

SUCCESS MEASUREMENTS

Month: As of June 19, 2019

For the plan to be successful, it is important that the fundraising efforts are tracked, measured, and reported. The results of fundraising activities provided on a timely basis are critical for internal staff, board, and CSJ Leadership. Our success will be measured by the following fundraising key performance metrics.

Ministries Foundation Scorecard – Progress Toward Goals

	2018-19 Goal	YTD Actual 2018-19	2017-18 Actual	2016-17 Actual
Financial Goal	\$1,766,000	\$1,449,667	\$1,840,063	\$1,611,224
Donors	2,200	1,701	1,982	2,288
Prospecting Individual				
• Number of prospects	325	293	325	212
• Number of prospects solicited	200	208	200	165
New and Recaptured Individual Donors				
• Number of new donors (mailable)	425	195	417	308
• Dollars raised from new Donors	\$75,000	\$46,541	\$47,282	\$67,570
• Number of recaptured donors	220	199	317	206
• Dollars raised from recaptured donors	\$45,000	\$47,286	\$30,158	\$39,909
New Individual Donor Renewals (renewing after first gift)				
• Number of new donor renewals	85	70	81	64
• Percent of Goal		82%	95%	80%
Repeat Individual Donors				
• Number of Repeat Donors	1,250	1,042	1,166	1,070
• Percent of Goal		83%	93%	89%
• Dollars raised from Repeat Donors	\$950,000	\$884,983	\$928,669	\$1,114,343
Upgraded Donors				
• Number of donors upgrading gifts	450	334	344	468
• Percent of Goal		74%	76%	117%
Institutional - Family Foundation Donors				
• Number of repeat donors	9	12	12	7
• Dollars raised from repeat grant funders		\$280,000	\$354,033	
• Number of new prospects	2		2	1
• Dollars raised by from new prospects	\$5,000		\$15,000	\$3,000
Events - Corporate Sponsorships				
• Number of sponsorship requests submitted	165	190	289	135
• Dollars raised from repeat sponsors	\$120,000	\$135,550	\$122,528	\$114,975
• Dollars raised from new sponsors	\$25,000	\$12,250	\$15,500	\$5,800
Failed Solicitations				
• Number of failed solicitations (“not now”)		15	12	20
• Number of failed solicitations (“not ever”)		2	2	5