



# Fundraising Metrics Guidelines

What gets measured, gets done!

## General Fundraising Effectiveness Metrics

**Return on Investment (ROI)** – How much did your raise, divided by how much it cost for you to raise it. Consider staff costs (15% for staff benefits), infrastructure costs (FR databases, printing/admin, etc) in your calculations. Whatever you decide to include, be consistent so that you can compare year over year.

**ROI by revenue stream** – break out costs by revenue stream to determine time allocation.

**Cost to raise a dollar** – The reverse of ROI. Put your costs on top, and your revenue raised on bottom. (e.g. .25 = for every \$1 raised, it cost you 25 cents)

## Annual Donor Revenue

**Second Gift Conversion** - # people who make a SECOND gift to your organization.

**Long term donor value** – value of a donor over the lifetime of the relationship

**Donor Attrition** – how many donors (# or %) are leaving every year? Opposite of acquisition.

**Recency – Frequency – Monetary** – How recent was the donor's gift, how frequently are they giving, and how much are they giving?

**# of years giving** – how long have they been giving?

**Total # of gifts, and average gift size** – good indicators of your community.

## Events

**Cost per dollar raised.** For every dollar raised, spend no more than 50 cents.

Use events as an integrated touch point in a bigger stewardship plan, or prospecting plan. Aim for 60% new people in the room at your event. This creates new opportunities.

## Major Gifts

**Number of Major Gifts** - Define what constitutes a major gift for your community. Track the number of gifts above that threshold. This is your track record of success.

**Number of Solicitations per year** – How many asks did you do? (FT MG advice is 15/year)

**Total Dollars raised thru the program**

**# of touch points or visits**

**# of qualifying visits** – this would be important for a program in growth mode – how many new prospects did you visit and potentially qualify?

**Do you have questions about Metrics? I can help!**

Jenny Mitchell  
613-286-9336  
Jenny@Chavender.com