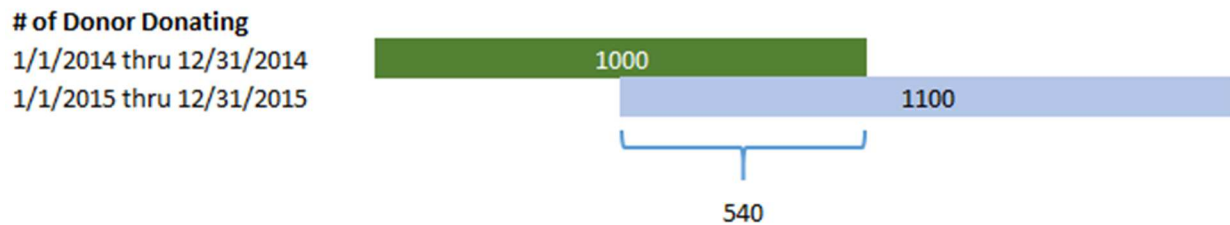# Rolling 1 year Retention Rate Calculation.

If today is 12/31/2015, the rolling 1 year retention calculation would look like this:

# of donors who gave from 1/1/2014 thru 12/31/2014 AND who also donated from 1/1/2015 thru 12/31/2015 divided by the # of donors who donated from 1/1/2014 thru 12/31/2014

Visually, it might look this:

# of Donor Donating
1/1/2014 thru 12/31/2014
1/1/2015 thru 12/31/2015

1000

1100

540

This overlap of donors who donated in both years is your retention.

If you had 1000 donors in the prior year and 540 gave again in the current year, you retention rate is 54% (540/1000).

This calculation is then repeated for up to 10 years in your database to provide you with a rolling retention rate history.