

Benchmarking 2020



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The benchmark for fundraising decision-making

Since 2005, Benchmarking has been the sector standard for analysing, understanding and improving fundraising effectiveness. And it's back in 2020, better and more powerful than ever.

Benchmarking empowers you to take a fact-based approach to decision making, providing you with insights for strategic planning, campaign and program KPIs, and help define benchmarks for managing your programs.

Its great power is that it takes your data and combines it with that of more than 80 participating charities, expanding your management view from an internal one to a broad sector-wide perspective.

What's new in 2020?

> Donor Profiles

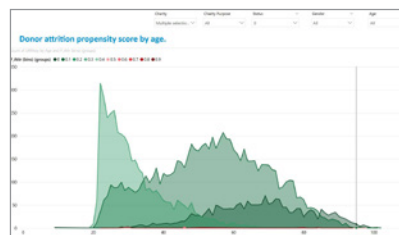
For the first time, you'll be able to deep dive into some classic donor profiles such as single givers or F2F regular givers – seeing who gives, how, how often, and how much.

You'll be able to compare your results to the whole charity sector and to other charities individually.

> Attrition – what role does age play?

Just one example of our new Propensity Scoring functionality in Benchmarking.

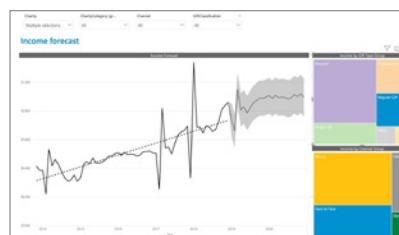
Understand the potential for donors to attrite by channel, program and age group.



> Revenue – where to from here?

Just one example of a new Benchmarking chart showing potential revenue in coming years.

What will this look like for your charity? By program, by channel, by purpose and more.



> Your Purpose

Not all causes are the same. Benchmarking will help you and your charity sub-type peers understand how you are performing in comparison to the overall fundraising sector. This is based on primary ACNC charitable purpose category chosen by your organisation.

> Dive into the Data

In addition to the usual static presentation format of the past, you* will also have access to a fully interactive Microsoft Power BI Portal to allow you to drill deeper and explore the data much more than ever before, producing your own version of charts and insights.

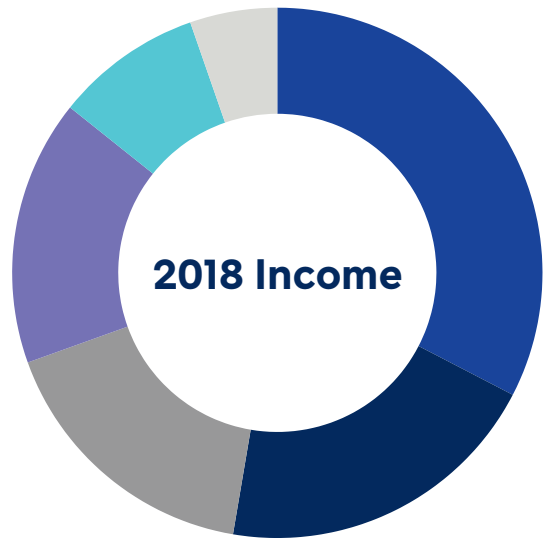
*Platinum and Gold members

Membership Options

Take a Gold membership and receive an Individual Charity Report that compares your own charity performance metrics with your peers, sector charities and the industry overall. And there's more with a Platinum membership - have a customised analysis of your report presented by a senior strategist.

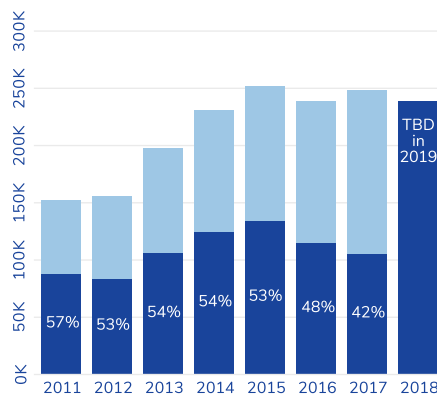
	Silver FREE	Gold \$6,950	Platinum \$11,945
Static PDF copy of the 2020 Industry Trends Report	✓	✓	✓
Access to Benchmarking online reporting portal - with interactive access to key benchmarking data charts	x	✓	✓
March 2020 Report Launch Event 4 hour presentation of Industry Trends Report + lunch	Silver membership entitles you to: <ul style="list-style-type: none"> • A copy of the 2019 Industry Trends report • An invitation to attend the Report Launch event and lunch in April at \$239 a ticket 	Gold (Standard Lite) membership entitles you to: <ul style="list-style-type: none"> • An Individual Charity Report that shows your performance compared to other member charities • Access to the Benchmarking online reporting portal, with interactive access to key benchmarking data • Three tickets to the 2020 Industry Trends report launch event and lunch, valued at \$239 each 	Upgrade further to Platinum (Standard) membership and you'll receive: <ul style="list-style-type: none"> • Your 10% upgrade saving • Everything included with Gold membership, plus • Your Individual Charity Report presented with key recommendations by a fundraising strategist • Two additional tickets to the 2020 Industry Trends Report launch event and lunch, a great opportunity to engage your board or other stakeholders.
2.5 hour group discussion of trends and current industry issues at the Launch Event	x	✓	✓
Individual Charity Report that shows your performance compared to that of other members	x	✓	✓
Report and recommendations presented by an IVE Fundraising Strategist at your offices	x	x	✓

2019 Trends in Australia

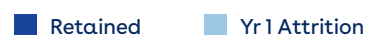
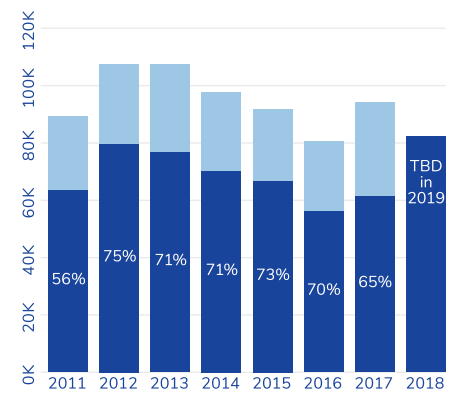


> RG Acquisition

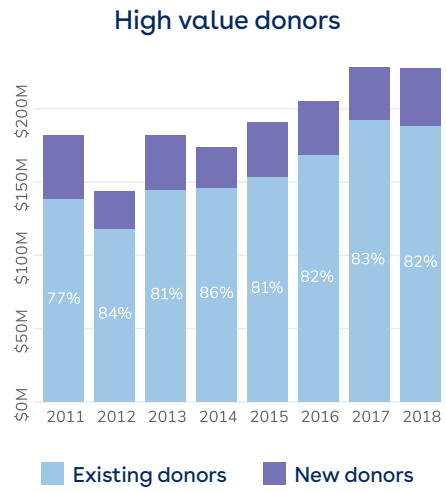
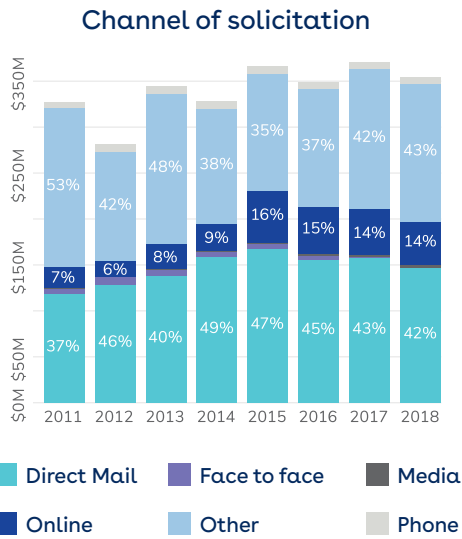
Face to face



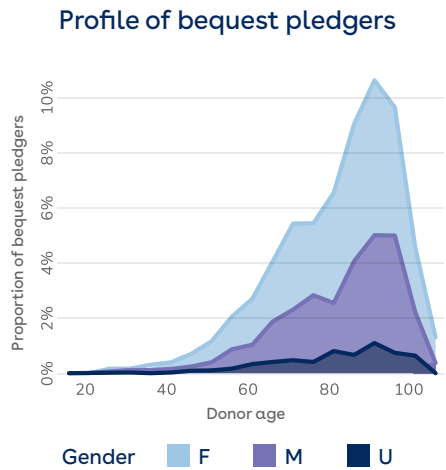
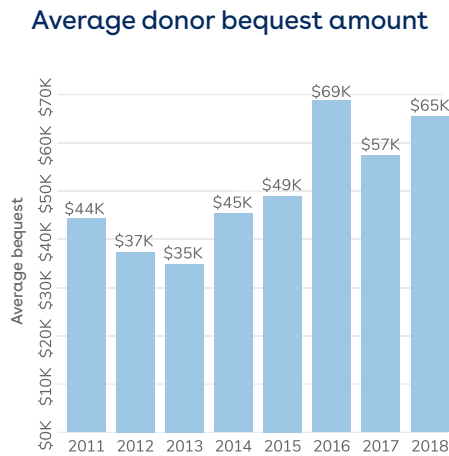
Non-face to face



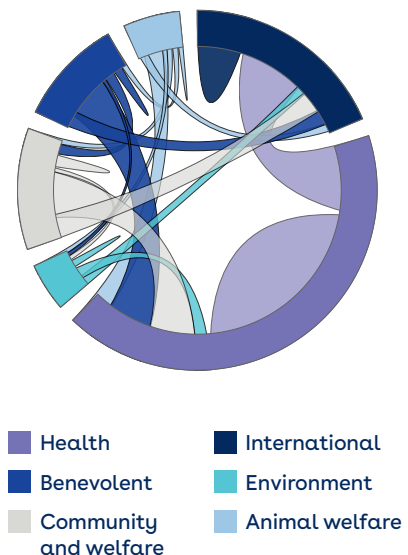
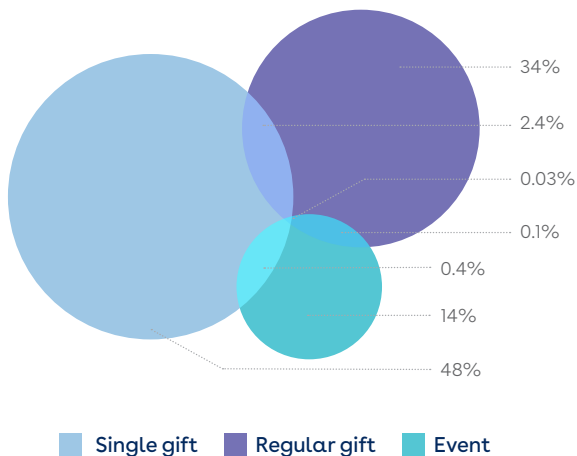
> All single gift income



> Bequest



> Donors gift type overlap





Register at paretofundraising.com/benchmarking

Alternatively you can email IVENFP.Benchmarking@ivegroup.com.au

Or call Kerren Morris on 0410 457 869 or 02 8064 5427