

Suggestions for Fundraising Metrics

1. Money raised
2. Number of Donors
3. Segmentation of Donors & change within a specific donor or prospect segment
4. Friend Raising – Prospect Identification, Cultivation
5. Institute Giving Circles
6. Establish or strengthen your major gift program
7. Number of face to face visits with donors & prospects
8. Increase giving levels from existing donors
9. Online giving and Monthly giving (sustainers)
10. Number of donor “touches” (communication points)
11. Tribute gifts
12. Create or increase traffic to face book page
13. Amount and type of in-kind donations
14. Try a new method of fundraising (event etc.)
15. Corporate Sponsorships and Business partnerships
16. Experiment with an approach to earned revenue
17. Diversify revenue streams: change % from each source
18. Create and follow a cultivation calendar.
19. Grow staff giving
20. Solicit donor input --- Engage donor other than with their money
21. Diversify fundraising volunteers
22. Increase board giving
23. Increase % of recaptured donors
24. Increase donor retention
25. Expand or make more sophisticated prospect research and prospect tracking
26. Increase # of donors in your legacy society (or start one)