

**ANNUAL INDIVIDUAL GIVING
SUCCESS MEASUREMENTS**

Month: As of June 4, 2020

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.

Ministries Foundation Scorecard

	2019-20 Goal	YTD Actual	2018-19 Actual	2017-18 Actual
Financial Goal (AF and events, not total MF goal)	\$1,280,000	\$1,241,252	\$883,371	\$855,475
Donors	2,200	1668	1,793	1,982
Prospecting Individual				
• Number of prospects	325		296	325
• Number of prospects solicited	200		209	200
New and Recaptured Individual Donors				
• Number of new donors	425	191	262	417
• Dollars raised from new Donors	\$75,000	\$51,456	\$56,251	\$47,282
• Number of recaptured donors	220	198	215	317
• Dollars raised from recaptured donors	\$45,000	\$56,188	\$54,568	\$30,158
New Individual Donor Renewals (renewing after first gift)				
• Number of new donor renewals	85	61	59	81
• Percent of Goal		72%	69%	95%
Repeat Individual Donors				
• Number of Repeat Donors	1250	885	937	1,166
• Percent of Goal		71%	75%	93%
• Dollars raised from Repeat Donors	\$950,000	\$627,894	\$809,800	\$928,669
Upgraded Donors				
• Number of donors upgrading gifts	450	360	495	344
• Percent of Goal		80%	110%	76%
Failed Solicitations				
• Number of failed solicitations ("not now")		10	15	12
• Number of failed solicitations ("not ever")		5	2	2