



ANA CARDENAS
JUSTIN EATHERLY

Harnessing Data for Nonprofit Fundraising Success

SAISD Education Foundation



Relaunched 2007

5 full-time positions

32 Board Members

90 Campuses

45,000 students

4,300 full-time employees

- Educator Grants
- STEAM Initiatives
- Field Trip Transportation
- Scholarship & Emergency Gap
- College Tours
- Postsecondary Support





Forney Education Foundation



Est. 2004

1 full-time position

20 Board Members

18 Campuses

16,500 students

2,300 full-time employees

- Teaching Grants
- Summer STEAM Camps
- Film Festival
- Teacher of the Year
- Backpacks and School Supplies
- Makerspace at The OC



Session Outline

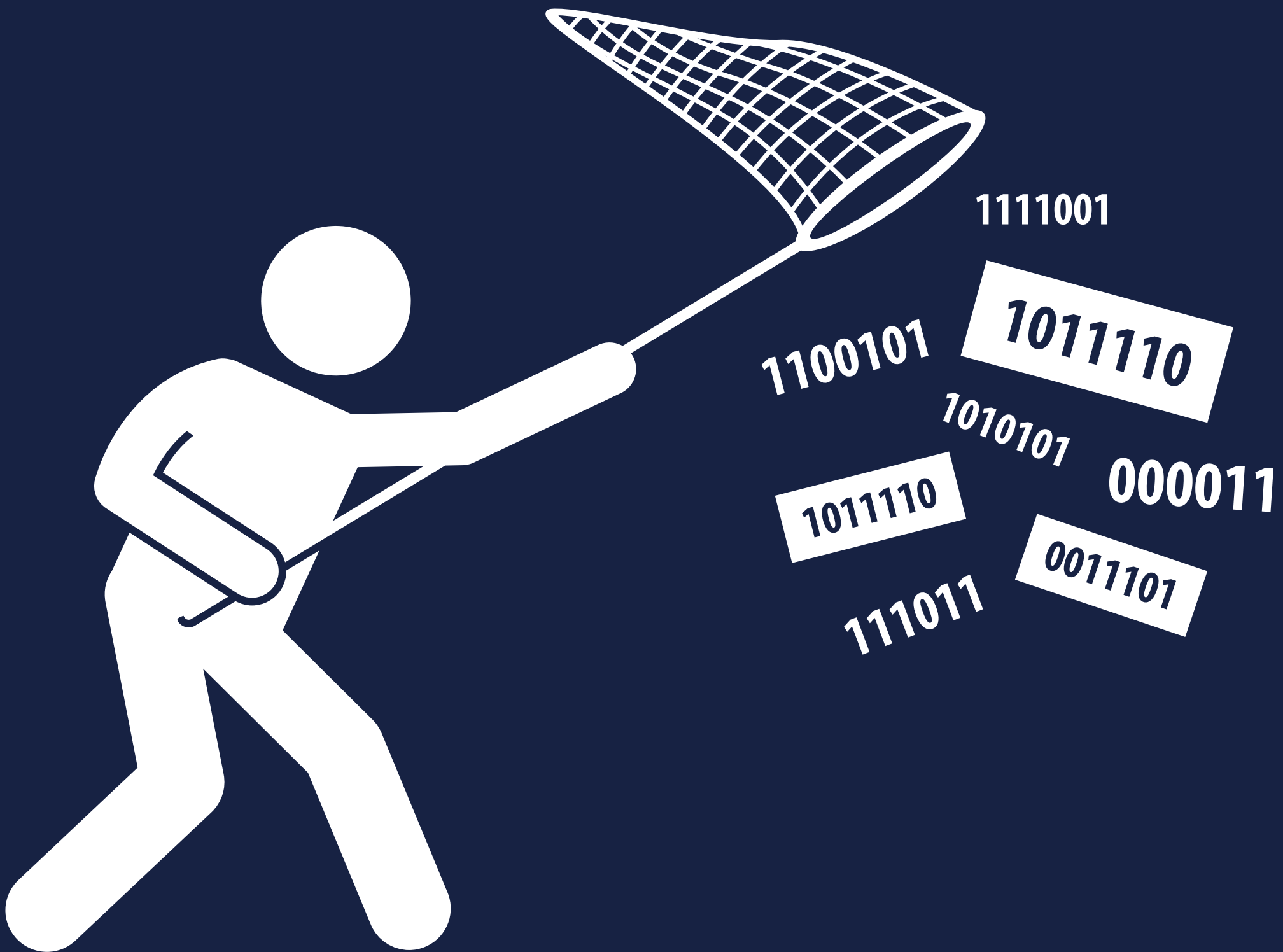
- The Importance of Data in Nonprofit Fundraising
- How are you Collecting Data?
- How to acquire a Donor Base
- Types of Data for Fundraising
- Analyzing Fundraising Data
- Challenges in Data-driven Fundraising
- Examples of Data-driven Fundraising

Importance of Fundraising Data



- BETTER UNDERSTAND YOUR DONORS
- TARGET THE RIGHT AUDIENCE
- MAKE PERSONALIZED APPEALS
- GAUGE THE EFFECTIVENESS OF YOUR FUNDRAISING CAMPAIGNS/EVENTS
- DETERMINE HOW EFFECTIVE YOUR MARKETING EFFORTS ARE





HOW ARE
YOU
COLLECTING
DATA?

How do you currently track donors?

- Spreadsheets
- Database
- Multiple software platforms
- CRM tracks things for me automatically



What are you currently tracking about your donors?

- Giving history
- Email opens/clicks
- Volunteer hours
- Event attendance

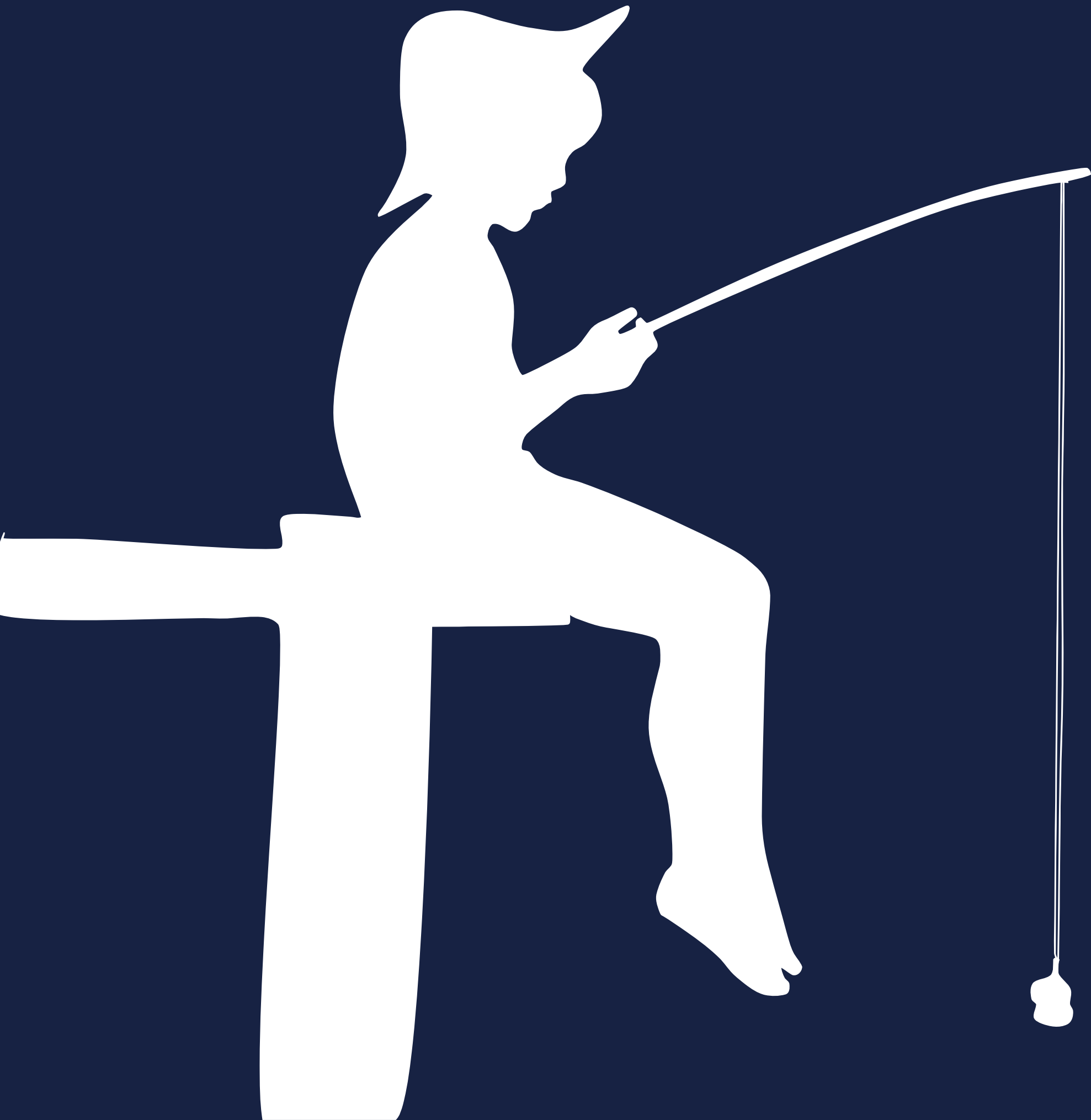
Consider using a Database



If all else fails....



Microsoft[®]
Excel




HOW TO
ACQUIRE
A DONOR
BASE

Automate collection of data

Give Now

Make a one-time donation, or increase your impact by setting up a recurring donation in the amount you choose.

 As a 501 (c) 3, your donation to the SAISD Foundation is fully tax deductible. Please note our legal name is San Antonio Foundation for Excellence in Education, Inc. dba SAISD Foundation.

Note the SAISD Foundation Tax ID: 74-2861587

We are fundraising for this project in San Antonio ISD!

BELLE ORTIZ
LEGACY FUND

STEM AND
ROBOTICS

DONATE \$20 DONATE \$50

DONATE \$100 DONATE \$500

Give by Check

Mail donations by check to:
SAISD Foundation
2411 San Pedro San Antonio, TX 78212

Give by Donor Advised Fund

Direct Deposit available with Fidelity and Charles Schwab.

 **Give Through Gifts of Appreciated Stock**

Complete our form online and submit to SAISDFoundation@saisd.net.

Donation

\$20.00 - Donation

Other

Show my support by making this a recurring donation

Contact Information

First Name *

Last Name *

Email *

Phone

Billing Address

Country *

Address *

City *

State *

ZIP Code *

Credit or debit card *

Additional Information

Give Now

96 CENTS OF EVERY \$1 DONATED IS SPENT ON OUR PROGRAMS

The SAISD Foundation supports the 48,000+ students and 3,500+ teachers across the 90 schools in San Antonio ISD. Sharing your gifts allows us to get closer to a shared vision where: Every student and teacher thrives in SAISD public schools.

Make your donation to support students in PK-12 and beyond today! Thank you for your support!



Automate collection of data



SurveyMonkey®



Google Forms


 DipJar

The logo for DipJar, consisting of a teal square icon with three white circles on the left side, followed by the text "DipJar" in a teal, rounded font with a white outline.

SignUpGenius

More Traditional Methods

- Attend school district events
- Setup a booth at community events
- Use your board



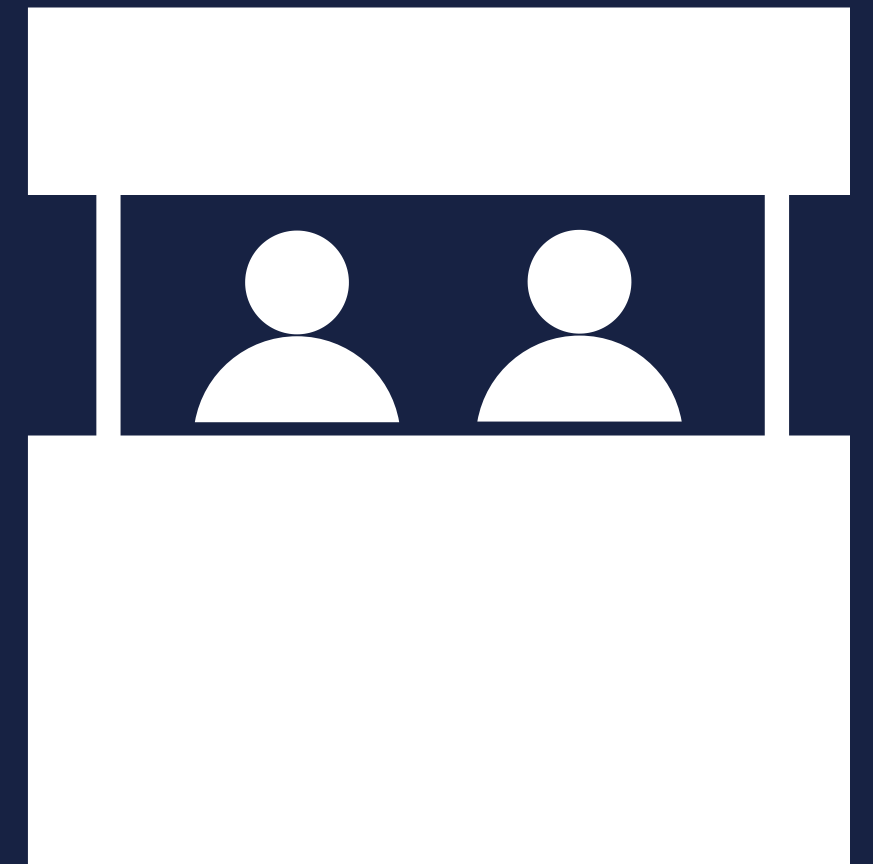
Donor Prospect
Complete and place in bowl
Prospect will be contacted this week

Name: _____

Email: _____

Phone: _____

Address: _____



Donor Surveys and Feedback

- Donor Survey
- Event attendance records
- Volunteer interactions
- Program Support



Your SCHOOL DISTRICT


Parent's email addresses or phone numbers


- Send an opt-in email
- Send a sign-up
- Announce events, programs or opportunities
- Text any of the above!




Publicly available demographic data

Subdivision:"S1318 - GRAYHAWK ADDITION PH 1" Year:2023

 Search

 Email

 Share


 Tweet





Page 1 of 8 - Total: 192 (0.112 seconds)


 Grid


 List

 Map

Customize View 

Year: 2023 

Page Size: 25 

 Download Results

  **1**         

1 - 25 of 192 items

Property ID	Geo ID	Type	Owner Name	Owner ID	Address	Appraised
180481	00.1318.0001.0001.00.02.02	Real	WYATT ANDRIA	241649	824 GOOSE CT FORNEY, TX 75126	\$560,450
180482	00.1318.0001.0002.00.02.02	Real	ANUSIEM CHARLES UGOCHUKWU \$ SANDRA ADANMA	206137	820 GOOSE CT FORNEY, TX 75126	\$588,025
180483	00.1318.0001.0003.00.02.02	Real	BARTAULA BIBASH &	212588	816 GOOSE CT FORNEY, TX 75126	\$468,679
180485	00.1318.0001.0005.00.02.02	Real	MC ELROY ROBERT L & DONNA L	196141	808 GOOSE CT FORNEY, TX 75126	\$546,335
180486	00.1318.0001.0006.00.02.02	Real	STANTON TRAVIS & NICOLE	222564	804 GOOSE CT FORNEY, TX 75126	\$453,485
180487	00.1318.0001.0007.00.02.02	Real	NICHOLS MATTHEW W & CHERISE A	86031	800 GOOSE CT FORNEY, TX 75126	\$547,038
180488	00.1318.0001.0008.00.02.02	Real	GORDON ELIZABETH & ASAF GONZALEZ	220621	801 GOOSE CT FORNEY, TX 75126	\$662,734
180489	00.1318.0001.0009.00.02.02	Real	MURRAY MICHAEL & JANA E	226501	805 GOOSE CT FORNEY, TX 75126	\$560,523
180490	00.1318.0001.0010.00.02.02	Real	GUERCIA MATTHEW JASON & RAYLEEN MICHELLE	201786	809 GOOSE CT FORNEY, TX 75126	\$496,509
180491	00.1318.0001.0011.50.02.02	Real	MORGAN DANA A & CLAYTON L	254192	813 GOOSE CT FORNEY, TX 75126	\$575,614

Whether it's an event, a donation page or a survey,
collect the data you need



Types of Data for Fundraising

NUMBER OF
DONOR GIFTS

AVERAGE GIFT
SIZE

COST PER
DOLLAR RAISED

DONOR
ACQUISITION
COST

FUNDRAISING
ROI

CONVERSION
RATE

DONOR
RETENTION
RATE

CHURN RATE

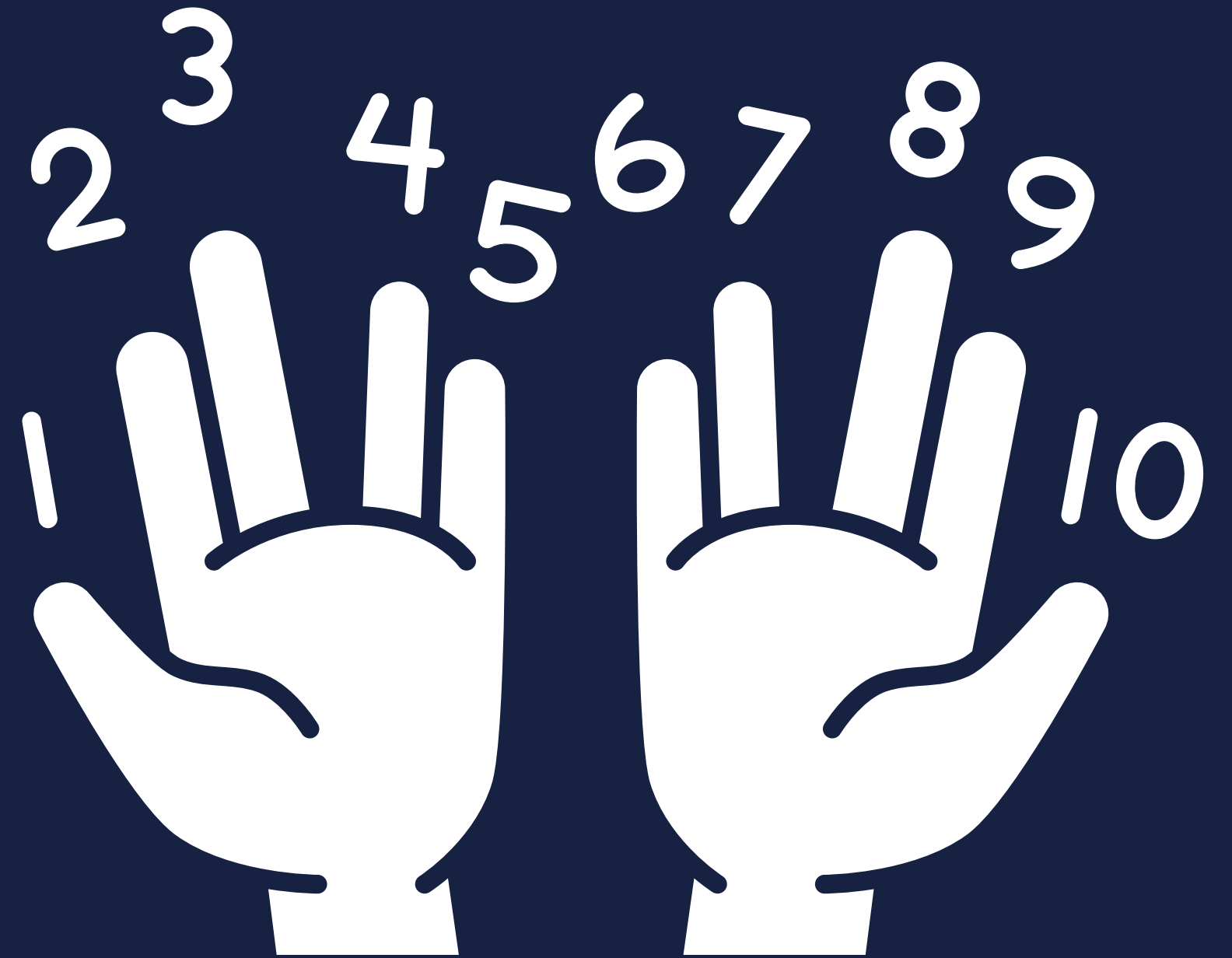
SUGGESTED
DONATION AMOUNT
PERFORMANCE DATA

CLICK-THROUGH
RATES (CTR)

DONOR
LIFETIME
VALUE

Number of Donor Gifts

- A campaign's success can be measured by the number of gifts secured, but value matters
- Compare it to past years' or other events' to see the difference in the number of gifts



Average Gift Size

- Total amount of donations divided by the number of gifts to find the average gift size
- Great for evaluating sponsorship levels, campaigns and donor segmentations/pyramid



Cost Per Dollar Raise

- Compare revenue to the cost of that event or campaign
- Gala cost the organization \$40,000 and you raised \$150,000. The cost per dollar raised is $\$40,000/\$150,000 = \$0.27$
- 20 cent per dollar raised is a good ratio... but also consider time spent



Fundraising ROI

- Dividing revenue by expenses, you can see how much was made for every dollar spent
- Gala cost the organization \$40,000 and you raised \$150,000. The cost per dollar raised is $\$150,000 / \$40,000 = \$3.75$



Donor Acquisition Cost

- Measures the number of donors acquired, not the donation amount
- Divide the cost for acquiring donors by the number of donors acquired
- \$5,000 to send appeal letters/300 acquired donors = \$25 to acquire each new donor



Conversion Rate

- Measure the number of people performing an action you desire.
- You invited 800 people to the Gala, and 450 attended. Divide the number of attendees by those invited then multiply by 100.
- $450 \text{ attendees} / 800 \text{ invited} \times 100 = 56.25\% \text{ conversion rate}$



Donor Retention Rate

- Easier to convince a donor to give again than find a new donor
- Divide the number of repeat donors by the total number of donors
- $200 \text{ repeat donors} / 950 \text{ donors} \times 100 = 21\% \text{ retention rate}$



Churn Rate

- Donors you've lost
- Donors who gave in a 12-month period but did not donate the following year
- Divide the number of lost donors from last year by the total number of donors and then multiplying it by 100 (keep below 50%)
- $100 \text{ donors lost} / 950 \text{ total donors} \times 100 = 10.53\%$



Suggested donation amount performance data

- \$500, \$1,000, \$2,500, \$5,000, \$10,000 levels for event sponsorships and results show \$500 and \$1,000 are the most popular selections.
- Target these amounts the most for specific segments
- But if one sponsor gives you \$10,000, that takes 20 sponsors at \$500



Click-through rates (CTR)

- Track the success of your email marketing campaigns by the number of people that click through an email divided by the number of emails sent out.
- The average CTR for nonprofits is about 3%



Donor lifetime value

- Add all donations and gifts from a single donor
- How much would they impact your organization if they stopped giving?
- Who have you overlooked that has given for years and truly impacted your organization?

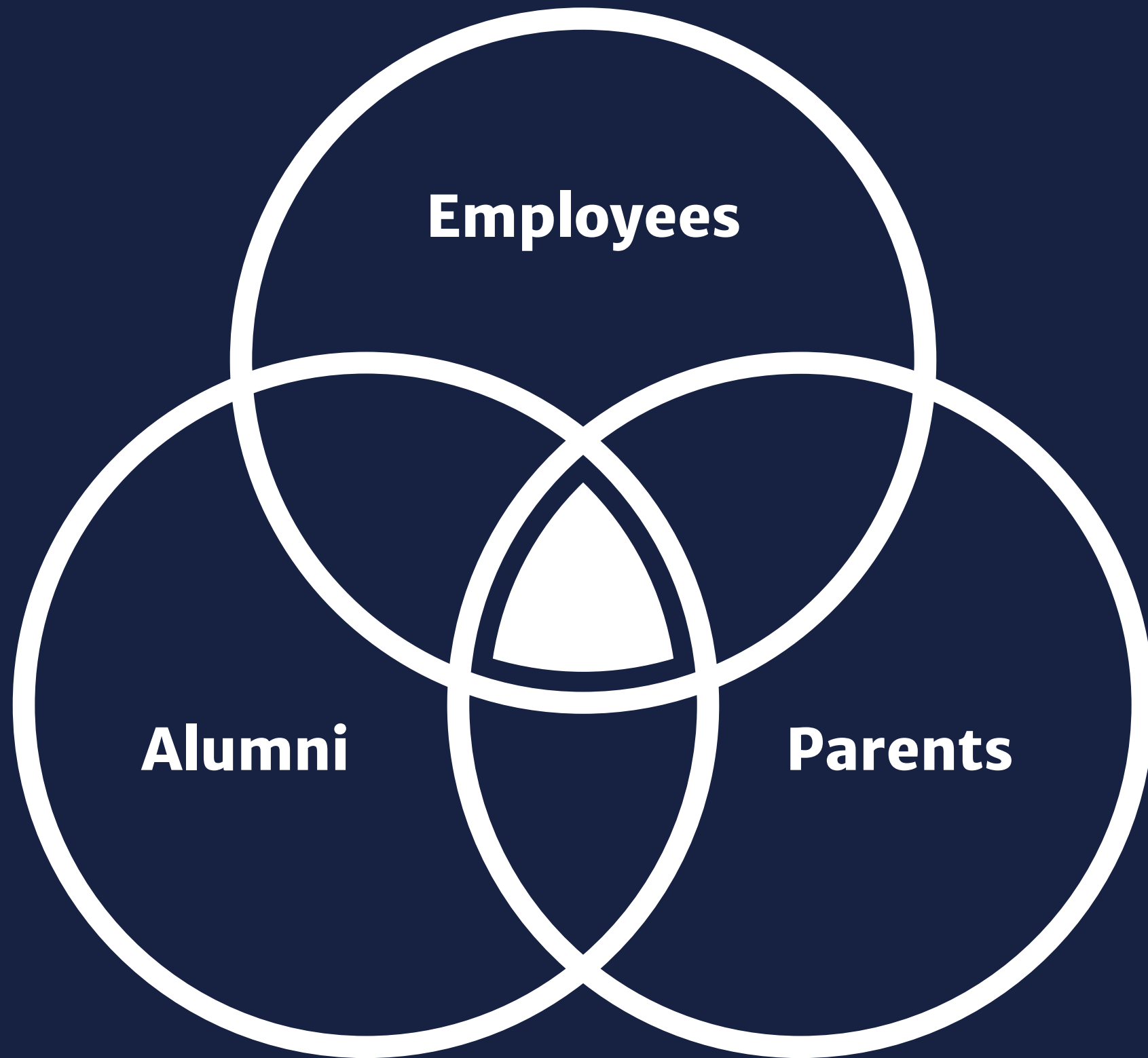




Analyzing Fundraising Data



Donor Segmenting



Multiple ways to segment donors

- Organizations vs Individuals
- Current/Lost/Potential
- Giving levels
- Ties to school district
- Areas of Interest



Donor Pyramid

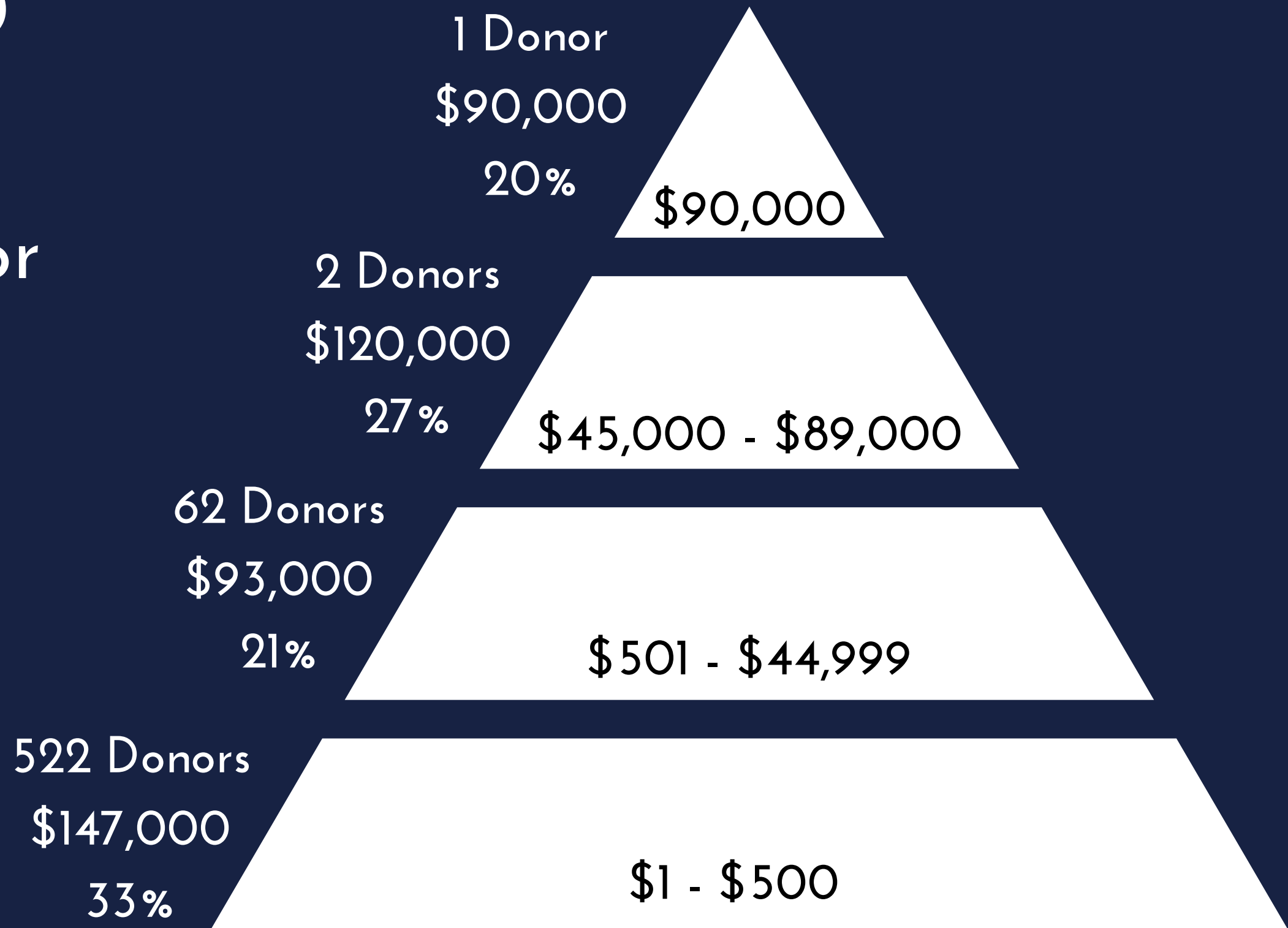
Annual Revenue \$450,000
600 donors

Average Gift Size per Donor
\$90,000 - Less than 1%

\$60,00 - Less than 1%

\$1,500 - 10% of Donors

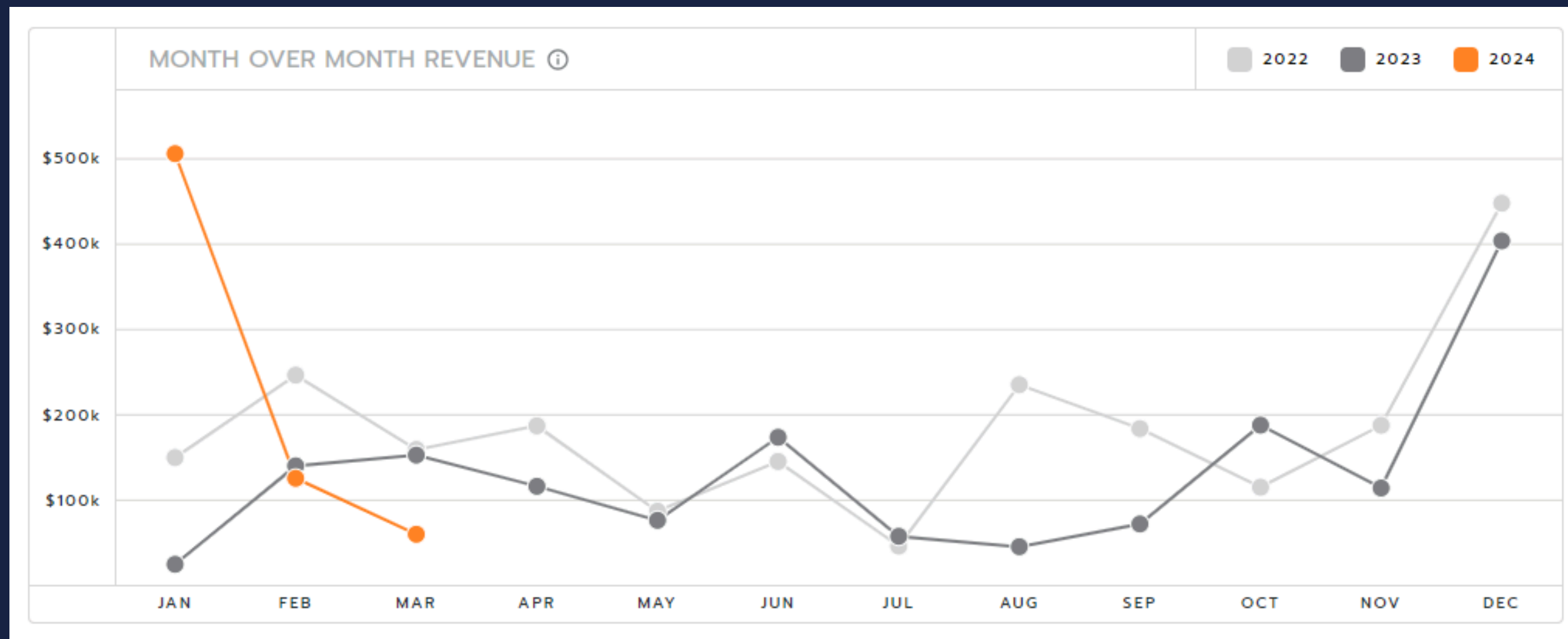
\$282 - 87% of Donors



Tracking donation trends over time

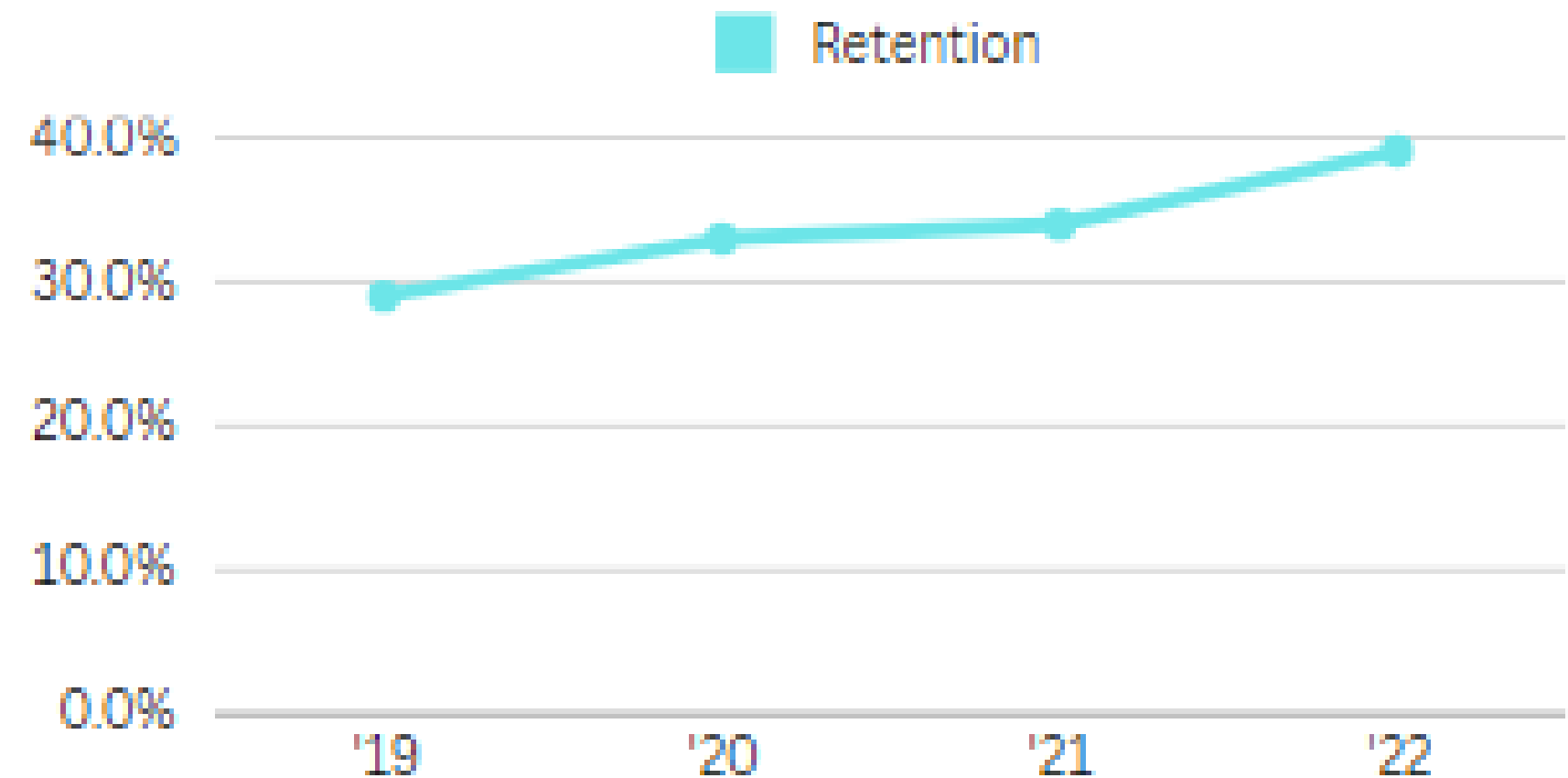
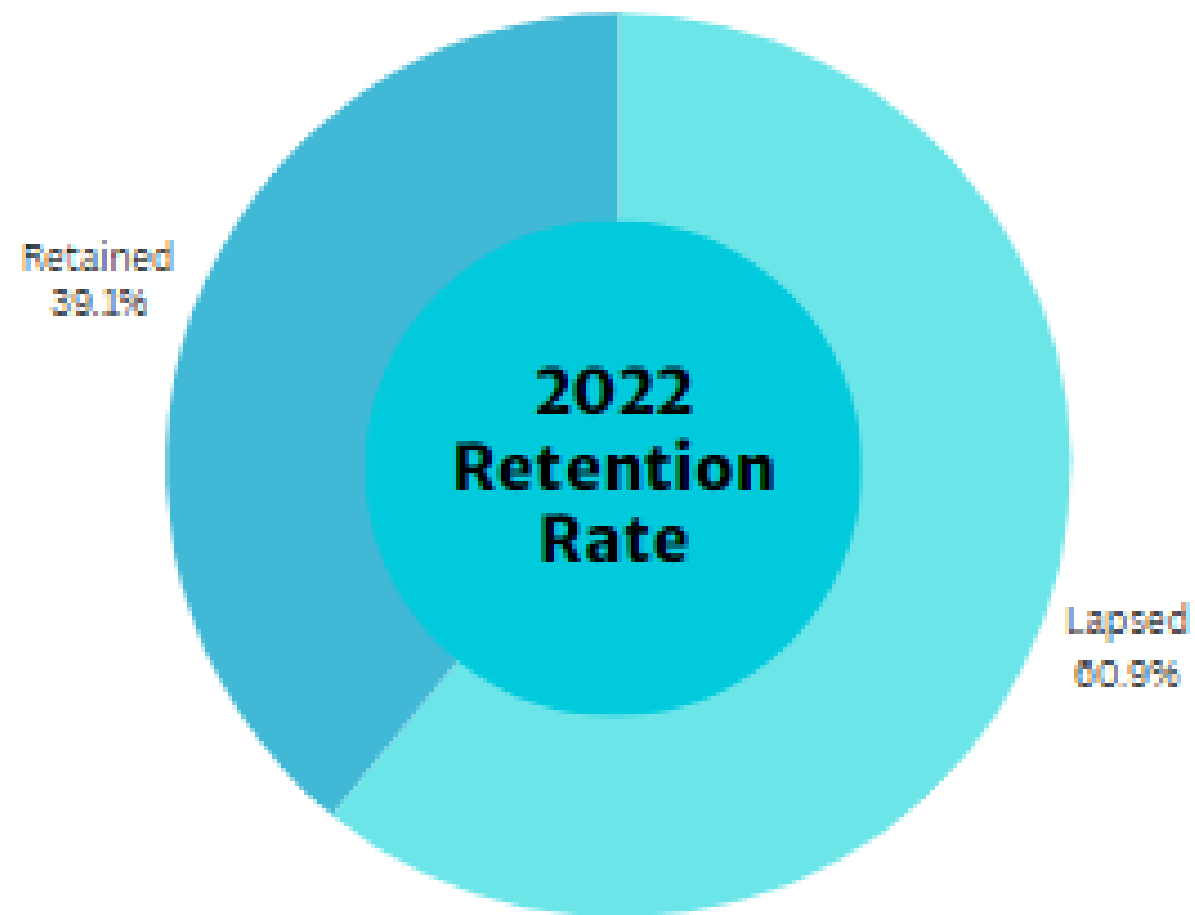
Things to consider:

- Grant payment schedules
- One-time fundraising campaigns
- Events



Identifying donor retention rates

Know your baseline retention rate
Implement strategies to increase



Potential lapsed donor report

- Donors who have not given in the last 11 months
 - Set specific dollar amount or exceptions
 - Over \$100 non-event related

	A	B	C	D	E	F
1	Name	Latest Transaction Date	Latest Transaction Amount	Primary Email Address	Primary Phone Number	Appeal
2	Barbie Doll	3/28/2023	\$500.00			100- General
3	John Smith	3/20/2023	\$100.00			241-Friends of Sam Houston Raymond "R.A."
4	Jane Doe	3/28/2023	\$250.00			501-Book Buddies

filter

filter

filter



Email marketing analytics

- Who is receiving your email?
- Who is actively engaged?
- What are they interested in?



Edit Email August 2023 Newsletter

Delete Cancel Save

- Design
- Filter
- Details
- Tracking**

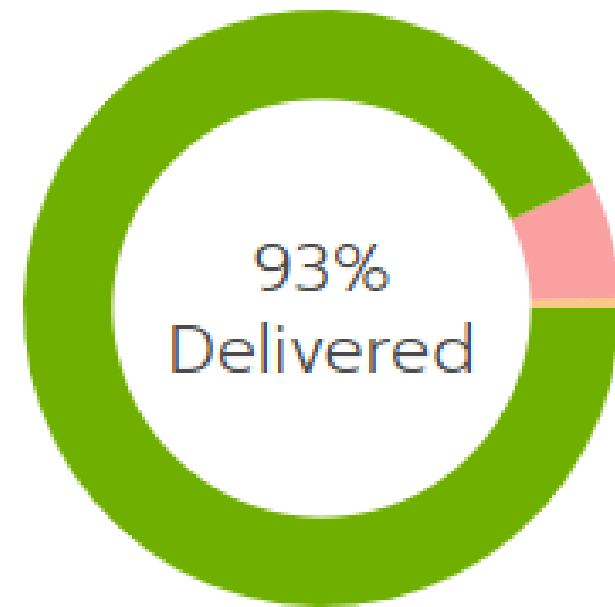
Launched:
18933 messages at
11:39 AM 8/29/2023

reduce bad data



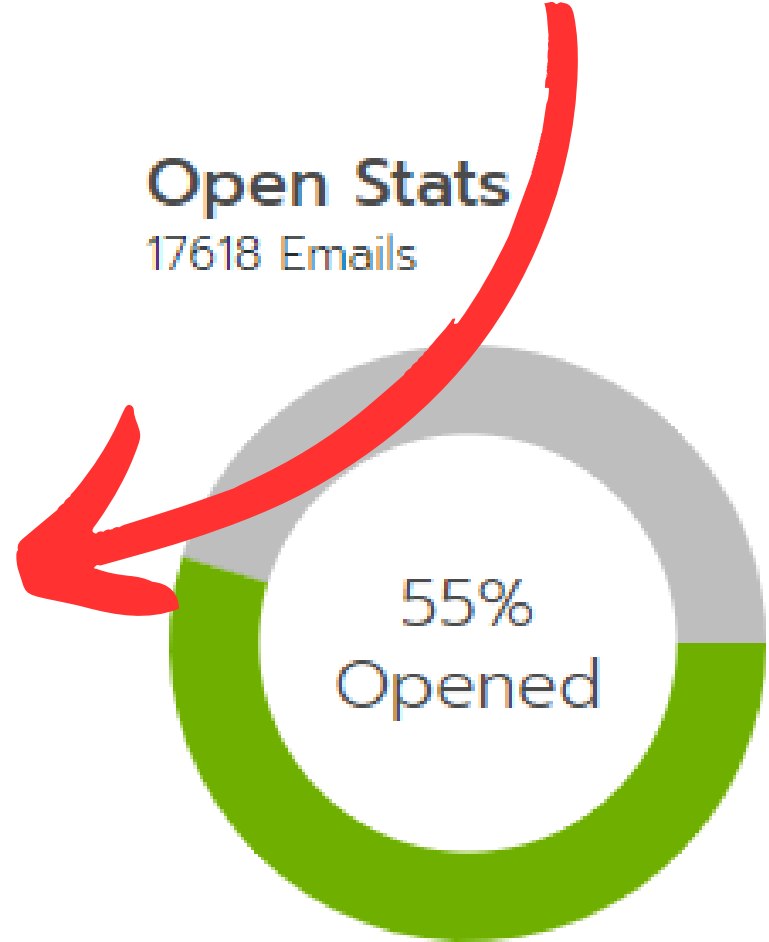
interest

Deliverability
18933 Emails



Delivered Dropped Bounced

Open Stats
17618 Emails



Opened Unopened

Recipient Engagement

- 418 Clicked a link
- 39 Unsubscribed
- 3 Marked as Spam

Most Clicked Links

- 255 [https://saisdfoundation.com/about/impact/.](https://saisdfoundation.com/about/impact/)
- 215 <https://saisdfoundation.com/about/impact/>
- 212 <https://forms.gle/F4nb9naq57juRuy7A>
- 204 <http://www.saisdfoundation.com>

How data can contribute to achieving fundraising goals

- Increase donations
- Improve donor relationships
- Save Time



Challenges in Data-driven Fundraising

- Data accuracy and completeness
- Privacy and data protection concerns
- Staff capacity and technical skills
- Access to affordable data tools and resources



FY23 Forney Education Foundation Development Plan

Date	Holidays	Revenue	Development Tasks	Communication Tasks	Marketing Tasks	Event Tasks	Grant Tasks	Governance Tasks
4-Jul	4th of July		Annual Campaign Package Review	STEAM Camps	Annual Campaign Filming	STEAM Camps	Finalize Grant Application	
11-Jul			Annual Campaign Package Review	STEAM Camps	Annual Campaign Filming	STEAM Camps	Finalize Grant Orientation	
18-Jul			Backpack Drive	Grant Applications	Annual Campaign Filming	Backpack Drive Prep	Send Grant Details	
25-Jul	Flex Days	\$5,400	Backpack Drive	Grant Applications	Backpack Drive	Backpack Drive		Board Meeting
1-Aug	Diamond Days		Convocation	Grant Applications	Grants Orientation Video	Backpack Drive	Open Grant Application	
8-Aug	School Start		Staff Drive/Teacher Welcome	Grant Applications	Grants Open	Backpack Drive Cleanup		
15-Aug			Staff Drive/Teacher Welcome	Grant Applications	Grants Open	Lock down Casino Night Venue		
22-Aug			Staff Drive/Teacher Welcome	Grant Applications	Grants Open			
29-Aug		\$10,800	Tease Annual Campaign	Grant Applications	Grants Open			Board Meeting
5-Sep	Labor Day		Staff Drive begins	Grant Applications	Grants Open		Close Grant Application	
12-Sep			Staff Drive / NTGD Day Appeal	NTGD Posts	Staff Drive / NTGD Promotion	Staff Drive	Begin Grant Review	
19-Sep		\$45,800	Staff Drive / NTGD Email/Calls	NTGD Appeal Sent	Staff Drive / NTGD Promotion	North Texas Giving Day		
26-Sep		\$54,800	Staff Drive Ends / NTGD Thank You	Staff Drive TY / NTGD TY Sent	Staff Drive / NTGD Promotion	Staff Drive Ends	Close Grant Review	Board Meeting
3-Oct			Antlers and Tutus & Angel Tree Sponsorsh	4th Antler and Tutus Promotion	Annual Campaign Video	4th Antler and Tutus Promotion	Grant Committee Meeting	
10-Oct	Fall Break		Annual Campaign Release FALL BREAK	Send Annual Campaign Package to Donors	Annual Campaign Package Release	4th Antler and Tutus Promotion	Fall Break	
17-Oct			Antlers and Tutus & Angel Tree Sponsorsh	Antlers and Tutus & Angel Tree Sponsorsh	4th Antler and Tutus & Angel Tree Promotion	4th Antler and Tutus Promotion		
24-Oct			Antlers and Tutus & Angel Tree Sponsorsh	Antlers and Tutus & Angel Tree Sponsorsh	4th Antler and Tutus & Angel Tree Promotion	4th Antler and Tutus Promotion	Grant Patrol	Board Meeting
31-Oct		\$60,800	Antlers and Tutus & Angel Tree Sponsorsh	Antlers and Tutus & Angel Tree Sponsorsh	4th Antler and Tutus & Angel Tree Promotion	4th Antler and Tutus Promotion	Order Items	
7-Nov			Angel Tree	Angel Tree Info	4th Antler and Tutus & Angel Tree Promotion	4th Antler and Tutus Promotion	Grant Presentation at School Board	
14-Nov			Angel Tree	Angel Tree Info	4th Antler and Tutus & Angel Tree Promotion	4th Antler and Tutus Promotion		
21-Nov	Thanksgiving		Angel Tree	Angel Tree Info	4th Antler and Tutus & Angel Tree Promotion	4th Antler and Tutus Promotion		
28-Nov		\$81,800	Angel Tree	Angel Tree Info	4th Antler and Tutus & Angel Tree Promotion	4th Antler and Tutus Promotion		Board Meeting
5-Dec		\$93,800	Annual Campaign	Annual Campaign	Annual Campaign	4th Annual Antlers and Tutus Fun Run	Grant Items Delivered	
12-Dec			Annual Campaign	Annual Campaign	Annual Campaign	Angel Tree	Grant Items Delivered	
19-Dec	Christmas Break		Annual Campaign	Annual Campaign	Annual Campaign	Angel Tree	Grant Items Delivered	
26-Dec	Christmas Brea	#####	End of Year Thank Yous	End of Year Thank Yous	Annual Campaign		Grant Items Delivered	
2-Jan			Annual Campaign & Casino Night	Casino Night, Silent Auction, Live Auction	Casino Night / Grants in Action / Annual Camp	Casino Night, Silent Auction, Live Auction		
9-Jan			Annual Campaign & Casino Night	Casino Night, Silent Auction, Live Auction	Casino Night / Grants in Action / Annual Camp	Casino Night, Silent Auction, Live Auction		
16-Jan	Staff Day		Annual Campaign & Casino Night	Casino Night, Silent Auction, Live Auction	Casino Night / Grants in Action / Annual Camp	Casino Night, Silent Auction, Live Auction		
23-Jan			Annual Campaign & Casino Night	Casino Night, Silent Auction, Live Auction	Casino Night / Grants in Action / Annual Camp	Casino Night, Silent Auction, Live Auction		
30-Jan		#####	Annual Campaign & Casino Night	Casino Night, Silent Auction, Live Auction	Casino Night / Grants in Action / Annual Camp	Casino Night, Silent Auction, Live Auction		Board Meeting
6-Feb			Annual Campaign & Casino Night	Casino Night, Silent Auction, Live Auction	Casino Night / Grants in Action / Annual Camp	Casino Night, Silent Auction, Live Auction		
13-Feb			Annual Campaign & Casino Night	Casino Night, Silent Auction, Live Auction	Casino Night / Grants in Action / Annual Camp	Casino Night, Silent Auction, Live Auction		
20-Feb	Staff Day		Annual Campaign & Casino Night	Casino Night, Silent Auction, Live Auction	Casino Night / Grants in Action / Annual Camp	Casino Night, Silent Auction, Live Auction		
27-Feb		#####	Annual Campaign & Casino Night	Casino Night, Silent Auction, Live Auction	Casino Night / Grants in Action / Annual Camp	Casino Night, Silent Auction, Live Auction		Board Meeting
6-Mar	Spring Break		Annual Campaign & Casino Night	Casino Night, Silent Auction, Live Auction	Casino Night / Grants in Action / Annual Camp	Casino Night, Silent Auction, Live Auction		
13-Mar			Annual Campaign & Casino Night	Casino Night, Silent Auction, Live Auction	Casino Night / Grants in Action / Annual Camp	Casino Night, Silent Auction, Live Auction		
20-Mar			Annual Campaign & Casino Night	Casino Night, Silent Auction, Live Auction	Casino Night / Grants in Action / Annual Camp	Casino Night, Silent Auction, Live Auction		
27-Mar		#####	Annual Campaign & Casino Night	Casino Night, Silent Auction, Live Auction	Casino Night / Grants in Action / Annual Camp	Casino Night, Silent Auction, Live Auction		Board Meeting
3-Apr			Annual Campaign	Casino Night, Silent Auction, Live Auction	Casino Night / Grants in Action / Annual Camp	Casino Night, Silent Auction, Live Auction	Grant Report Open	Invite New Board Members
10-Apr	Staff Day	#####	Annual Campaign	Casino Night Wrap Up	Casino Night / Grants in Action / Annual Camp	Casino Night Wrap Up		FY 24 Budget Prep
17-Apr			Film Festival	Film Festival	Film Festival	Film Festival		
24-Apr		#####	Film Festival	Film Festival	Film Festival	Film Festival		Board Meeting
1-May			Kendra Scott / Splash Kingdom	Kendra Scott / Splash Kingdom	Kendra Scott Fundraiser			
8-May		#####	Kendra Scott / Splash Kingdom	Kendra Scott / Splash Kingdom	Kendra Scott Fundraiser	Kendra Scott Fundraiser		
15-May			Backpack Drive	Grants In Action	Backpack Support			
22-May	End of School		Backpack Drive	Grants In Action	Backpack Support		Grant Report Due	Complete FY 24 Budget
29-May			Backpack Drive	Grants In Action	Backpack Support			Board Meeting

Date	Holidays	Revenue	Development Tasks	Communication Tasks	Marketing Tasks	Event Tasks	Grant Tasks	Governance Tasks
4/14			Glow Run Sponsors Lock-in		Glow Run Shirts Final	Glow Run	Grant Report	
4/21		\$310,000		Email to Parents about Glow Run	Glow Run Signups	Glow Run	Grant Report	Programs Committee
4/28			Film Fest Sponsors		Glow Run & Film Fest Final	Glow Run Prep	Grant Report Due	Board Meeting
5/5		\$320,000	Film Fest Sponsors Final	Film Festival Press Release	Film Fest	Film Fest		
5/12	Mother's Day		Makerspace Recognition Wall		Makerspace	Grand Opening		Budget Meeting
5/19	Last Day of School		Makerspace Recognition Wall	Makerspace Press Release	Makerspace	Grand Opening		Board Meeting

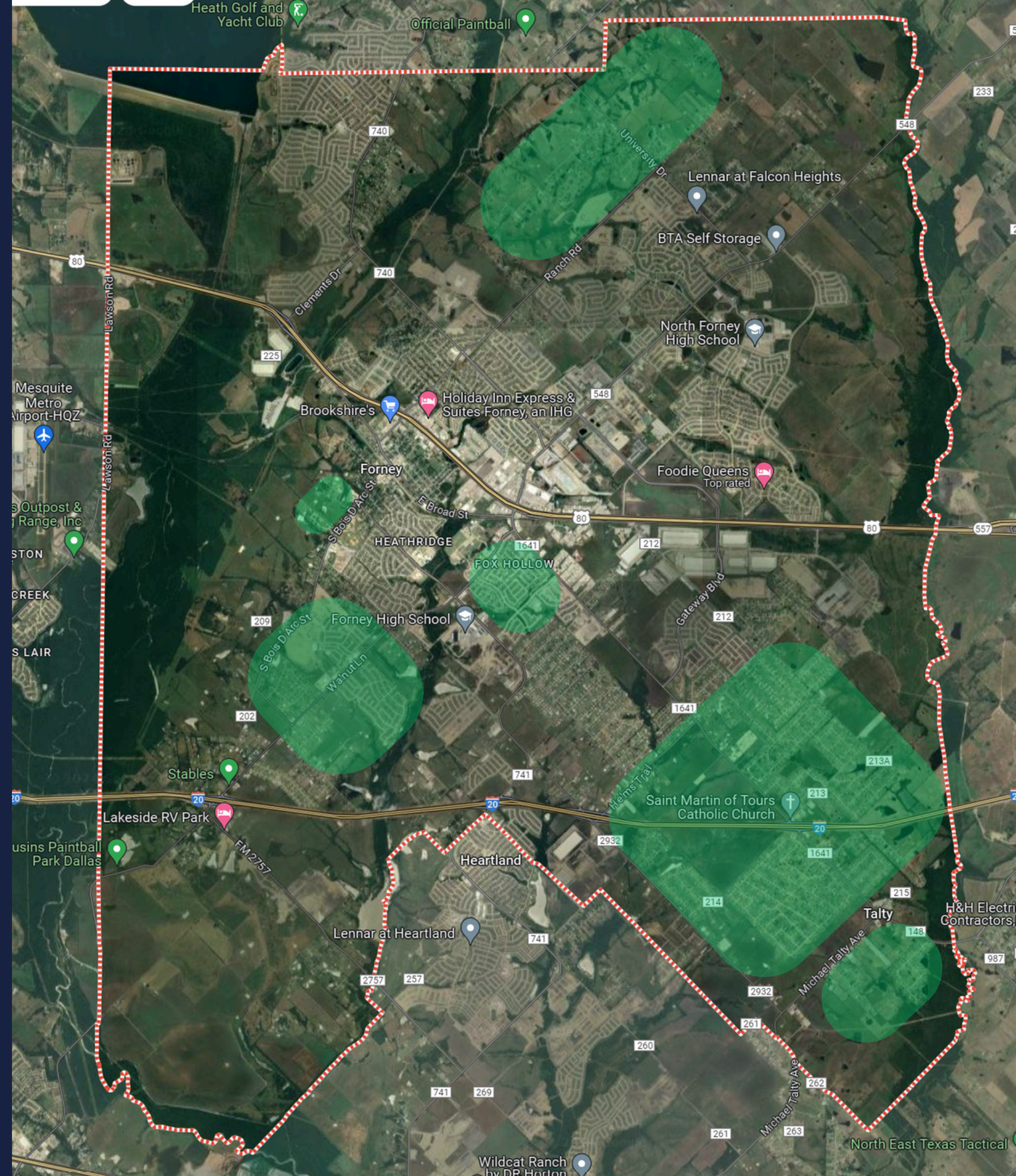
Weird Data



Forney ISD Donor heat map

 = where our donors live

- MyMaps
- Create a new map
- Import spreadsheet with addresses



Forney ISD Donor Heat Map

1 view

Last edit was seconds ago

Add layer Share Preview

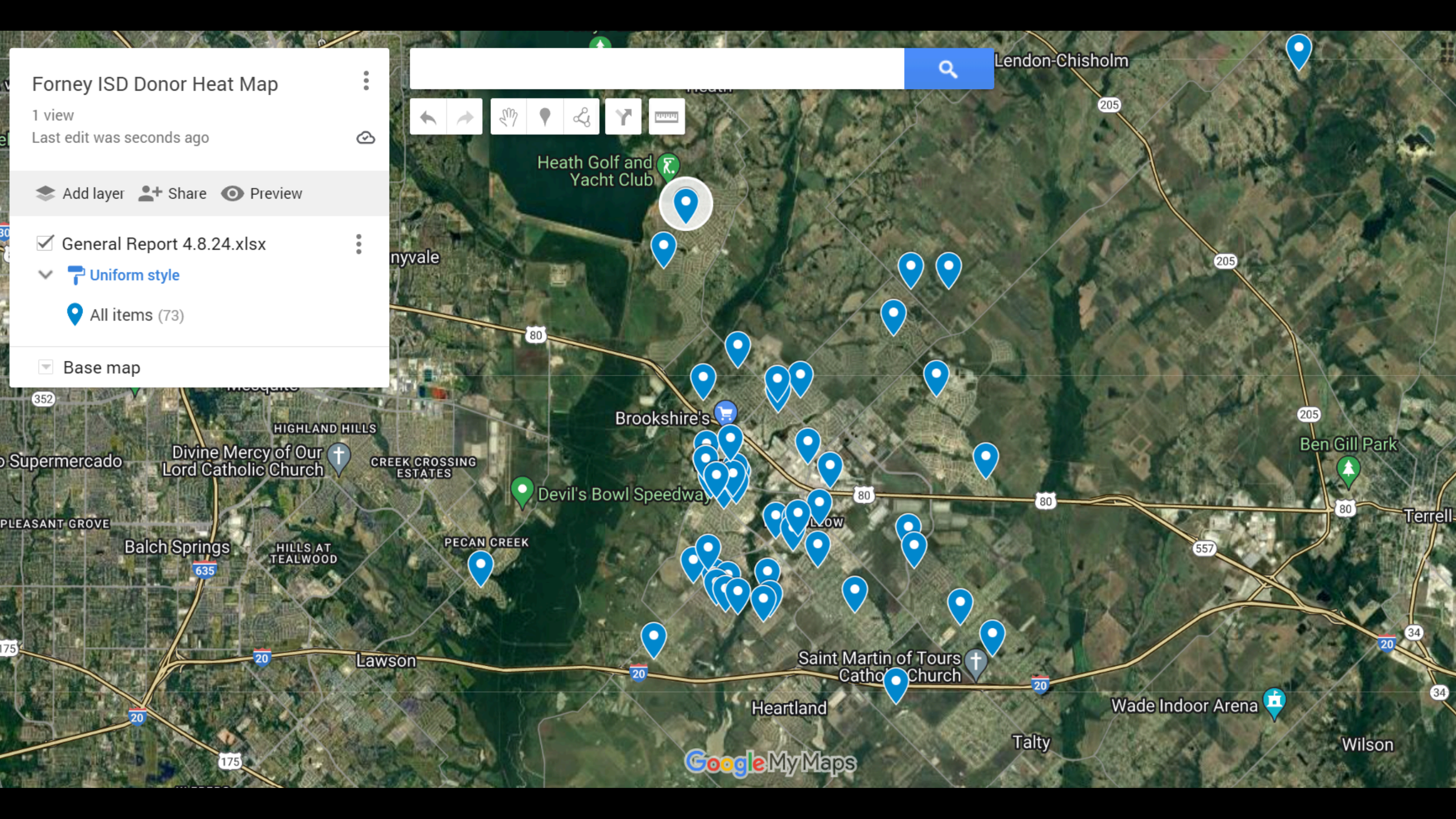
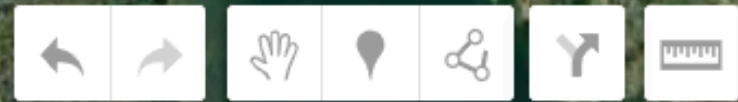
General Report 4.8.24.xlsx

Uniform style

All items (73)

Base map

Lendon-Chisholm



What can you gain from knowing
where your donors live?

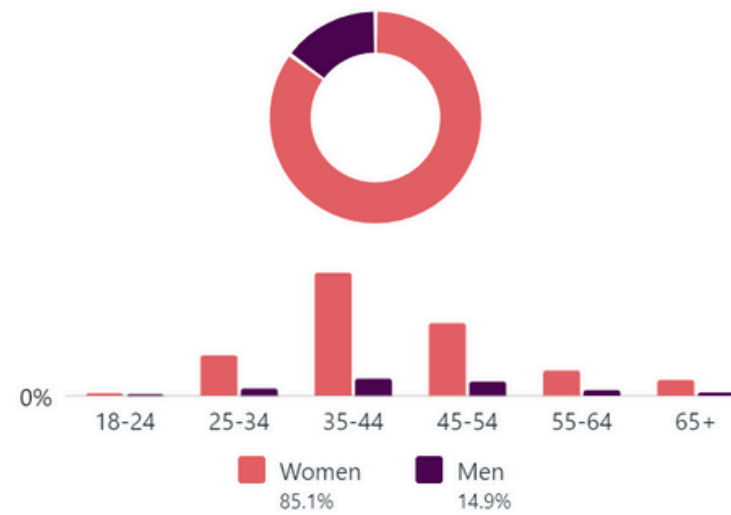
- Networking/Prospects
- School/Feeder Affiliation
- Program Support

Social Media

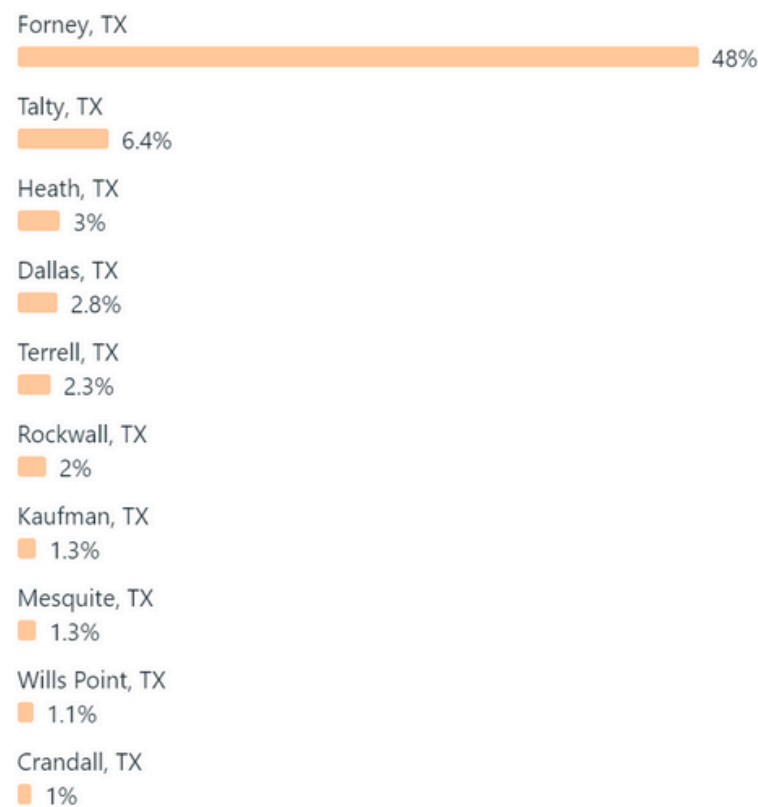
Facebook followers ⓘ

2,354

Age & gender ⓘ



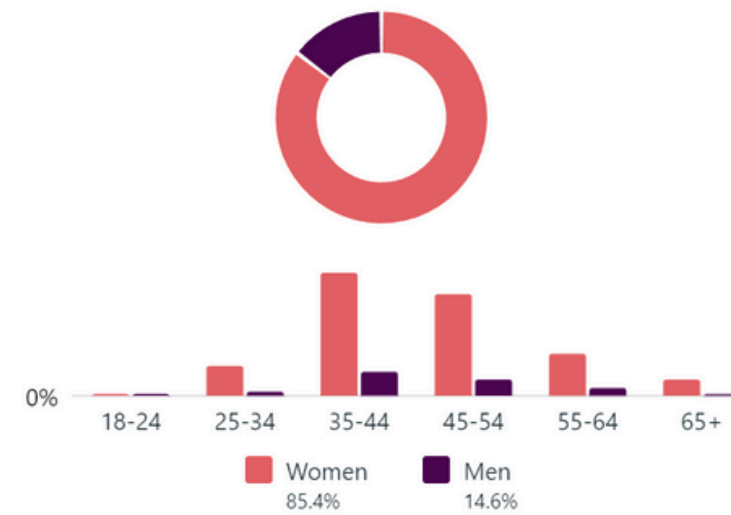
Top cities



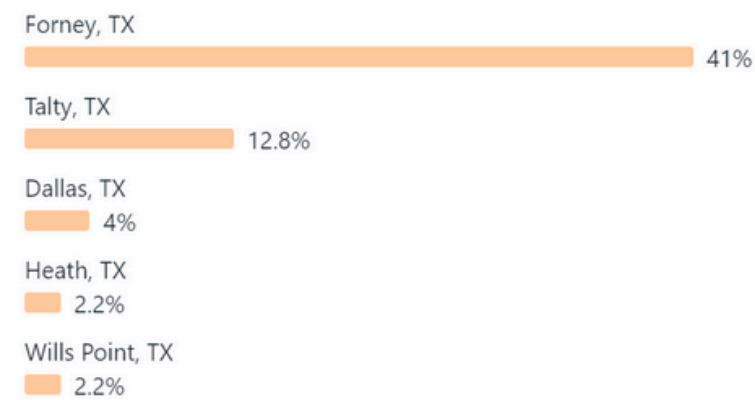
Instagram followers ⓘ

227

Age & gender ⓘ



Top cities



All content

Posts and Stories | Media type | Filter | Clear | Search by ID or capti ⓘ | Columns

	Date published ↓	Reach ⓘ ↑↓	Likes and reactions ⓘ ↑↓	Comments ⓘ ↑↓	Shares ⓘ ↑↓
Boost	Tue Apr 9, 2:12pm	41 Reach	3 Likes	0 Comments	0 Shares
Boost	Tue Apr 9, 2:12pm	617 Reach	26 Reactions	1 Comments	0 Shares
navailable	Tue Apr 9, 10:13am	878 Reach	--	--	--
Boost	Fri Apr 5, 1:08pm	5.8K Reach	51 Reactions	1 Comments	3 Shares
Boost	Wed Apr 3, 6:29pm	59 Reach	3 Likes	0 Comments	1 Shares
Boost	Wed Apr 3, 6:29pm	740 Reach	21 Reactions	0 Comments	2 Shares
Boost	Thu Mar 28, 6:00pm	2.2K Reach	41 Reactions	4 Comments	5 Shares
navailable	Tue Mar 26, 6:30pm	4.9K Reach	--	--	--
Boost	Tue Mar 26, 6:30pm	37 Reach	0 Likes	0 Comments	0 Shares
Boost	Tue Mar 26, 6:30pm	5.9K Reach	33 Reactions	8 Comments	10 Shares
Boost	Tue Mar 19, 3:17pm	1.5K Reach	6 Reactions	0 Comments	1 Shares
Boost	Wed Mar 13, 7:00pm	676 Reach	9 Reactions	0 Comments	3 Shares
Boost	Wed Mar 13, 7:00pm	46 Reach	1 Likes	0 Comments	0 Shares

Examples of successful fundraising campaigns driven by data insights



Examples of successful fundraising campaigns driven by data insights

Hello *{{First Name}}*,

As a _____ employee we wanted to be sure you were aware of opportunities from the company to support your favorite charities. Of course, we hope the SAISD Foundation is one of them.

1 - When a _____ employee logs 24 hours of volunteer hours in (for one or more charities or causes) the employee is awarded \$200 to make a donation to the charity of their choice (see award in your Giving account in _____). The volunteer work does not need to be for the charity you choose.

2 - As most of you know, _____ does a one-to-one match for any regular or one-time gifts that you make through the employee portal _____ to a qualifying charity. The SAISD Foundation is a qualifying charity.

In case you were looking for volunteer opportunities we also wanted to share this link: [Volunteer - SAISD Foundation](#).

We encourage you to share this email with others in your workplace who may be interested in ensuring equity of opportunity for students across the 90 schools in the urban core.

Elaine De Los Santos from _____ is on the SAISD Foundation board and a Jefferson alumna. She has offered to help if you need help logging hours or navigating the _____ system.

Thank you for the many ways you support students and educators in SAISD.

Best,

Judy Geelhoed
Executive Director

- Number of donor gifts
- Donor lifetime value
- Improve Retention Rate



FEF Annual Gala & Auction

	2022	2023	
Attendance	204	328	+124 guests
Avg. Sponsorship	\$2,643 (34)	\$2,716 (30)	Churn Rate 2023: 13% but Avg. Gift Raised 3%
At-Event Donors	70	163	Conversion Rate 2022: 34% 2023: 50%
At-Event Revenue	\$39,293	\$40,132	
Avg. Donation/Purchase	\$561	\$246	Live Auction, Silent Auction, Fork Pull, Donations
Total Revenue	\$116,963	\$123,961	+6%

- Looking Ahead

- Upgrade sponsor levels - \$10,000 -> \$15,000, increase average sponsorship size
- Focus on increasing attendance and number of at-event opportunities to donate or purchase
- Opportunity to have higher valued donations/purchase items

Key Takeaways

- Collecting Data
 - Automate if possible, network
- Tracking Data
 - Database, key data points (KPIs)
- Refining Data
 - Accuracy and up-to-date
- Using data for strategic decision making
 - Targeted campaigns, ROI, segmenting



Thank You!



Questions?

