



Immeasurable!

The Metrics of Nonprofit
Boards, Volunteers and Donors



Does your board provide adequate resources for your nonprofit to identify, track, cultivate, solicit, and steward individual donors? i.e.

“Budget for growth”

1/17/24



Duties of a Nonprofit Board Member

(National Council of Nonprofits)



Care: Ensure the prudent use of all assets, including facility, people, and good will.



Duty of Loyalty: Ensure that the nonprofit's activities and transactions are, first and foremost, advancing its mission; Recognize and disclose conflicts of interest; Make decisions that are in the best interest of the nonprofit corporation.



Duty of Obedience: Ensure that the nonprofit obeys applicable laws and regulations; follows its own bylaws; and that the nonprofit adheres to its stated corporate purposes/mission.



Fundraising Effectiveness Project

Three separate \$1 gifts from one new donor

- It costs an average of \$1.25 to raise ONE NEW DOLLAR (\$.25)
 - It costs an average of \$.20 to raise a second dollar .80
 - It costs an average of \$.20 to raise a third dollar .80
- =====
- \$3.00 - \$1.65 = \$1.35**



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- \$3.00 - \$3.75 = (\$.75)**



The most effective fundraising strategy is

DONOR RETENTION!

Three separate \$1 gifts from three new donors

$$\text{\$3.00} - \text{\$3.75} = (\text{\$.75})$$

Three separate \$1 gifts from one new donor

$$\text{\$3.00} - \text{\$1.65} =$$



\\$1.35

FEP Retention Data:

- 8 out of 10 new donors leave after first gift
- Fewer than 5 out of 10 are still there after second gift
- Donors who have made 5 gifts OF ANY SIZE in up to 8 years are most likely to make a bequest or other planned charitable gift

1/17/24

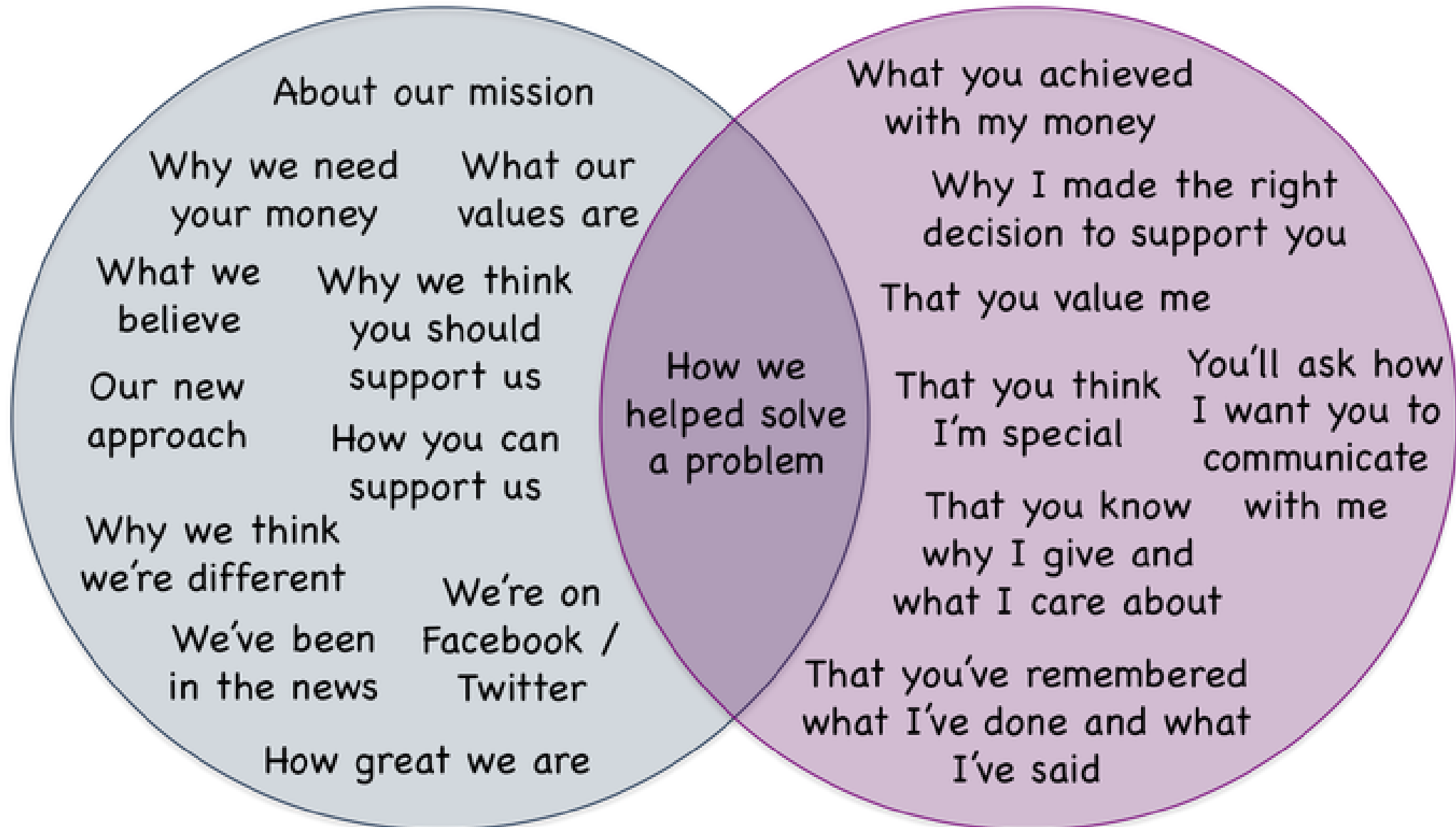
RELATIONSHIPS MATTER AND ARE HARD TO MEASURE



Did you know?

Only 11 % of Americans itemize their taxes.

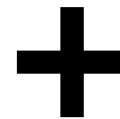
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Do You Volunteer on a Nonprofit Board?

Do you know the mission and annual operating budget of your organization?

Do you know how many hours / year you spend on this organization?





Time is money. Or is it MORE than money?



Your time is valuable. It is a limited resource.



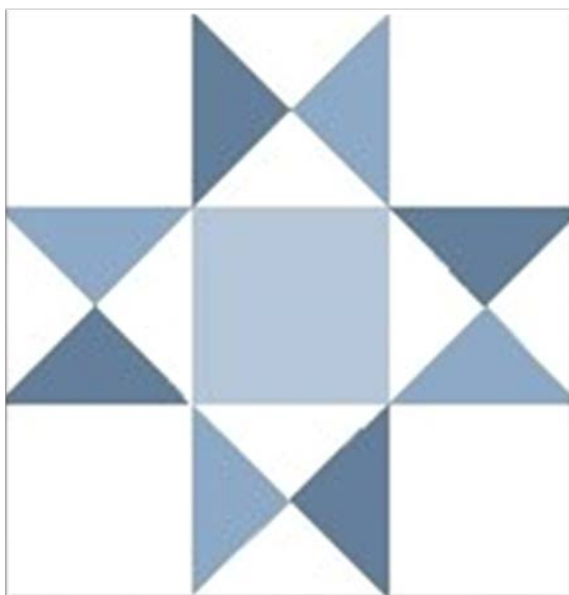
What are the responsibilities of nonprofit boards to help their organizations be financially practical, efficient, and sustaining?



What matters in the metrics of your mission?



Thank you!



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