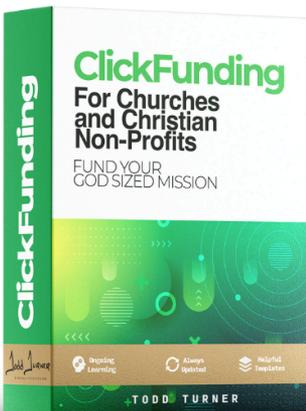




CLICKFUNDING

# Executive Level Reporting

*Eliminate Vanity Reporting  
and get to what matters.*



# Must Haves

## Ensure that...



- REPORTS COME TO YOUR DESK OR INBOX PLANNED. UNLESS THERE IS EMERGENCY DATA THAT MUST BE REACTED TO, ALL DATA SHOULD COME PLANNED AND PACKAGED.

- THE DATA COMES THE WAY YOU WANT TO SEE IT. GRAPHS, EXCEL, COLOR SCHEMED. CERTAIN DATA DOESN'T FIT DEFAULT CHARTS.

- INFORMATION HAS CONTEXT. ASK FOR ROLLING CHARTS OR BASELINES... EVEN INDUSTRY AVERAGE WHEN POSSIBLE.

- YOU ARE EVEN GETTING REPORTS ON A REGULAR BASES.

# Must NOTs

Eliminate...



- SPECIAL REPORTS THAT ONLY SHOW "WINS" AND "GROWTH." DEMAND NEGATIVE DATA THAT SHOWS LESSONS OR ROOM TO IMPROVE.

- VIEWS AND VISITORS ARE ALMOST WORTHLESS STATS. ASK FOR TIME ON PAGE OR UNIQUE VISITORS (USA ONLY?). OR LENGTH OF VIEW.

- TOTAL DONATIONS TELLS YOU VERY LITTLE. HOW MANY DONORS? AVERAGE DONATION? DID ONE DONATION SKEW OUR NUMBERS? WHAT "NORMALLY" COMES IN EACH DAY? WAS THIS A TRUE BUMP?

# KPIs to Measure

## Key Performance Indicators

A non-profit digital key performance indicator (KPI) is a numerical measurement that gauges the ability of your non-profit organization in accomplishing its digital mission.... new names, donations, and sometime, ministry.



KPI metrics should have a baseline. Whenever a new KPI is introduced, a baseline needs to be identified. This number is what the future KPI values are compared to.

## (Online) Campaigns

**Reach** - How many people attended (Virtually or Web Visitor)  
**Visitor to Donor Conversion %** - Compare with offline efforts  
**New Donors Acquired** - How many vs repeat donors  
**Number of Donors** - Don't just look at amount raised

## Growth

**Social Media Engagement** - Applause, Amplification, and Conversion  
**Email** - Open, Clicks, Unsubscribes  
**Website** - Unique visitors  
**App** - Opens and log-ins  
**Podcast** - Listens and CTAs

### Note:

None of these digital KPIs alone will give a complete picture of your digital efforts... but a raising tide raises all ships. Keep expanding reach and house file.

# Website

## Visitors

Look for growth in unique visitors and for time-on-the-website. These are the key stats for growth. Also, new names (email collection). These number should grow daily.



## Hot Spots

Know your top pages. Entering the site and exiting the site. Not everyone comes through the homepage and you need to drive the Calls to Action on your top 10 pages.

## Mobile

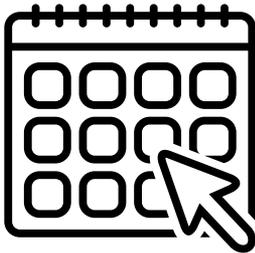
As your traffic to mobile grows, ensure the call to action on top mobile pages are not buried in the "stack navigation." What percentages of new names and givers are mobile? Room to improve layouts of pages?



# Donations

## New vs Reoccurring

If reoccurring gifts are not a considerable part of your monthly numbers, look at how you "thank" and "follow up" with your donors. There is most likely room for improvement.

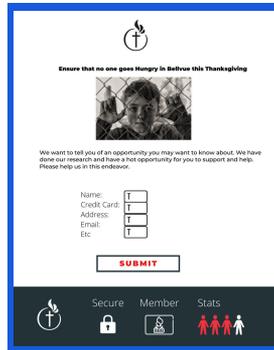


## Monthly Givers

Look at % of first time donors who choose to sign up for monthly vs donors who finally choose to go the monthly route. Do you get more with a campaign or with a welcome flow?

## Abandonment Rate

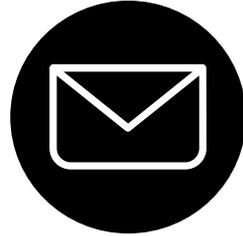
Always, always, always look at the "abandon ship" rates of all your donation pages. A/B test till it hurts. Donors (or in this case, non-donors) don't lie. The numbers will tell your team how you are doing displaying a case for support.



# New Names

## Value for Value Collection

A robust online ministry is ALWAYS coupled with a growing house file. If you are not collecting many emails consider tweaking the "offering." Know your page visit to email collection numbers.



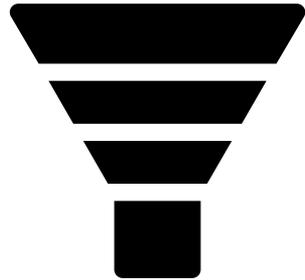
## Conversion Data

Know percentage and length of time of web visitors who give an email address then give their first donation.

As your online ministry matures, this data will help you know when you can "pay for new name collection" via FB ads and new name offers.

## Social Media

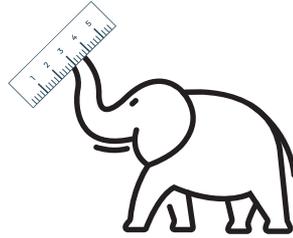
Not all email collection comes from your webpage. If you can create unique opportunities for social media followers to give you an email or cell number, make sure you capture their conversion rates via the social funnel.



# Social Media

## Hard To Measure

Elephant in the room moment. Social media's ROI can be really hard to measure but... As your social numbers grow your website should show Facebook and LinkTree webpages as growing sources of traffic.



## Numbers to Consider

Besides "REAL" followers (never pay for fake followers) growing each month, look for interactions with posts (likes, comments, and shares). If videos do better, produce more. Let the data reveal your "fan's" wishes.

## Growth Hack

Audit the success/interactions of the types and times of your posts. See what works and do more of that and less of the posts that don't work. A full day of audits grew a client from 100,000 followers to 500,000 in months.



# Timing



## Monthly

- Trend Lines of
- New Names
- Social Growth
- New Donors
- Monthly Donors

## Quarterly

- Overview of
- Past Campaign(s)
- ROI & Result (Good and Bad News)
- Conversion Rates

## 6-Months

- Email Numbers
- List Growth
- Conversion
- Open Rates
- Time on Website
- Traffic Sources
- A/B Testing Results

## Yearly

- Rolling Year of Quarterly Reports

# Resources

Websites for Reference:

## **Useful Data for your team**

<https://www.nextafter.com/all-experiments/>

## **Baselines**

<https://www.campaignmonitor.com/resources/guides/email-marketing-benchmarks/>

<https://mailchimp.com/resources/email-marketing-benchmarks/>

## **Giving Tuesday**

[https://issuu.com/givingtues/docs/gtn\\_impact\\_report](https://issuu.com/givingtues/docs/gtn_impact_report)