

## **Basic reports to evaluate fundraising performance**

Here are some critical fundraising data to measure without being overburdened by numbers:

- 1. How many names are in the database?**
- 2. How many donors are in the database?**
- 3. How many of these donors are current? (determine criteria)**
- 4. What is the average gift size per donor in a given year?**
- 5. What is the average giving frequency per donor in a given year?**
- 6. How many new donors have been added to the database:**
  - **This month?**
  - **This quarter?**
  - **This year?**
- 7. What are the sources of these new donors?**
- 8. How many donors have stopped giving:**
  - **This month?**
  - **This quarter?**
  - **This year?**
- 9. Who are the TOP 30 donors to your charity? - When do they give and how much do they give?**
- 10. Which projects / programmes do donors support?**
- 11. What was the response to each communications and fundraising piece individually and as a programme?**
- 12. What was the Return on Investment (ROI) of every fundraising and communications activity?**
- 13. How much income did you net?**
- 14. What was the overall average gift?**
- 15. What were your expenses?**

(If you need assistance with reports and analysis [email us](#))