



# **Starter Micro Metrics to Consider for a Nonprofit**

# GROUNDING WITH DATA

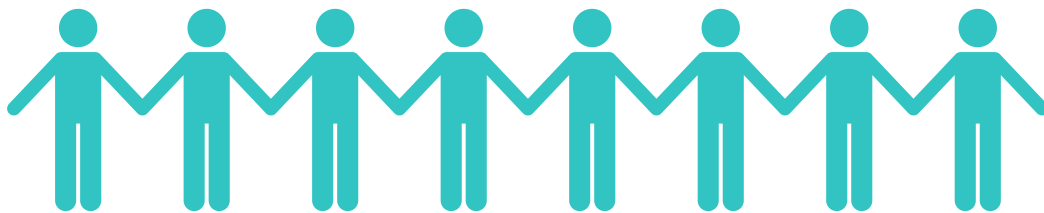
THE APPROACHABLE DATA FOLKS



GroundedWithData.com  
patti@groundedwithdata.com  
(407)369-9331  
Orlando, FL

## MULTIPLE KINDS OF GOALS

Nonprofits have many stakeholders and activities with ultimate goals, such as running, funding, and staffing programs. There are also events' goals and building community trust to consider. With those goals in mind, we present ideas for using micro metrics for different goals. This document is not exhaustive, but it should get you started. Hit us up if you want additional help!

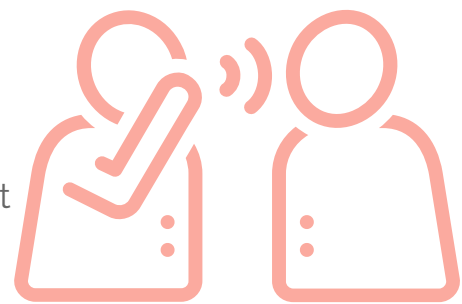


## AWARENESS

This category measures how you're feeding the pipeline, building brand recognition, and getting into your donors' consideration set. While people used to clamor for impressions, getting the correct impressions and measuring if the messaging is hitting the right chord with your potential donors and volunteers is most important. It's essential also to know if the awareness matches what your brand does (but this is a little more advanced than just picking a metric).

Social media offers good examples. Clicks, Shares, and Comments will tell you what is resonating.

Look to referral sources on your website, as they will tell you where you're building your awareness.



# GROUNDING WITH DATA

THE APPROACHABLE DATA FOLKS

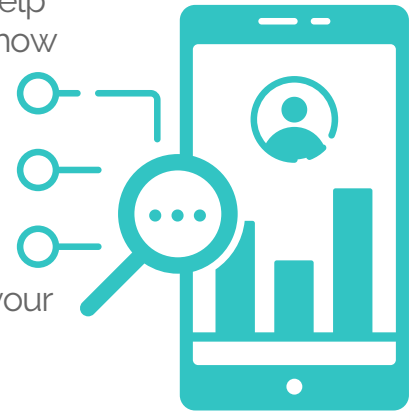
## ENGAGEMENT

This category is about the touchpoints and if potential donors and volunteers are starting to give you more attention. Metrics that help you discover what information is most important to people and how to attract more people include:

- Bringing visitors to your website
- Having return visitors
- Finding where they initially came from
- Determining what pages they are most looking at

Branded organic search volume and direct traffic will tell you if your messaging strategy is hitting home enough for recall to set in.

Newsletter subscribers help potential donors and volunteers passively receive more information about what you do. Therefore, it's essential to give them helpful information (perhaps what the active repeat returning visitors have shown interest in).



## EVALUATION

Are donors weighing their options, deciding with whom to share their resources? Knowing how many referrals you are receiving and the source of those referrals gives you an understanding of whether they are more likely to make a purchase.

If they came through a Contact Us Form or used a ChatBot, they have pre-qualified themselves. So you have a record of what they need to feel comfortable donating.

Keep a count of how many times these potential donors use the form or ChatBot. It will indicate how many you might be able to close. Also, tracking how many presentations and conversations you've had with more prominent donors will make you aware of how many you need to set.

Knowing how many donor carts start will show you if your donor is on the verge of conversion. So how do you tip them over the edge? Do you have the ability to retarget them or send them a follow-up email to remind donors of how they'll be helping once they donate?

Event registrations can be considered micro metrics at various stages. For this purpose, if someone signs up for an event and hasn't previously donated or volunteered.



# GROUNDED WITH DATA

THE APPROACHABLE DATA FOLKS

## CONVERSION

Count the number of donors, how long it takes to acquire them, and average donations. Donor Acquisition Cost (DAC) will help you understand the resources necessary to create a donation. First, calculate your marketing and advertising spending and each employee's salary contributed. Then, dividing all costs by the number of donors provides the DAC. You can also use this for corporate and foundation giving and as an event ROI measurement.



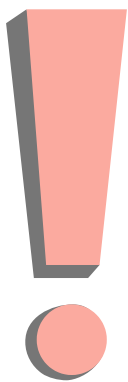
You can start to look at donations with high average contract costs and low donor acquisition costs as your most desirable. But knowing how long it takes you to land them will help you identify other kinds of donors that are also useful for cash flow.

Volunteer Matriculation - how long you retain volunteers over time and the attrition rate will tell you if your volunteer program is "sticky." Knowing your volunteers and their willingness to engage will position your organization for well-supported events and other, more fulfilling daily activities for volunteers. Segmenting by type would help you understand the differences between the kinds of volunteers you need.

Sustained Donors - the percentage of donors who give regularly, the average donation they give, and why they give T all help you learn how to grow that part of your fundraising. How donors change their frequency and level of giving over time can also provide insights into the most and least desirable donors.

## AMPLIFICATION

Amplification will help to create excitement about your organization, its cause, and its people while allowing you to play to stakeholders' strengths by knowing more about them. Once you have converted someone to donate or volunteer, you can begin to measure how they help distribute your message as a promoter or influencer. Are you giving them the tools they need to help promote your organization? If you have a bank of social media images, how often do they use them and tag you? Are they selecting your organization for their birthday on Facebook to solicit donations? Have you asked them to? These counts and using them as rates could be considered your Championing Metrics. Knowing what your past performance has been will help you determine what your next steps are in building that amplification of your message.



**Does all this sound daunting? We can help!**  
**Email [patti@groundedwithdata.com](mailto:patti@groundedwithdata.com)**