

Key Baseline Fundraising Measurements

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	Current Year Actual	Vs. Current Year Goal	Last Year Actual	Vs. Last Year Goal	Prior Year Actual	Vs. Prior Year Goal	Notes/Calculations
Board Participation % (giving)							
Total Gifts From Board Members							
Board Average Gift							
Employee Participation % (giving)							
Total Gifts From Employees							
Employee Average Gift							
Number of Major Gifts							
Total Gifts From Major Donors							
Major Gift Average							
Number of Capital Gifts							
Total Capital Gifts							
Capital Gift Average							
Number of Donors Retained/Recurring							
Total Gifts From Retained/Recurring Donors							
Retained/Recurring Donors Average Gift							
Number of New Donors							
Total Gifts From New Donors							
Average Gift From New Donors							
Donor Acquisition Cost							
Pledge Fulfillment %							
Return on Investment							
Total Unrestricted Amount Raised							
Total Restricted Amount Raised							
Total Gross Revenue							
Number of Gifts Received Online							
Average Gift Amount from Online Gifts							
Cost Per Dollar Raised for Online Gifts							
Number of Gifts Received Via Mail							
Average Gift Amount from Mail Gifts							
Cost Per Dollar Raised for Mail Gifts							
Number of Gifts Received Via Events							
Average Gift Amount from Event Gifts							
Cost Per Dollar Raised for Event Gifts							
Overall Cost Per Dollar Raised							
Total Number of Gifts Received							
Average Gift Amount of All Gifts Received							

How to Calculate Key Baseline Fundraising Measurements

- Participation %: Divide number who gave by total number of potential donors, then multiply by 100
- Average Gift: Divide amount of all gifts received by total number of gifts received
- Retained/Recurring Donor %: Divide number of retained/recurring donors by total number of donors, then multiply by 100
- Donor Acquisition Cost: Money spent on acquiring new donors divided by number of new donors acquired
- Pledge Fulfillment %: Divide number of pledges received by total number of pledges, then multiply by 100
- Return on Investment: Divide gross revenue from a project by the total expenses for that project. If outcome is >1 , the project produced a return. If outcome is <1 , project produced a loss.
- Unrestricted Amount Raised: Sum of all unrestricted gifts to your organization
- Restricted Amount Raised: Sum of all restricted gifts to your organization
- Cost Per Dollar Raised: Divide total expenses of a project by total funds raised from project. If expense and revenue are equal, initiative was a break-even. If outcome is >1 , strategy produced a loss. If outcome of the calculation is <1 , strategy produced a return.