN YOUR BOARD SUPPORT YOUR MONTHLY GIVING EFFORTS?















## ALLOW TIME FOR THE PROGRAM TO GROW





# INTRODUCE THE MONTHLY GIVING OPTION TO THEIR NETWORK



### STEWARDSHIP







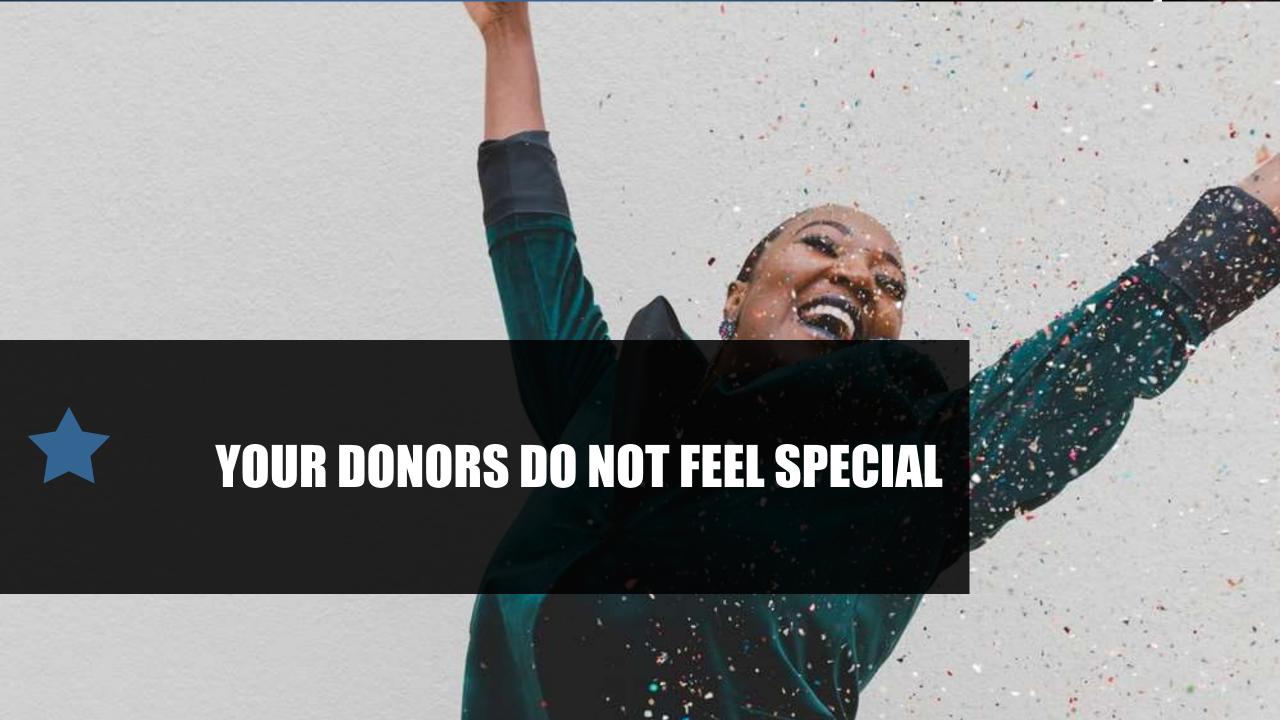
### **BREAK OUT TIME**

WHAT ARE YOUR TOP THREE STEWARDSHIP IDEAS FOR MONTHLY DONORS?



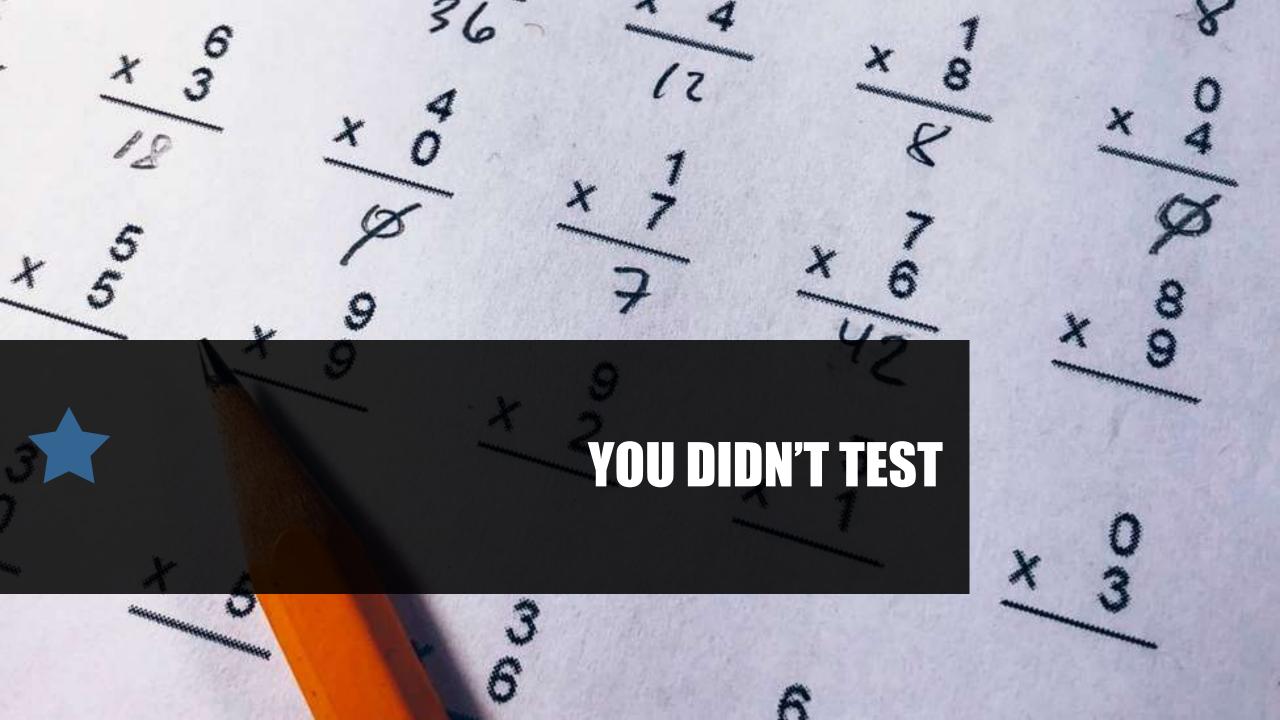








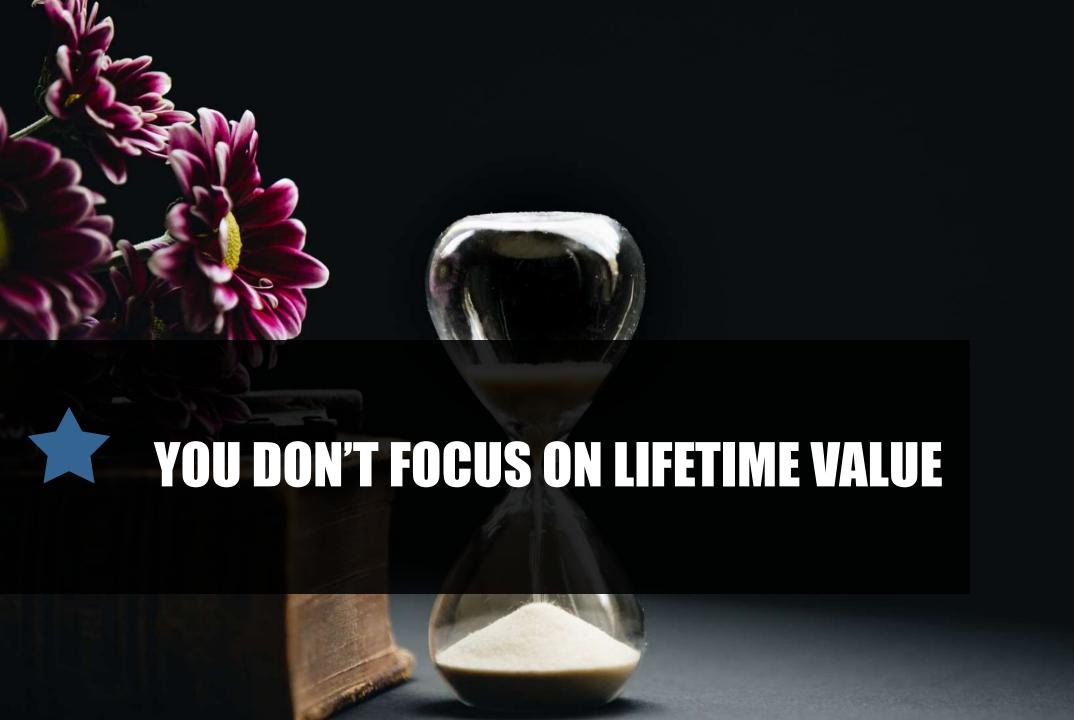










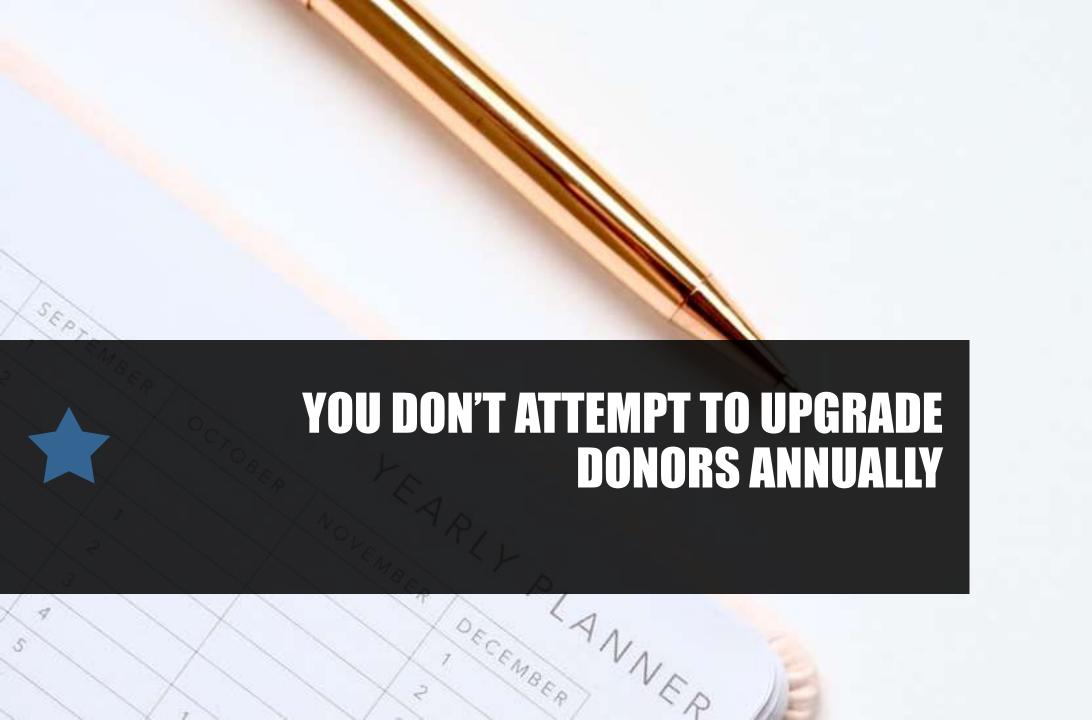
























#### **SAM LAPRADE, CFRE**

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