



Membership & Donor trends

Ellie Griffiths, Product Marketing Manager

partnering for insight



benchmarking

An objective understanding of your current state, relative to others in your field

... it's so insightful and very helpful to have the overview that the research provides.'

'We love this every year and it is incredibly helpful to have when making key decisions.'

Clive Humby

Data is the new oil.

It's valuable but if unrefined it cannot really be used.

raw data

refined
metrics

guiding
narrative

Methodology

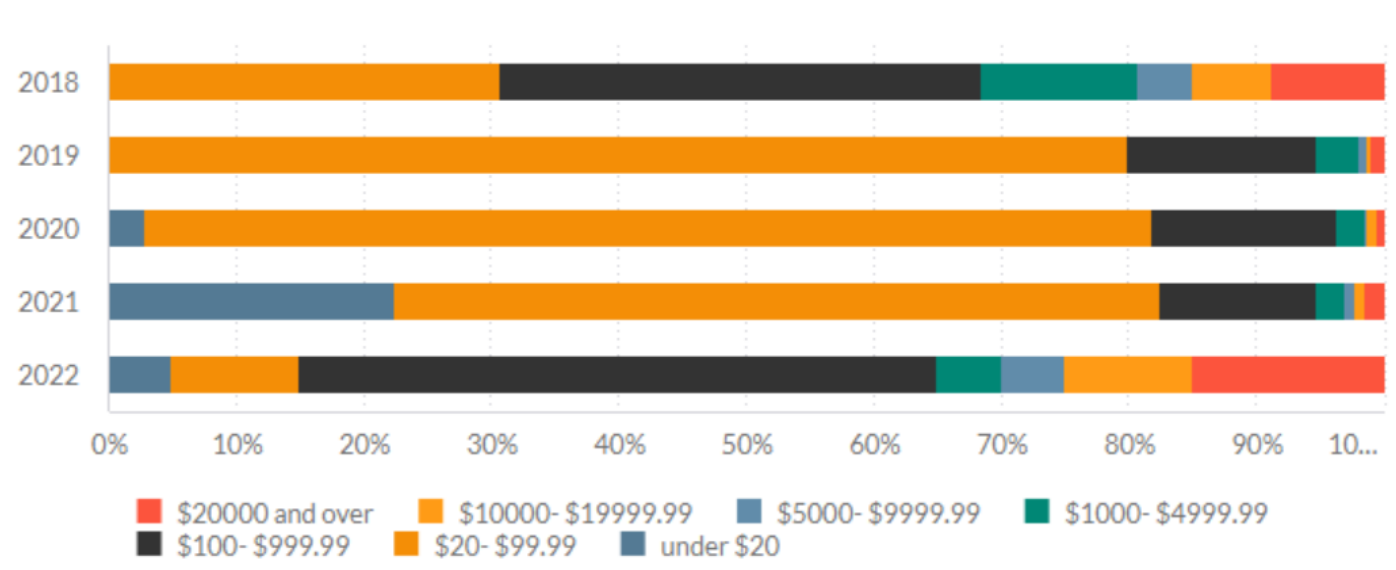


Please use the figures in the table Donors by giving band in response to question 11 in the accompanying Philanthropy Benchmarking Survey.

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

Donors by giving band

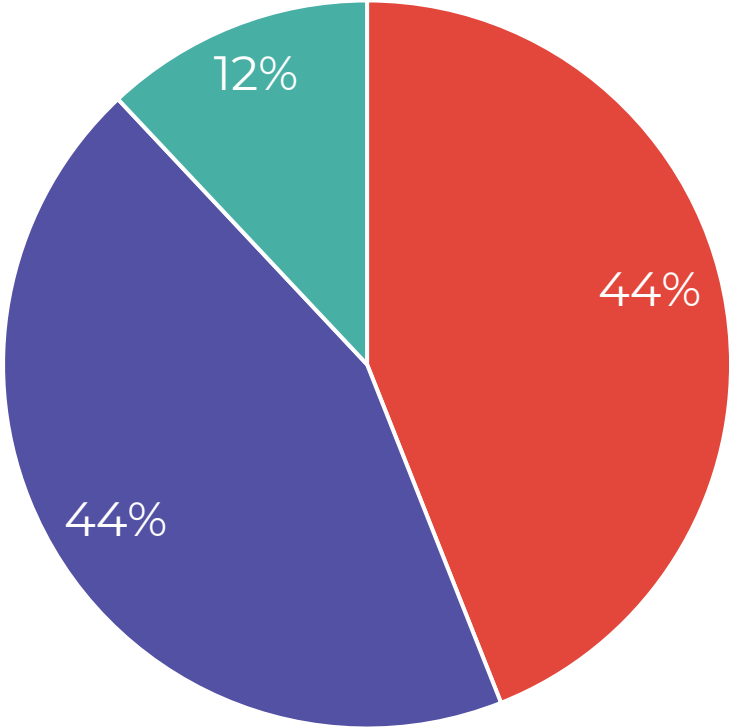


Grand Total	206	1,297	1,180	
-------------	-----	-------	-------	--

■ 2018 ■ 2019 ■ 2020 ■ 2021 ■ 2022

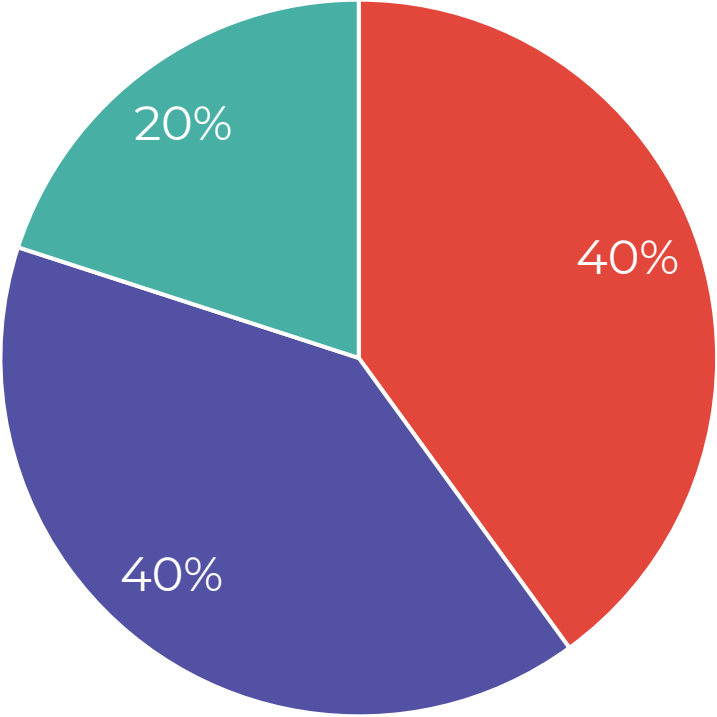


participants by geography



■ 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

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

Customers don't care about departments

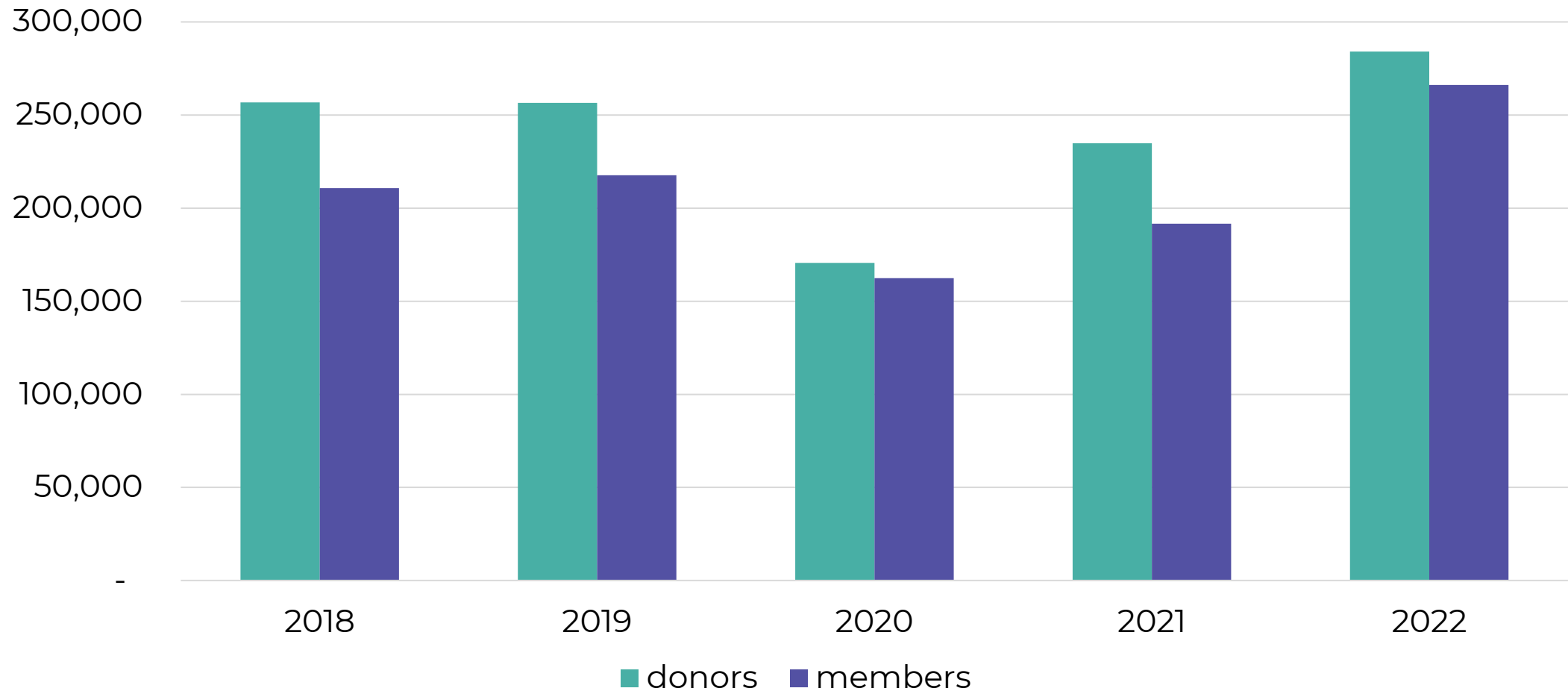


1. numbers are high
2. conversely, revenue is down
3. slow down the snap back
4. high levels of 'new' is not so new
5. harness member 'stickiness'

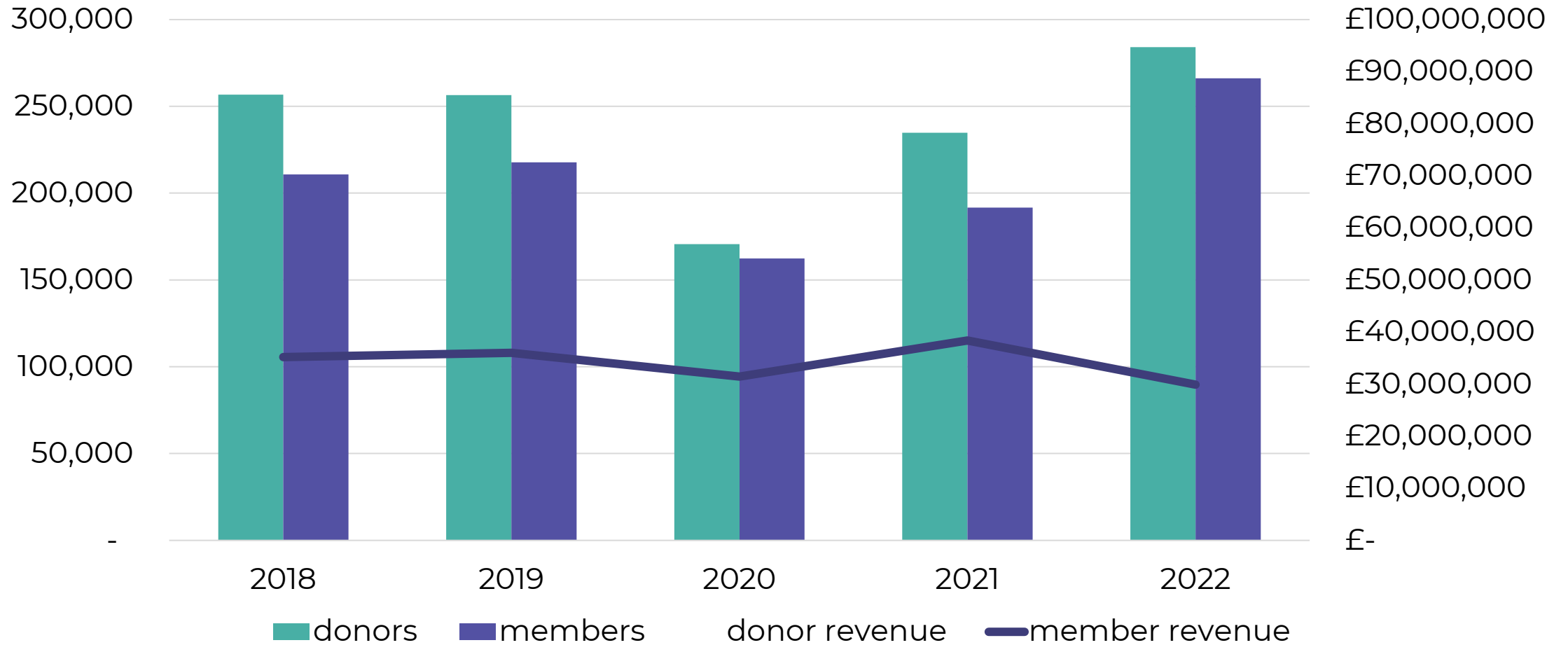
Measures of support



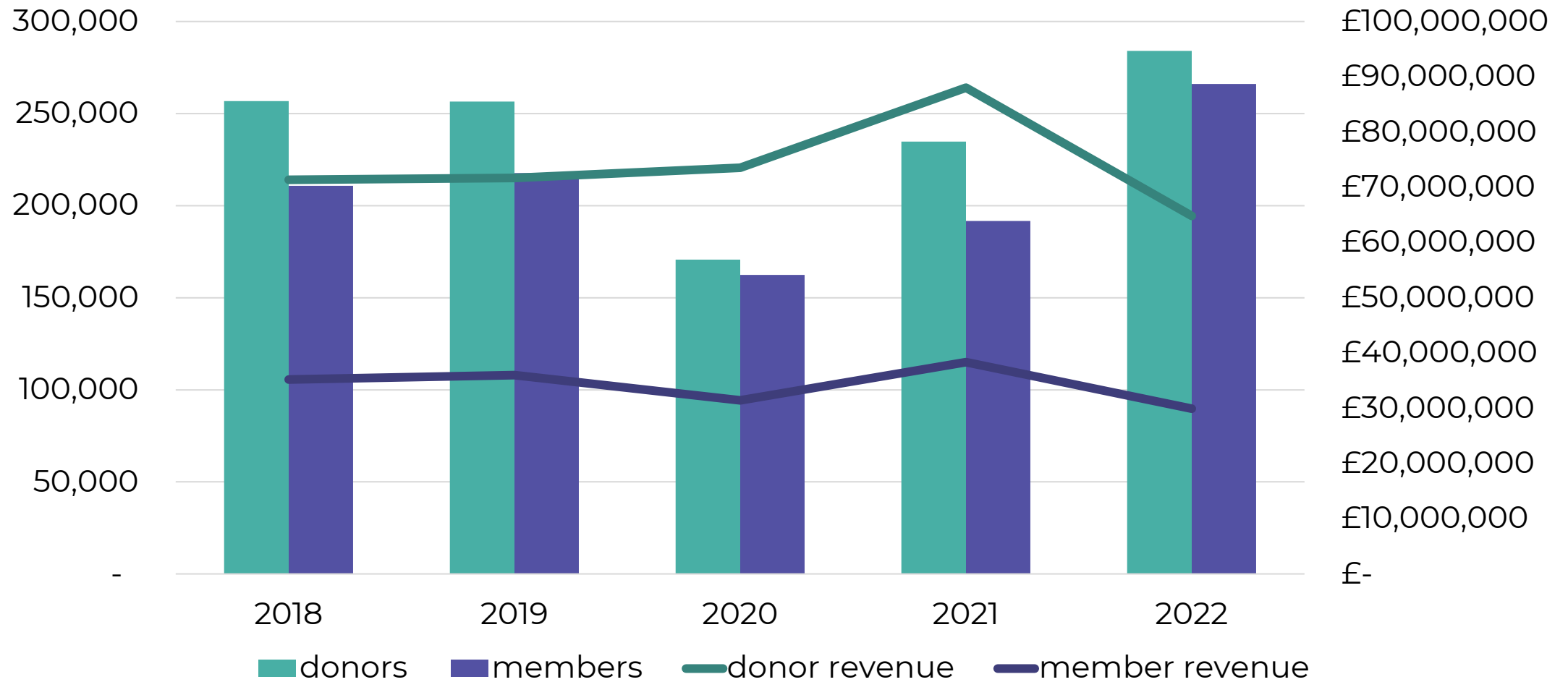
comparative donors and members - customers



comparative donors and members - customers and revenue

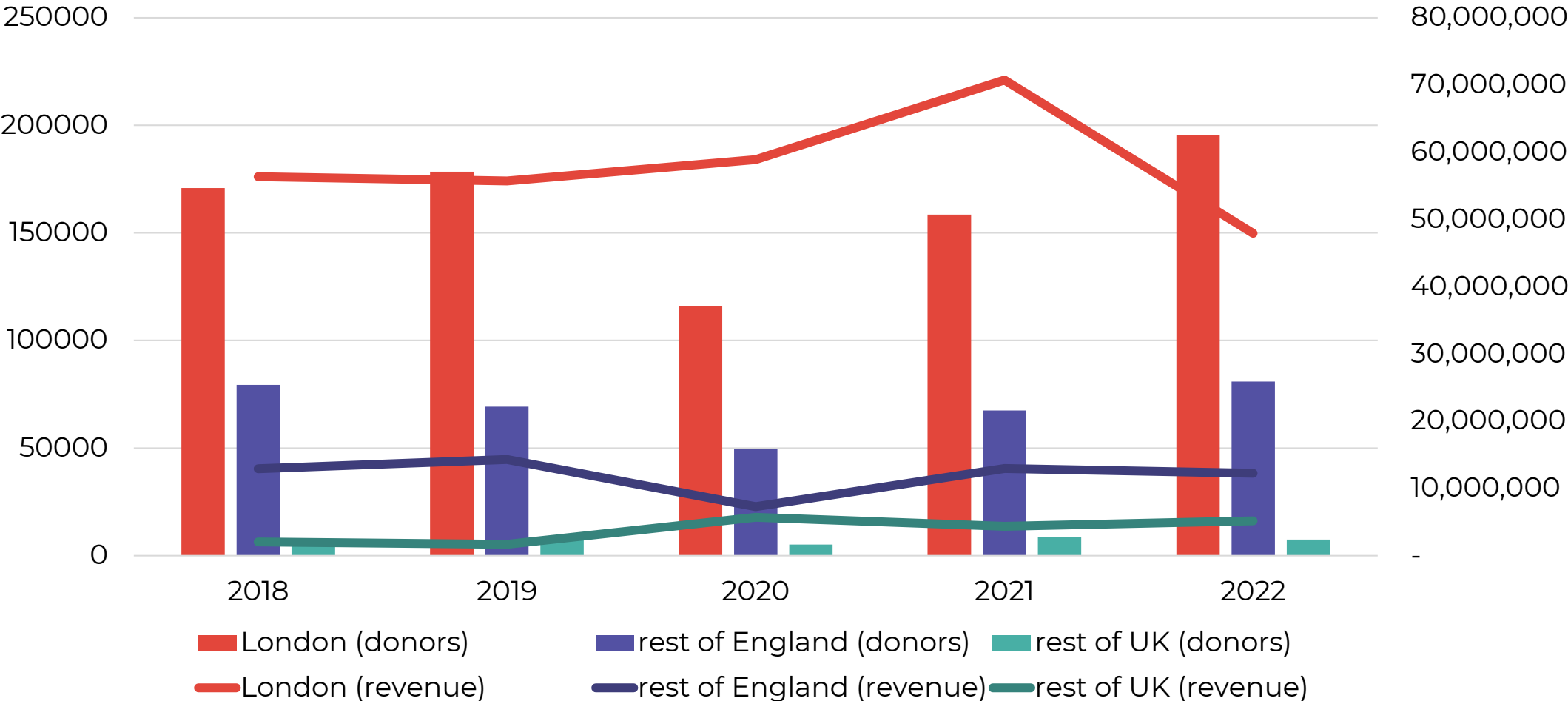


comparative donors and members - customers and revenue

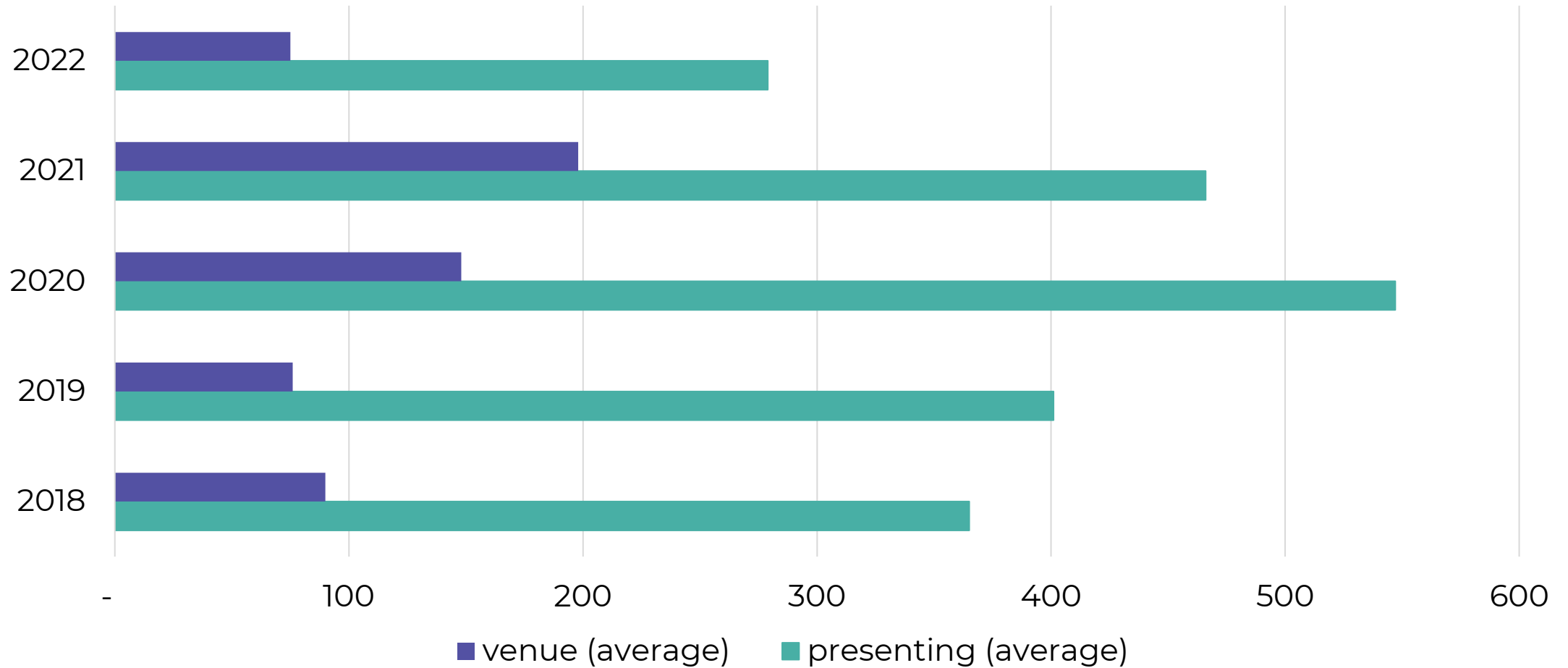


more people supporting,
less money coming in

location comparison - philanthropy



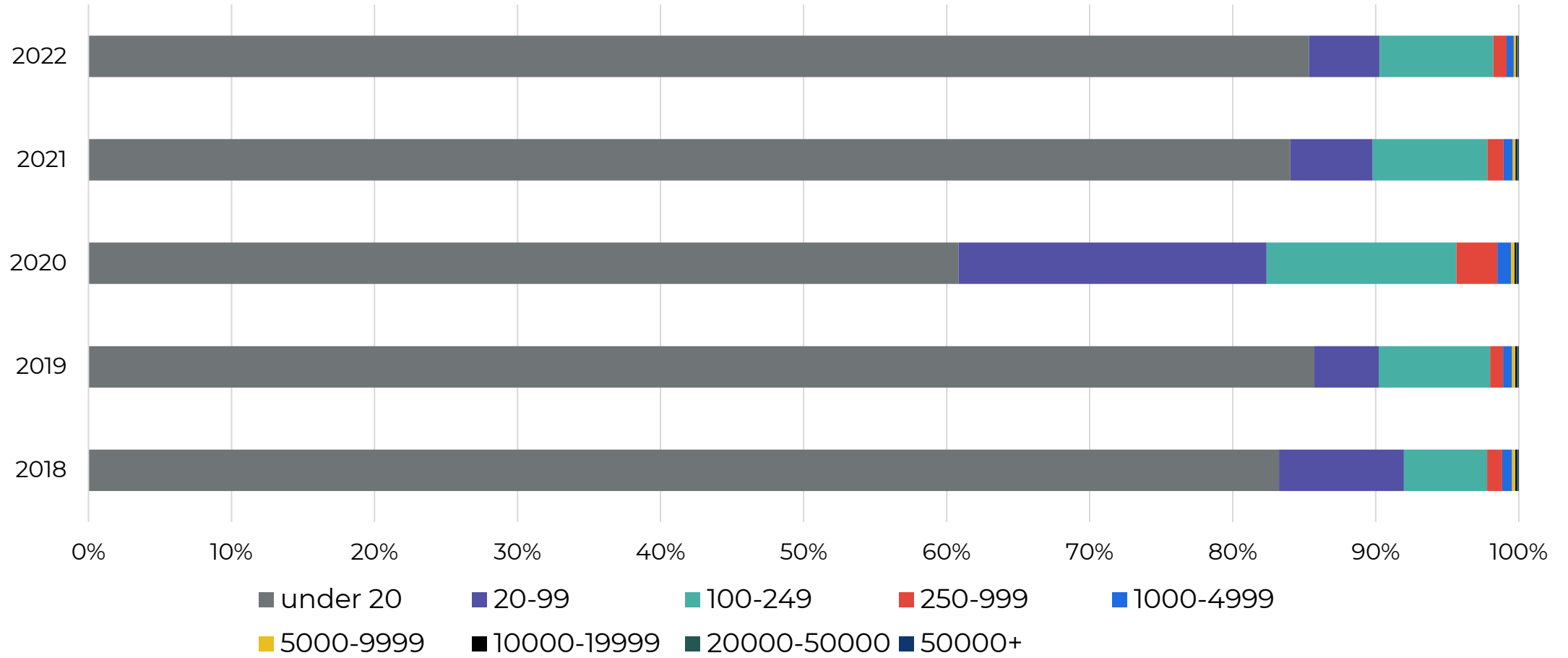
producing company and venue comparison - philanthropy



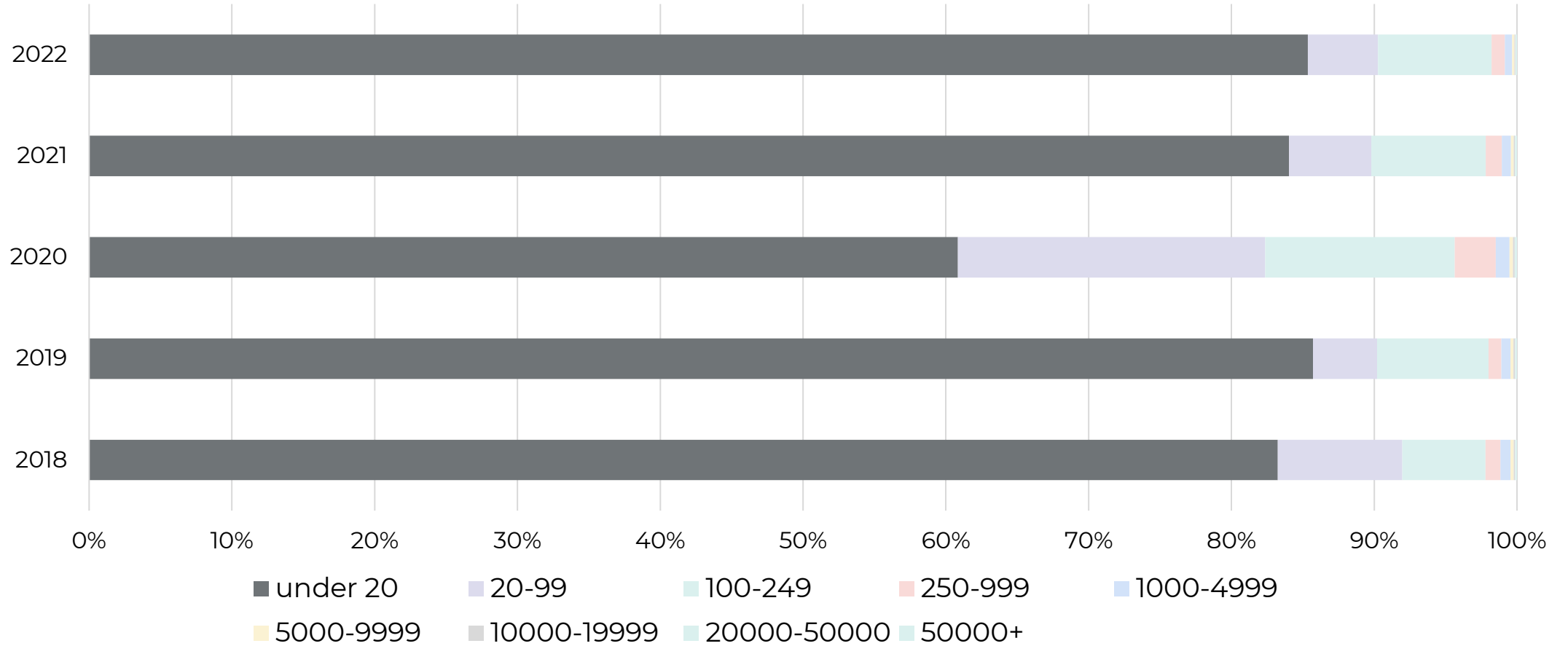
More donors, giving less



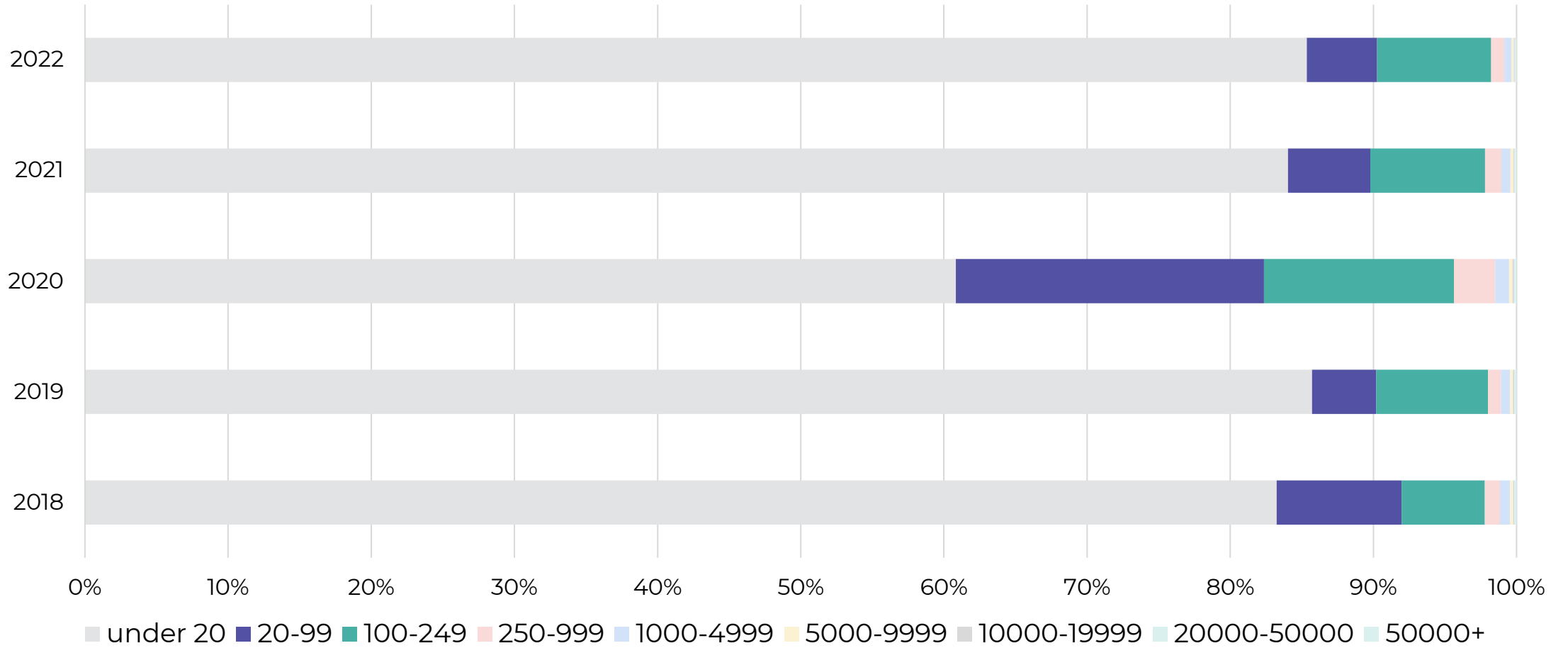
donors by giving band - percentage



donors by giving band - percentage



donors by giving band - percentage



the impact of ticket donations



88%

offered ticket donations



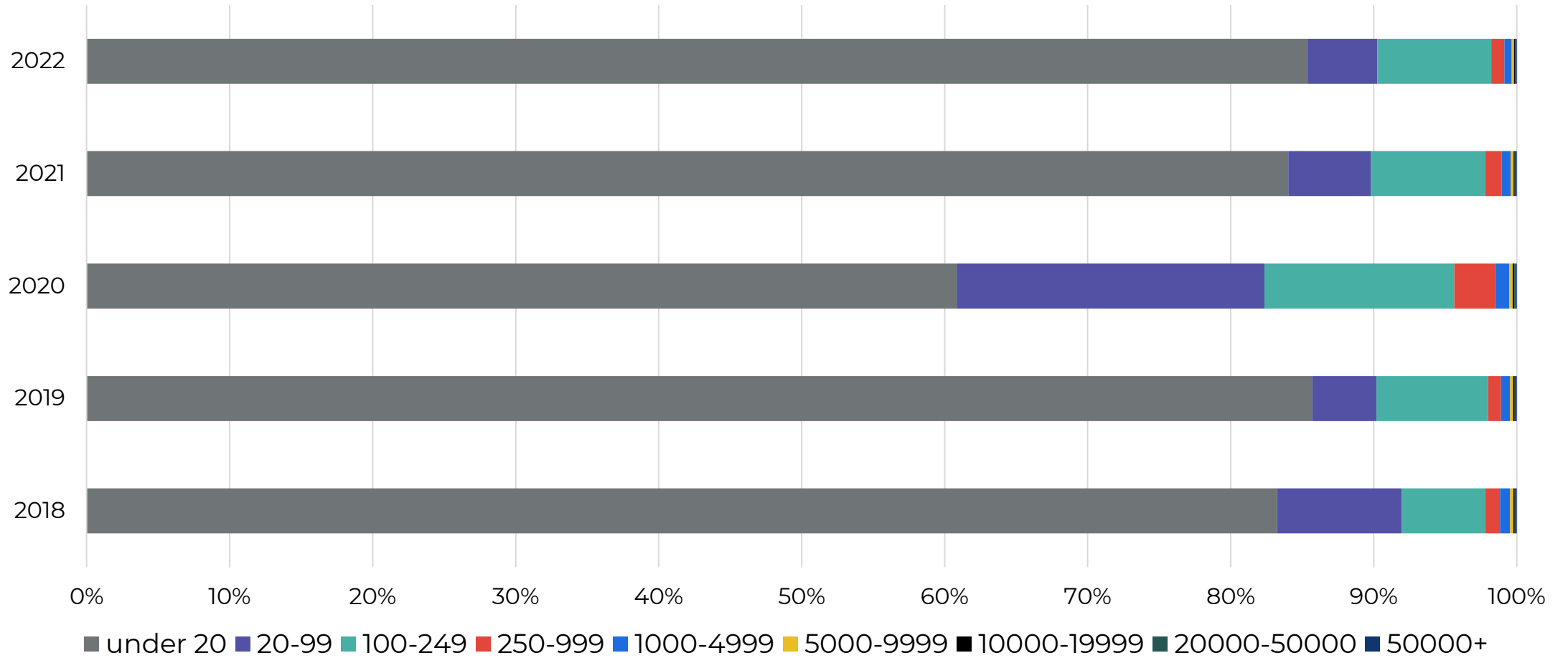
85%

counting ticket donations towards
annual giving

50%

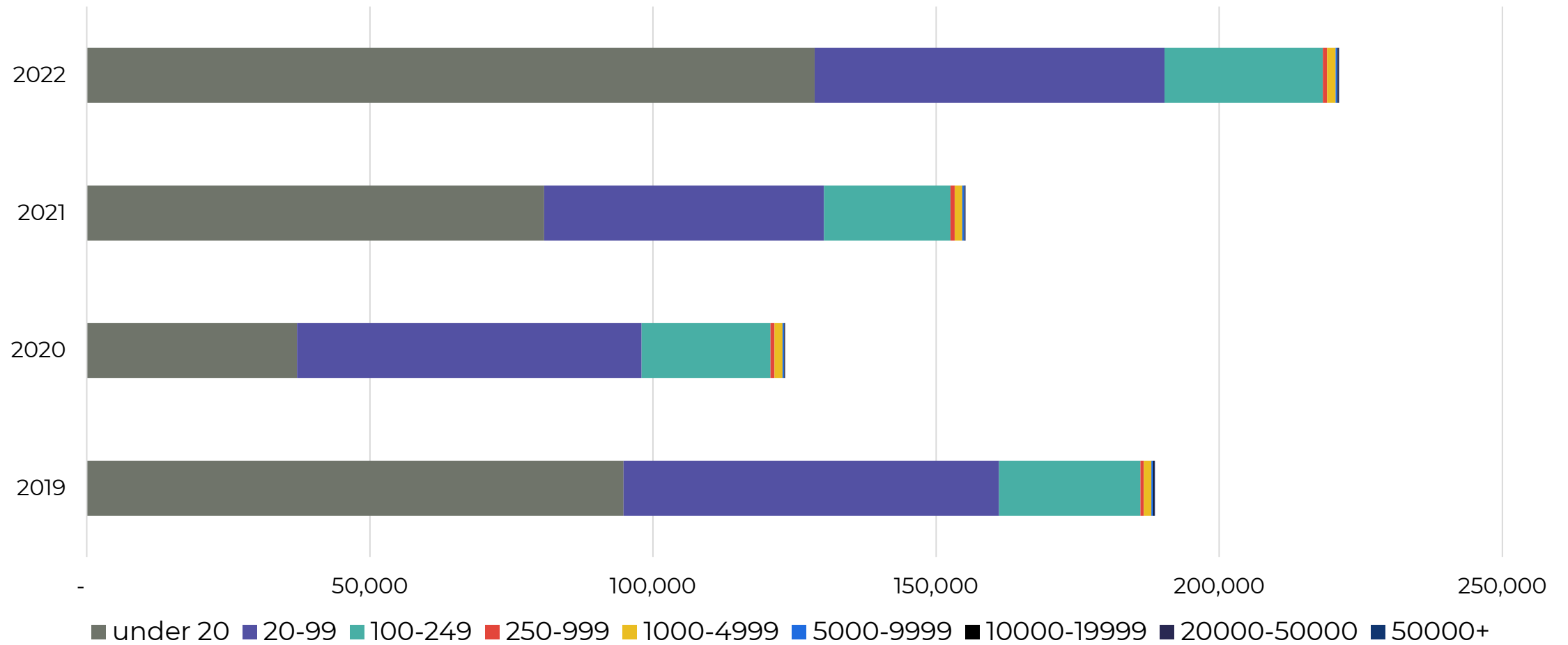
say they are continuing to support

donors by giving band - percentage

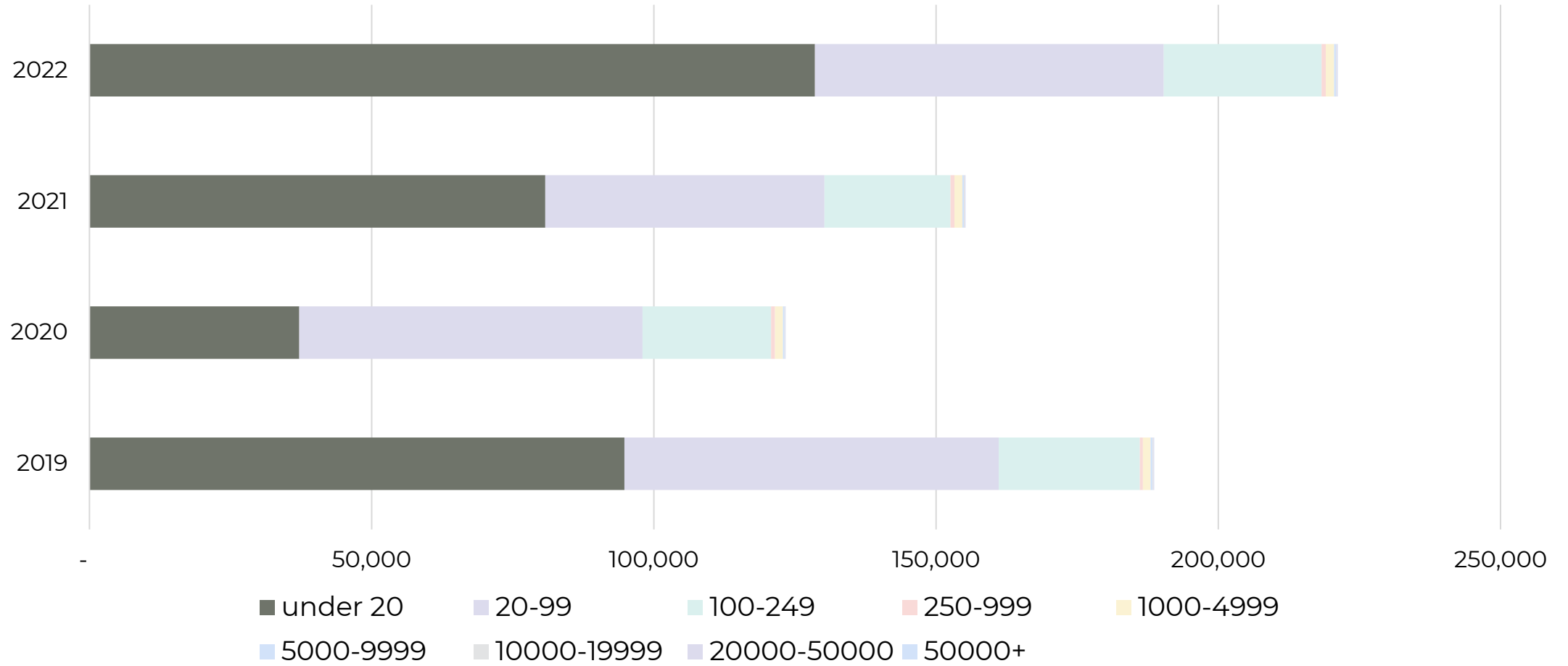


can we encourage the willingness
to give more?

members by giving bands



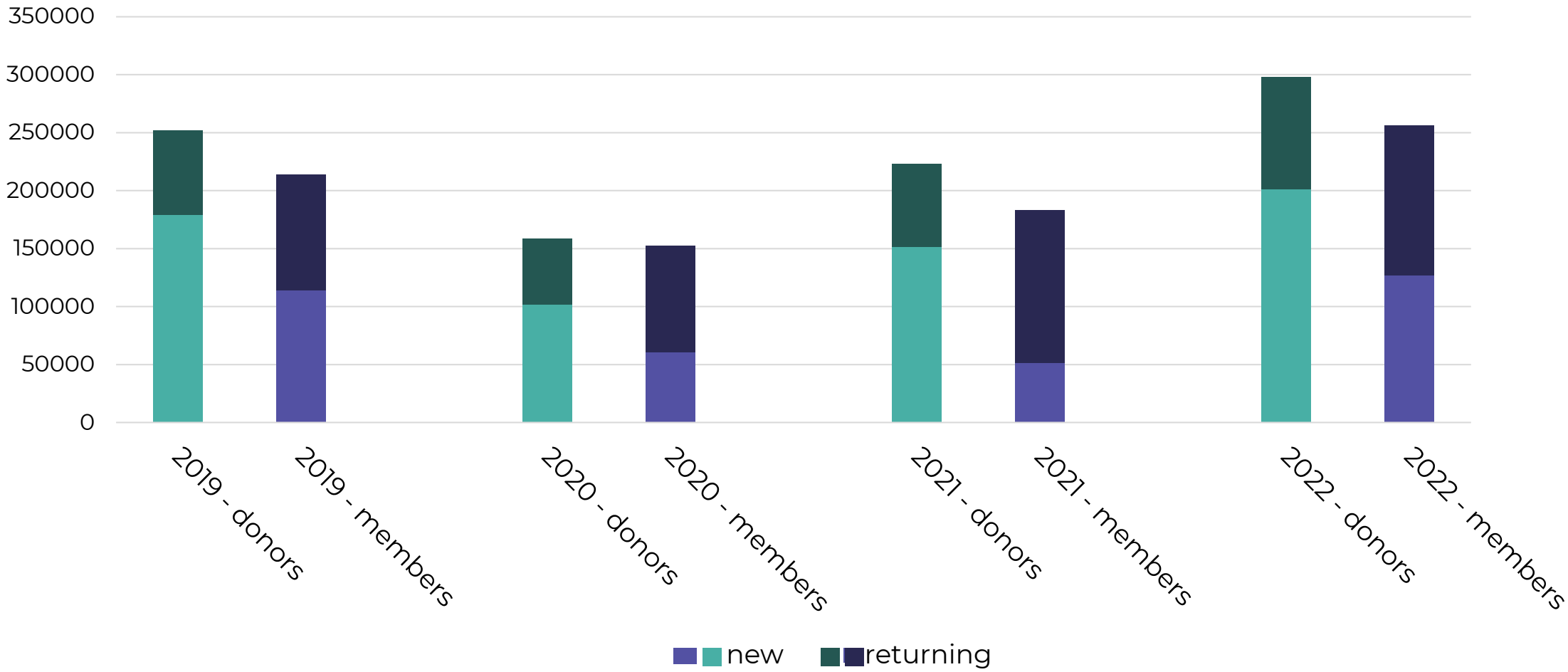
members by giving bands



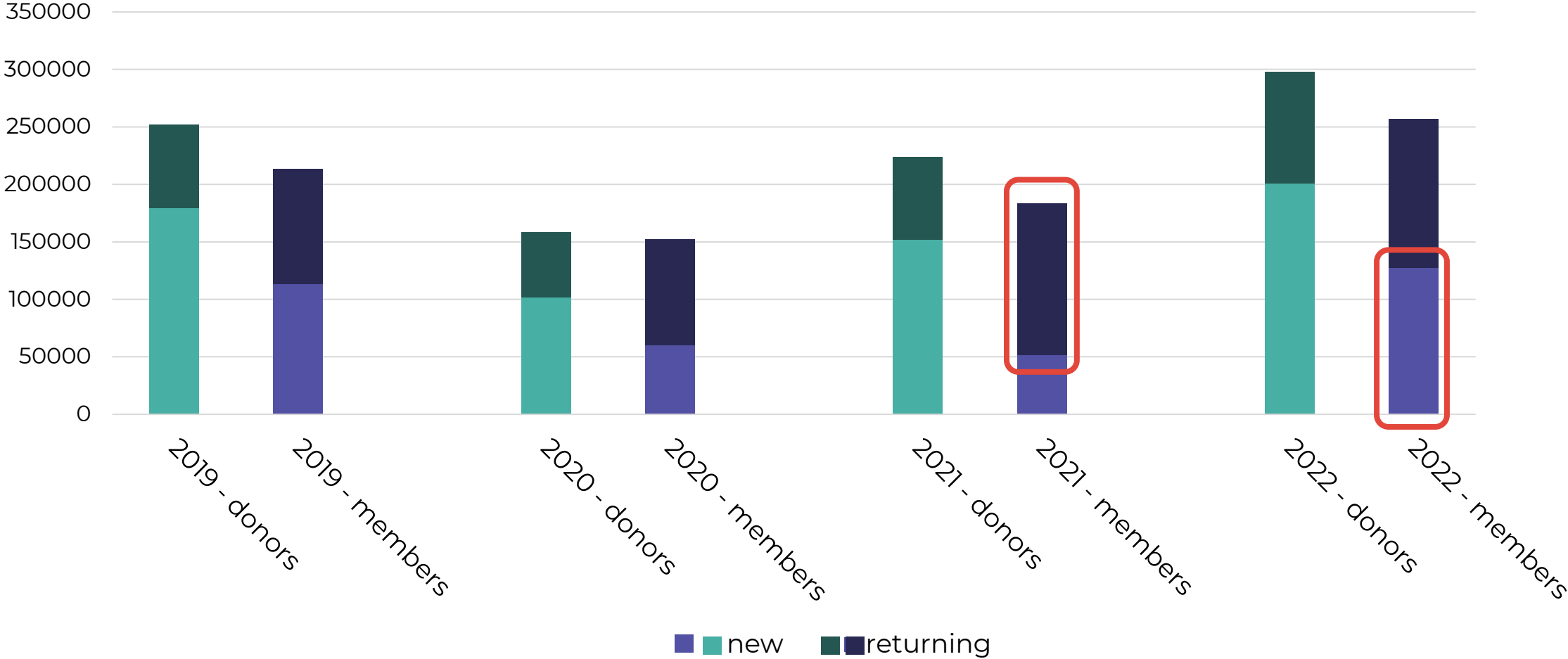
Acquisition and retention



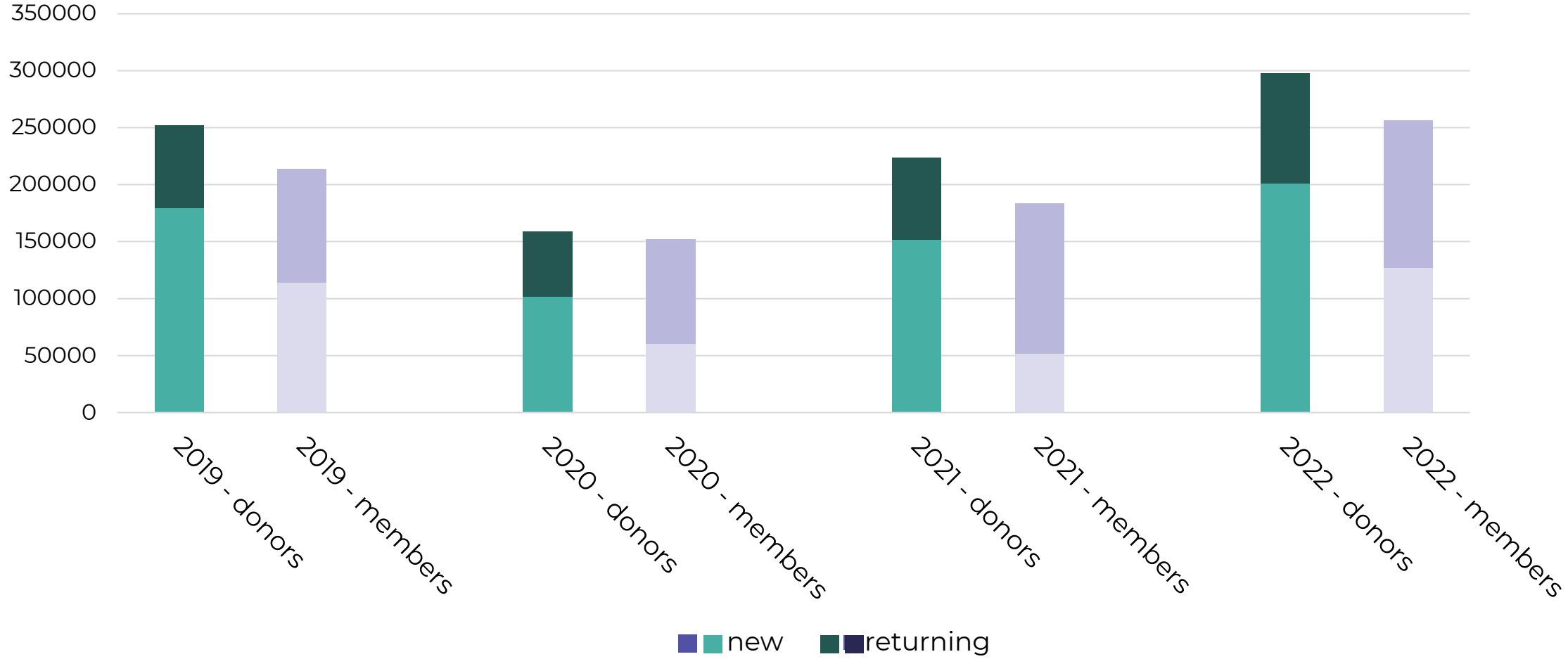
new and returning supporter comparison



new and returning supporter comparison



new and returning supporter comparison



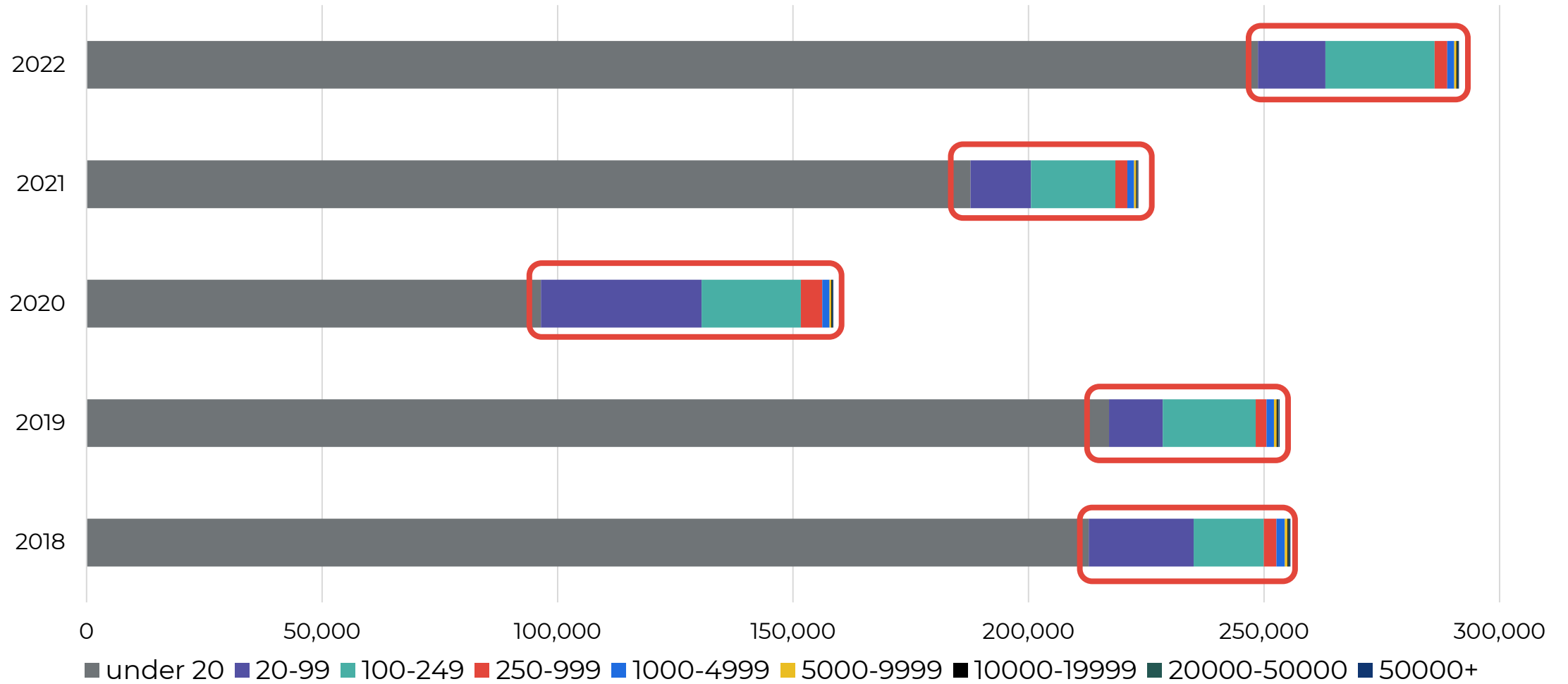
'new' a complicated metric

'churn' a more actionable metric



a 'comfortable' rate and place for churn

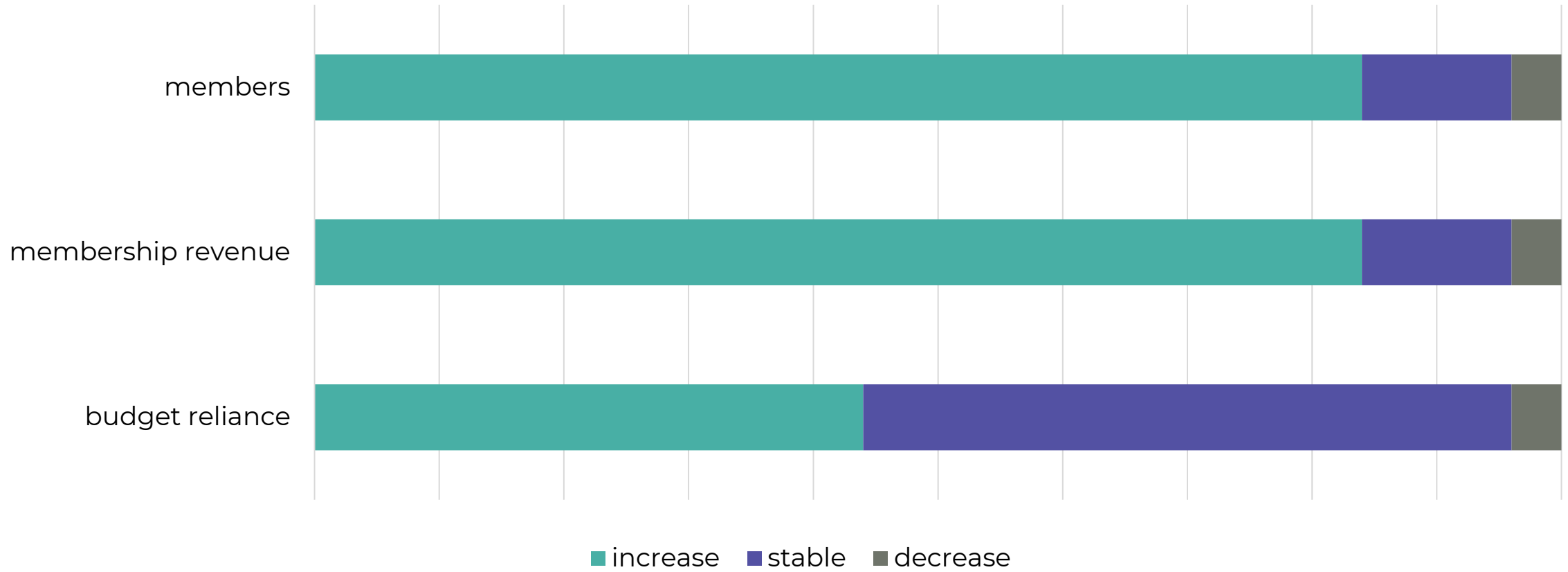
donors by giving band



Future planning and projection



2023 - 2025 projections - memberships



2023 - 2025 projections - philanthropy



50%

expect a change in skillset

44%

expect team increase

human resourcing and relationships

Five stories the data tells



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'



Thoughts and questions?





Membership & Donor trends

Ellie Griffiths, Product Marketing Manager

ellie.griffiths@tessituranetwork.com