



Fundraising Metrics to Report to Your Board

Fundraising needs to be an agenda item during every board meeting. And we don't just mean an update on fundraising goals. Focusing only on the dollars raised encourages the board to only consider transactional relationships with donors. This isn't a donor-centric approach. To shift this conversation, share metrics such as:

Donor Retention

- Total number of donors: Are you maintaining at least the same donor retention rate year-over-year?
- Total number of new donors to acquire: In thinking about your growth strategies, what ways can you acquire at least as many new donors as you did this current year?
- Total number of lapsed donors: What can you do next year through communications and outreach strategies to bring back some of your lapsed donors?

Giving Levels

- Are the giving levels of your donors increasing, decreasing, or staying the same? Track donors by gift ranges (\$1-\$249, \$250-\$499, \$500-\$999, and so on). You can see where to focus attention on upgrading through increased donor communication or staff/board outreach.

Donor Engagement

- How are you engaging your donors now? What's working and what's not?
- How can the board be involved in building relationships with your donors?

Board Giving

- Is your entire board giving? They should be.
- Are they all giving at the level you set in your expectations? If not, why not?
- Is your full board involved in some form of fundraising? If not, what's holding them back?