

Fundraising Data KPIs

1. What are your current Fundraising sources? (Funraisin, Raisely, Stripe, Offline, Online platforms)
2. What Type of Donations does your Charity collect? (One-off, Regular Giving, Cash, Corporate, Time, In-Kind, Peer-to-peer)
3. What mediums/platforms (online/offline) do you currently use to collect data – fundraising, CRM, volunteering?
4. What mediums/platforms (online/offline) do you use to communicate with donors?
5. What are your current digital integrations/automations?
6. From the table below what KPIs are important to you?
 Period – Weekly (W), Fortnight(F), Monthly (M), Biannual (B), Annual (A)
 Tracking – Are you currently tracking this KPI – Yes/No
 Required – Do you need to track this KPI – Yes/No
 Rating – Importance of KPI tracking on a scale of 1-5 (5 being the most important)

Fundraising KPIs	Period	Tracking	Required	Rating
Donation volume Measures the number of individual donations you received for a period				
Donation volume growth rate Measures the increase in the number of donations for a period				
Donation value Measures the value of donations you received for a period				
Donation value growth rate Measures the increase in the value of donations for a period				
Average gift size Measures the average value of donations for a period				
Average gift size growth Measures the percent increase in average gift size for a period				

Demographic Measures the donation aggregation based on age, gender and location for a period				
Source of donation Measures the donations by their source through UTM (Urchin Tracking Module)				
Wealth and affinity markers Measures the ability and willingness of individual donors to make a major gift for a period				
Preferred giving methods Measures the way that an individual or a group of donors prefers to give, like making online donations, sending checks, etc. for a period				
Conversion rate Measures the number of times donors completed a target action (like donating) versus the total number of donors who were asked to complete the target action for a period				
Contacted conversion rate Measures the number of donors who both responded to your outreach and took the target action you asked them to for a period				
Cost per dollar raised (CPDR) Measures the total expenses for a period over the revenue that it generated				
Fundraising return on investment (ROI) Evaluation of the number of dollars coming in per dollars spent on fundraising for a period				
Donor KPIs	Period	Tracking	Required	Rating
New Donors acquired Measures the volume of new supporters who haven't donated before for a period				
New Donors acquired growth rate Measures the percent increase of new supporters who haven't donated before for a period				
Donor volume Measures the number of individual donors you received for a period				
Donor growth rate Measures the percent increase of individual donors you received for a period				

Donor Segmentation RFM (recency, frequency, monetary value)				
Gift recency How recently an individual made a donation				
Gift frequency How frequently an individual makes donations				
Average gift size Measure the average value of an individual donation from a particular donor for a period				
High value donors List of High Value individual donors based on 10x average gift size for a period				
Mid value donors List of Mid Value individual donors based on 5-10x average gift size for a period				
Repeat giving rate Measure the number of individual donors who give more than one gift during for a period versus one-time donors during that same time				
Donor acquisition cost Measures the exact amount of money it takes to obtain a new donor for a period				
Donor lifetime value (LTV) Measures the total amount of revenue that a single donor generates from the start of your relationship to the time they lapse or churn				
Contacted conversion rate Measures the number of donors who both responded to your outreach and took the target action you asked them to for a period				
Donor diversity aggregate Aggregation of different types of donors – like individuals, corporates, trusts for a period				
Marketing/Campaigns/Events/Appeals KPIs	Period	Tracking	Required	Rating
Donation volume Measures the number of individual donations you received during a specific campaign for a period				
Donation volume growth rate Measures the percent increase of individual donations you received from a specific campaign from one period to the next				

<p>Average gift size Measures the average value of donations for a period for a specific campaign</p>				
<p>Average gift size growth rate Measures the percent increase average value of donations from a specific campaign from one period to the next</p>				
<p>Matched giving Rate Measures the percentage of contributions matched through corporate philanthropy for a period</p>				
<p>Donor acquisition cost Measures the exact amount of money it takes to obtain a new donor during a specific campaign for a period</p>				
<p>Repeat giving rate Measures the number of individual donors who give more than one gift for a campaign versus one-time donors for a period</p>				
<p>Retention rate Measures the number of donors who you retain from one campaign to another versus those who drop out for a period</p>				
<p>Cost per dollar raised (CPDR) Measures the total expenses for a period over the revenue that it generated for a campaign</p>				
<p>Campaign return on investment (ROI) Evaluation of the number of dollars coming in per dollars spent on the campaign for a period</p>				
<p>Demographic Measures the donation aggregation based on age, gender and location for a period</p>				
<p>Source of donation Measures the donations by their source through UTM (Urchin Tracking Module) for a campaign</p>				
<p>Time of day Measures the aggregated time of day individual donors make a donation for a campaign</p>				
<p>High Value Donors List of High Value individual donors based on 10x average gift size in campaign</p>				
<p>Mid Value Donors List of Mid Value individual donors based on 5-10x average gift size in campaign</p>				

<p>Preferred giving methods</p> <p>Measures the way that an individual or a group of donors prefers to give, like making online donations, sending checks, etc. for a campaign</p>				
<p>Conversion rate</p> <p>Measures the number of times donors completed a target action (like donating) to a campaign versus the total number of donors who were asked to complete the target action.</p>				
<p>Contacted conversion rate</p> <p>Measures the number of donors who both responded to your outreach and took the target action you asked them to for a campaign</p>				
<p>Repeat giving rate</p> <p>Measures the number of individual donors who give more than one gift during for a campaign versus one-time donors during that same time</p>				
<p>Retention rate (annual campaigns)</p> <p>Measures the number of donors who you retain from one campaign to another versus those who drop out</p>				
<p>Donor Growth Rate</p> <p>Measures the increase in the size of the number of donors over all campaigns for a period</p>				
Regular Giving KPIs	Period	Tracking	Required	Rating
<p>New Regular Giving donors acquired</p> <p>Measures the volume of new committed supporters who haven't donated before for a period</p>				
<p>Donation volume</p> <p>Measures the number of subscribed individual donations you received for a period</p>				
<p>Donation volume growth rate</p> <p>Measures the increase in the number of subscribed individual donations for a period</p>				
<p>Donation value</p> <p>Measures the value of subscribed individual donations you received for a period</p>				
<p>Donation value growth rate</p> <p>Measures the increase in the value of subscribed individual donations for a period</p>				

<p>Retention rate Measures the number of donors who you retain for a period to another versus those who drop out during that same time</p>				
<p>Average gift size Measures the average value of subscribed individual donations for a period</p>				
<p>Average gift size growth rate Measures the increase in average value of subscribed individual donations for a period</p>				
<p>Churn rate Measures the number of donors who lapse out of your regular giving program versus the total number of donors currently enrolled for a period</p>				
<p>Recurring Gift Percentage Measures the rate at which donors repeatedly and predictably give to your organization for a period</p>				
<p>Likelihood to upgrade or reactive Measures the likelihood of a donor to upgrade their recurring donation or reactivate after lapsing, determined by studying previous engagement markers leading up to upgrades or reactivations.</p>				
Fundraiser KPIs	Period	Tracking	Required	Rating
<p>Gift recency Measures how recently a fundraiser raised a donation</p>				
<p>Gift frequency Measures how frequently a fundraiser raised donations</p>				
<p>Fundraiser Participation Rate Measures how many of those who participated in a fundraiser or fundraising event fundraised themselves</p>				
<p>High Value Fundraisers List of fundraisers who generate High Value individual donations for a period based on 10x average gift size</p>				
<p>Fundraiser lifetime value (FLTV) Measures the total amount of revenue that a single fundraiser generates from the start of your relationship till date</p>				

Fundraiser Growth Rate Increase in the size of the number of fundraisers for a period or campaign				
Average gift size Measures the average donation value of all fundraisers				
Cost Per Dollar Raised (CPDR) Measures the total expenses for a period over the revenue that fundraisers generated.				
Contacted fundraiser conversion rate Measures the number of fundraisers who both responded to your outreach and took the target action you asked them to				
Conversion rate Measures the number of times fundraisers completed a target action (like registration) versus the total number of fundraisers who were asked to complete the target action.				
Repeat fundraising rate Measures the number of individual fundraisers who raised more than one gift during a specific timeframe versus one-time fundraisers during that same time				
Retention rate (annual campaigns) Measures the number of fundraisers who you retain from one campaign to another versus those who drop out				
Fundraiser ROI Evaluation of the number of dollars coming in per dollars spent on a fundraiser				
Engagement/Communication KPIs	Period	Tracking	Required	Rating
Website Page Views Measures the number of times users viewed a page on your website for a period				
Source of donation Measures the donations by their source through UTM (Urchin Tracking Module) for all forms of communication				
Email Open Rates Measures the percentage of recipients who opened an email from your non-profit for a period				

Email Click-Through Rates Measures the percentage of recipients clicked on links included in your email for a period				
Email Opt-Out Rate Measures how many of your email subscribers “unsubscribe” from the email stream for a period				
Landing Page Conversion Rate Measures how many visitors to your donation page completed the donation process for a period				
Social Applause Measures individuals passively interact with your content for a period. (Likes and tweets)				
Social Amplification Measures shares, retweets, reposts, reblogs for a period				
Social Conversion Rates Measures conversation rate of likes, comments and replies to your content for a period				
Donor acquisition cost Measures the number of new donors you acquire for a period over the total cost of communications.				
Program Delivery KPIs	Period	Tracking	Required	Rating
Number of Beneficiaries Served Measures the number of targeted beneficiaries you served through your programs and activities for a period				
Program Attendance Measures the number of targeted beneficiaries that attend any given program that your non-profit organizes with the intention of furthering your mission				
Visitor-to-donor conversion rate Measures how many individuals in the target group not only attended campaigns/events but donated to the cause				
Pledge fulfilment Measures the follow-through of the supporters of the campaign/event				
Beneficiary Satisfaction Rate Measures how satisfied your beneficiaries are with your programs				