



Maintaining momentum:

Philanthropy and membership
benchmarking project

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Who we are

A not for profit tech company,
focused on the needs of arts and
cultural organisations,
dedicated to constant innovation,
building community,
and serving as a true partner.



partnering for insight



Benchmarking:

an objective understanding of your current state

Participants and methodology



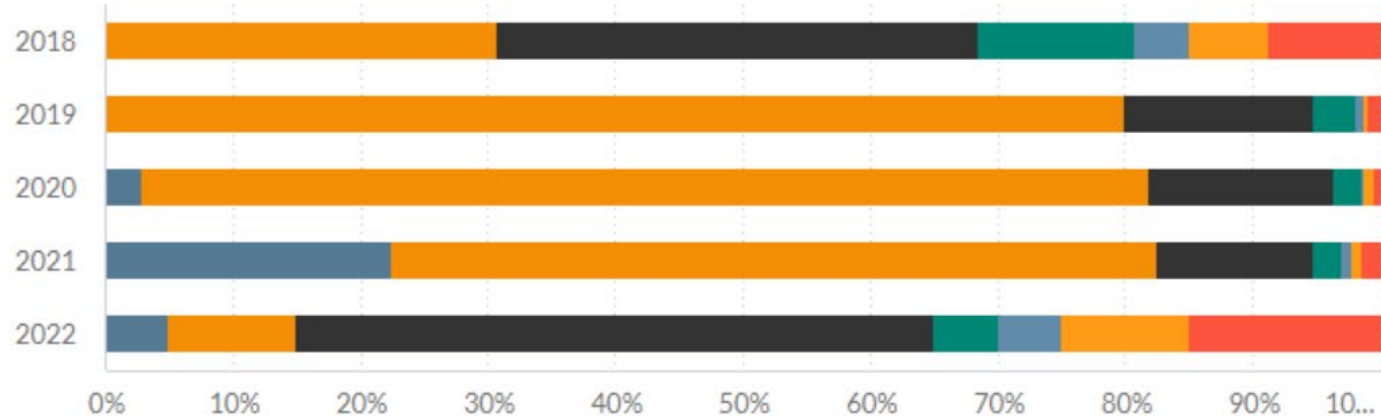
Please use the figures in the table Donors by giving band in response to question 11 in the accompanying Philanthropy Benchmarking Survey.

Donors by giving band

Calendar Year	under \$20	\$20-\$99.99	\$100-\$999.99	\$1000-\$4999.99	\$5000-\$9999.99
2018		35	43	14	5
2019	1	934	173	38	8
2020	31	865	158	24	2
2021	348	931	189	34	14
2022	1	2	10	1	1

Grand Total	206	1,297	1,180		
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Donors by giving band

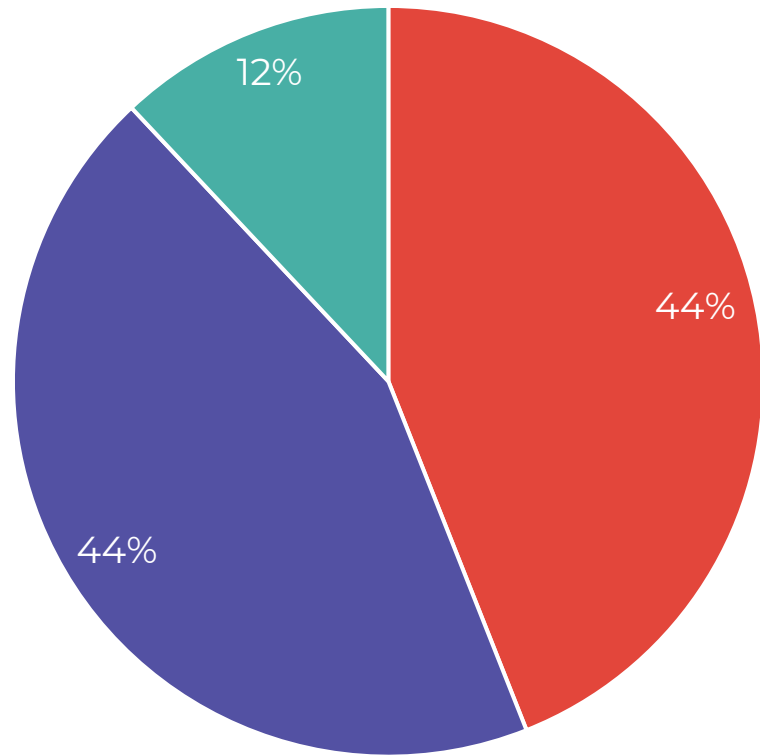


\$20000 and over \$10000-\$19999.99 \$5000-\$9999.99 \$1000-\$4999.99 \$100-\$999.99 \$20-\$99.99 under \$20

2018 2019 2020 2021 2022

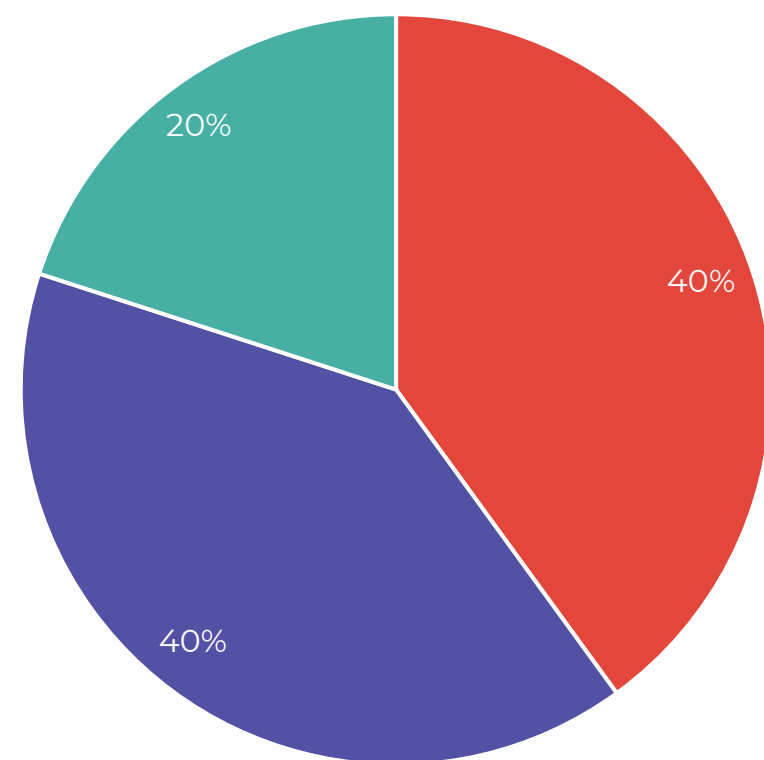
*“I tell you what, this dashboard is amazing ...
we have used the results as our source of truth. This will
really help with future metrics for our team.”*

participants by geography



■ London ■ rest of England ■ rest of UK

participants by organisation type



■ producing company ■ venue ■ GLAM



- individual and household giving
- trusts and foundations
- from incidental to major giving
- excludes corporate support, pro-bono and bequests
- overall membership revenue

we want to be data informed

turn data into insights



if the pandemic has shifted supporter
behaviour, where do we focus in order
to propel momentum?

why is this important?

supporters attend, and attendees support



galvanising a culture of philanthropy

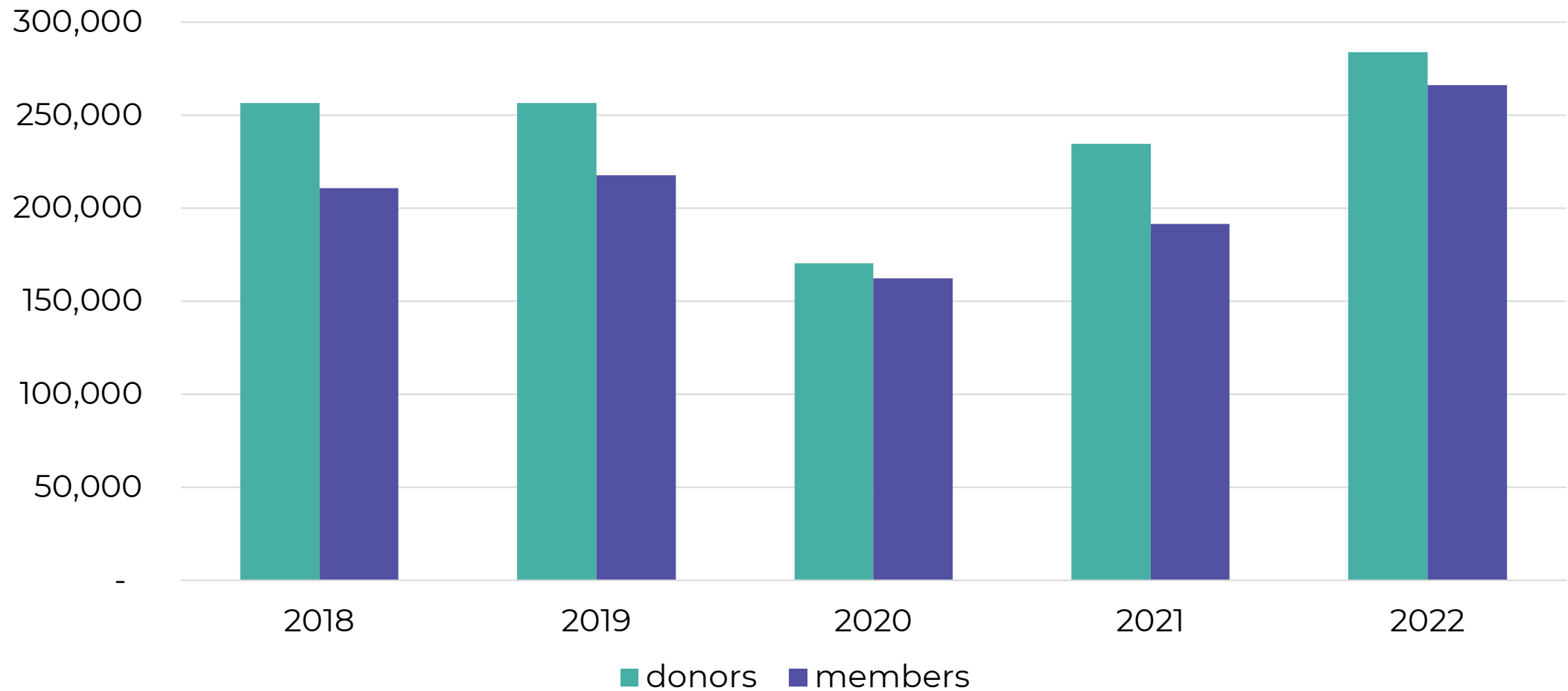
do our measures of success still hold true?

1. numbers are high
2. conversely, revenue is down
3. slow down the snap back
4. high levels of 'new' is not so new
5. harness member 'stickiness'

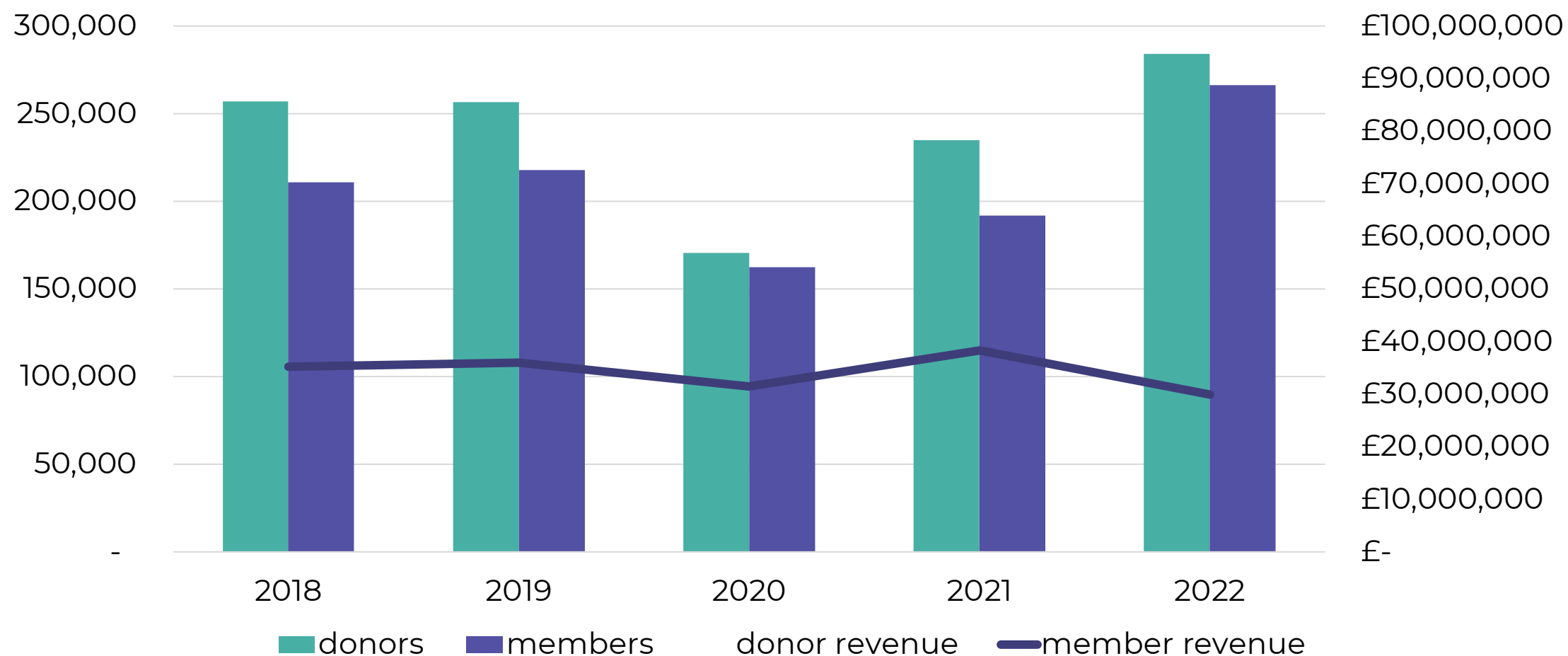
Measures of support



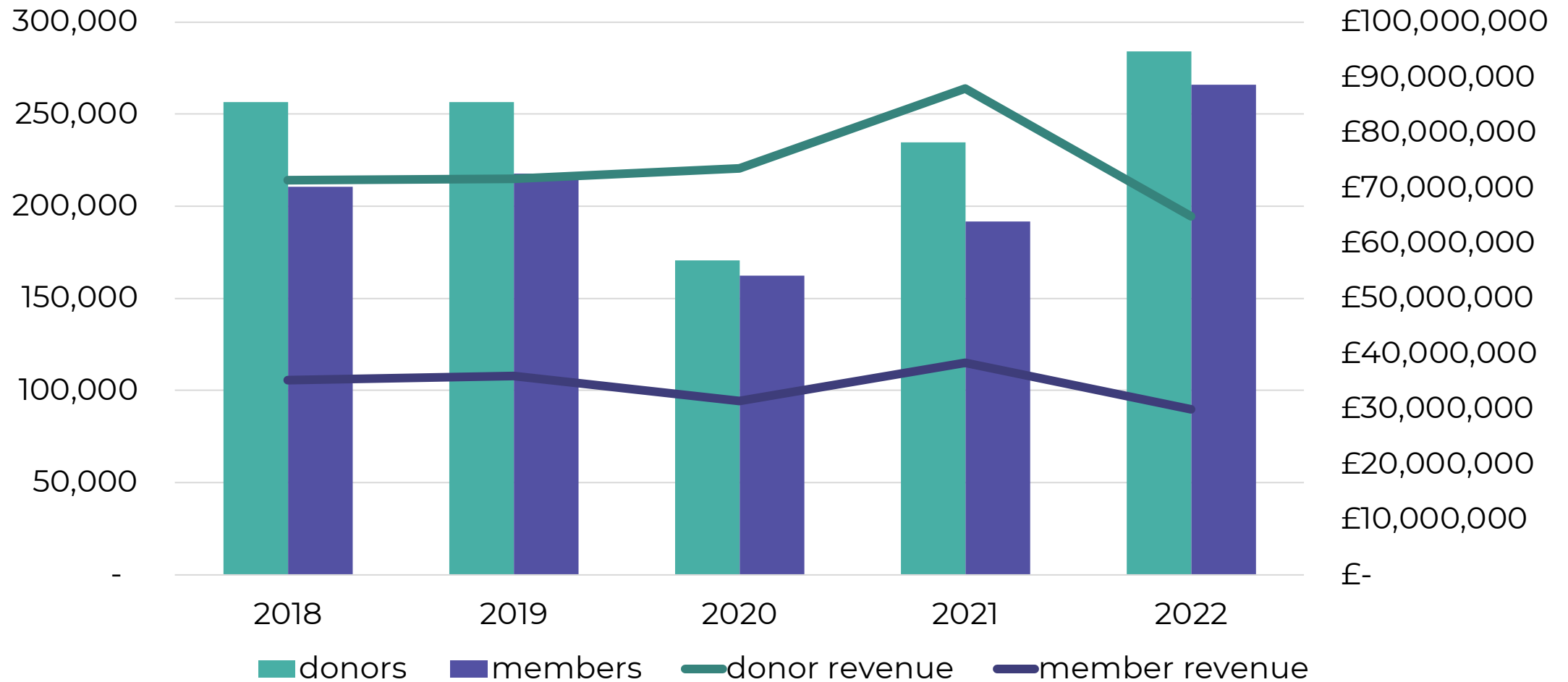
comparative donors and members - customers



comparative donors and members - customers and revenue

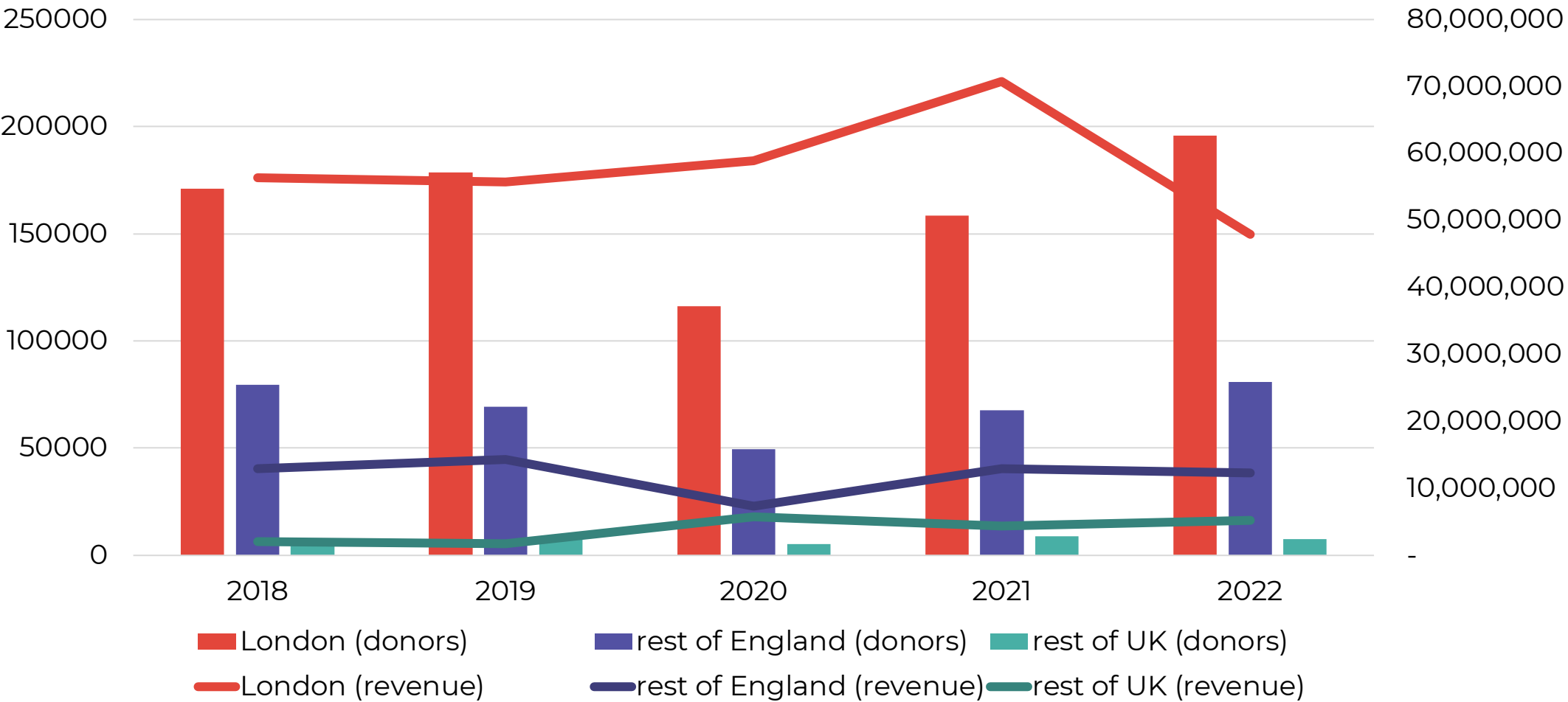


comparative donors and members - customers and revenue

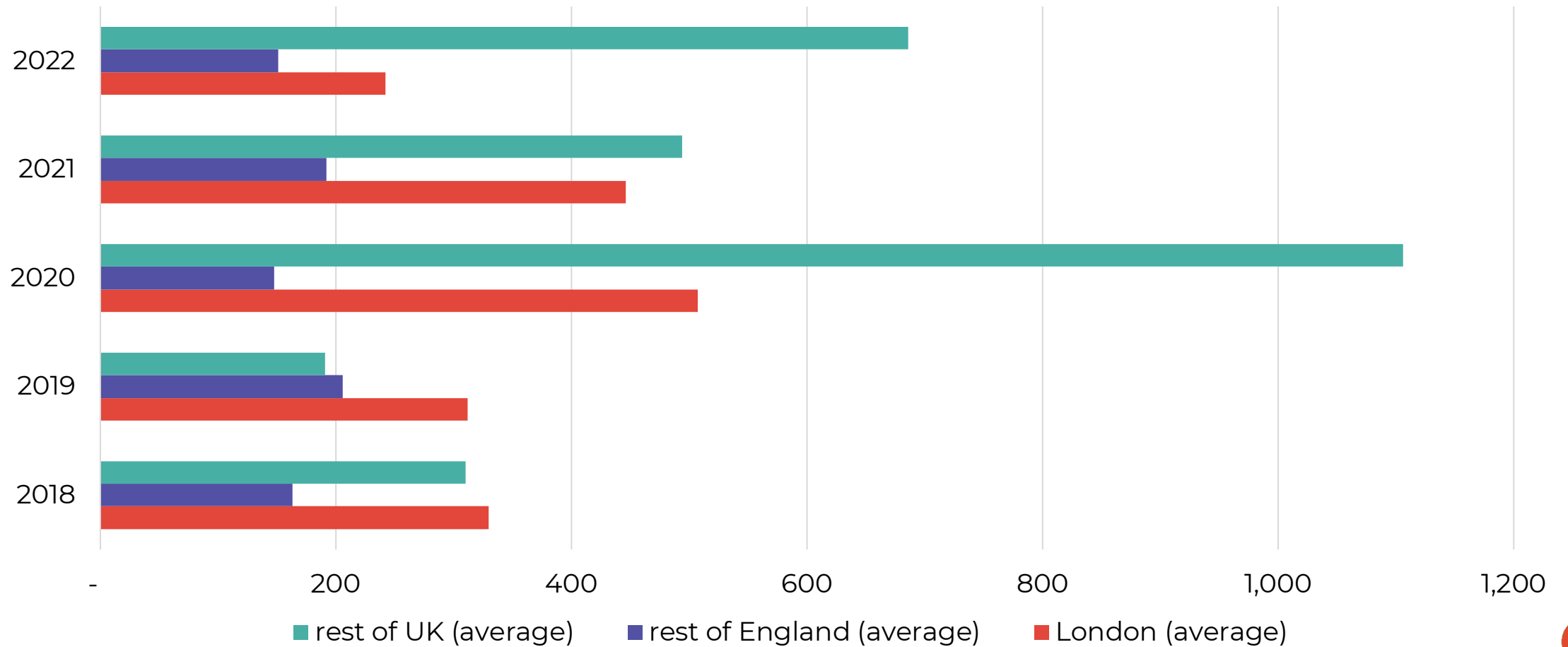


more people supporting,
less money coming in

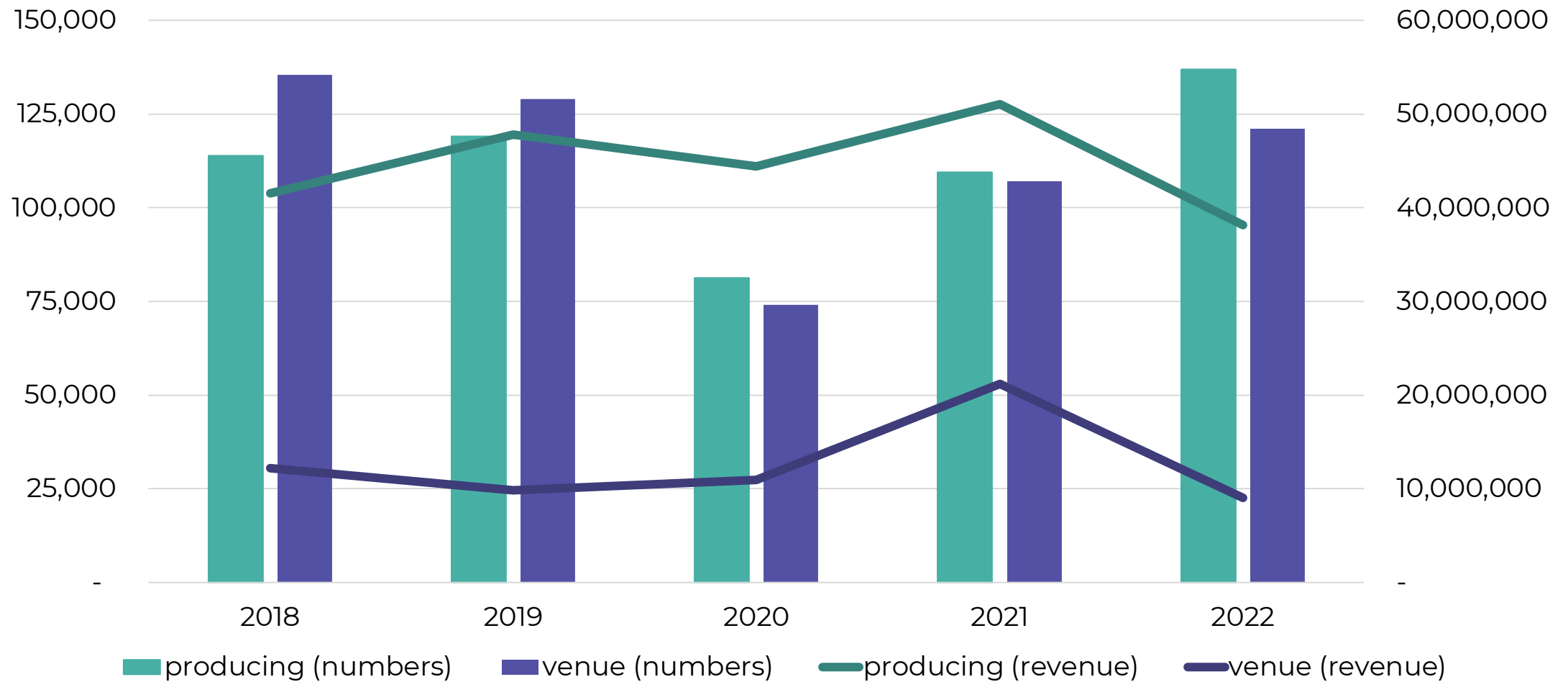
location comparison - philanthropy



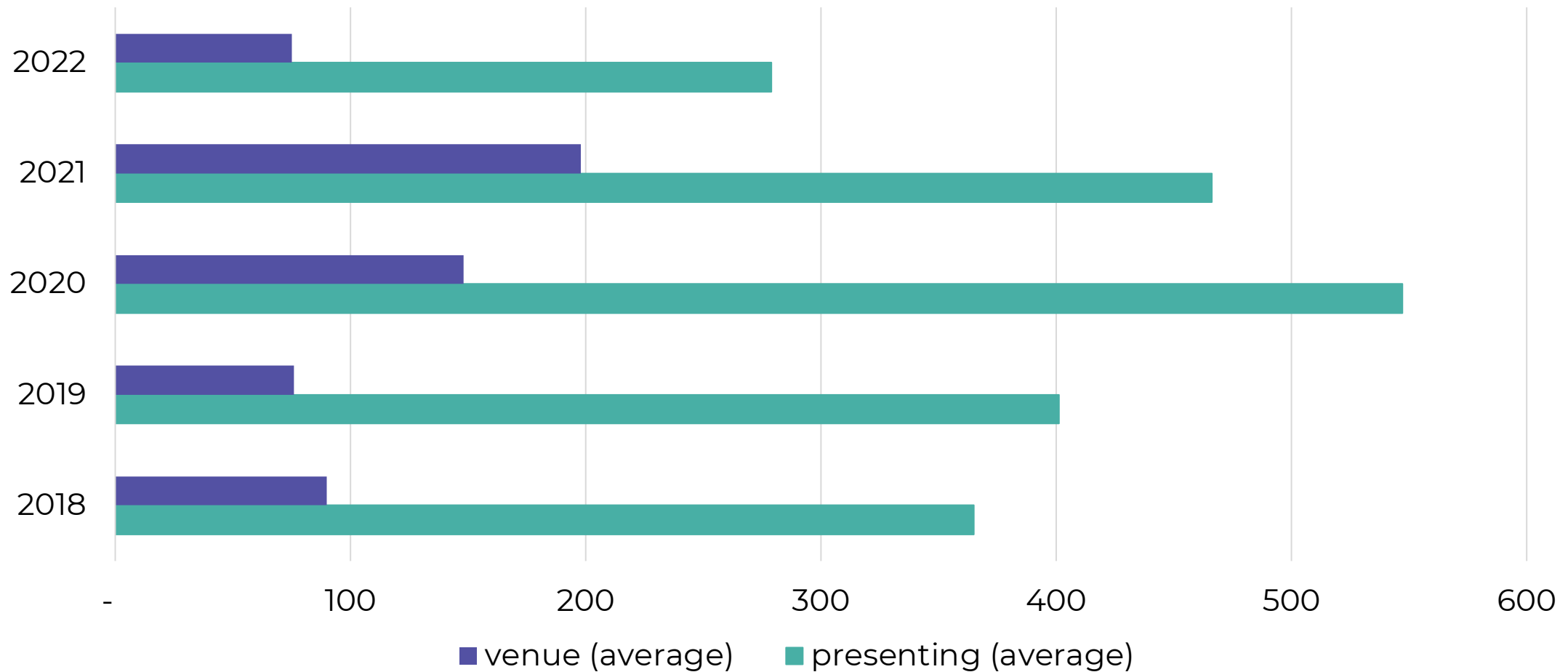
average giving by location - philanthropy



producing company and venue comparison - philanthropy



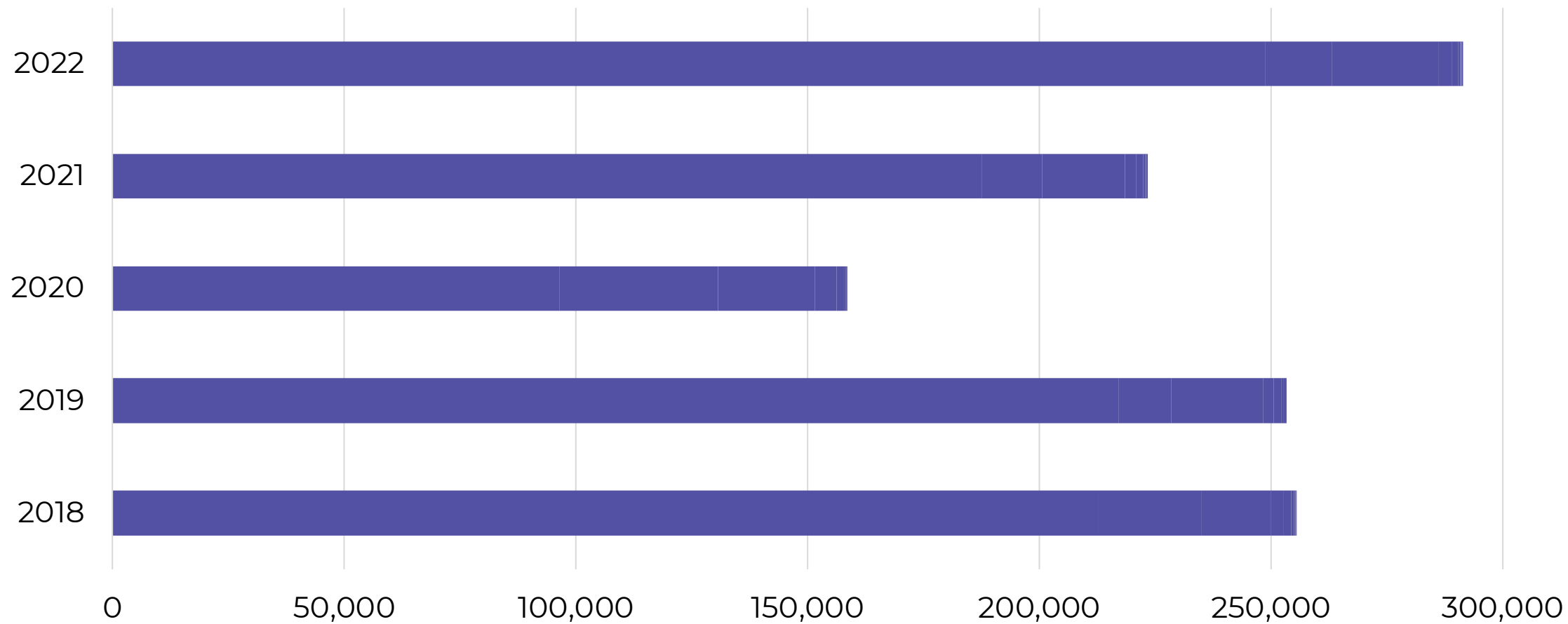
producing company and venue comparison - philanthropy



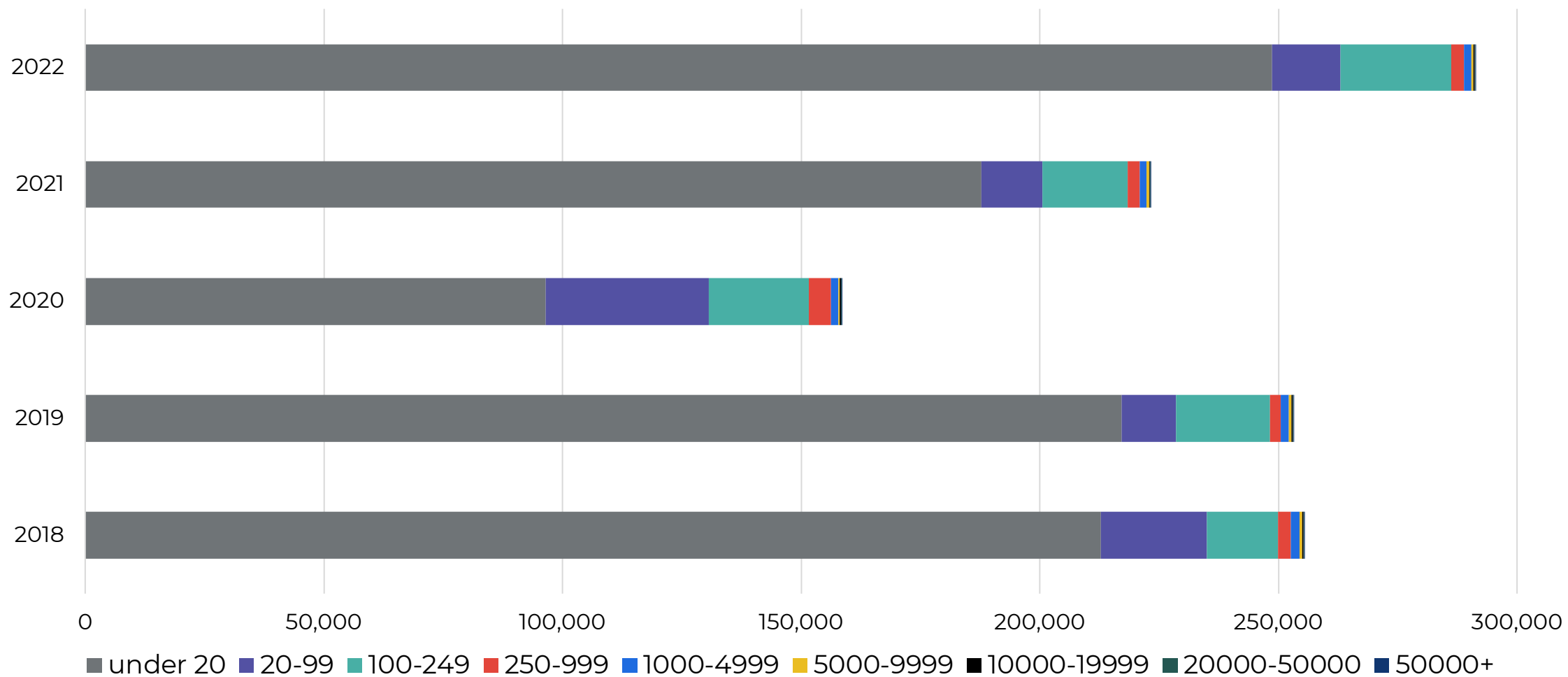
More donors, giving less

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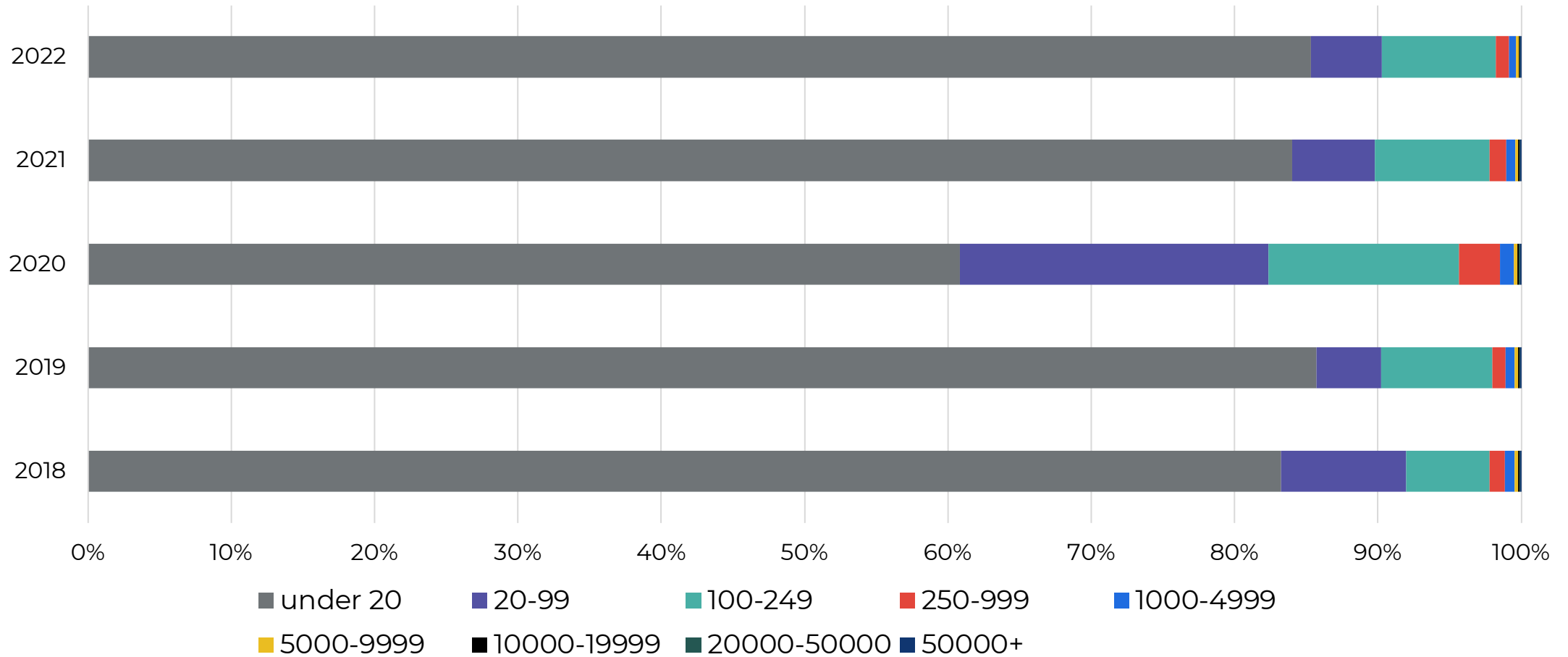
donors by giving band



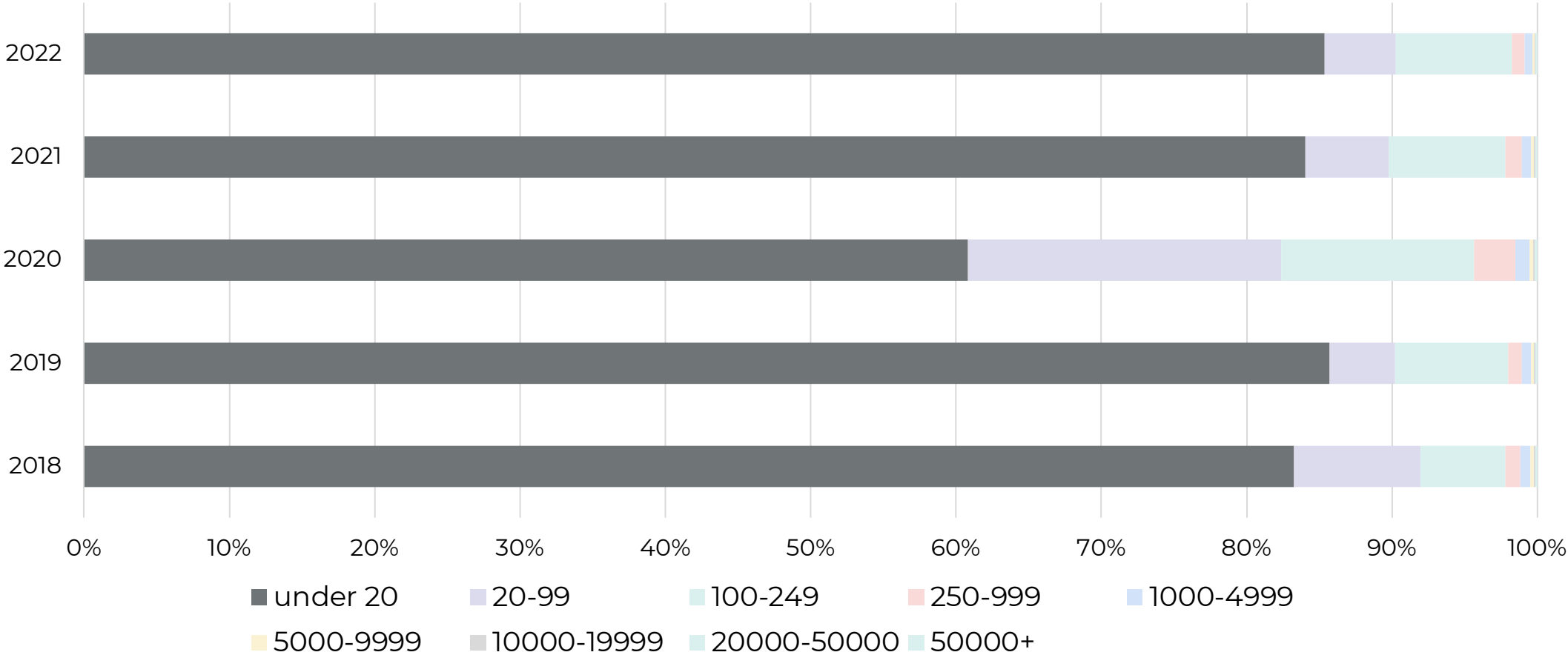
donors by giving band



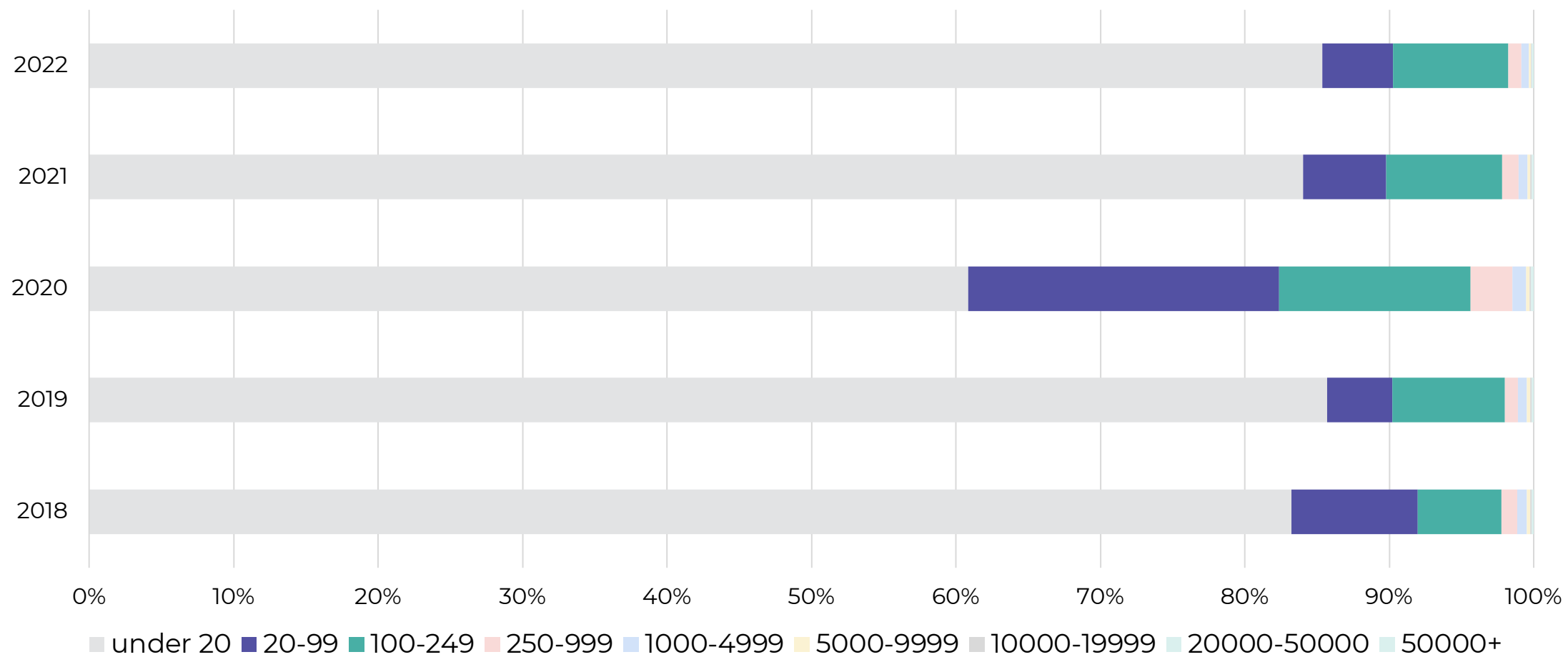
donors by giving band - percentage



donors by giving band - percentage



donors by giving band - percentage



the impact of ticket donations



88%

offered ticket donations

85%

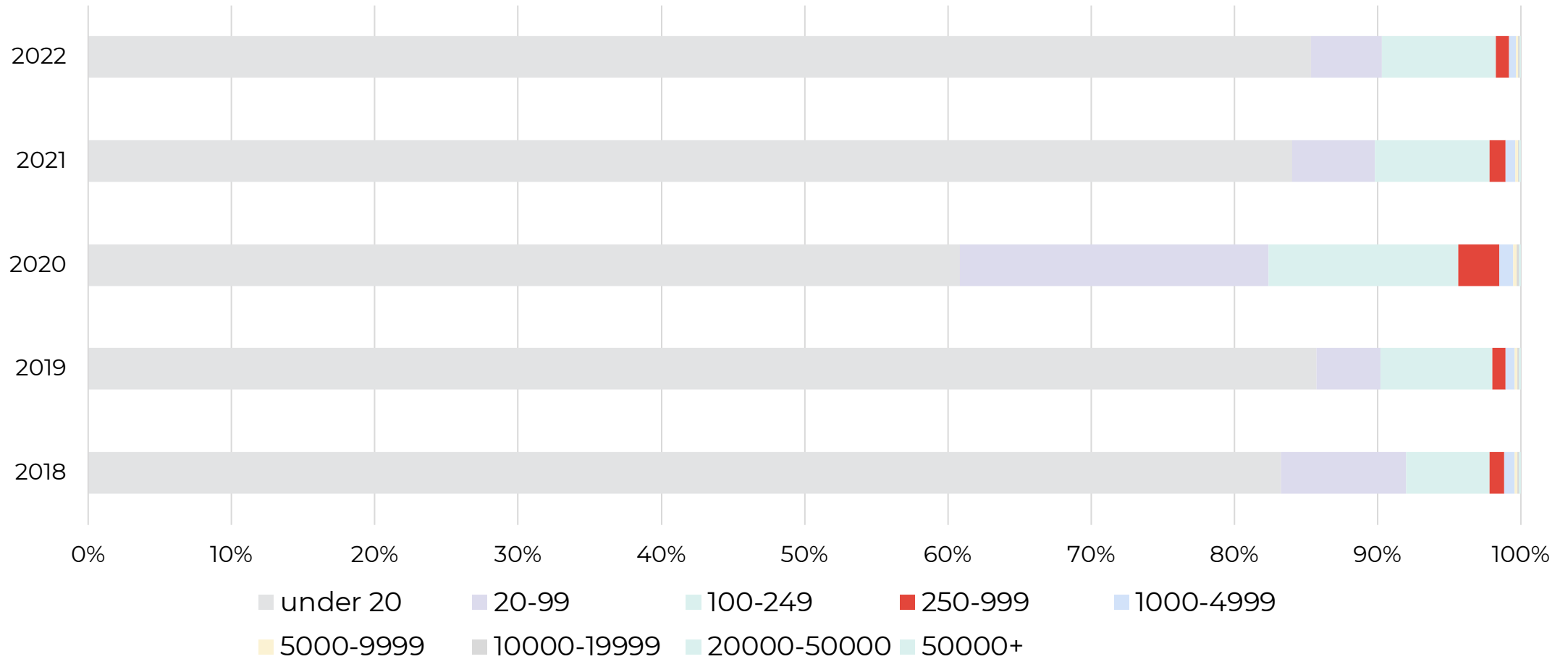
counting ticket donations towards
annual giving



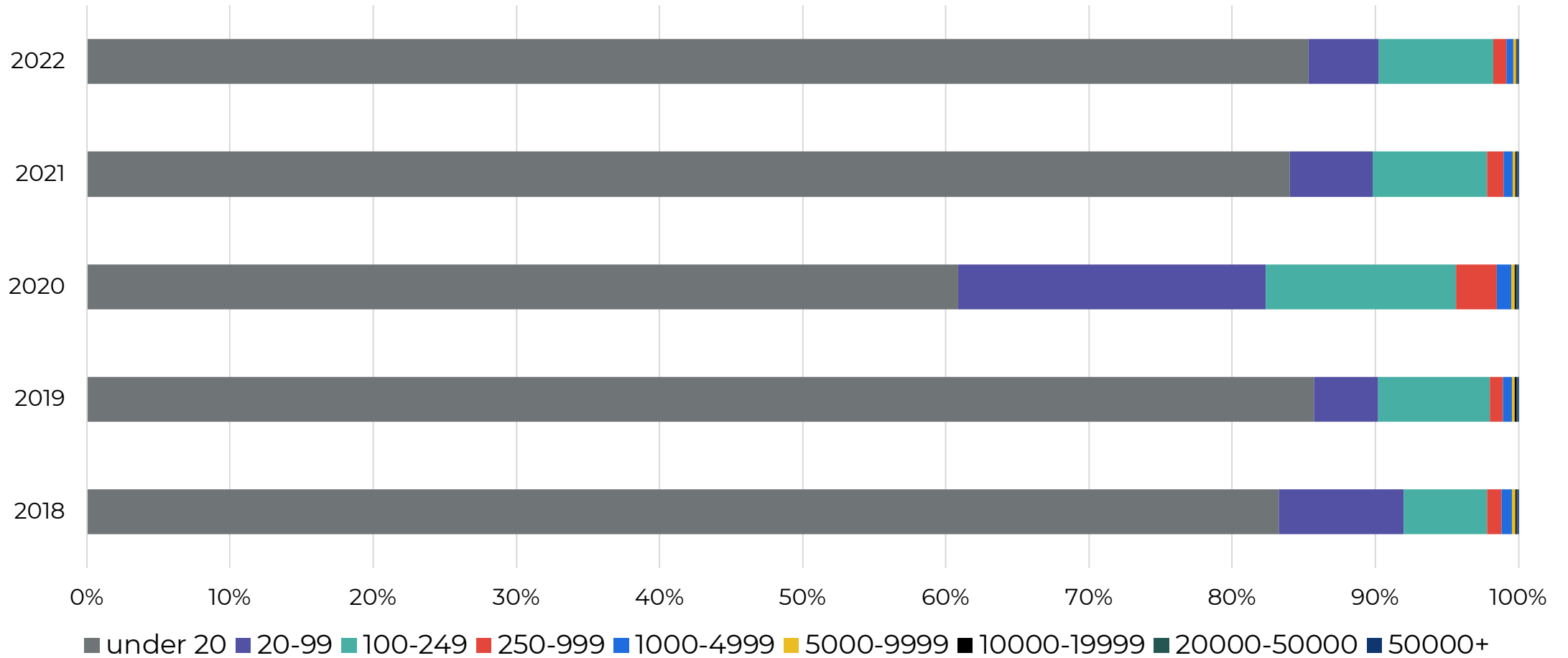
50%

say they are continuing to support

donors by giving band - percentage

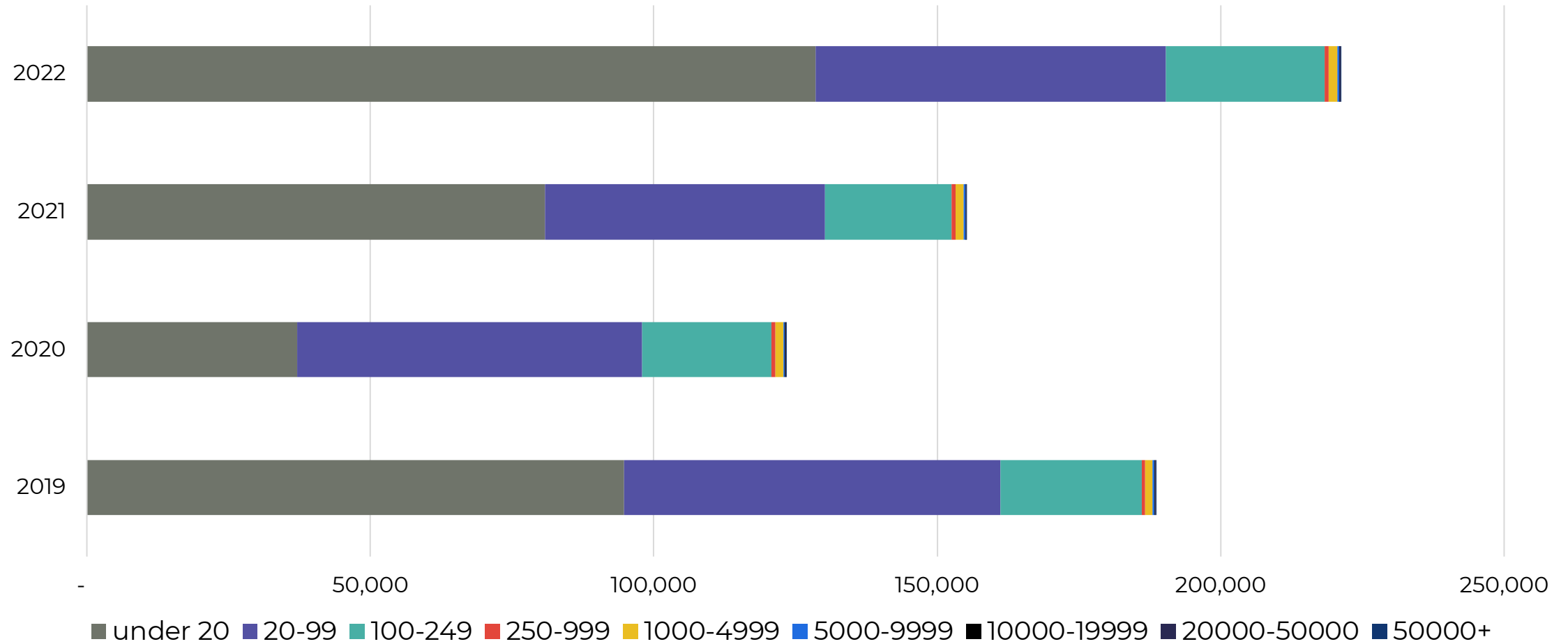


donors by giving band - percentage

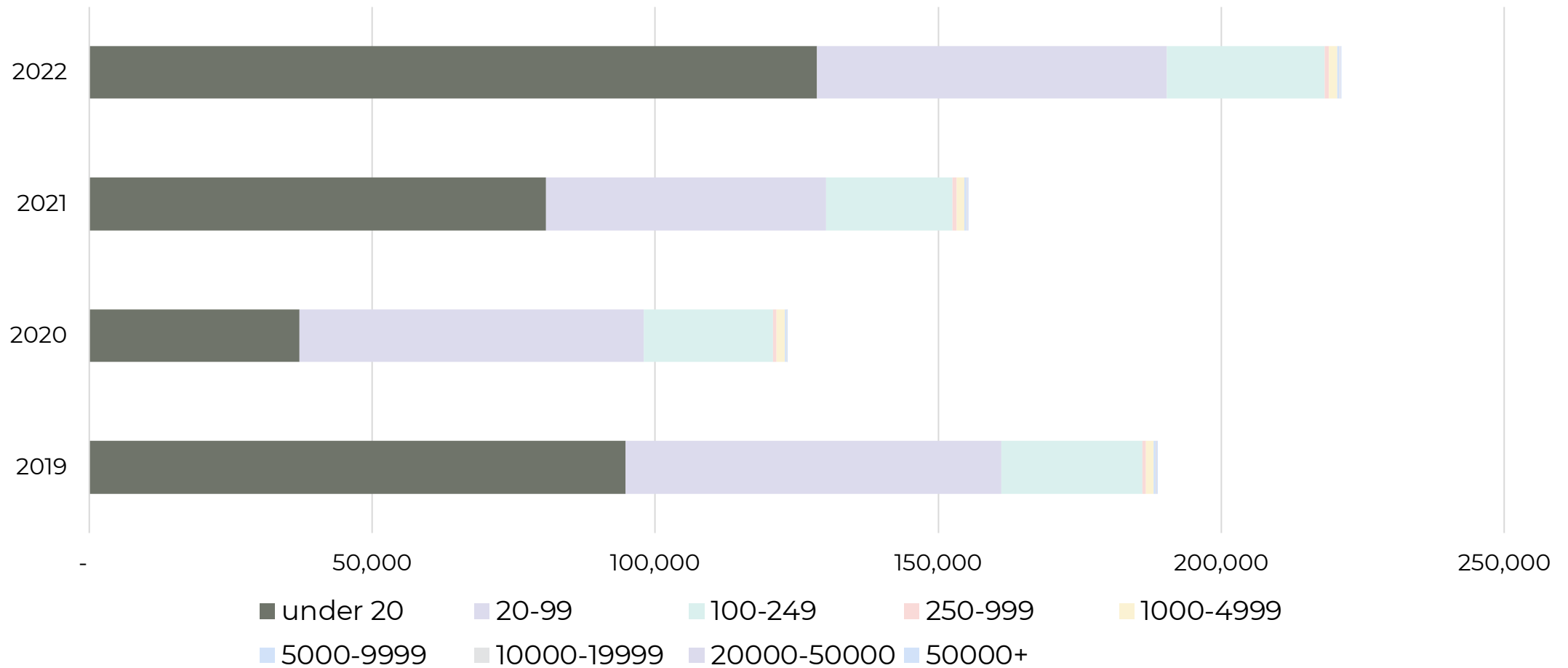


can we encourage the willingness
to give more?

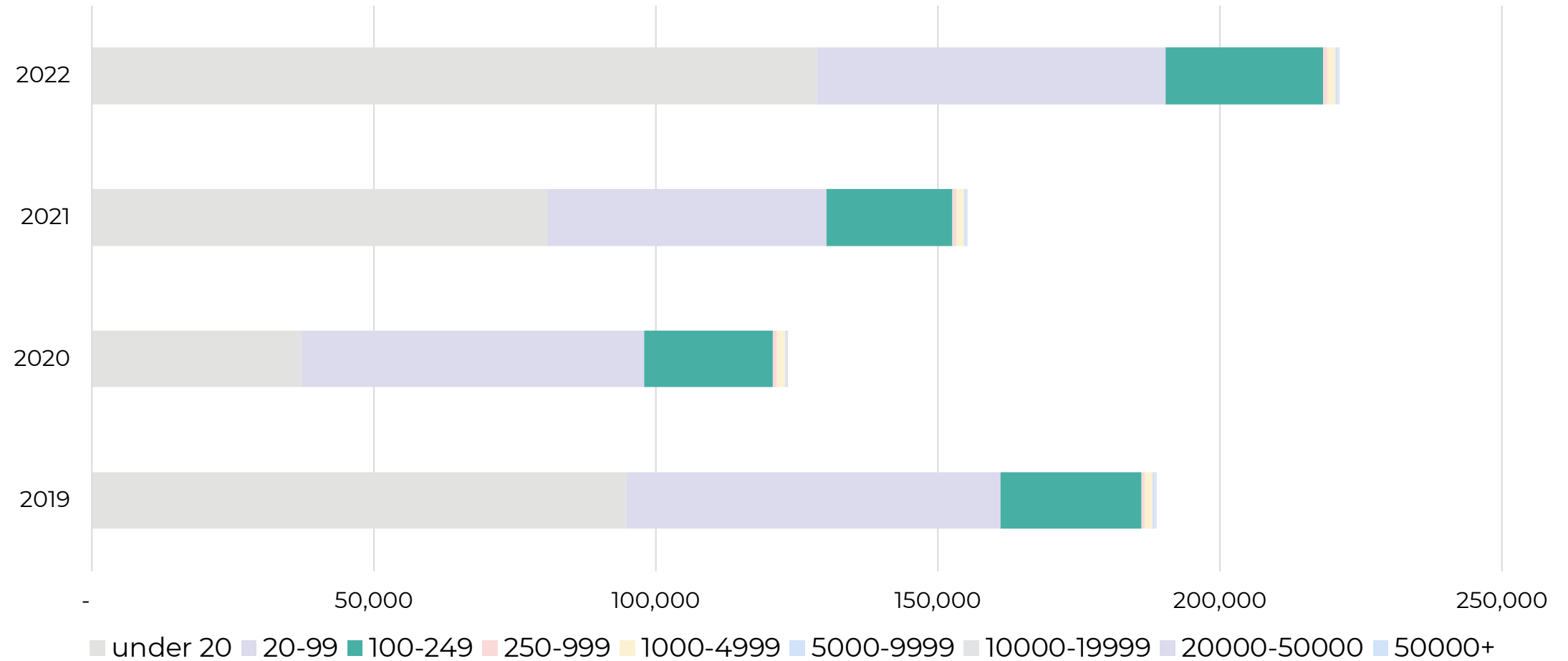
members by giving bands



members by giving bands



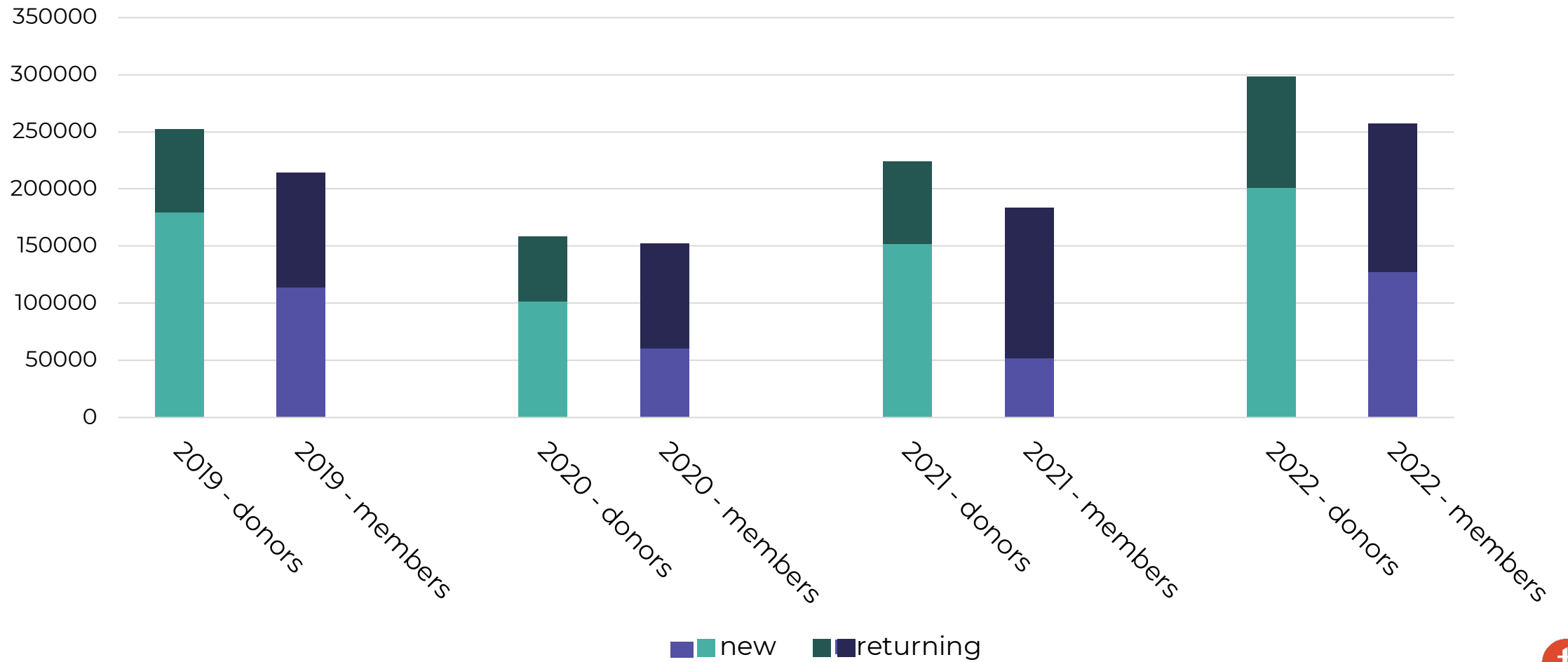
members by giving bands



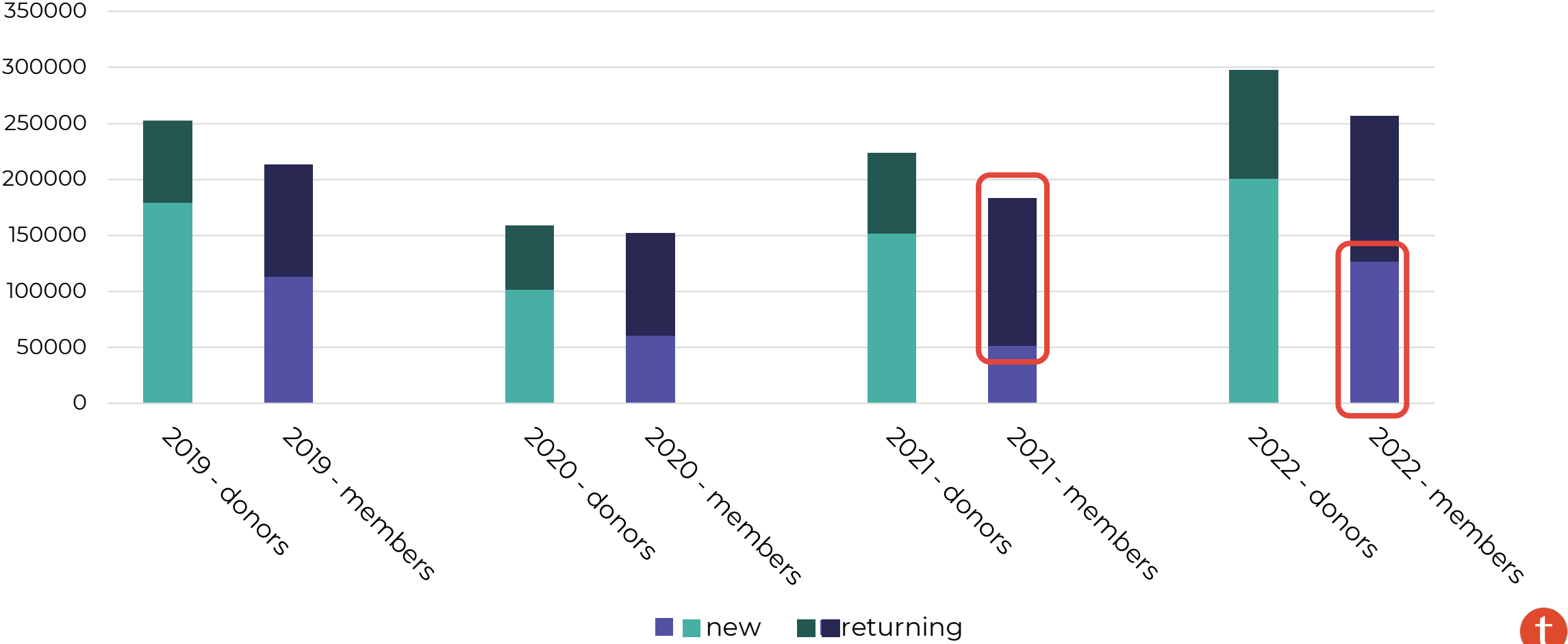
Acquisition and retention

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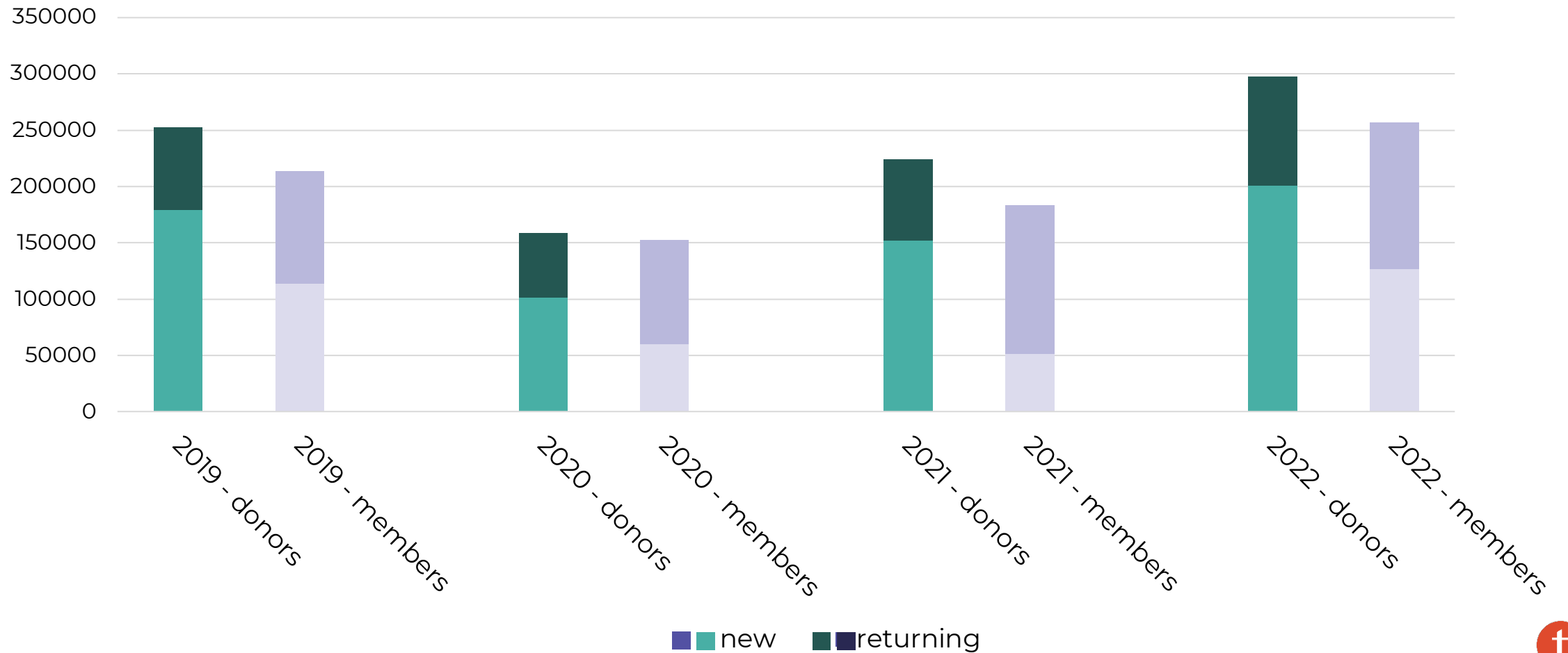
new and returning supporter comparison



new and returning supporter comparison



new and returning supporter comparison



new?

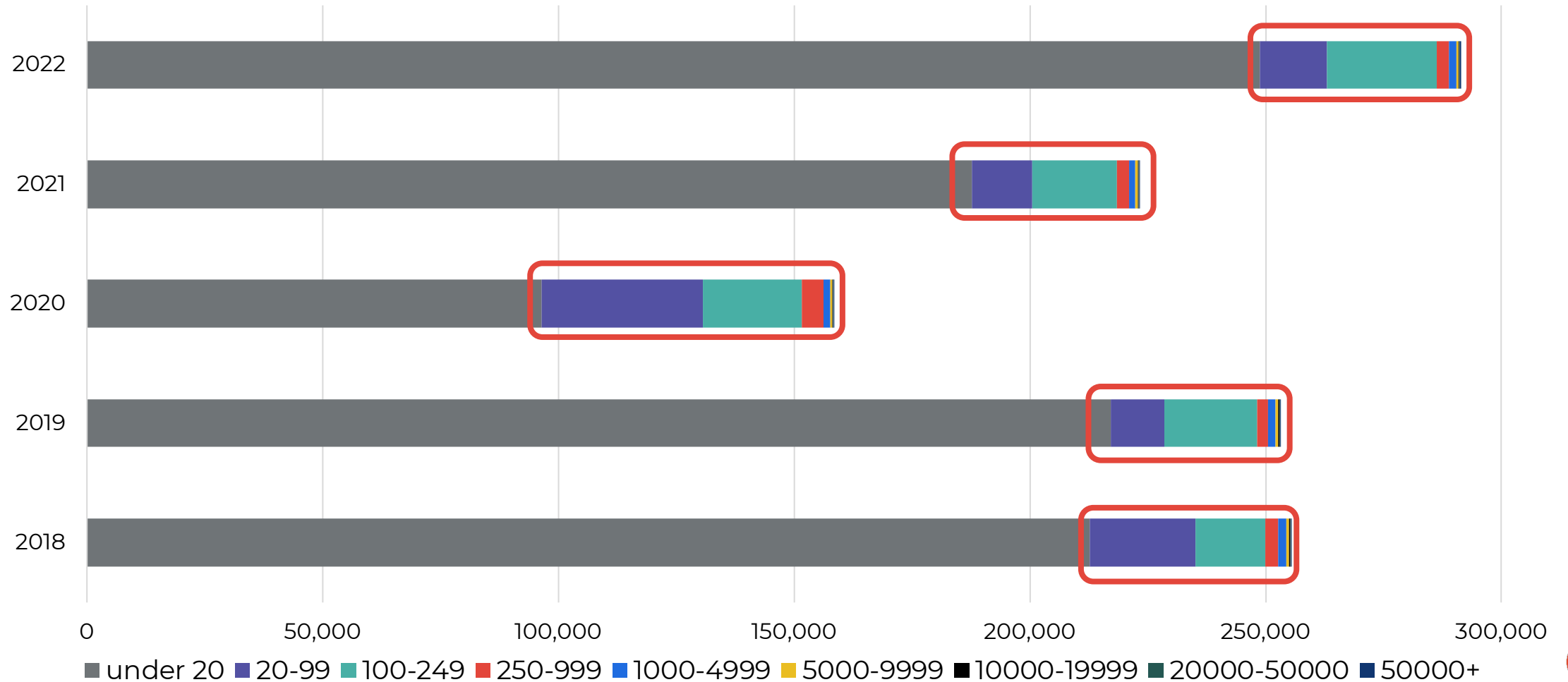
'new' a complicated metric

'churn' a more actionable metric



a 'comfortable' rate and place for churn

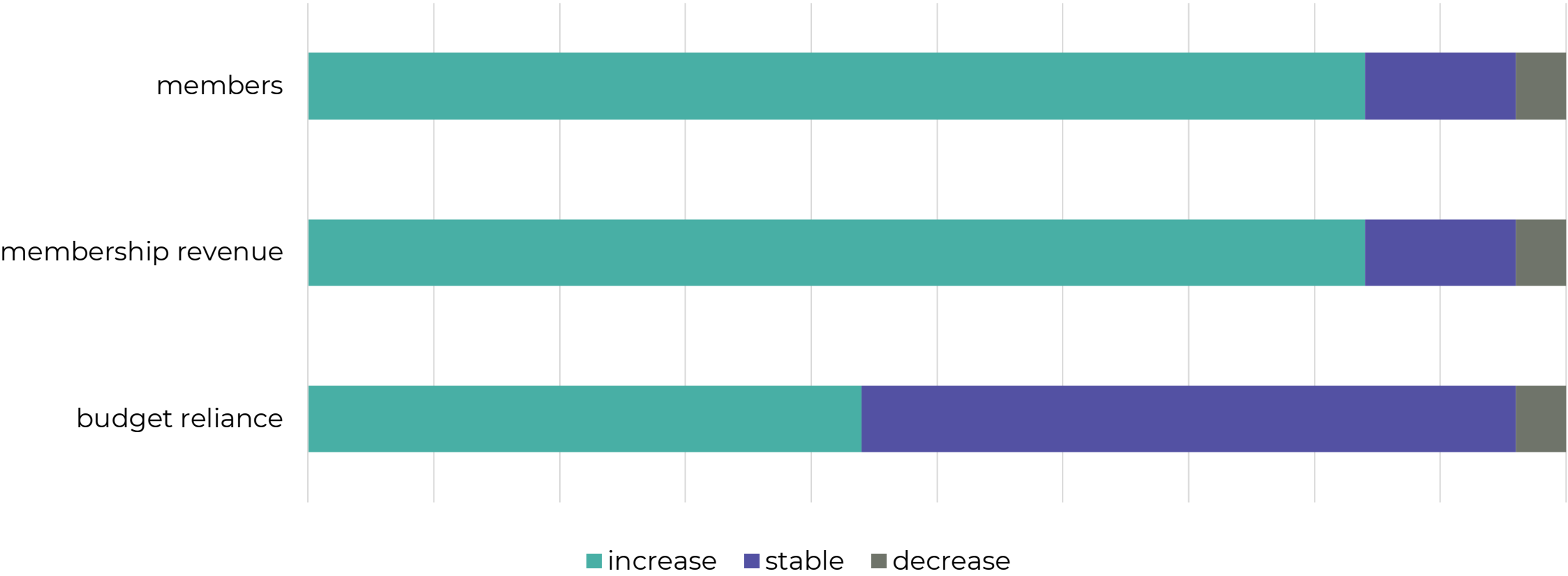
donors by giving band



Future planning and projection



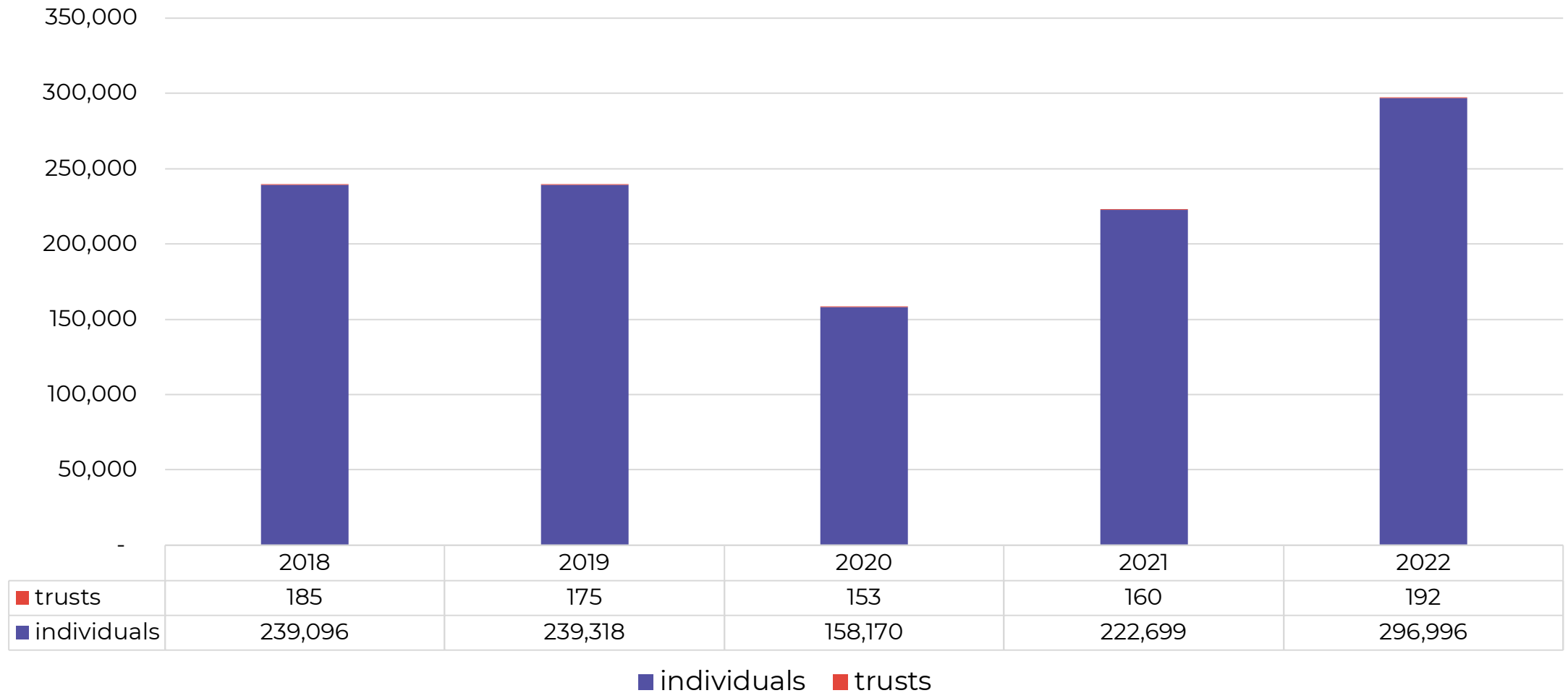
2023 - 2025 projections - memberships



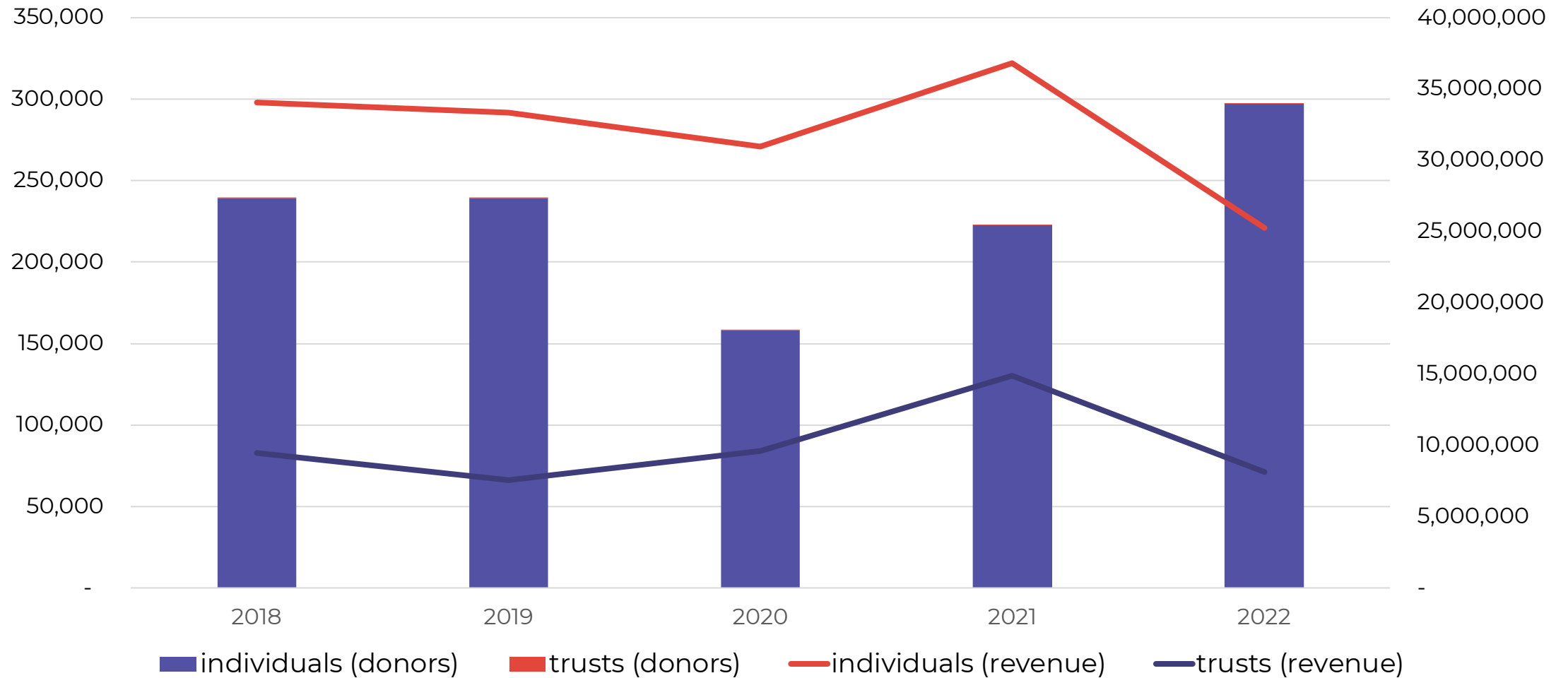
2023 - 2025 projections - philanthropy



donor type comparison



donor type comparison



expertise strategy often strategies
research capital data
efficient scheme helping
means terms campaign comms giving
growth legacy manager
trusts programmes fundraising
donations partnerships major vacant
foundation role
create telling campaigns stewardship
internal analysis relationship
team gifts strategic management
need grow managing story creative packaging
tessitura benefits corporates narratives
donors redesign

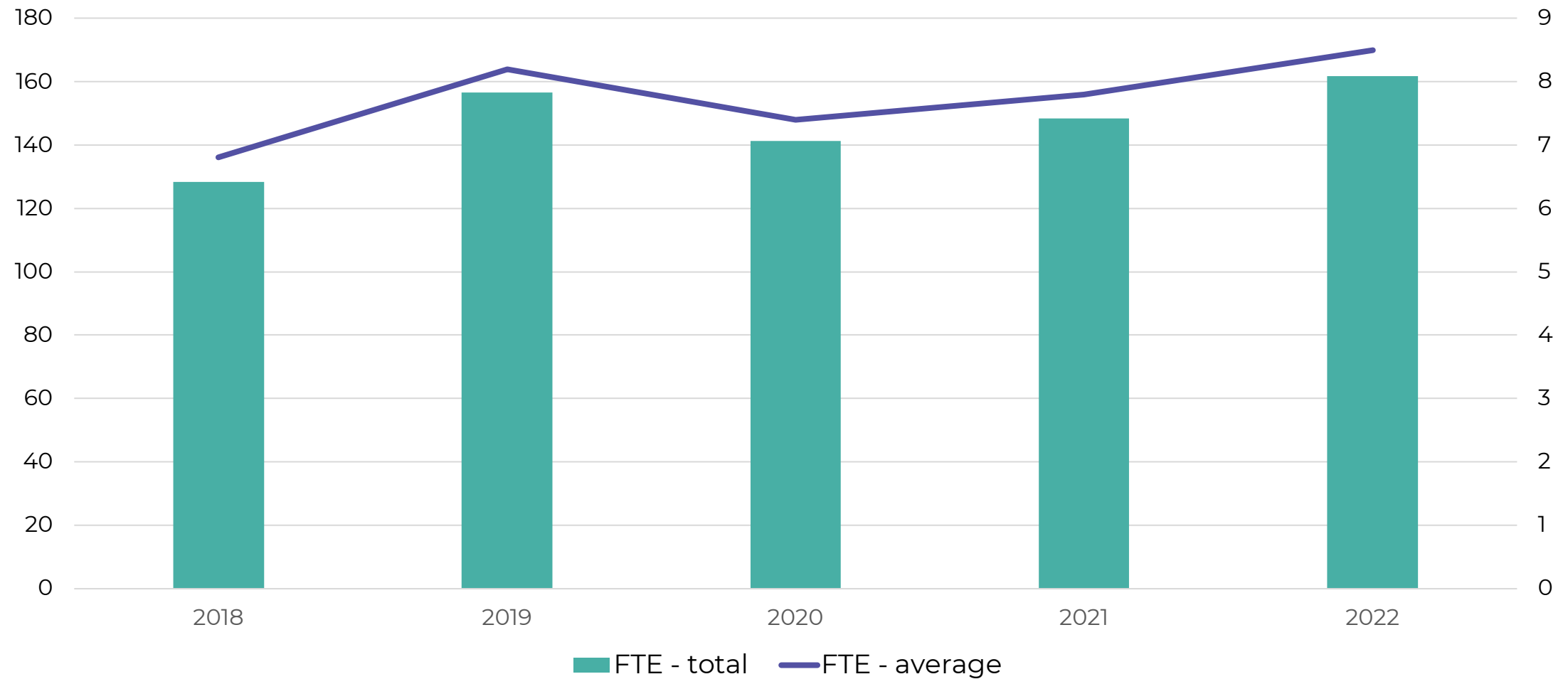
50%

expect a change in skillset

44%

expect team increase

development resourcing



human resourcing and relationships

Five stories the data tells

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Thoughts and questions?

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