



From insights to Impact

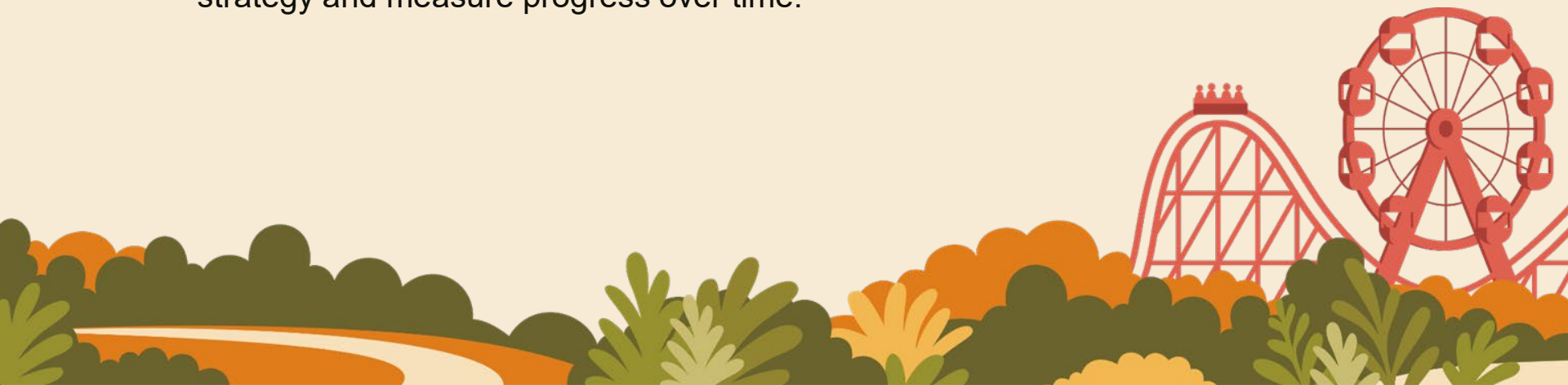
Leveraging Data for Next-Level Giving

October 9, 2025



Today's Workshop

1. Read the economic signals that matter for philanthropy in 2025—and understand how they impact your donor file and revenue mix.
2. Apply data to real-world giving scenarios (no statistician required): identifying high-value prospects, setting data-informed ask strings, strengthening your mid-level and major gift pipeline, and boosting your annual fund.
3. Turn findings into action plans, using data to inform your entire fundraising strategy and measure progress over time.





KindCon²⁰²⁵



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Next River Fundraising Strategies

The Economic Climate for Giving



The Economic Climate for Fundraising Q425

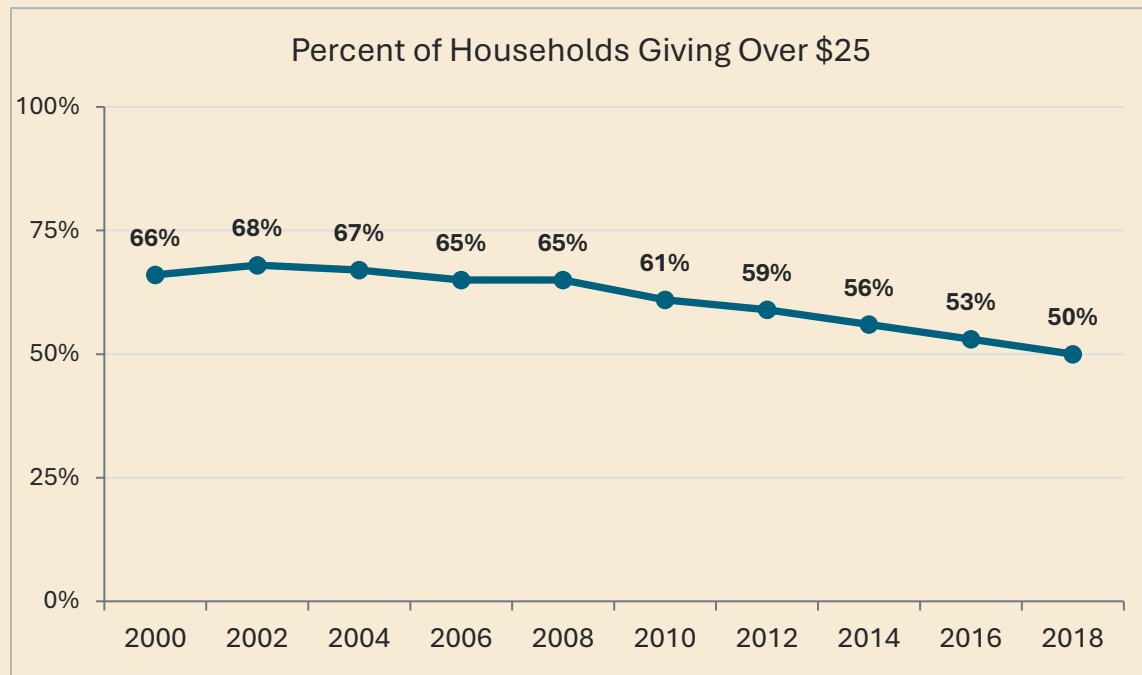
	INSIGHT	IMPACT
	NEED IS GROWING & DONORS GET IT 89% of charitable donors believe charities are currently a lot or somewhat more reliant on donations due to federal grant funding cuts.	Giving follows need, so communicating funding shortages is a transparent way to solicit support.
	INFLATION EASING The proportion of donors giving less in the past 12 months due to inflation declined again to 42%, a significant 16-point reduction YOY.	As high-income households have been less likely to reduce their giving, major gifts continue growing as a share of total revenue.
	RECESSION SENTIMENT HIGH 61% of donors (& 59% of consumers) think a recession is likely in the next 12 mos. (No change since Q3; +12 p.p. YOY). Consumer sentiment is down across all demographics except for consumers with large stock holdings.	Historically, changes in charitable giving have a 40% correlation with the S&P 500. With markets at all-time highs, DAFs and stock gifts (& their cash equivalents) are trending.



Rethinking Generosity



The Decline of Individual Giving

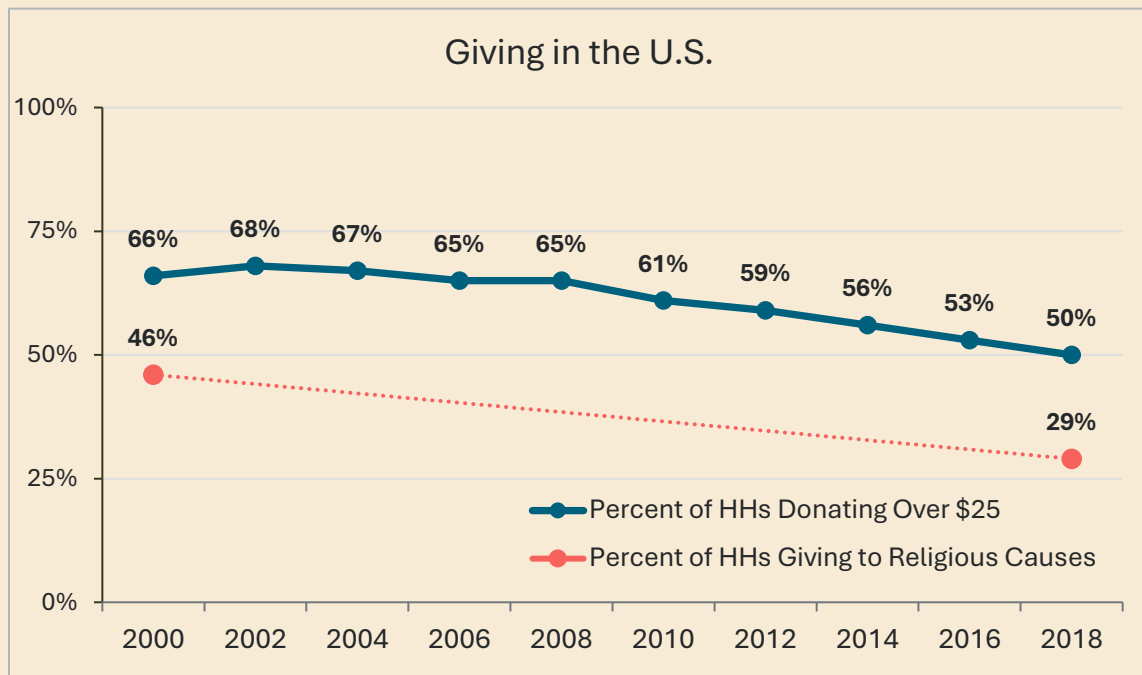


Individual giving is down, both from a participation rate as well as a segment of the total giving pie.

However, this view includes religious giving, which has been declining at a similar clip, along with attendance.



The “Why” Behind the Decline



Much of the decline in giving can be traced to a decline in attending religious services—and giving to religious causes—in the U.S.

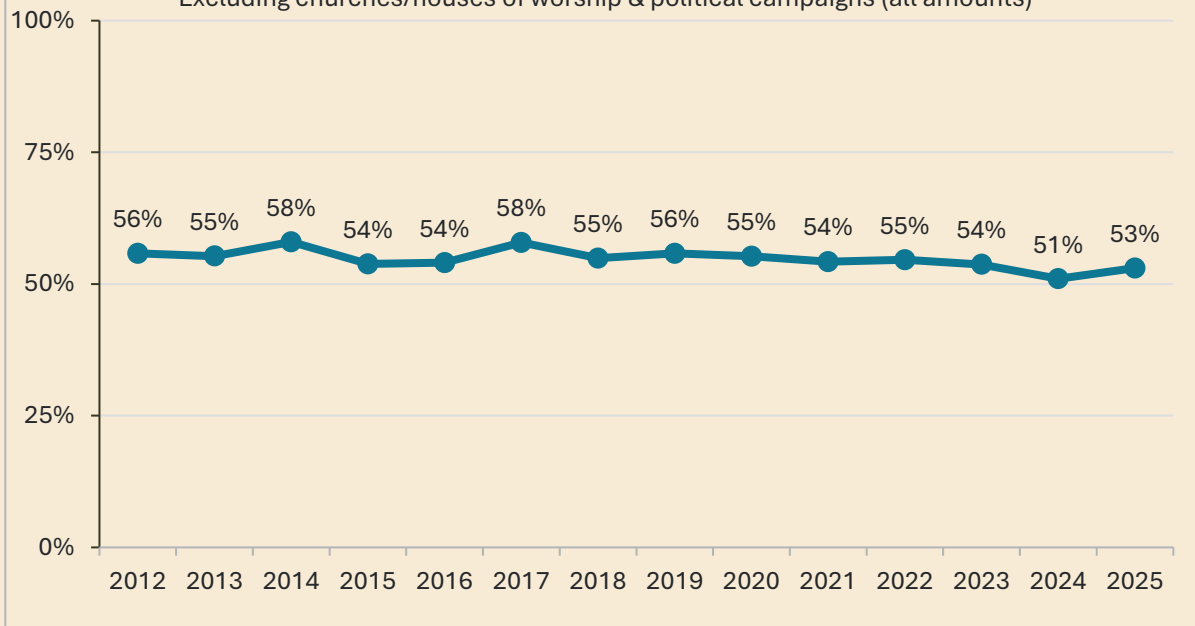


Individual Giving to Charitable Organizations



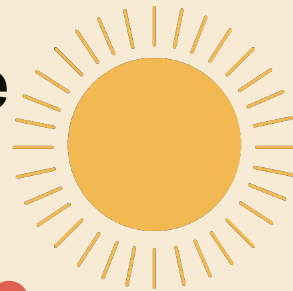
Charitable Giving Rate in the U.S.

Excluding churches/houses of worship & political campaigns (all amounts)



When we look at all charitable giving to organizations outside of churches/houses of worship & political campaigns, a more consistent trendline emerges.

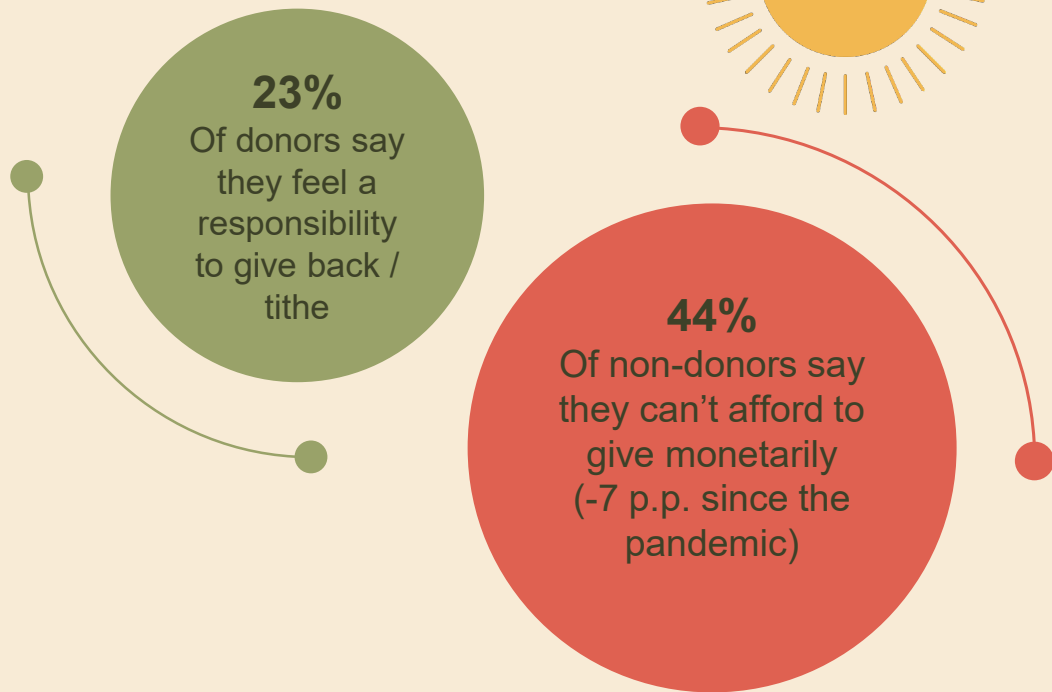
The “Why” Behind Fewer Donors Giving More



Why We Give (or Don't)

After nearly a decade of consistent giving motivators, personal responsibility rose 5 points to the top spot in early 2023.

This sentiment increases with age and income, perhaps as a response to the widening wealth gap in the U.S.



The “Why” Behind Fewer Donors Giving More



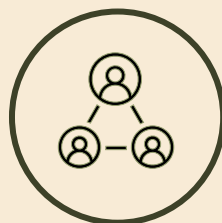
THE DECLINE OF RELIGIOUS GIVING

Religious giving's share of the Giving USA pie:
2000 percent: 37%
2024: 23%.



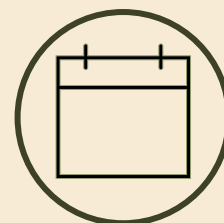
APPRECIATED ASSETS DRIVING WEALTH GAP

Although progress is being made, with 74% of U.S. households holding stocks in 2025.



CROWDFUNDING +

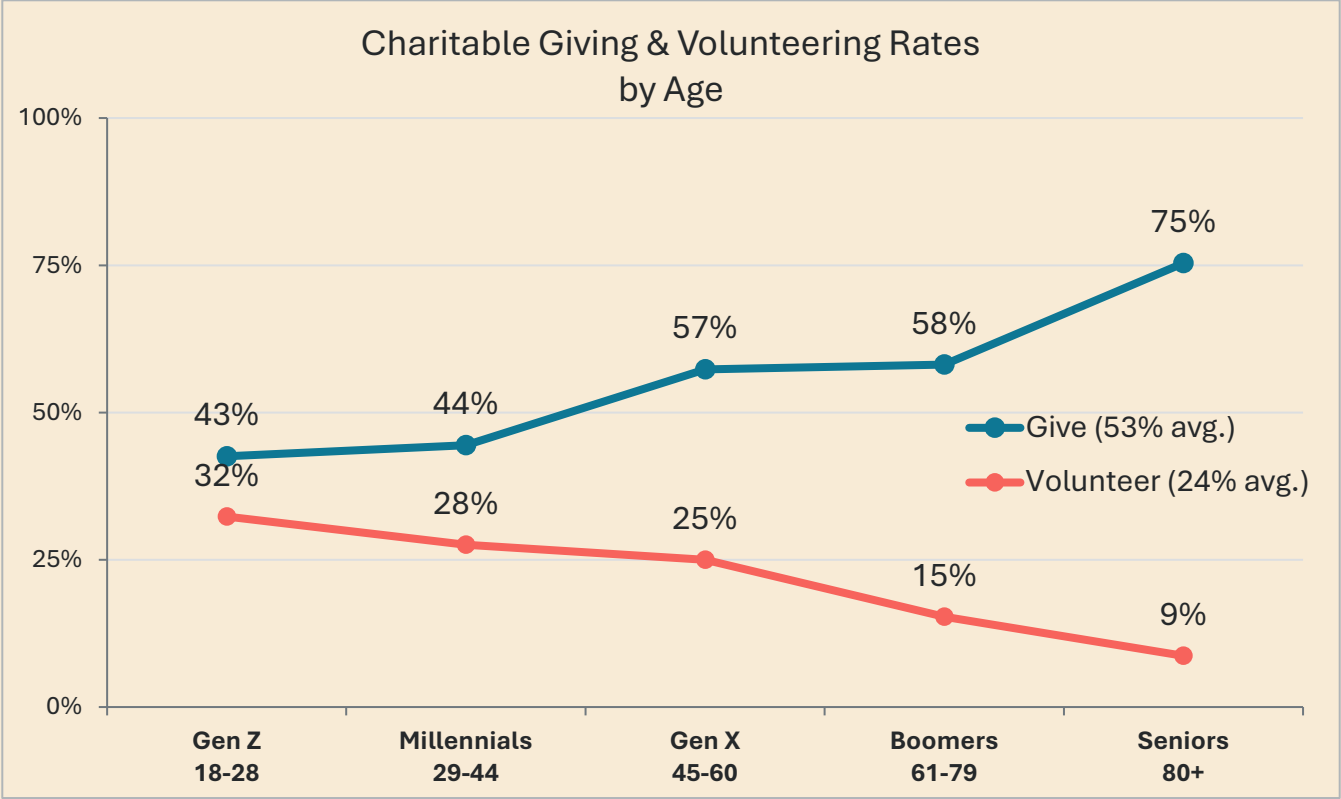
82% of GoFundMe gifts benefit individuals/groups/families, which isn't counted in Giving USA numbers.



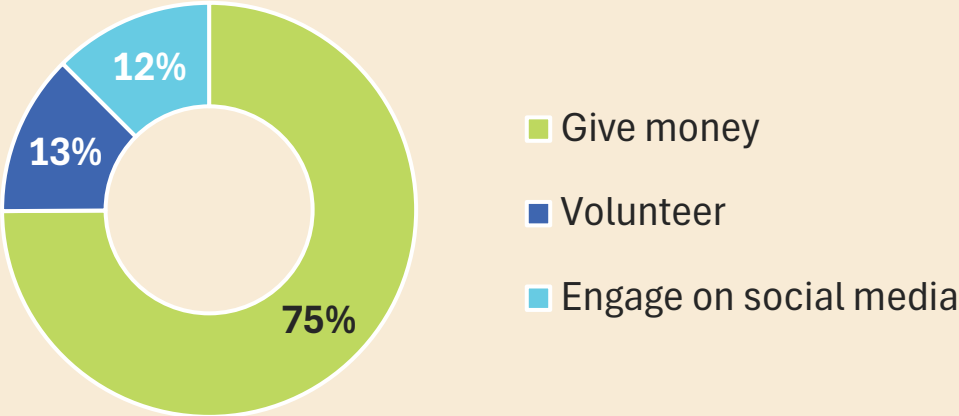
GIVING TIME

24% volunteer, though rates increase with income, and decrease with age.

Giving Time or Money



Giving More Than Money: Preferred Method of Support



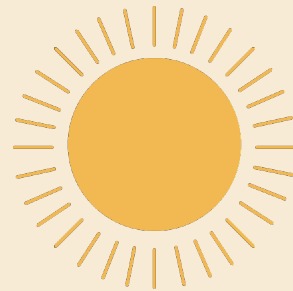
	Gen Z 18-28	Millennials 29-44	Gen X 45-60	Boomers 61-79	Seniors 80+
Give Money	47%	59%	89%	80%	75%
Volunteer	40%	21%	2%	9%	25%
Engage on Social	13%	21%	9%	11%	0%

Discussion



1. If generosity is defined beyond gifts to your organization, does that reframe your understanding of your donors?
 2. How would you revise your Ideal Supporter Profile (ISP) in light of this view?
 3. How would that inform your systems?
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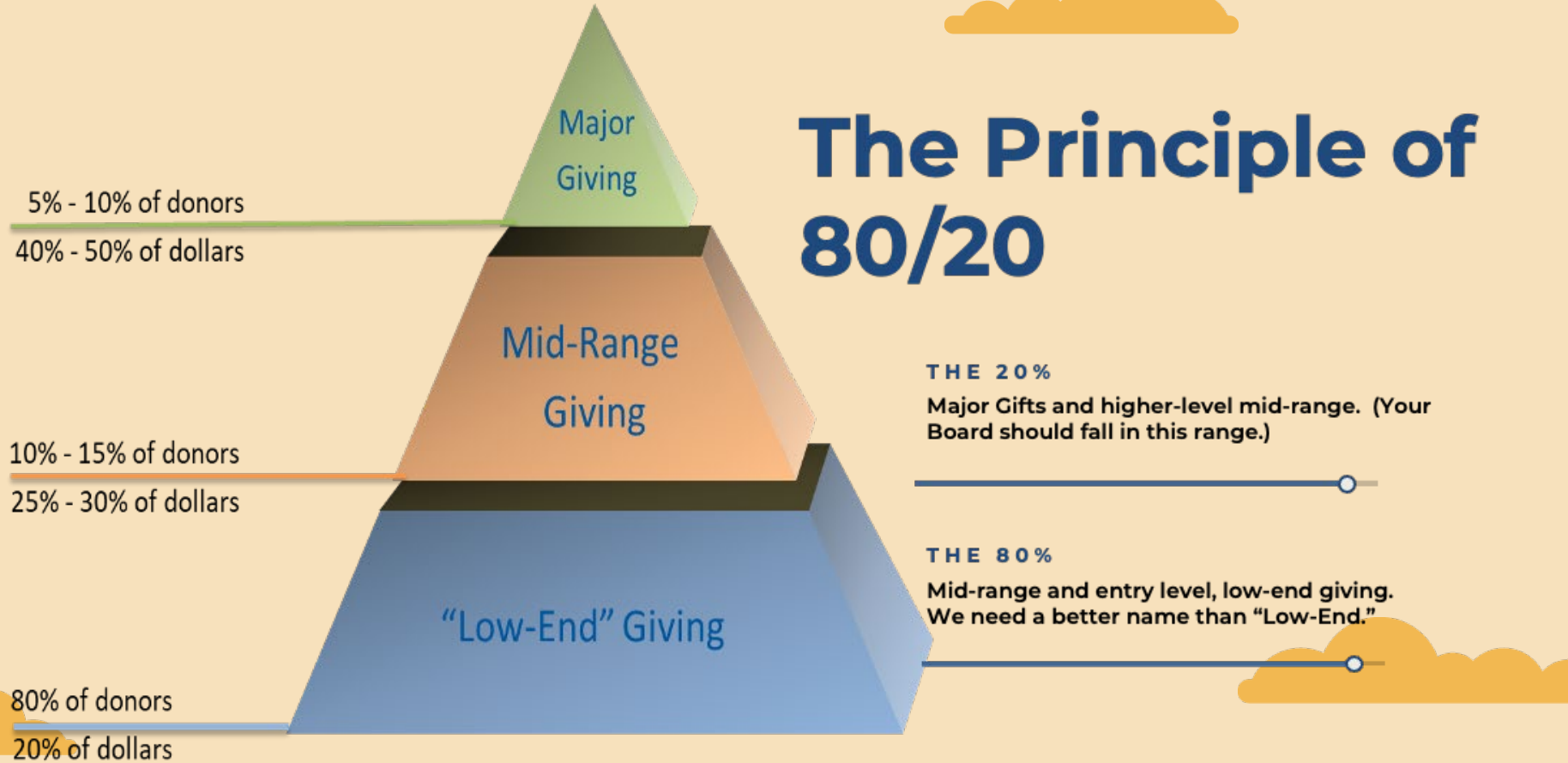
A Pareto Approach to Strategy



A FEW GUIDELINES:

- It's a guide, not a law
- You can wrap yourself in knots trying to get it exactly – but working towards it matters the most
- Current balance averages around 93/7 or 92/8 - that's not a pyramid, it's a column. Columns topple without strong bases of support
- Generally Accepted Principle vs. Best Practice

The Principle of 80/20



CAMPAIGN PLANNING GIFT CHART

CAMPAIGN GOAL:		\$5,000,000						
	Number of Gifts Required	Cumulative Gifts Required	Number of Prospects Required	Cumulative Prospects Required	Total Dollars for Category	% of Total	% by Range	Cumulative Dollars
\$10,000	84	84	336	336	\$840,000	17%		\$840,000
\$7,500	112	196	448	784	\$840,000	17%		\$1,680,000
\$5,000	167	363	668	1,452	\$835,000	17%	50%	\$2,515,000
\$2,500	200	563	800	2,252	\$500,000	10%		\$3,015,000
\$1,000	500	1,063	3,000	5,252	\$500,000	10%		\$3,515,000
\$500	1,000	2,063	8,000	13,252	\$500,000	10%	30%	\$4,015,000
\$250	1,000	3,063	8,000	21,252	\$250,000	5%		\$4,265,000
\$100	2,500	5,563	25,000	46,252	\$250,000	5%		\$4,515,000
\$50	5,000	10,563	50,000	96,252	\$250,000	5%		\$4,765,000
\$25	9,400	19,963	94,000	190,252	\$235,000	5%	20%	\$5,000,000
TOTAL	19,963		190,252		\$5,000,000		100%	

Flat Ranking by Probability

ID#	Amount	Amount	Status	Probability
1234	Jack Spratt	\$100,000.00	Prospect	75%
5678	Mary Q. Contrary	\$50,000.00	Renewal	100%
91011	John J. J. Schmitt	\$10,000.00	Renewal	100%
121314	Bobbi Socks	\$10,000.00	Prospect	50%
151617	Anna Graham	\$5,000.00	Donor	75%
181920	Barbara Seville	\$5,000.00	Renewal	50%
212223	Douglass Furr	\$1,000.00	Donor	100%
242526	Frank N. Stein	\$1,000.00	Lapsed	100%
272829	Marsha Dimes	\$500.00	Renewal	100%
303132	Pearl E. Gates	\$250.00	Lapsed	100%
333435	Justin Howles	\$250.00	Lapsed	50%
363738	Laurel N. Hardy	\$100.00	Renewal	100%

Gift Range	Number of Gifts Required	Cumulative Gifts Required	Number of Prospects Required	Cumulative Prospects	Total Dollars for Category	Cumulative Dollars
\$100,000	2	2	8	8	\$200,000	\$200,000
\$50,000	3	5	12	20	\$150,000	\$350,000
\$25,000	7	12	28	48	\$175,000	\$525,000
\$10,000	17	29	68	116	\$170,000	\$695,000
TOTAL	29		116		\$695,000	

ID#	Amount	Amount	Status	Probability
1234	Jack Spratt	\$100,000.00	Prospect	75%
5678	Mary Q. Contrary	\$50,000.00	Renewal	100%
91011	John J. J. Schmitt	\$10,000.00	Renewal	100%
121314	Bobbi Socks	\$10,000.00	Prospect	50%

Total High-Level Prospects with 75%+ probability = 122

Total High Level Prospects amount = \$840,000

Gift Range	Number of Gifts Required	Cumulative Gifts Required	Number of Prospects Required	Total Dollars for Category
\$5,000	25	54	125	\$125,000
\$2,500	30	84	150	\$75,000
\$1,000	40	124	280	\$40,000
TOTAL	95		555	\$240,000

ID#	Amount	Amount	Status	Probability
151617	Anna Graham	\$5,000.00	Donor	75%
181920	Barbara Seville	\$5,000.00	Renewal	50%
212223	Douglass Furr	\$1,000.00	Donor	100%
242526	Frank N. Stein	\$1,000.00	Lapsed	100%

Total Mid-Range Prospects with 75%+ probability = 486

Total Mid-Range Prospects amount = \$180,000

Probability at Scale

- Look at giving modes OR recognition/giving levels
- Measure average gift AND median gift – look for major anomalies
- Measure retention rate for that giving level year-over-year (5 years min.)
- Result = Probability of Response and Dollars

For example:

1,000 Current Donors \$50 - \$99. Average Gift = \$72. Median = \$60

Retention rate average over 5 years – 42%

Probability: 420 renewed donors at \$72 average = \$30,240

420 renewed donors at \$60 median = \$25,200

Probability at Scale

\$500	1,100	2,288	8,800	14,752	\$550,000
\$250	2,200	4,488	17,600	32,352	\$550,000
\$100	3,000	7,488	30,000	62,352	\$300,000
\$50	2,000	9,488	20,000	82,352	\$100,000
\$25	2,000	11,488	20,000	102,352	\$50,000
TOTAL	11,488		102,352		\$4,997,500

Gift Level	Current Count	Retention Rate	Average Gift	Potential Dollars	Goal Dollars	Difference
\$500	500	60%	\$550	\$165,000	\$550,000	\$385,000
\$250	1,000	50%	\$275	\$137,500	\$550,000	\$412,500

By scaling probability, we start to see where focus and attention need to be – and the value of investing in retention.

Putting It Together

	iWave Score								Total Count	Total Average Last Gift
	4		3		2		1			
Capacity Range	Count	Average Last Gift	Count	Average Last Gift	Count	Average Last Gift	Count	Average Last Gift		
\$0-\$4,999	15	\$8			920	\$24	178	\$11	1,113	\$22
\$5,000-\$9,999	9	\$0			1,557	\$26	549	\$16	2,115	\$24
\$10,000-\$14,999	10	\$0			1,976	\$27	640	\$42	2,626	\$30
\$15,000-\$24,999	52	\$30			5,362	\$24	1,439	\$31	6,853	\$25
\$25,000-\$49,999	192	\$16			15,493	\$22	2,383	\$19	18,068	\$21
\$50,000-\$99,999	340	\$8			15,292	\$22	1,820	\$20	17,452	\$21
\$100,000-\$249,999	427	\$19	9,299	\$24					9,726	\$24
\$250,000-\$499,999	650	\$68	2,419	\$18					3,069	\$31
\$500,000-\$999,999	805	\$22	33	\$6					838	\$22
\$1,000,000-\$4,999,999	249	\$12	27	\$5					276	\$11
\$5,000,000+	31	\$10	8	\$0					39	\$9
Grand Total	2,780	\$28	11,786	\$23	40,600	\$23	7,009	\$34	62,175	\$26

Affinity & Engagement

Cultivation Analytics

 Storytelling

23

\$10,377,938

 Personalization

31

\$20,083,266

 Annual

233

\$10,170,268

 Research-Driven

151

\$10,740,704

Engagement Analytics

 Team

53

\$27,995,498

 Leadership

1

\$2,465,706

 Social

369

\$19,899,947

 Ambassador

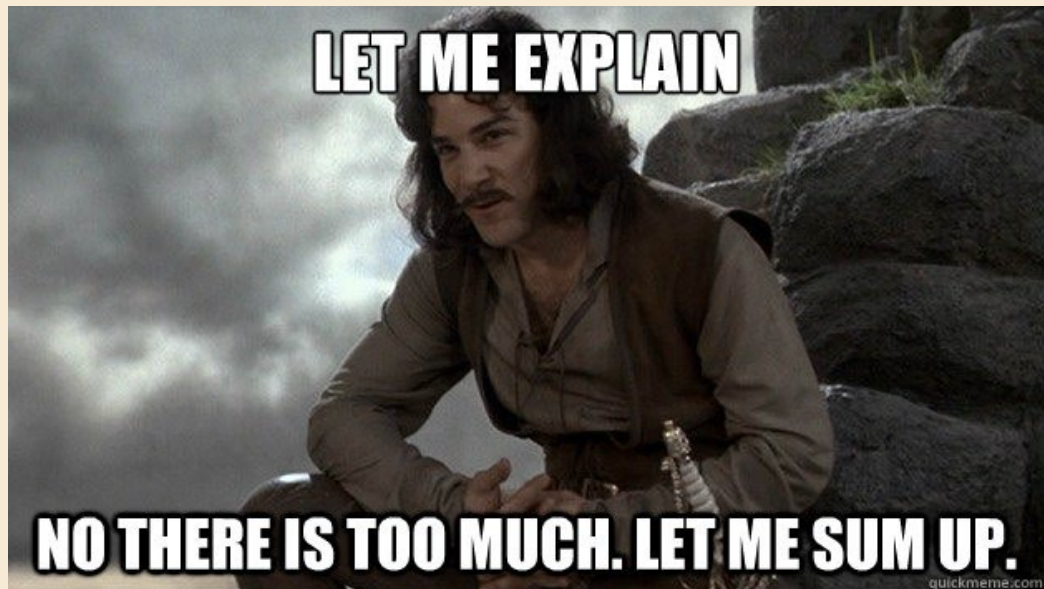
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\$1,011,026

While Cultivation and Engagement scores are based on philanthropic behavior, together with Affinity they can point us towards engagement beyond giving (i.e. volunteerism and advocacy.)

In Summary . . .

- Generosity is alive and well.
- Investing in Major Gifts is critical.
- But don't ignore the pipeline or leave out community-level support.
- Data informs the system; the system informs the strategy. Story supports it all.
- Look into how other data can be used, where, and how.
- Be Brave. Fail Fast.



Thank
you.