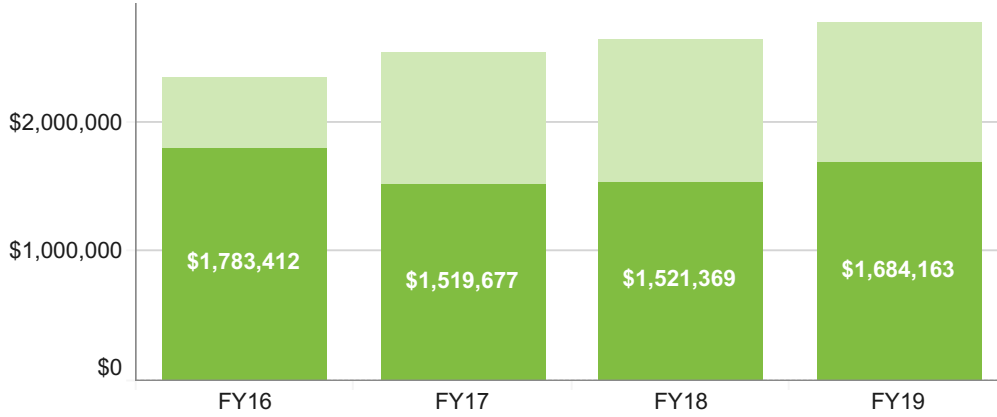


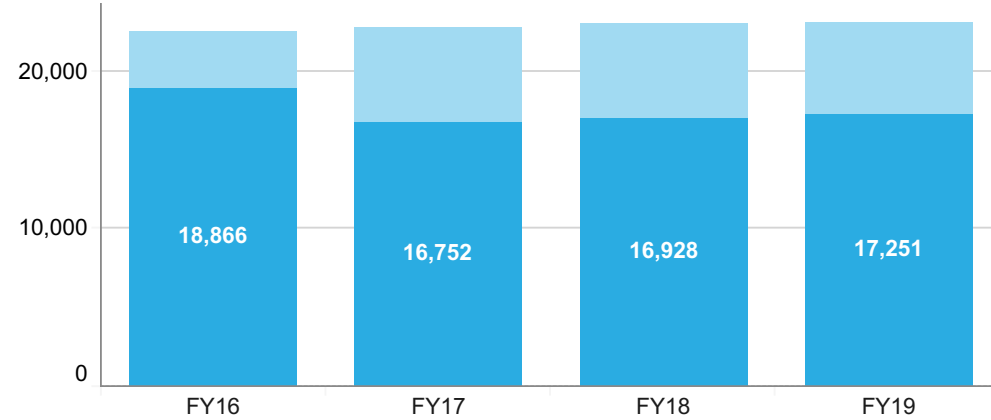
\$1,684,163
YTD Gross Revenue ▲ 10.7%

17,251
YTD Members ▲ 1.9%

Gross Revenue (through Q3)

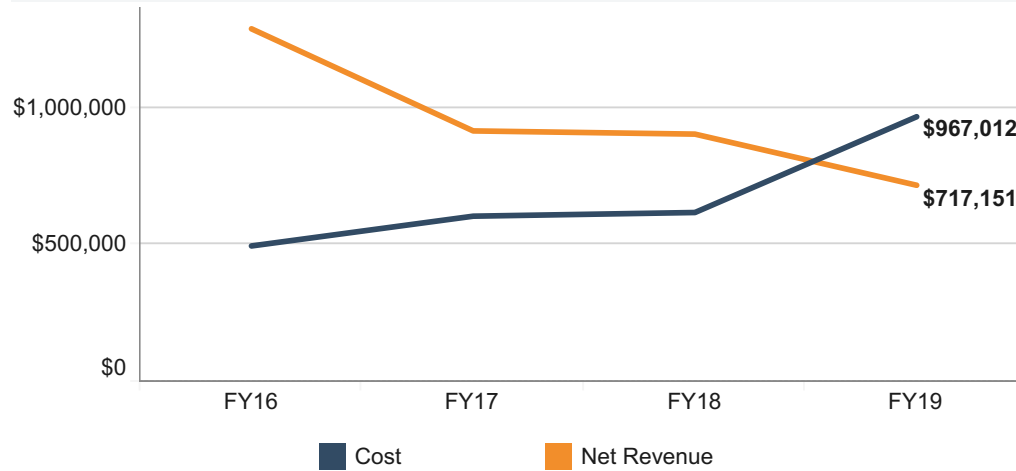


Members (through Q3)

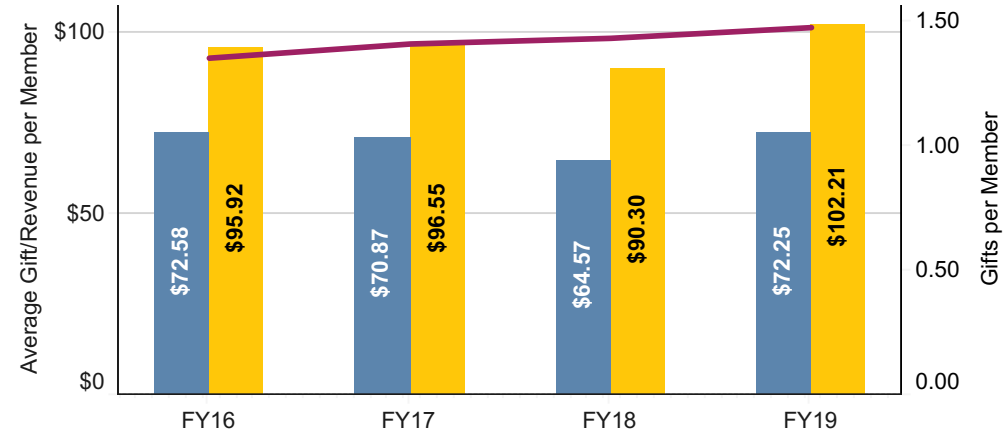


* Shaded bars indicate full year values for pacing

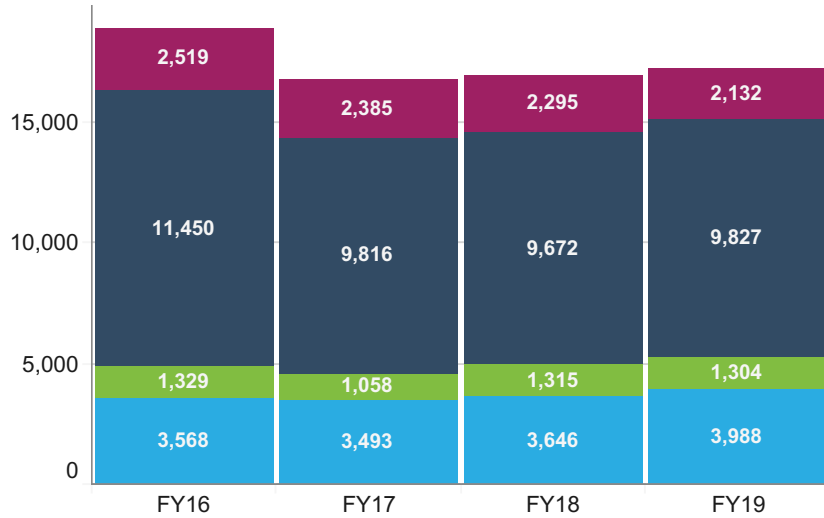
Cost and Net (through Q3)



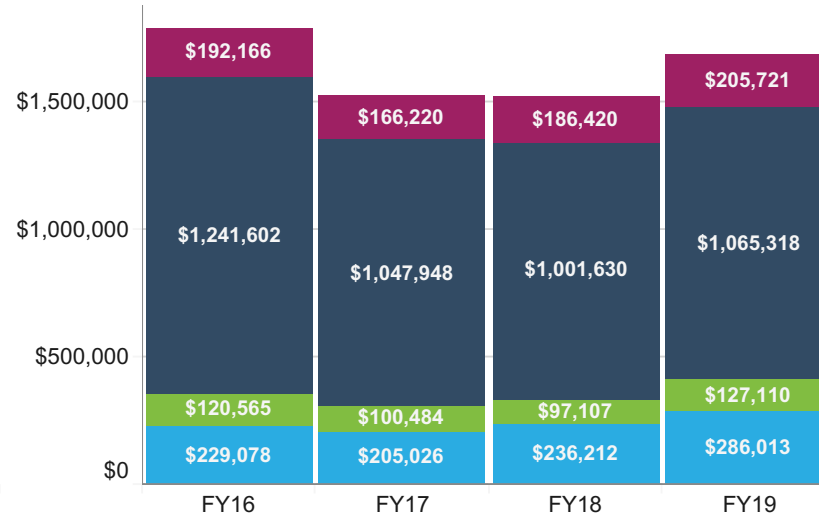
Giving Metrics (through Q3)



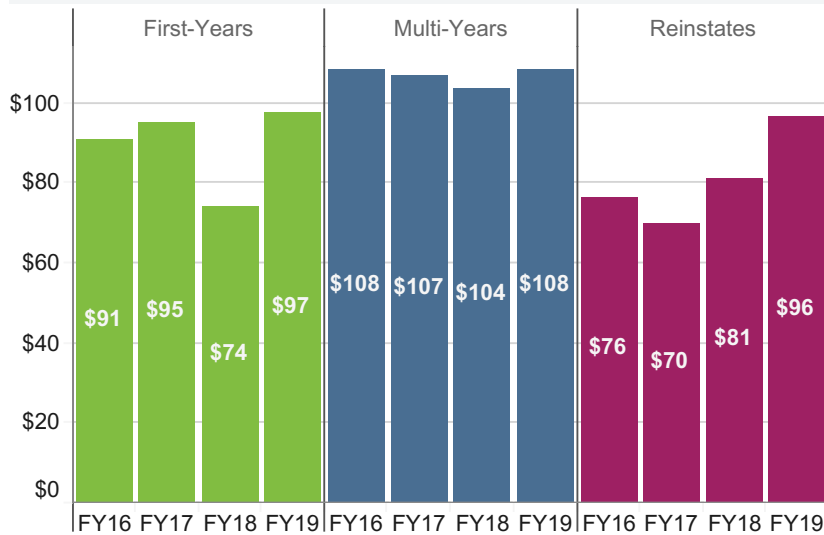
Members (through Q3)



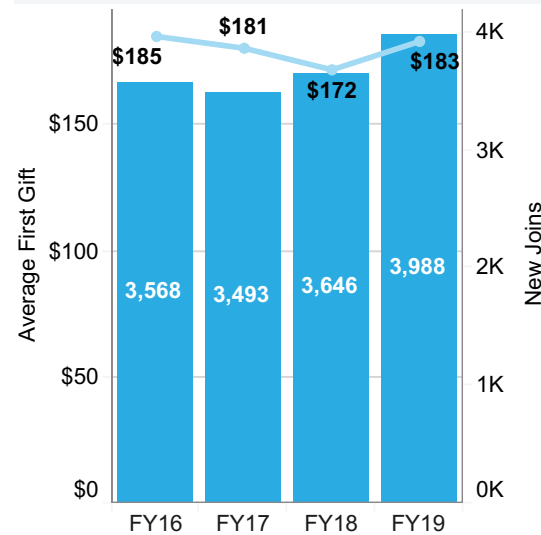
Revenue (through Q3)



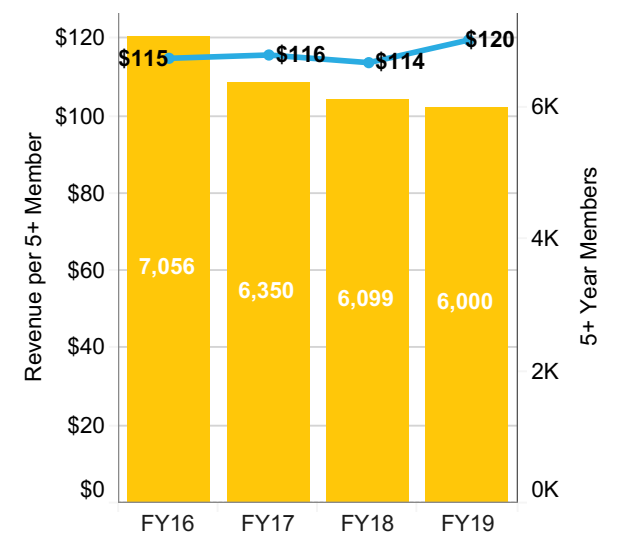
Revenue per Member (through Q3)



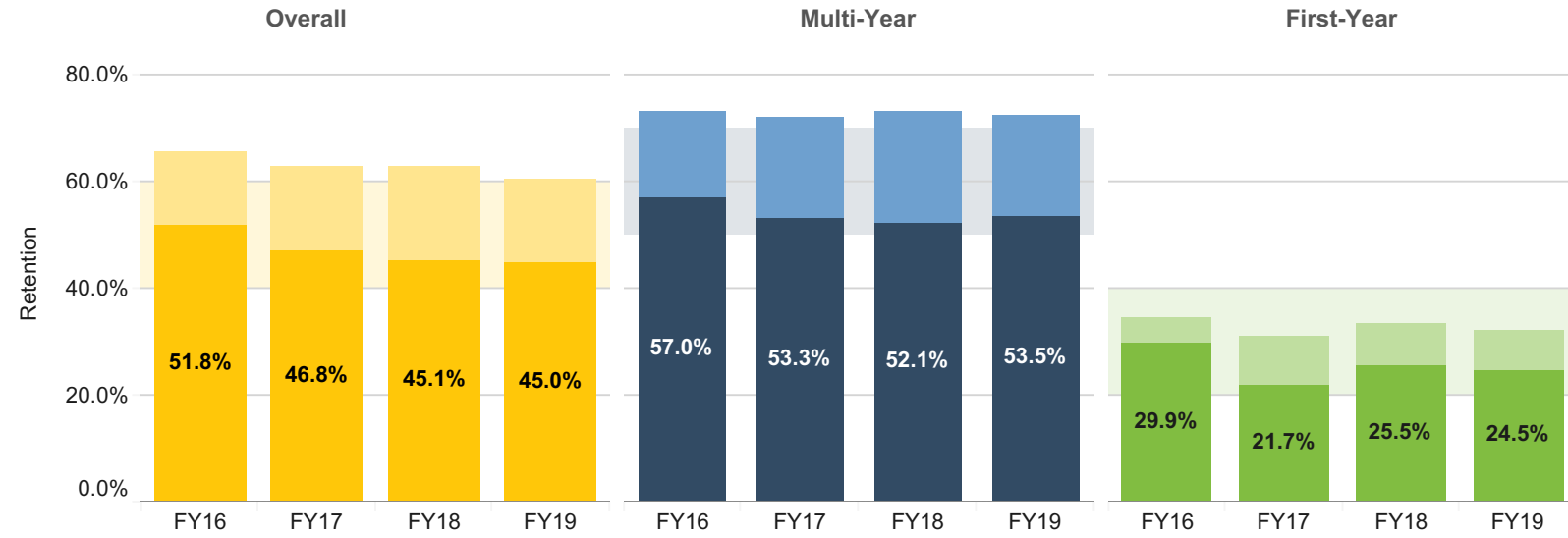
New Joins (through Q3)



5+ Year Members (through Q3)

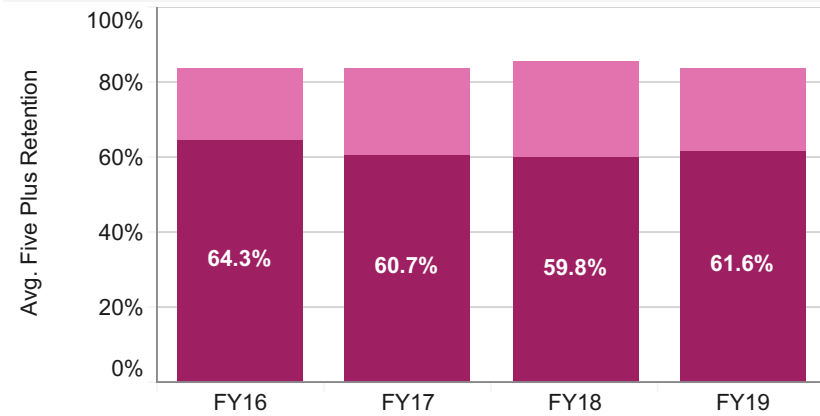


Retention (through Q3)

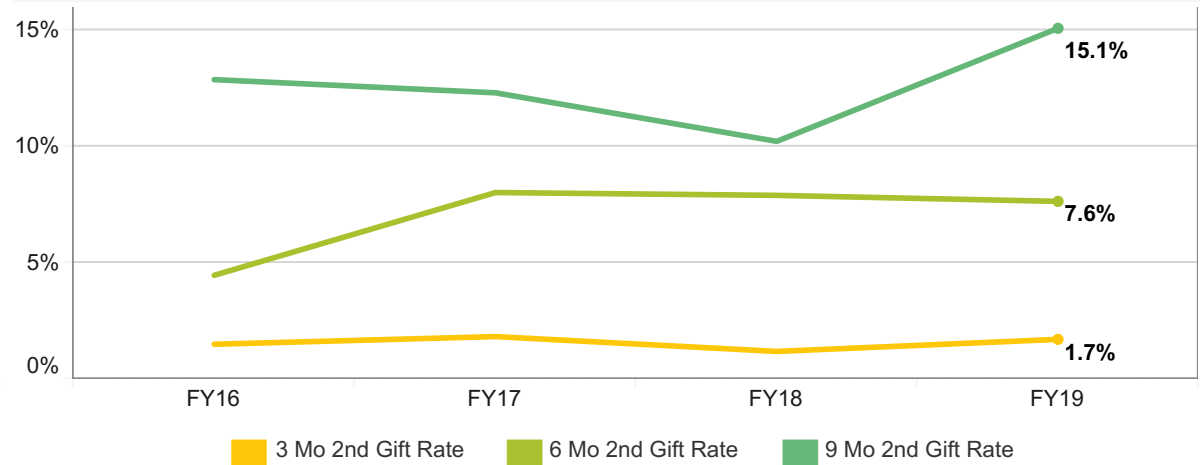


* Reference bands are expected ranges
 * Shaded bars indicate full year values for pacing

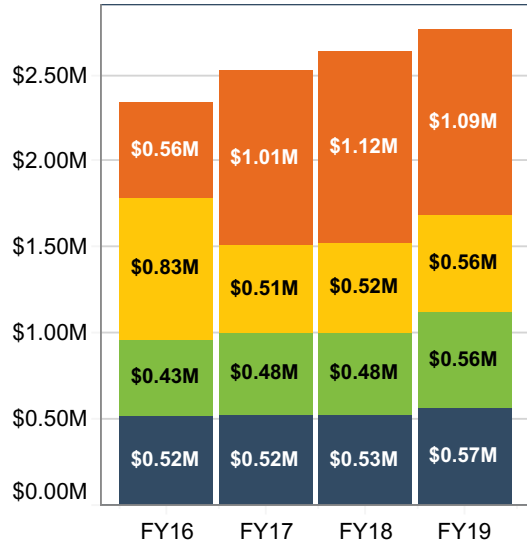
5+ Year Member Retention (through Q3)



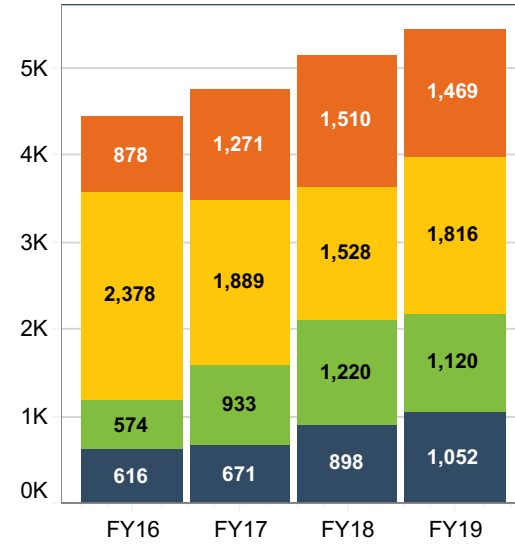
Second Gift Rates (through Q3)



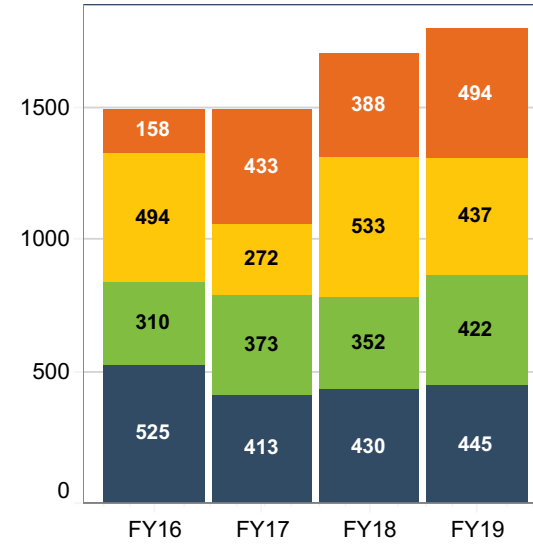
QOQ Revenue



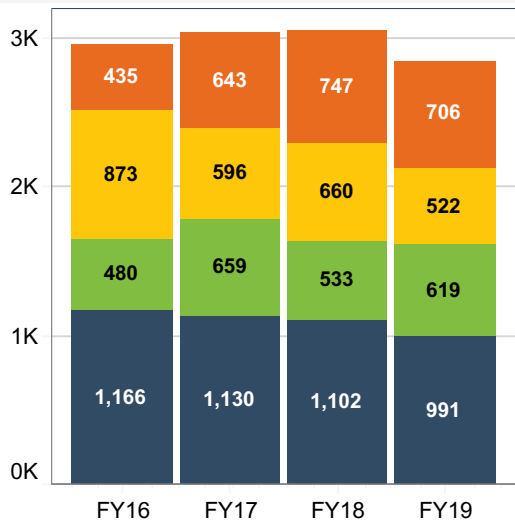
QOQ New Joins



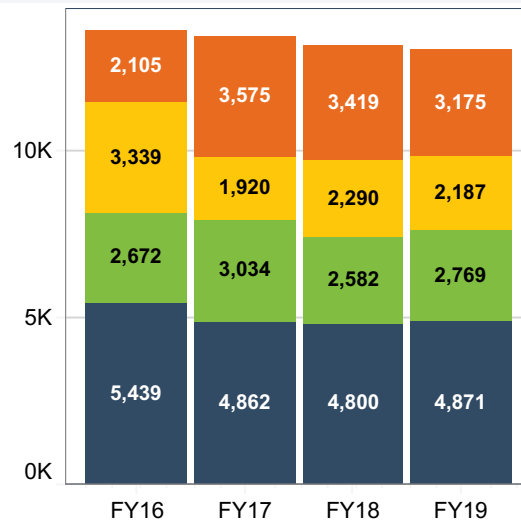
QOQ First-Year Members



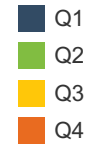
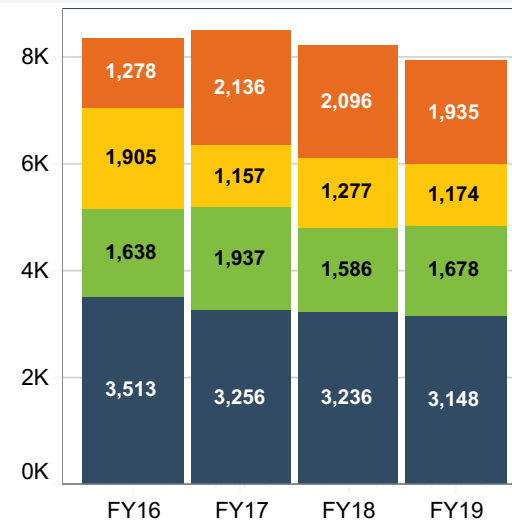
QOQ Reinstates



QOQ Multi-Year Members



QOQ 5 Year+ Members



Dashboard Definitions

Date Ranges for Year to Date

Fiscal Year	Max. Start Date	Max. End Date
FY16	1/1/2016	9/30/2016
FY17	1/1/2017	9/30/2017
FY18	1/1/2018	9/30/2018
FY19	1/1/2019	9/30/2019

Revenue

Gross revenue year to date

Total Cost

Actual expense year to date

Net Revenue

Gross revenue subtracting total cost year to date

Members (or Donors)

Individual Members (or Donors) giving at least one gift in the year to date period. Members (or Donors) may start at \$0.01 or a higher level depending on the organization.

Gifts

Actual individual gifts received year to date. This differs from Members (or Donors) as a single member/donor could give more than one gift.

Average Gift

Revenue divided by number of gifts.

Gifts per Member (or Donor)

Gifts divided by number of Members (or Donors)

Revenue Per Member (or Donor)

Overall gross revenue divided by number of Members (or Donors)

Multi-Year Members (or Donors)/Revenue/Avg Gift

Multi-year Members (or Donors) gave a gift in the current year to date period, AND in the previous fiscal year, AND at some point in the years before that (ie, the gift in the previous fiscal year was not their first gift on file).

First-Year Members (or Donors)/Revenue/Avg Gift

First-year Members (or Donors) gave a gift in the current year to date period, and their first gift in the previous fiscal year.

New Joins/Revenue/Avg Gift

New joins gave their first gift ever within the year to date period.

Reinstates/Revenue/Avg Gift

Reinstates gave a gift in the current year to date period, not in the previous fiscal year, but at some point in time before that.

Reactivated Member (or Donor)/Reactivation Rate

Percent of donors who gave in year 3 or 2 prior, but not in year 1 prior, and also gave in the current year to date window.

Overall Members (or Donors)/Revenue Retention

Percentage of Members (or Donors) from the previous fiscal year who then gave in the current year to date period. For this and all of the below – revenue retention refers to revenue given from that same group in the previous fiscal year, and how much that same group gave in the current year to date period.

Members (or Donors)/Revenue Retention with Reinstates

Percentage of Members (or Donors) from the previous fiscal year who then gave in the current year to date period, with the addition of reinstated Members (or Donors) in the current 12 year to date period.

Multi-Year Member (Donor)/Revenue Retention

Percentage of multi-year Members (or Donors) from the previous fiscal year who then gave in the current year to date period.

First-Year Members (Donors)/Revenue Retention

Percentage of new joins from the previous fiscal year who then gave a gift in the current year to date period.

3, 6, 9, or 12 Mo 2nd Gift Givers

The number of new joins in that year to date period who gave a second gift in by the end of Q1 (3 mo), Q2 (6 mo), Q3 (9 mo), or Q4 (12 mo).

3, 6, 9, or 12 Mo 2nd Gift Rate

The number of new joins in that year to date period who gave a second gift in 3, 6, 9, or 12 months or less divided by the number of new joins.

Mos to 3, 6, 9, or 12 Mo 2nd Gift

The average number of months 3, 6, 9, or 12 month 2nd gift givers take to give their second gift.