

# InsightHub State of the Sector Snapshot

May 2022

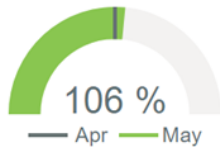


Wood for Trees' monthly 'State of the Sector Snapshot' report highlights the latest not-for-profit data trends, taken directly from **InsightHub** and our **Core Charity Data Model**.

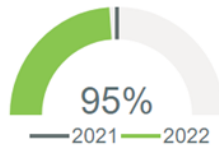
The charts below focus on three key areas; **Income**, **Contactability** and **Recruitment** to identify how they are tracking against previous periods and which products and channels are making the largest contributions to these movements. To find out more about any of the data presented below and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

## Income

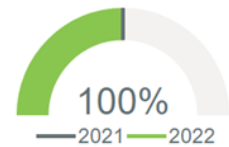
Apr 22 vs May 22



May 21 vs May 22



YTD 21 vs YTD 22



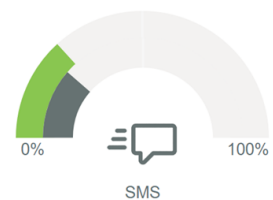
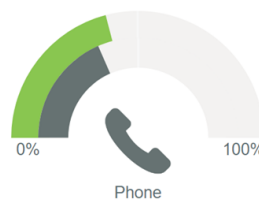
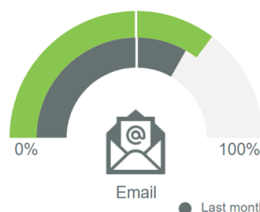
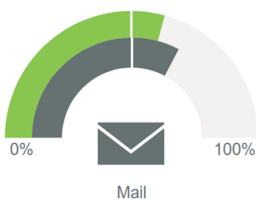
### Income by Month

Product	Vs last month
High Value Giving	353 %
Trading	134 %
Other	108 %
Regular Giving	97 %
In Memory	86 %
Gaming	77 %
One-off Donation	74 %
Community Fundraising	53 %

### Income by Year

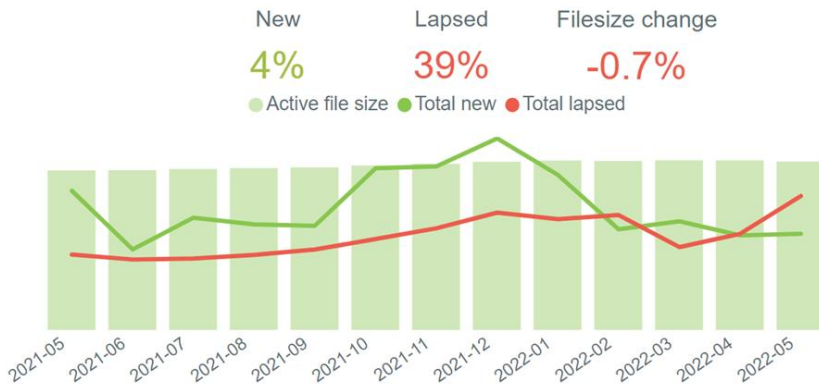
Product	Vs last year
High Value Giving	121 %
Other	101 %
Regular Giving	99 %
In Memory	88 %
Gaming	77 %
Community Fundraising	66 %
One-off Donation	63 %
Trading	54 %

## Contactability

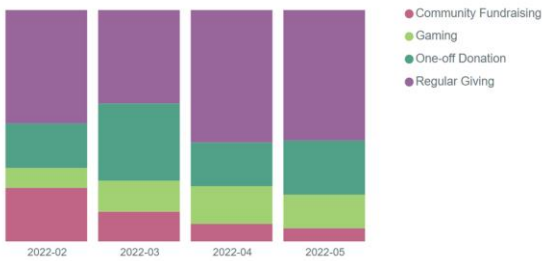


● Last month ● This month

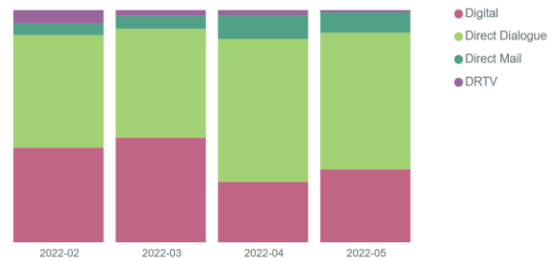
## Recruitment



### % Split By Product



### % Split By Channel



### One Off Donations

New: 16%      Lapsed: 53%      Filesize change: -3.3%

● Active file size ● Total new ● Total lapsed



### Regular Giving

New: -8%      Lapsed: 64%      Filesize change: -1.1%

● Active file size ● Total new ● Total lapsed



### Community Giving

New: -26%      Lapsed: -16%      Filesize change: -0.2%

● Active file size ● Total new ● Total lapsed



### Gaming

New: 31%      Lapsed: -20%      Filesize change: 0.9%

● Active file size ● Total new ● Total lapsed

