

# Not-for-Profit Sector Trends

## OVERALL GIVING



**-8%**  
Gross revenue

**-8%**  
Number of donors

**-2%**  
Average gift (\$54)

**0%**  
Revenue per donor (\$189)

## DECEMBER GIVING



**-24%**  
Gross revenue

**-17%**  
Number of donors

**-7%**  
Average gift (\$72)

**-9%**  
Revenue per donor (\$104)

## CONSUMER MARKET



**+3%**  
Gross revenue

**+1%**  
Number of households






**+1%**  
Average sale (\$84)

**+1%**  
Revenue per household (\$564)

A subset of the Abacus Cooperative database was leveraged for this analysis. The 93 Not-for-Profit and 365 consumer-oriented organizations included in this research have supplied transactions for all of 2017 through 2018. The year-over-year variance and transactional activity was reported on.

These figures may shift as more organizations refresh their data in the coming weeks. This data set was compiled on February 6, 2019.

## GIVING TRENDS BY SECTOR

	Gross revenue	Number of donors	Average gift	Revenue per donor
 Animal welfare	-9%	-4%	-5%	-4%
 Community and cultural	-7%	-6%	-5%	-1%
 Health & medical	-13%	-14%	+2%	+2%
 Wildlife and environmental	+3%	-2%	+5%	+5%
 Humanitarian & world relief	-6%	-5%	-2%	-1%

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## EARLY READ ON ONLINE GIVING AND SHOPPING



**18%**  
of donations were made online, up from 16%



**63%**  
of 2018 donors also shopped online in the last 12 months

In 2018, gross revenue for many Not-for-Profit organizations ended closer to what it was in 2015 – after enjoying a few years of solid growth. Organizations had fewer 12-month donors today than they did in the past. However, the active donors gifted more frequently with a higher average gift amount.

Things are changing in the Online space! In 2018, 63% of 2018 donors were actively buying products and merchandise online. Today only 18% of donations occurred online – which was up from 2017.

## ONLINE GIVING

**-6%**  
Gross revenue

**-3%**  
Number of donors

**-6%**  
Average gift (\$56)

**-3%**  
Revenue per donor (\$141)

## OFFLINE GIVING

**-5%**  
Gross revenue

**-10%**  
Number of donors

**+5%**  
Average gift (\$60)

**+5%**  
Revenue per donor (\$140)

## DONORS SHARE OF WALLET FOR 2018

 <b>14%</b> Not-for-profit	 <b>3%</b> Children and teen	 <b>10%</b> Hobbies and interests
 <b>3%</b> Health and wellness	 <b>7%</b> Business-to-business	 <b>24%</b> Home and garden
 <b>7%</b> Gifts	 <b>30%</b> Adult apparel and accessories	 <b>3%</b> Publications