

# InsightHub State of the Sector Snapshot

May 2021

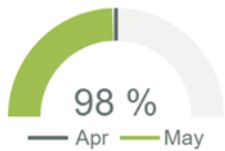


Wood for Trees' monthly 'State of the Sector Snapshot' report highlights the latest not-for-profit data trends, taken directly from **InsightHub** and our **Core Charity Data Model**.

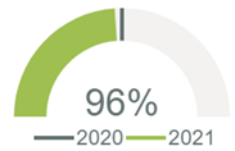
The charts below focus on three key areas; **Income**, **Contactability** and **Recruitment** to identify how they are tracking against previous periods and which products and channels are making the largest contributions to these movements. To find out more about any of the data presented below and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

## Income

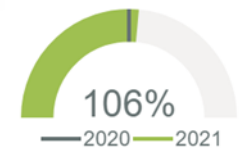
May 21 vs Apr 21



May 21 vs May 20



YTD 21 vs YTD 20



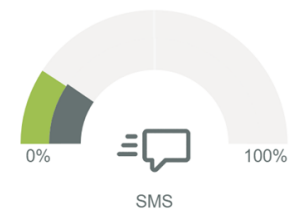
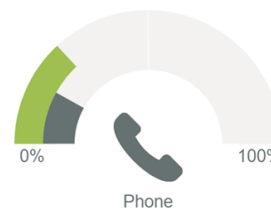
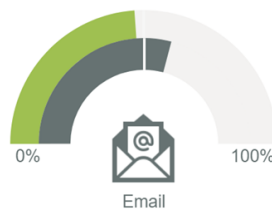
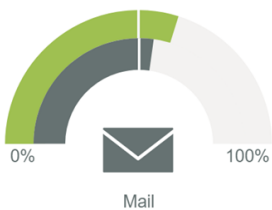
### Income by Month

Product	Vs last month
One-off Donation	182 %
High Value Giving	150 %
Community Fundraising	98 %
Regular Giving	95 %
Trading	93 %
Other	92 %
Gaming	69 %

### Income by Year

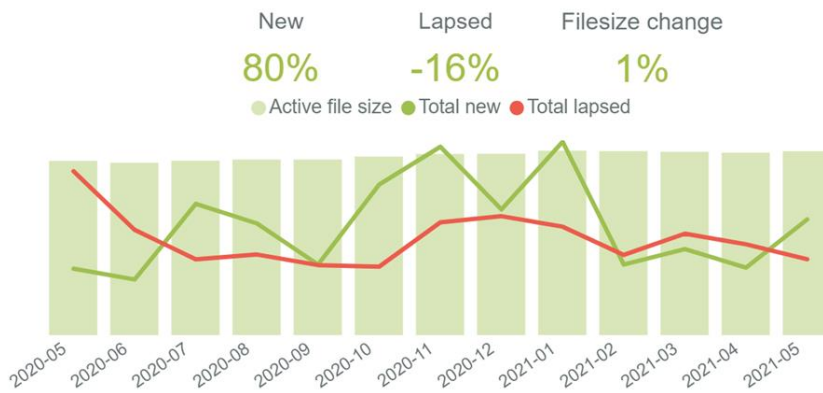
Product	Vs last year
Other	154 %
Regular Giving	90 %
Community Fundraising	88 %
Gaming	86 %
Trading	77 %
One-off Donation	73 %
High Value Giving	46 %

## Contactability

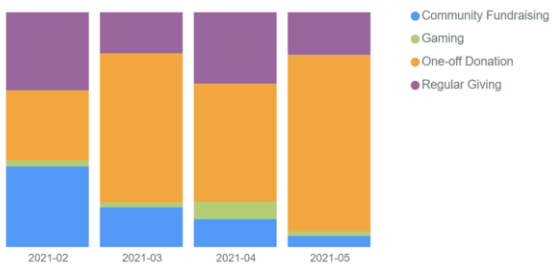


● Last month ● This month

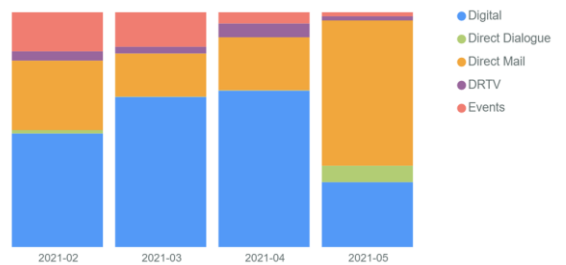
## Recruitment



### % Split By Product



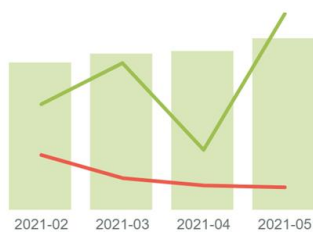
### % Split By Channel



### One Off Donations

New                  Lapsed                  Filesize change  
198%                  -7%                  8%

● Active file size    ● Total new    ● Total lapsed



### Regular Giving

New                  Lapsed                  Filesize change  
22%                  36%                  -1%

● Active file size    ● Total new    ● Total lapsed



### Community Giving

New                  Lapsed                  Filesize change  
-18%                  -74%                  -1%

● Active file size    ● Total new    ● Total lapsed



### Gaming

New                  Lapsed                  Filesize change  
-51%                  115%                  -1%

● Active file size    ● Total new    ● Total lapsed

