



THE URBAN
INSTITUTE

Fundraising Effectiveness Project (FEP)

2011 Fundraising Effectiveness Survey Report

Available at www.afpnet.org/FEP

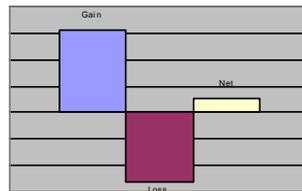
2011 FEP Donor Retention Supplement

November 17, 2011

Overall Donor Retention was 41 Percent in 2010 (Median)

Repeat donor retention was 70 percent, new donor retention was 27 percent and database donor retention was 10 percent (average)

FEP



Participating Donor Software Firms

Donor2/Campus Management Corporation*
 DonorPerfect Fundraising Software*
 eTapestry*
 GiftWorks (Mission Research)*
 MatchMaker FundRaising Software*
 Metafile*

PhilanthrAppeal (FundTrack Software)*
 The Raiser's Edge © (Blackbaud)*
 ROI Solutions
 Sage Software*
 Telosa Software (Exceed!)

* Charter member of the AFP Donor Software Workgroup

Project Sponsors

Association of Fundraising Professionals (AFP)*
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Center on Nonprofits and Philanthropy at the Urban Institute*
 Center on Philanthropy at Indiana University
 Council for Resource Development (CRD)

* Founding partners, providing resources for the project.

2011 FEP Donor Retention Supplement

Summary of Fundraising Effectiveness Project Donor Retention Findings:

These findings are based on data provided by 2,377 participating nonprofits about the 2010 behavior of 1.8 million 2009 donors to their organizations. Donor confidentiality is maintained for all FEP annual surveys.

Key donor retention and attrition findings:

Overall* donor retention was 41 percent in 2010 (Median).

That is, only 41 percent of 2009 donors made repeat gifts to participating nonprofits in 2010 (Fig. 1, pg 3).

Overall* donor attrition in 2010 was 59 percent. That is, 59 percent of 2009 donors did not give again to participating nonprofits in 2010. These donors are also known as “lapsed donors” or “LYBUNTs” [Last-Year-BUt-Not-This] (Fig. 1, pg 3).

Repeat* donor retention was 70 percent. New* donor retention was only 27 percent (Fig. 2, pg 4).

Database* donor retention in 2010 was 10 percent. That is, only 10 percent of all prior donors of record in participating nonprofits’ donor databases gave again in 2010. (Fig. 3, pg 5).

Other findings:

Overall annual donor retention varied from 50 percent in 2005 to a low of 41 percent in 2009, and overall donor attrition ranged from 50 percent in 2005 to a high of 59 percent in 2009 (Fig. 4, pg 6).

Only 65 of 2,377 respondents had retention rates over 70 percent. Half of the respondents had retention rates under 40 percent (Fig. 5, pg 7).

Several factors are related to the variations in retention rates (Fig. 6, pg 8).

Expanding donor relations programs can significantly increase retention and improve results (Fig. 7, pg 10).

Donor retention is less than the FEP survey median of 41 percent for groups of donors making gifts of under \$250 and significantly higher for groups of \$250-and-over donors where retention can range up to 70 percent or more (Case study, Fig. 8, pg 12).

Dimensions

FEP measures and publishes statistics on gains, losses and net growth for both “number of donors” and “amount of gifts” (dollars). See Figure 8, page 11 for an illustrative FEP growth-in-giving (GiG) report. Definitions for the gain/loss categories are in Appendix A, page 13. FEP retention statistics are referred to in this supplement as “donor retention” and “gift\$ retention.” This supplement focuses primarily on donor retention.

Donor retention categories are:

New donor retention

Repeat donor retention

Overall donor retention

Database donor retention

* See Appendix A for definitions and formulas for the four categories of donor retention using the FEP database (page 13).

About the Fundraising Effectiveness Project

In 2006 the Association of Fundraising Professionals (AFP) and the Center on Nonprofits and Philanthropy at the Urban Institute established the Fundraising Effectiveness Project to conduct research on fundraising effectiveness and help nonprofit organizations increase their fundraising results at a faster pace. Organizations listed on the cover page have joined them as sponsors of the project. The project goal is to help nonprofit organizations measure, compare, and maximize their annual growth in giving. The FEP Fundraising Effectiveness Database housed at the Urban Institute is available free to nonprofit sector researchers on request (FEP@afpnet.org).

The groundbreaking annual **Fundraising Effectiveness Survey**, piloted in November 2006, collects fundraising data from nonprofit organizations beginning with data for 2004-2005. The Fundraising Effectiveness Survey enables participating nonprofits to measure and compare their fundraising gain and loss ratios to those of similar organizations. Participants can use this industry data, *which AFP offers free*, to make better-informed, growth-oriented budget decisions to boost donor revenue.

The 2011 Fundraising Effectiveness Survey Report is based on 2,377 responses for 2009-2010, received as of February, 2011, from nonprofit organizations in the United States. The 2009-2010 responses reflected a total amount raised of \$1,645,470,816 for an average of \$692,247 in amounts raised by 2,377 participating nonprofits that reported on the 2010 giving behavior of 1.8 million donors who had given to these organizations in 2009.

FEP Overall Donor Retention Rate

On *average*, the 2,377 respondents to the 2009-2010 annual Fundraising Effectiveness Survey reported that only 43 percent of their 2009 donors gave to them again in 2010. The average donor *retention* rate of 43 percent means that the donor *attrition* rate was 57 percent where 57 percent of 2009 donors did not renew their gifts to participating nonprofits in 2010.

As shown in Figure 1, only 16 percent gave more. On *average*, 15 percent of 2009 donors gave *less* in 2010 than in 2009 and 12 percent gave the *same* in 2010. With a donor attrition rate of 57 percent, the cumulative bad-to-poor growth-in-giving fundraising performance in 2010 was 84 percent. That is, 84 percent of the 2009 donors gave the same, gave less or stopped giving in 2010 even though annual giving appeals are designed to encourage giving *more*. **Only 16 percent of 2009 donors gave *more* in 2010 than they did in 2009.**

The *median* overall donor retention rate in 2010 was 41 Percent.

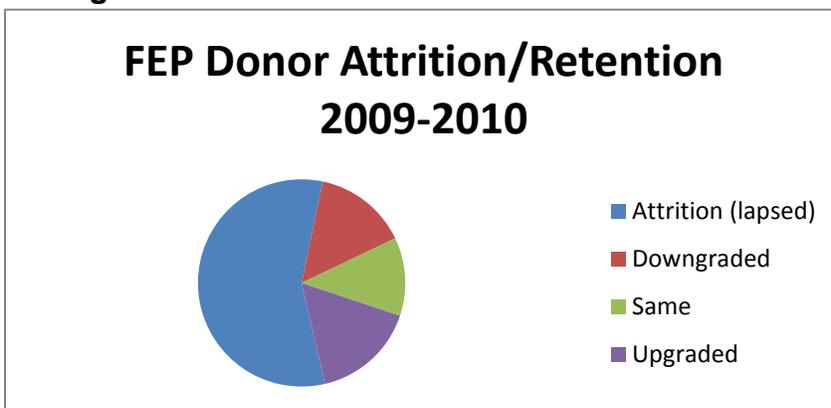
Figure 1 – Overall Donor Attrition and Retention for 2009-2010

Attrition/Retention Category	2009 Donors	Donors As % of 2009 total: Average	2010 Result	Donors As % of 2009 total: Median
Attrition (lapsed)	997,523	57%	Did not give in 2010	59%
Retention				
Downgraded	256,381	15%	Gave less in 2010	14%
Same	214,390	12%	Gave the same in 2010	10%
Upgraded	284,835	16%	Gave more in 2010	13%
Total retention *	755,606	43%	Gave in 2010	41%
Total - 2009 donors **	1,753,129	100%	Gave in 2009	

* 43% is the average or mean donor retention rate, 41% is the median

** Total 2009 *repeat* donors for 2,377 respondents to the FEP 2009-2010 survey.

Average Overall Donor Attrition and Retention

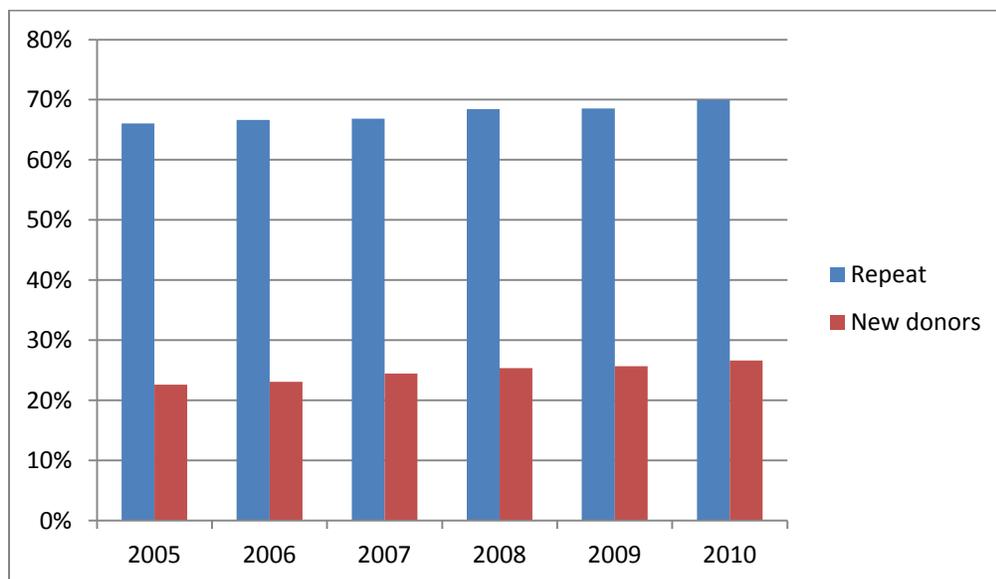


While overall donor retention (combined new and repeat donor retention) for 2009-10 was 41 percent, new donor retention was only 27 percent and repeat donor retention was 70 percent. Repeat donor retention was 75 percent if previously lapsed donors that renewed their 2010 gifts are included in the calculation.

**Figure 2 - New and Repeat Donor Attrition and Retention (Median)
For 2004-05 through 2009-10**

<u>Attrition/Retention Category</u>	<u>Six Year Average</u>	<u>2004-05</u>	<u>2005-06</u>	<u>2006-07</u>	<u>2007-08</u>	<u>2008-09</u>	<u>2009-10</u>
<u>New donors</u>							
Attrition *	76%	77%	77%	76%	75%	74%	73%
Retention	24%	23%	23%	24%	25%	26%	27%
* Some lapsed previous-year new donors may be renewed in future years							
<u>Repeat donors</u>							
Attrition	33%	34%	33%	33%	32%	31%	30%
Retention **	67%	66%	67%	67%	68%	69%	70%
Retention - II ***	73%	72%	73%	73%	74%	75%	75%
** Repeat retention rate <u>excludes</u> previously lapsed donors renewed in 2010							
*** Repeat retention rate - II <u>includes</u> previously lapsed donors renewed in 2010							
<u>Overall (new and repeat combined)</u>							
Attrition	57%	54%	54%	55%	58%	59%	59%
Average	55%	50%	54%	53%	55%	59%	57%
Retention	43%	46%	46%	45%	42%	41%	41%
Average	45%	50%	46%	47%	45%	41%	43%

Retention: Repeat Donors Versus New Donors for 2005 to 2010 Surveys



Database Donor Retention Rate in 2010 was 10 Percent

Sixty two of the 2011 FEP survey respondents included in their data the total number of prior and current donors in their donor databases providing for calculation of the database donor retention and attrition rates.

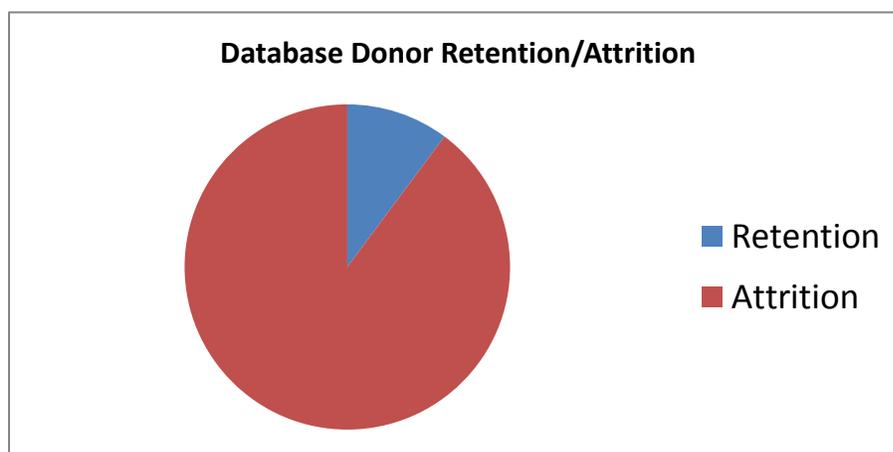
Most nonprofits solicit all lapsed prior donors in their databases at least once a year. FEP survey data indicates that on average 90 percent of these survey respondents' prior donors did not make a gift in response to the annual giving appeals they received. This database donor attrition rate of 90 percent means that the database donor retention rate was 10 percent where only 10 percent of all prior donors that had ever given renewed their gifts to survey respondents in 2010.

Figure 3 – Database Donor Retention and Attrition Rates

Prior and Current Donor Database*	Donors Renewed In 2010**	Donors Solicited but Not renewed In 2010	Database Donor Retention Rate	Database Donor Attrition Rate
(A)	(B)	(C)	(B/A)	(B/C)
1,721,534	175,184	1,546,350	10%	90%
		Median	18%	82%

* Excludes new donors acquired in 2010

** Includes previously lapsed donors recaptured in 2010 and all 2009 donors that renewed in 2010.

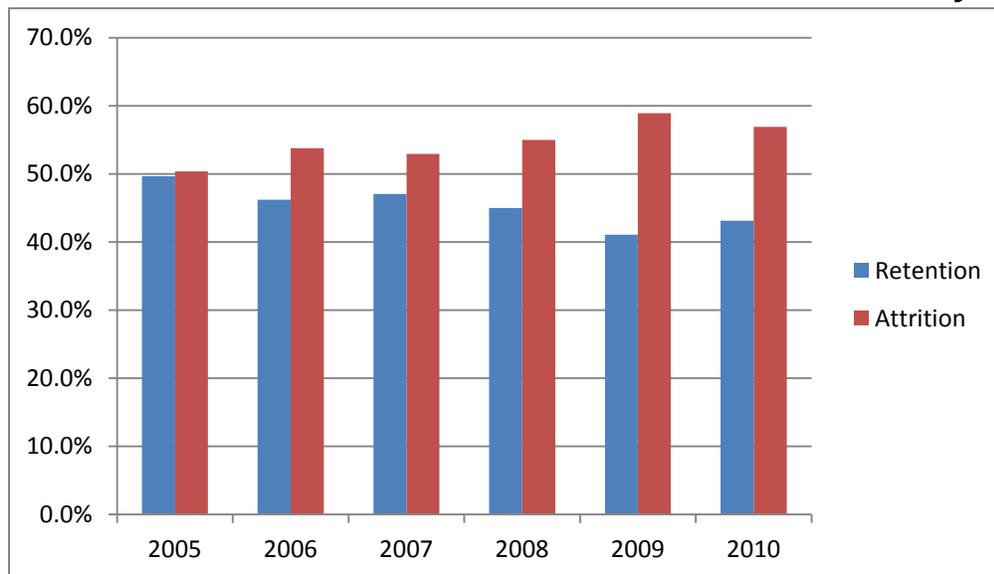


The average donor retention rate varied slightly over the six year period from 2005 to 2010, tracking economic conditions during the period -- ranging from 50 percent in 2005 to a low of 41 percent in 2009 and averaging 45 percent. Donor attrition exceeded donor retention all six years.

Figure 4 - Donor Retention and Attrition for 2004-05 through 2009-10

<u>Attrition/Retention Category</u>	<u>Six Year Average</u>	<u>2004-05</u>	<u>2005-06</u>	<u>2006-07</u>	<u>2007-08</u>	<u>2008-09</u>	<u>2009-10</u>
<u>Attrition (lapsed)</u>	<u>55%</u>	<u>50%</u>	<u>54%</u>	<u>53%</u>	<u>55%</u>	<u>59%</u>	<u>57%</u>
Median	57%	54%	54%	55%	58%	59%	59%
<u>Retention</u>							
Downgraded	14%	16%	14%	14%	14%	14%	15%
Same	13%	15%	15%	15%	14%	12%	12%
Upgraded	<u>17%</u>	<u>19%</u>	<u>18%</u>	<u>18%</u>	<u>17%</u>	<u>15%</u>	<u>16%</u>
Total retention	<u>45%</u>	<u>50%</u>	<u>46%</u>	<u>47%</u>	<u>45%</u>	<u>41%</u>	<u>43%</u>
Median	43%	46%	46%	45%	42%	41%	41%
Total - 2009 donors	<u>100%</u>	<u>100%</u>	<u>100%</u>	<u>100%</u>	<u>100%</u>	<u>100%</u>	<u>100%</u>

Retention Versus Attrition for 2005 to 2010 FEP Surveys



Only 65 of the 2,377 FEP 2009-10 survey respondents (3%) had donor retention rates over 70 percent while two-thirds had retention rates ranging from 50 percent to under 10 percent.

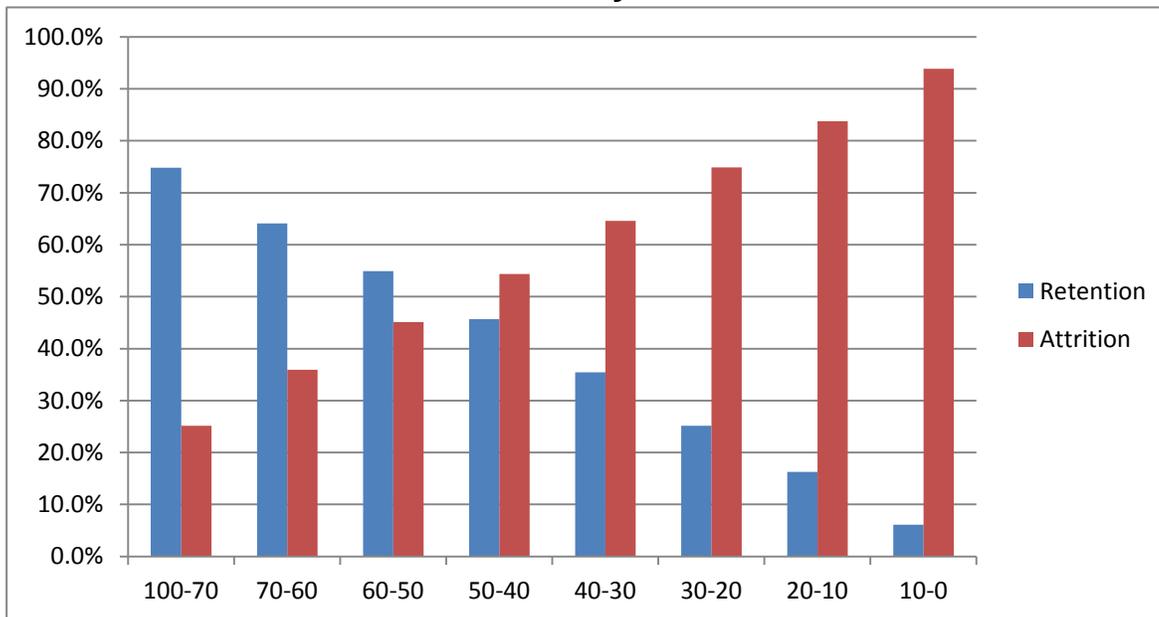
There is enormous room for improvement in donor retention!

Figure 5 - Donor Retention and Attrition by Donor Retention Rate for 2009-10

<u>Attrition/Retention</u> Category	Total 2009-10	<u>Donor Retention Rate</u>							
		100%-70%	70%-60%	60%-50%	50%-40%	40%-30%	30%-20%	20%-10%	10%-0%
Responses -->	2,377	65	205	403	531	502	330	220	121
Percentage -->	100%	3%	9%	17%	22%	21%	14%	9%	5%
Attrition (lapsed)	57%	25%	36%	45%	54%	65%	75%	84%	94%
Median	59%	26%	35%	45%	54%	65%	75%	84%	94%
Retention									
Downgraded	15%	21%	21%	18%	16%	13%	9%	6%	3%
Same	12%	21%	18%	16%	13%	10%	7%	4%	1%
Upgraded	16%	32%	25%	21%	17%	13%	9%	6%	2%
Total retention	43%	75%	64%	55%	46%	35%	25%	16%	6%
Median	41%	74%	65%	55%	46%	35%	25%	16%	6%
Total - 2009 donors	100%	100%	100%	100%	100%	100%	100%	100%	100%

<----- Over 40% retention ----- Median ----- Under 40% retention ----->

Donor Retention versus Attrition by Retention Rate for 2009-10



Several factors are related to the variations in retention rates.

Figure 6 - Factors Related to Retention
By Donor Retention Rate for 2009-10

Statistics:

<u>Factor</u>	<u>Total</u> 2009-10	<u>Donor Retention Rate</u>							
		<u>100%-70%</u>	<u>70%-60%</u>	<u>60%-50%</u>	<u>50%-40%</u>	<u>40%-30%</u>	<u>30%-20%</u>	<u>20%-10%</u>	<u>10%-0%</u>
<u>Donor retention for group</u>	43%	75%	64%	55%	46%	35%	25%	16%	6%
Median	41%	74%	65%	55%	46%	35%	25%	16%	6%
<u>Gift\$ retention for group</u>	45%	63%	57%	50%	50%	42%	34%	29%	17%
Median	44%	63%	59%	54%	48%	41%	31%	21%	6%
<u>Responses</u>	2,377	65	205	403	531	502	330	220	121
Number of 2009 donors	1,753,129	24,301	183,685	399,327	481,173	309,469	196,693	119,420	39,061
Donors per respondent	738	374	896	991	906	616	596	543	323
Average gift size	\$ 923	\$ 1,196	\$ 824	\$ 781	\$ 931	\$ 966	\$ 1,181	\$ 1,009	\$ 871
Avg respondent size	\$ 692,247	\$ 526,759	\$ 808,182	\$ 804,305	\$ 916,479	\$ 620,320	\$ 632,013	\$ 448,995	\$ 132,434

Growth in giving:

Net growth in donors	2%	18%	10%	4%	9%	4%	-10%	-18%	-53%
Net growth in gift\$	-2%	12%	10%	3%	5%	-1%	-9%	-33%	-43%

There is enormous potential for increased growth with increased donor retention. Overall net growth in donors from 2009 to 2010 ranged from 18 percent down to minus 53 percent, and net growth in gift\$ ranged from plus 12 percent down to minus 43 percent.

2010 results by type of donor (new, previously lapsed and renewed 2009 donors):

<u>Number of donors as a % of 2010 total:</u>									
New in 2010	44%	26%	27%	30%	43%	54%	61%	71%	78%
Previously-lapsed renewed	14%	10%	15%	17%	15%	12%	11%	9%	9%
2009 renewed in 2010	<u>42%</u>	<u>64%</u>	<u>59%</u>	<u>53%</u>	<u>42%</u>	<u>34%</u>	<u>28%</u>	<u>20%</u>	<u>13%</u>
Total 2010 donors	100%	100%	100%	100%	100%	100%	100%	100%	100%
<u>Amount of gift\$ as a % of 2010 total:</u>									
New in 2010	22%	21%	13%	17%	21%	22%	37%	25%	44%
Previously-lapsed renewed	13%	7%	13%	12%	12%	15%	9%	18%	11%
2009 renewed in 2010	<u>65%</u>	<u>72%</u>	<u>74%</u>	<u>71%</u>	<u>67%</u>	<u>62%</u>	<u>54%</u>	<u>57%</u>	<u>44%</u>
Total 2010 gift\$	100%	100%	100%	100%	100%	100%	100%	100%	100%

Respondents with higher donor retention rates relied substantially less on new donor acquisition – almost 1:3.

Investing more in donor relations may be one solution to the poor donor retention problem

The Association of Donor Relations Professionals defines donor relations as follows: “[Donor relations](#) is the comprehensive effort of any nonprofit that seeks philanthropic support to ensure that donors experience high-quality interactions with the organization that foster long-term engagement and investment. This effort is commonly thought to have four elements—**gift acceptance and management, acknowledgment, donor recognition**, including events, and **reporting (*)**—that together support the acquisition and retention of donors.”
<http://www.adrp.net/assets/documents/adrpdefinitionexpanded.pdf>

(*) “The fourth element is **reporting** to donors on the impact of their gifts on the mission of the organization” (from ADRP definition). Communicating with donors about their gifts at work is essential. According to research on donor attrition by Penelope Burk, 46 percent of donors who were asked “why do you stop giving?” responded that they “would stop giving to a charity they once supported for reasons that are tied to insufficient or poor quality information concerning their gifts at work” (page 15, *Donor Centered Fundraising*, 2003). These same reasons are likely to apply to stagnant and declining giving where repeat donors give the same or downgrade instead of upgrading the size of their gifts.

Donor relations resources

The Association of Donor Relations Professionals <http://www.adrp.net/experts-bureau>

Strategies for reducing attrition are provided in the following books on donor relations and retention.

- Tom Ahem and Simone Joyaux, *Keep Your Donors: The Guide to Better Communications and Stronger Relationships*, AFP Fund Development Series, John Wiley & Sons, 2008.
- Penelope Burk, *Donor Centered Fundraising*, Burk & Associates, Ltd./Cygnus Applied Research, 2003
- Ken Burnett, *Relationship Fundraising: A Donor-Based Approach to the Business of Raising Money, 2nd Addition*, Jossey-Bass, 2002.
- Adrian Sargeant, Elaine Jay, *Building Donor Loyalty: The Fundraiser’s Guide to Increasing Lifetime Value*, Jossey-Bass, 2004

Quotes from Penelope Burk’s book found on pages 86-87 of Ken Burnett’s book *Relationship Fundraising*:

“It takes more time to keep donors informed of what their money is achieving than it does to ask them for it” – which means devoting over 50 percent of staff time reporting to donors on their gifts at work.

“Sixty-nine percent of individual donors say none of the nonprofits they support call them without asking for another gift.”

“Sixty-one percent of donors say they’ve received a request for a second gift with their ‘thank you.’ Eighty-one percent have been offended by this.”

“A donors’ prime needs are to know the gift was received, to know the gift was ‘set to work’ as intended, and to know the project or program is having the desired effect.”

The potential for improved fundraising performance is enormous.

Adrian Sargeant and Penelope Burk report in their books that donor retention can be increased by 50 percent -- or more – by investing in communications to donors about their gifts at work and other aspects of donor relations. A 50 percent increase in the FEP survey’s 45 percent gift\$ retention for 2010 would increase gift\$ retention to nearly 70 percent (see Figure 7).

Such increases in retention rates alone can significantly improve the annual rate of growth in giving in the nonprofit sector as indicated in Figure 7. For the average FEP 2009-10 survey respondent, an increase in gift\$ retention from 45 percent to 70 percent would mean an increase in net growth in giving from -2 percent to 23 percent.

**Figure 7 – Potential Impact of Increases in Retention Rates
On Three 2011 National Growth in Giving Surveys**

	FEP Donor Retention(1)	FEP Gift\$ Retention(1)	----- Growth in Giving -----		
			FEP Survey(1)	Chronicle 400(2)	Giving USA(3)
Actual					
Average	43%	45%	-2%	4%	2%
Median	40%	44%			
What if	What if gift\$ retention were increased to:		--- Growth in giving would have been ---		
		50%	3%	9%	7%
		55%	8%	14%	12%
		60%	13%	19%	17%
		65%	18%	24%	22%
		70%	23%	29%	27%

The differences between growth-in-giving results – FEP minus 2 percent, Chronicle 400 plus 4 percent and Giving USA plus 2 percent are consistent with FEP 2011 survey data, which indicates that growth in giving performance varies significantly according to size (based on total amount raised) with larger organizations performing much better than smaller ones.

AFPs Growth in Giving GiG Reports

www.afpnet.org/FEP

The core Growth-in-Giving (GiG) Report provides a concise, yet informative picture of fundraising gains and losses-growth in giving and attrition-in a simple, reader-friendly format that the executive staff and board members can understand. The Excel-based GiG Report template – downloadable from www.afpnet.org/FEP -- has instructions for retrieving gain(loss) data from donor databases and automatically produces the "Core GiG Report" - the centerpiece of the FEP gain(loss) reporting package along with 7 other useful GiG Reports.

**Figure 8 – Illustrative FEP Growth-in-Giving (GiG) Report
Average Gains & Losses for FEP 2009-10 Survey Respondents**

Gain(Loss) Category For Year 2 Donors	Year 1 2009 (A\$)	Year 2 2010 (B\$)	Gains (Losses) (C\$=B-A)
Amount of Gifts			
Gains			
New	n/a	\$ 152,797	\$ 152,797
Recaptured	n/a	87,809	87,809
Upgraded	\$ 122,173	259,017	136,844
Subtotal gains	122,173	499,624	377,451
Same	62,505	62,505	-
Losses			
Downgraded	273,241	130,118	(143,123)
Lapsed new	99,468	n/a	(99,468)
Lapsed repeat	148,337	n/a	(148,337)
Subtotal losses	521,046	130,118	(390,928)
Total - gifts	\$ 705,724	\$ 692,247	\$ (13,477)
			Overall <u>net</u> growth in giving

See definitions for the Gain/Loss categories in Appendix A, page 14

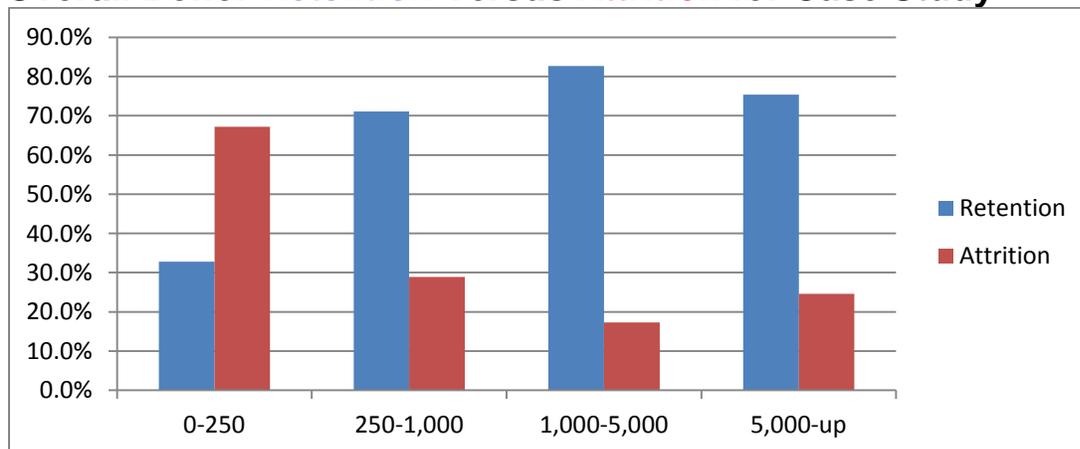
Donor Attrition and Retention Case Study For a Human Service Organization

The overall donor retention rate for all donors at 40 percent was consistent with the FEP survey 2009-10 median of 41 percent. However, the retention rate varied from a lower 33 percent of the donors that gave less than \$250 to higher retention rates ranging from 71 percent to 83 percent for donors that gave \$250 or more. The same differences were observed for new donor retention, repeat donor retention and database donor retention.

**Figure 9 - Donor Attrition and Retention Case Study
By Range of Gift Size**

<u>Attrition/Retention Category</u>	<u>All Donors</u>	<u>Gift Size Range</u>			
		<u>\$250 & Down</u>	<u>\$250 to \$1,000</u>	<u>\$1,000 to \$5,000</u>	<u>\$5,000 & Up</u>
Overall donor retention	40%	33%	71%	83%	75%
Overall donor attrition	60%	67%	29%	17%	25%
New donor retention	12%	11%	24%	42%	40%
New donor attrition	89%	89%	76%	58%	60%
Repeat donor retention	58%	51%	78%	86%	78%
Repeat donor attrition	42%	50%	23%	14%	22%
Database donor retention	16%	14%	28%	36%	25%
Database donor attrition	84%	86%	72%	64%	75%
Number of donors year 2	3,128	2,618	280	169	61
Percent of donors by range	100%	84%	9%	5%	2%
Amount of gift\$ year 2	\$ 1,853,000	\$ 145,000	\$ 108,000	\$ 285,000	\$ 1,315,000
Percent of gift\$ by range	100%	8%	6%	15%	71%
Average gift size year 2	\$ 592	\$ 55	\$ 386	\$ 1,686	\$ 21,557

Overall Donor Retention Versus Attrition for Case Study



Appendix A - Definitions and formulas for donor retention rates

Using the FEP survey database at the Urban Institute

FEP measures and publishes statistics on gains, losses and net growth for both “number of donors” and “amount of gifts” (dollars). Definitions for gain/loss categories are provided on the next page. FEP retention statistics are referred to in this supplement as “donor retention” and “gift\$ retention.” The supplement focuses on donor retention.

Donor retention rates:

New donor retention rate – last year’s new donors who gave again this year as a percentage of all of last year’s new donors

Repeat donor retention rate – last year’s donors excluding last year’s new donors who gave again this year as a percentage of last year’s donors excluding last year’s new donors

Overall donor retention rate – all of last year’s donors who gave again this year [also equals new and repeat donors combined] as a percentage of all of last year’s donors [new and repeat]

Repeat donor retention II rate - last year’s donors excluding last year’s new donors who gave this year plus previously lapsed donors recaptured this year as a percentage of all of last year’s donors plus previously lapsed donors recaptured this year

Database donor retention rate – this year’s donors excluding this year’s new donors as a percentage of total donors of record in database who have ever given excluding this year’s new donors

Related FEP gain/loss categories:

New donor retention involves “New” and “Lapsed new” gain/loss categories.

Repeat donor retention involves “Upgraded,” “Same,” “Downgraded” and “Lapsed repeat” gain/loss categories.

Repeat donor retention involves “recaptured” donors as well as “Upgraded,” “Same,” “Downgraded” and “Lapsed repeat” gain/loss categories.

Definitions for Gain/Loss categories in GiG Reports:

New – donors who never gave prior to year 2 (current year)

Recaptured – previously lapsed donors who gave again in year 2.

Upgraded – donors who gave more in year 2 than in year 1 (previous year).

Same – donors who gave the same amount in both years.

Downgraded – donors who gave less in year 2 than in year 1.

Lapsed new – new, first-time donors in year 1 who did not give in year 2

Lapsed repeat – other lapsed donors who gave in year 1 and prior years but not in year 2

	----- Donations made -----		
	<u>Before</u> <u>Year 1</u>	<u>During</u> <u>Year 1</u>	<u>During</u> <u>Year 2</u>
New	no	no	yes
Recaptured	yes	no	yes
Upgraded	n/a	yes	yes
Same	n/a	yes	yes
Downgraded	n/a	yes	yes
Lapsed new	no	yes	no
Lapsed repeat	yes	yes	no