

eTapestry's Benchmark Reports

What is it?

Now, for the very first time, you can get dynamic reports that let you compare your fundraising activities and results to other nonprofit organizations! You can even filter the data to match your results to organizations that are similar to you in type, size and location. eTapestry's Benchmark Reporting module is designed to gather aggregate statistics from a large number of participating eTapestry customer databases. The data is then displayed side-by-side with the same statistics from your own database, giving you a comparison between your organization and other nonprofits. Having access to this data will allow you to see where your strengths and weaknesses lie in comparison to similar groups. This valuable data supports growth-oriented strategic planning and budgeting for your fundraising programs, enabling you to raise more money!

How does it work?

Benchmark Reporting is offered to users that opt in to Benchmark/FEP Reporting.¹ By opting in, your organization's data will be harvested and aggregated to be included in the comparison reports provided as part of the Benchmark Reporting feature. Note: Your individual donor data is never used for Benchmark Reporting – all data is unidentified and displayed in aggregate format only.

To opt in go to the My Organization page in your database and select to Opt In to Benchmark/FEP Reporting. Additionally we require you to fill in the year your organization was initiated and select your NTEE Code and Revenue range. These fields will be used as filters in the Benchmark Reports so users can compare their organizations to other organizations that may have the same NTEE code, revenue, year initiated or location.

Other Demographic Information

Opt In to Benchmark/FEP Reporting ?

Year Initiated ?

NTEE Code ?

Revenue

¹ By opting in to Benchmark Reporting your organization will also be opted in to Association of Fundraising Professionals's (AFP) Fundraising Effectiveness Project (FEP) Reporting. Information gathered for the FEP Reports is aggregated and sent to AFP. Once AFP gathers a significant amount of comparison data, a comparison report will be provided in addition to the available Benchmark Reports. All information gathered from your database is strictly confidential. For additional information on FEP Reporting go to http://etapestry.com/files/productinfo/pi_fep_survey.pdf.

All organizations that have opted in to Benchmark/FEP Reporting will be able to compare their growth in giving to other organizations that have opted in using the Benchmark Giving Dynamics Report.

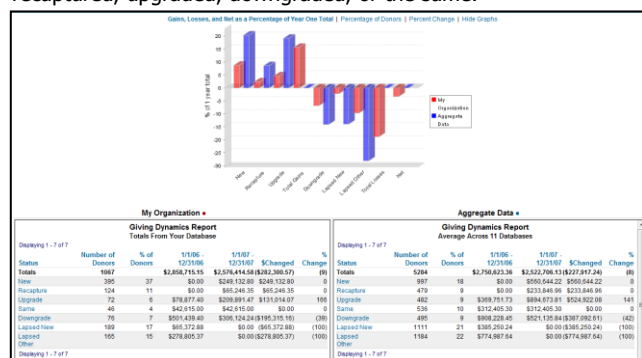
All organizations that have opted in to the Benchmark/FEP Reporting and have also purchased the Benchmark Reporting Module will be given access to the full Benchmark Reporting suite. This will include the Benchmark Giving Dynamics Report and will also include the Benchmark Status Report, Status Trend Report and Status Comparison Report.

Benchmark Reports are added directly to the Reports/Exports menu of your eTapestry database. Each report contains harvested data that is updated on a bi-monthly schedule. In each report you will be able to compare your data to all other harvested data and will also be able to filter on different criteria. As with all eTapestry reports, "drill down" capabilities allow you to go beyond just surface numbers and get to the specifics of any item.

Benchmark Reports

Benchmark Giving Dynamics

The Benchmark Giving Dynamics Report gives you a picture of the "overall health" of your fundraising and identifies donors as lapsed, new, recaptured, upgraded, downgraded, or the same.



Reports are harvested based on yearly and quarterly time frames and will compare two time periods. You can see your results in those time frames and compare your organization to other nonprofits. Results can be filtered by NTEE code, revenue, year initiated, state and postal code.

Benchmark Status

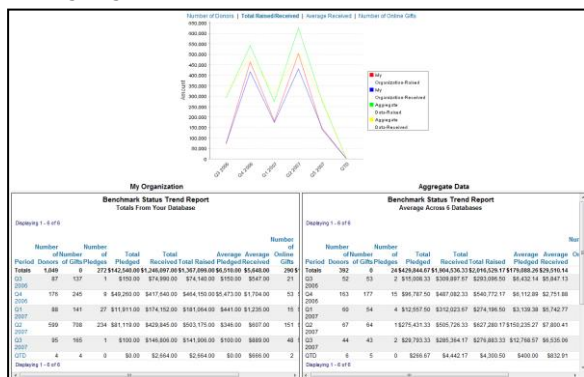
The Benchmark Status report provides giving status information for a selected period of time. The report will show the total number of donors in that time period and will also provide valuable gift and pledge information, including online giving. Using the received and raised amounts from this report you will be able to view the results by individual transaction count as well as by overall totals and averages.



Reports are harvested based on individual yearly and quarterly time frames. You can see your results in those time frames and compare your organization to other nonprofits. The same filter results available in the Benchmark Giving Dynamics report are also available in the Benchmark Status report, so you can narrow down your comparison search to specific nonprofit organizations.

Benchmark Status Trend

The Benchmark Status Trend report uses report results from the Benchmark Status report and compares multiple yearly or quarterly time periods giving you a wide range of trend data to compare to other nonprofits. This report will provide trends based on number of donors, total amount raised and received, average received amounts and also online giving trends.

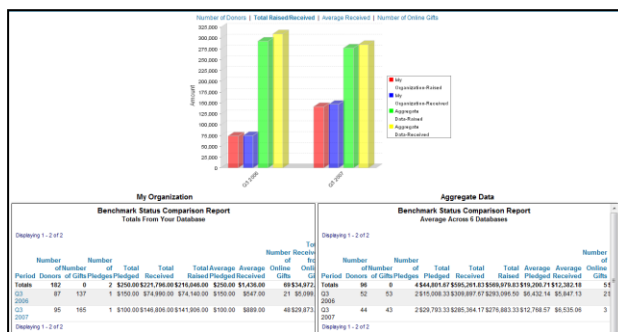


Data for this report is harvested based on yearly and quarterly time frames and will be displayed comparing a range of those yearly or quarterly time frames, e.g. Q4 2005 through Q4 2006. You can see your results in those time frames and compare your organization to other nonprofits. The same filter options available in the other Benchmark Reports are also available in the Benchmark Status Trend report, so you

can narrow down your comparison search to specific nonprofit organizations.

Benchmark Status Comparison

The Benchmark Status Comparison report compares two yearly or quarterly time periods. This report will focus directly on comparison results based on number of donors, total amount raised and received, average received amounts and also online giving trends.



Just as with the Benchmark Status Trend report, data for this report is harvested based on yearly and quarterly time frames and will be displayed comparing two of those yearly or quarterly time frames, e.g. Q4 2005 to Q4 2006. You can see your results in those time frames and compare your organization to other nonprofits.

All Benchmark Reports contain drill downs in your organization data so you can identify the individual donors that make up your report results.

Summary

eTapestry's Benchmark Reports will give your organization some of the most valuable data available to date. Not only will you be given relevant reporting results for your organization, but you will also have the unique ability to compare your results to other nonprofits. For the first time you will be given access to a large set of comparison data which will provide your organization with the opportunity to evaluate strengths and weaknesses so that your organization can build a plan to raise more money.

The Benchmark Reports Module is available for an additional 10% of your base eTapestry service fee plus 10% of your support fees. There is a minimum monthly fee of \$10.

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