

# Benchmarking 2021

> The benchmark for fundraising  
decision-making

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Since 2005, Benchmarking has been the sector standard for analysing, understanding and improving fundraising effectiveness. Benchmarking 2021 will be the most important report in its 15-year history.

Benchmarking empowers you to take a fact-based approach to decision-making. It provides insights to inform strategic planning, set 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.

2020 has been a year of extraordinary circumstances that have massively impacted fundraising in Australia. Which charities, purpose groups, programs and channels were hardest hit? Which charities were most resilient and where was the growth?

# What's new in 2021?

## COVID Impact Study

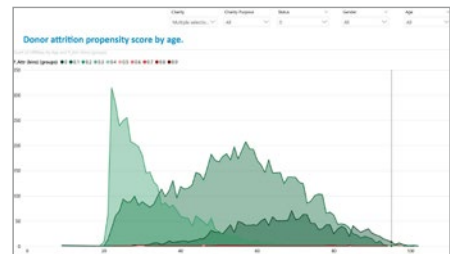
- > A special report that identifies and examines the impact of COVID-19. This report will be provided to all Gold and Platinum members in addition to their organisational report.

## 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.

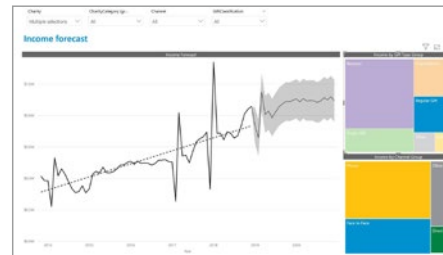
## Attrition - what role does age play?

- > 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 the 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



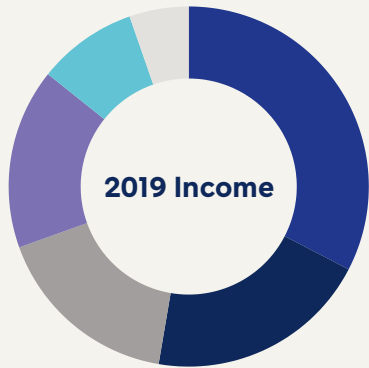
# Membership Options

Our full service Platinum membership provides an Individual Charity Report that compares your own charity metrics with your peers, sector charities and the overall industry, plus a customised analysis of your report by a senior strategist.

	Silver* FREE	Gold \$6,950	Platinum \$11,945
Static PDF copy of the 2021 Industry Trends Report	✓	✓	✓
Access to Benchmarking online reporting portal - with interactive access to key benchmarking data charts	✗	✓	✓
Access to attend the 2021 Industry Trends Report Webinar presentation	Silver membership entitles you to: <ul style="list-style-type: none"> <li>&gt; A copy of the 2021 Industry Trends report</li> <li>&gt; An invitation to attend the Industry Trends Report Webinar. Tickets \$125 per attendee.</li> </ul>	Gold membership entitles you to: <ul style="list-style-type: none"> <li>&gt; Access to Your Individual Charity Report online, allowing you to view your performance against other member charities. The Power BI report provides your Individual Charity report that shows your performance compared to other member charities, with interactive access to key benchmarking data.</li> <li>&gt; Complimentary access for 6 attendees to the 2021 Industry Trends Report Webinar.</li> </ul>	Platinum membership entitles you to: <ul style="list-style-type: none"> <li>&gt; Your 10% upgrade saving</li> <li>&gt; Everything included with Gold membership, plus</li> <li>&gt; Your Individual Charity Report presented with key recommendations by a fundraising strategist</li> <li>&gt; Complimentary access for up to 10 attendees to the 2021 Industry Trends Report Webinar. A great opportunity to engage your board and other stakeholders in Benchmarking.</li> </ul>
2 hour group discussion of trends and current industry issues at the Launch Event	✗	✓	✓
Individual Charity Report that shows your performance compared to that of other members	✗	✓	✓
Report and recommendations presented by an IVE Fundraising Strategist	✗	✗	✓

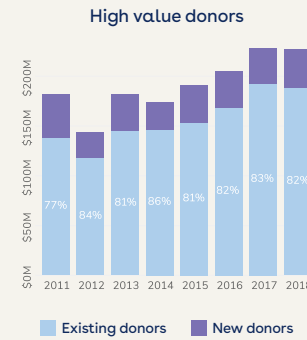
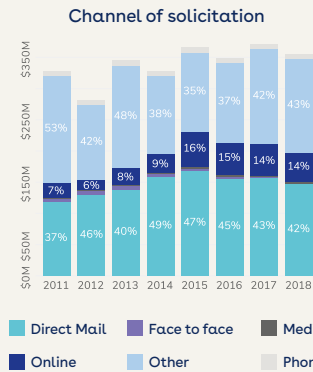
\*Silver Members must have more than 10,000 individual giving transactions (Cash/RG/Bequest) per annum.

# 2019 Trends in Australia

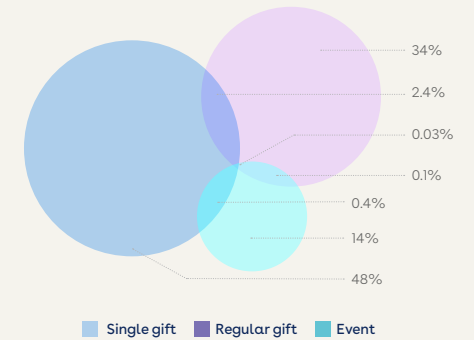


- RG 33%
- Bequest 20%
- Other 17%
- HV Single Gift 16%
- Single Gift 9%
- Event 5%

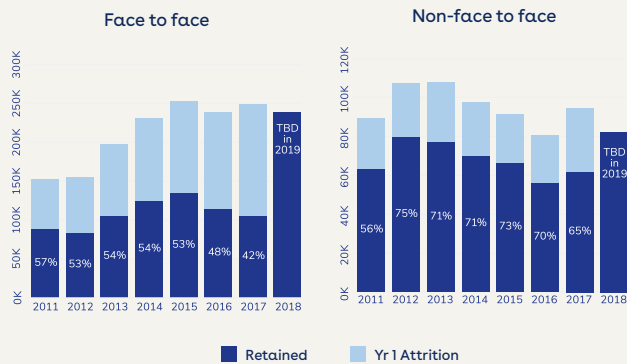
## > All single gift income



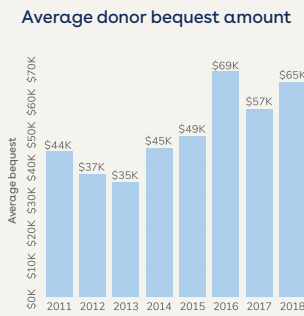
## > Donors gift type overlap



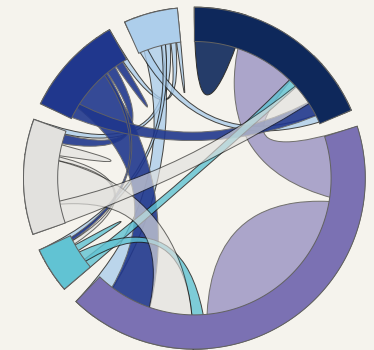
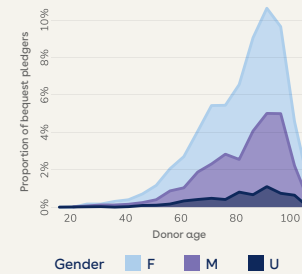
## > RG Acquisition



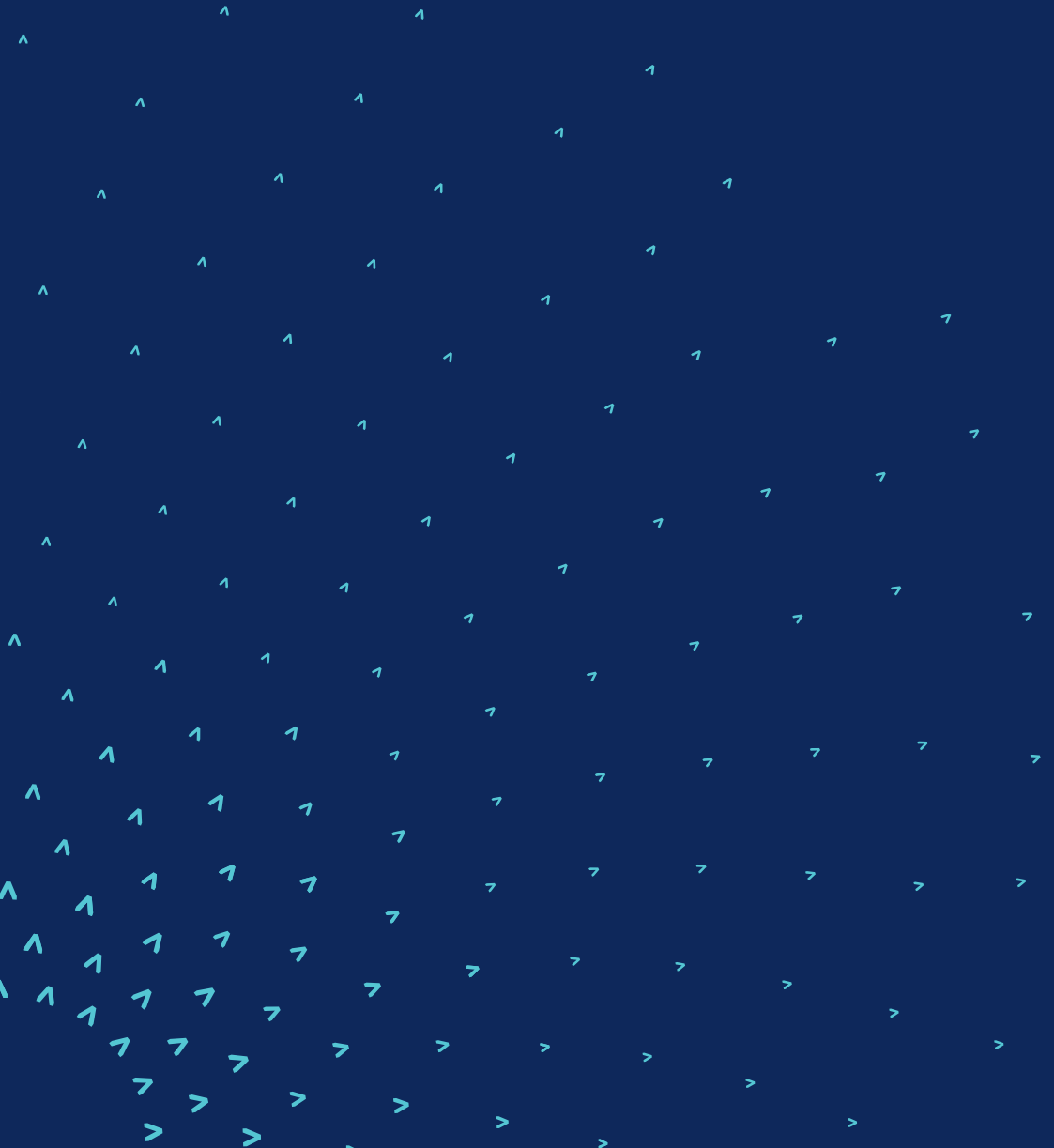
## > Bequest



## Profile of bequest pledgers



- Health
- Benevolent
- Community and welfare
- International
- Environment
- Animal welfare



> Register at [nfp.ivegroup.com.au](http://nfp.ivegroup.com.au)  
Alternatively you can email  
[IVENFP.Benchmarking@ivegroup.com.au](mailto:IVENFP.Benchmarking@ivegroup.com.au)

