

InsightHub State of the Sector Snapshot

November 2021



Wood for Trees' monthly 'State of the Sector Snapshot' report highlights the latest not-for-profit data trends, taken directly from **InsightHub** and our **Core Charity Data Model**.

The charts below focus on three key areas; **Income**, **Contactability** and **Recruitment** to identify how they are tracking against previous periods and which products and channels are making the largest contributions to these movements. To find out more about any of the data presented below and how to get your team started with InsightHub please get in touch.

Income

Nov 21 vs Oct 21



Nov 21 vs Nov 20



YTD 21 vs YTD 20



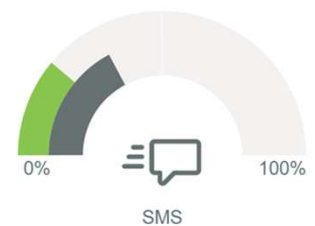
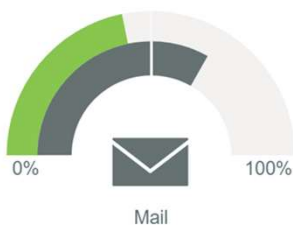
Income by Month

Product	Vs last month
Gaming	132 %
One-off Donation	121 %
Regular Giving	95 %
Other	89 %
Trading	81 %
In Memory	78 %
High Value Giving	67 %
Community Fundraising	52 %

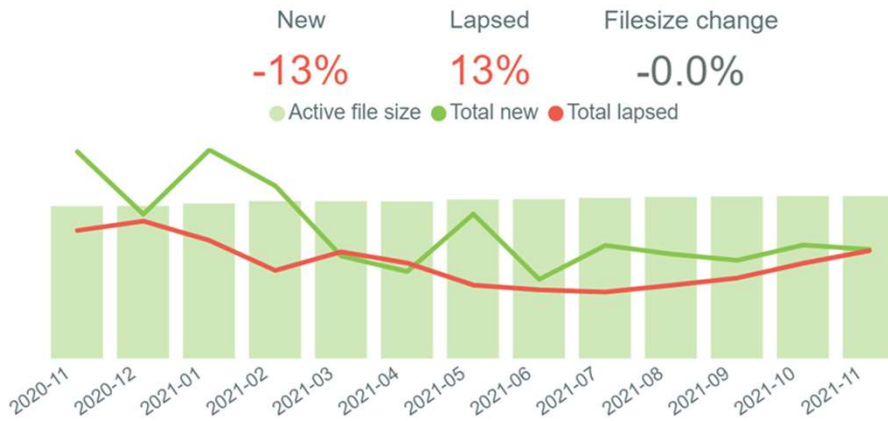
Income by Year

Product	Vs last year
Regular Giving	95 %
Other	83 %
One-off Donation	76 %
High Value Giving	70 %
Trading	59 %
Gaming	55 %
In Memory	49 %
Community Fundraising	23 %

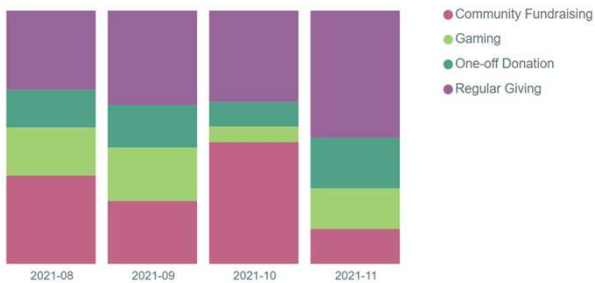
Contactability



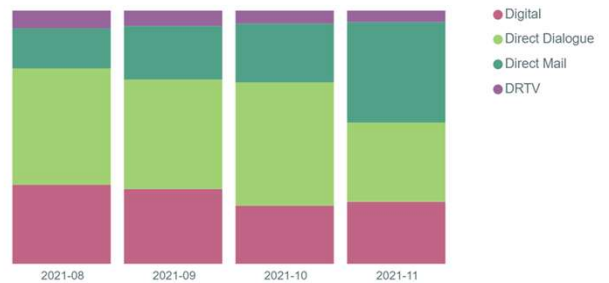
Recruitment



% Split By Product



% Split By Channel



One Off Donations

New: **58%** Lapsed: **103%** Filesize change: **-0.0%**
 ● Active file size ● Total new ● Total lapsed



Regular Giving

New: **7%** Lapsed: **2%** Filesize change: **0.1%**
 ● Active file size ● Total new ● Total lapsed



Community Giving

New: **-78%** Lapsed: **-48%** Filesize change: **0.8%**
 ● Active file size ● Total new ● Total lapsed



Gaming

New: **99%** Lapsed: **61%** Filesize change: **-0.6%**
 ● Active file size ● Total new ● Total lapsed

