

Fundraising Health Snapshot—2026

(Benchmarks synthesized from the Fundraising Effectiveness Project, M+R, and Blackbaud Institute.)

1. Donor Retention Health

Metric	Healthy	Needs Attention	High Risk
Overall donor retention	50% +	40–49%	<40%
First-time donor retention	30% +	20–29%	<20%
Repeat donor retention	70% +	60–69%	<60%

Why it matters

Retention is the **single biggest driver of long-term fundraising growth**. Low retention means the organization must constantly replace lost donors.

2. Donor Base Stability

Metric	Healthy	Needs Attention	High Risk
% of donors giving again this year	60% +	45–59%	<45%
% of donors upgrading gifts	25% +	15–24%	<15%
% of donors decreasing gifts	<20%	20–30%	>30%

3. Monthly Giving Strength

Metric	Healthy	Needs Attention	High Risk
% of donors who are monthly	10–20%	5–9%	<5%
% of revenue from monthly donors	20–30%	10–19%	<10%
Monthly donor retention	90% +	80–89%	<80%

Monthly donors are often the **most stable and loyal part of a fundraising program**.

4. Major Donor Health

Metric	Healthy	Needs Attention	High Risk
Major donor retention	80% +	70–79%	<70%
Major donor revenue share	60–80%	40–59%	<40%

Most nonprofits rely heavily on **a relatively small number of major donors**.

5. Donor Acquisition Health

Metric	Healthy	Needs Attention	High Risk
New donors as % of donor base	15–25%	10–14%	<10%
First-year donor attrition	<70%	70–80%	>80%

Acquisition matters, but it is **expensive and unsustainable without strong retention**.

Quick Interpretation Guide

If **most metrics fall in the Healthy column**, the fundraising program likely has:

- Strong donor relationships
- Sustainable growth potential
- Predictable revenue streams

If **many metrics fall in Needs Attention**, the organization may need:

- Better donor stewardship
- Stronger upgrade strategies
- Improved donor communications

If **several metrics fall in High Risk**, common underlying issues include:

- Over-reliance on events or grants
- Limited donor stewardship systems
- Weak donor pipeline development