



Level Up | Goals & Metrics

Level Up Training Session | July 24, 2024



Nathan Hill
VP, NextAfter Institute



We help nonprofits grow their digital fundraising.

Research Lab. Digital-First Agency. Training Institute.



We perform experiments...

Compassion

▲ 14.4% lift

How a simplified decision process and contextual landing page design affects conversion

[VIEW](#)

KUOW

▲ 28.8% lift

Will a less designed, more text based email lead to more donations?

[VIEW](#)

CARING BRIDGE

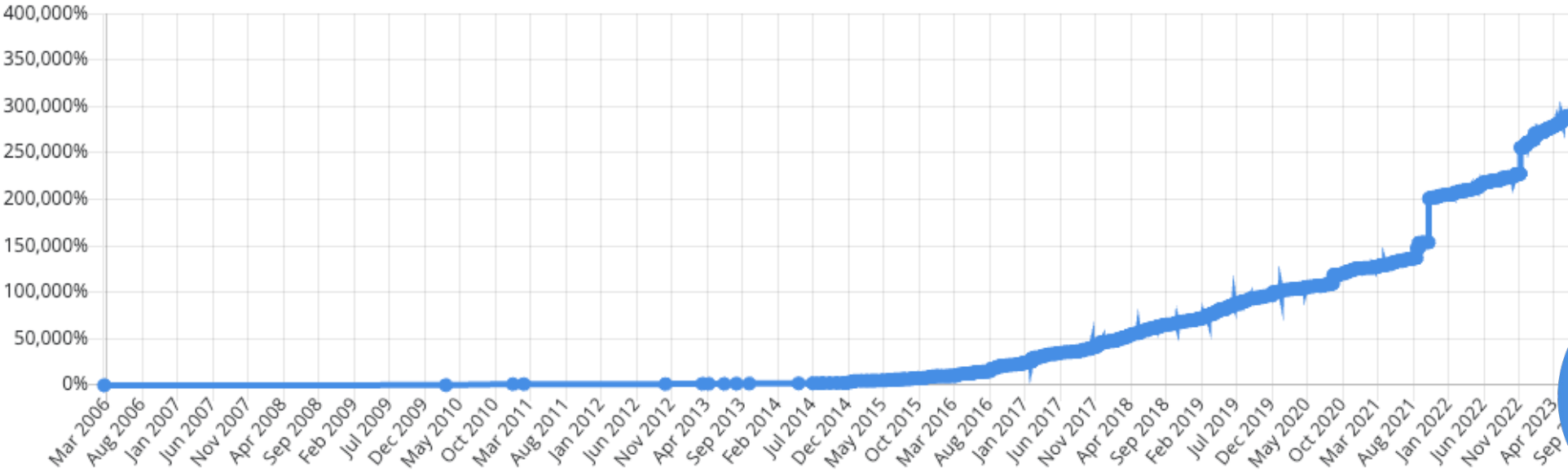
▲ 125.9% lift

How an open field on a donation form affects donor conversion rate

[VIEW](#)

Cumulative Net Impact

1 WK 1 MO 3 MO 6 MO 1 YR **ALL**



TOTAL SAMPLES
887,912,323

TOTAL CONVERSIONS
25,445,762

TOTAL RECORDED
7,032

CUMULATIVE NET IMPACT
367,323.6%

What to expect from today's session

1

3 Key Metrics to Help You Know Where to Optimize Next

2

Benchmarking the Year-End Season Using the 3 Key Metrics

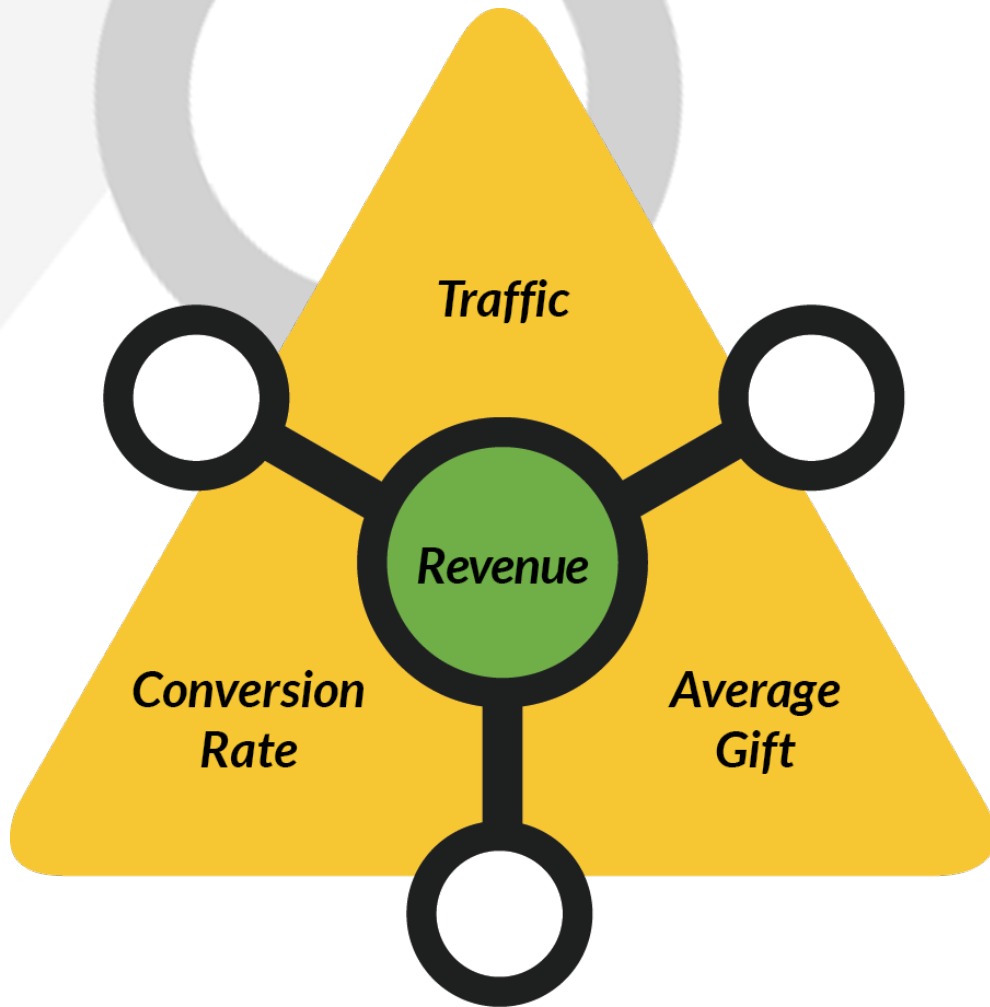
3

Measuring Your Own Metrics Using ColoradoGives.org & GA4

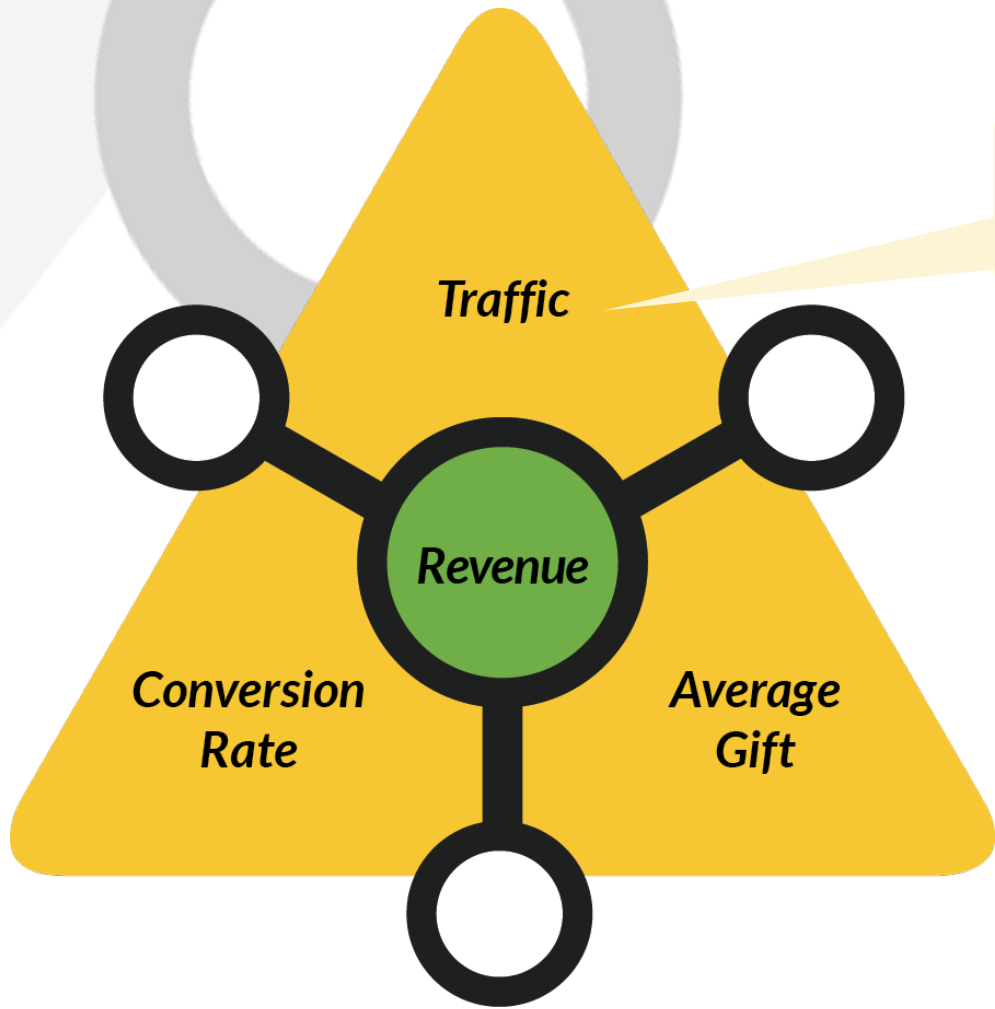
Action Item

Using ColoradoGives.org and Google Analytics, analyze your 3 key metrics to identify where you should focus your efforts for this year's Colorado Gives Day.

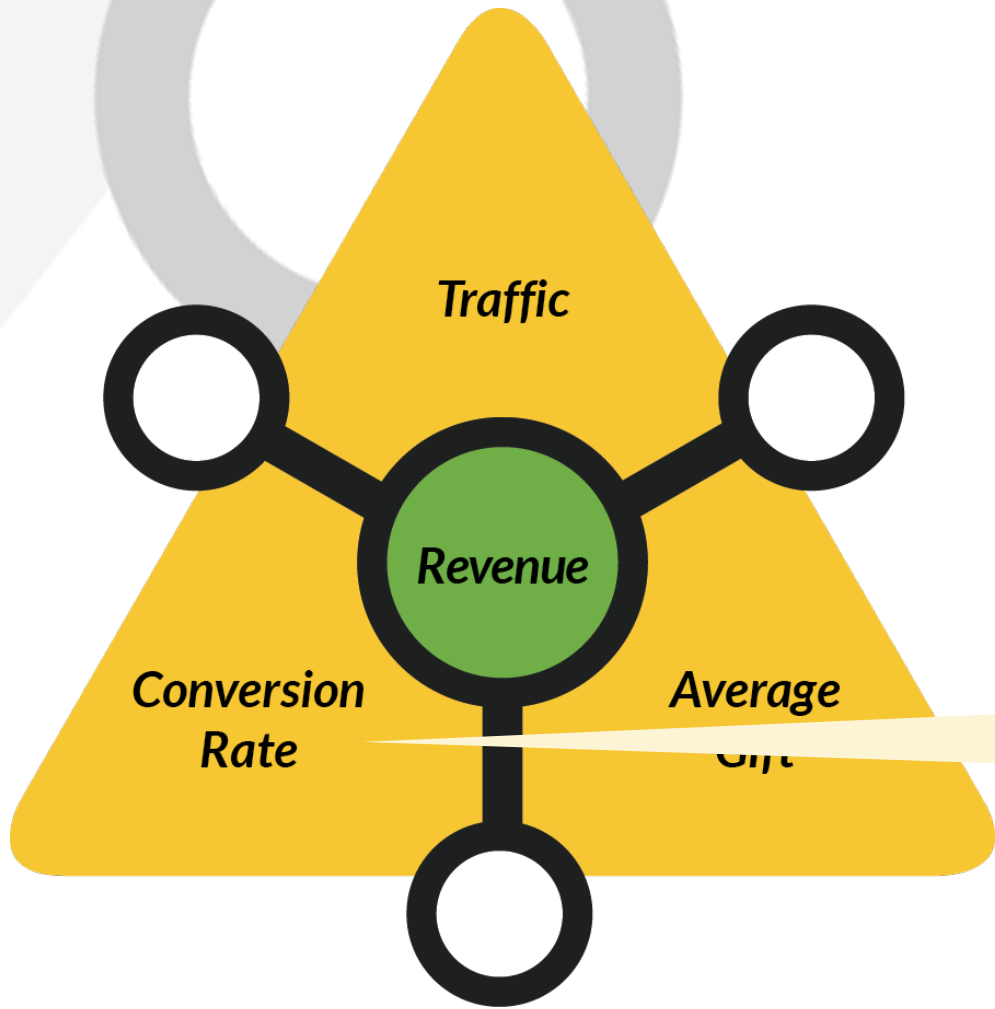
3 Key Metrics



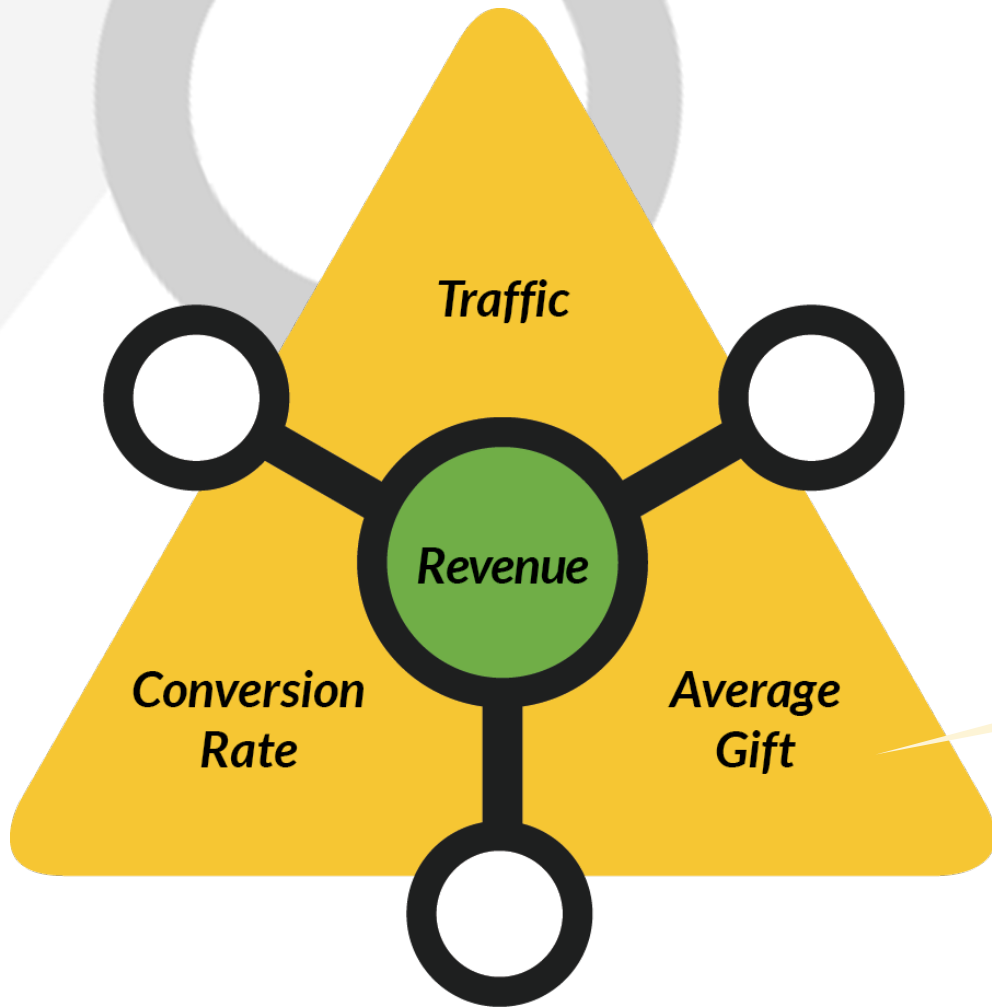
You can learn where to start optimizing by looking at *3 key metrics.*



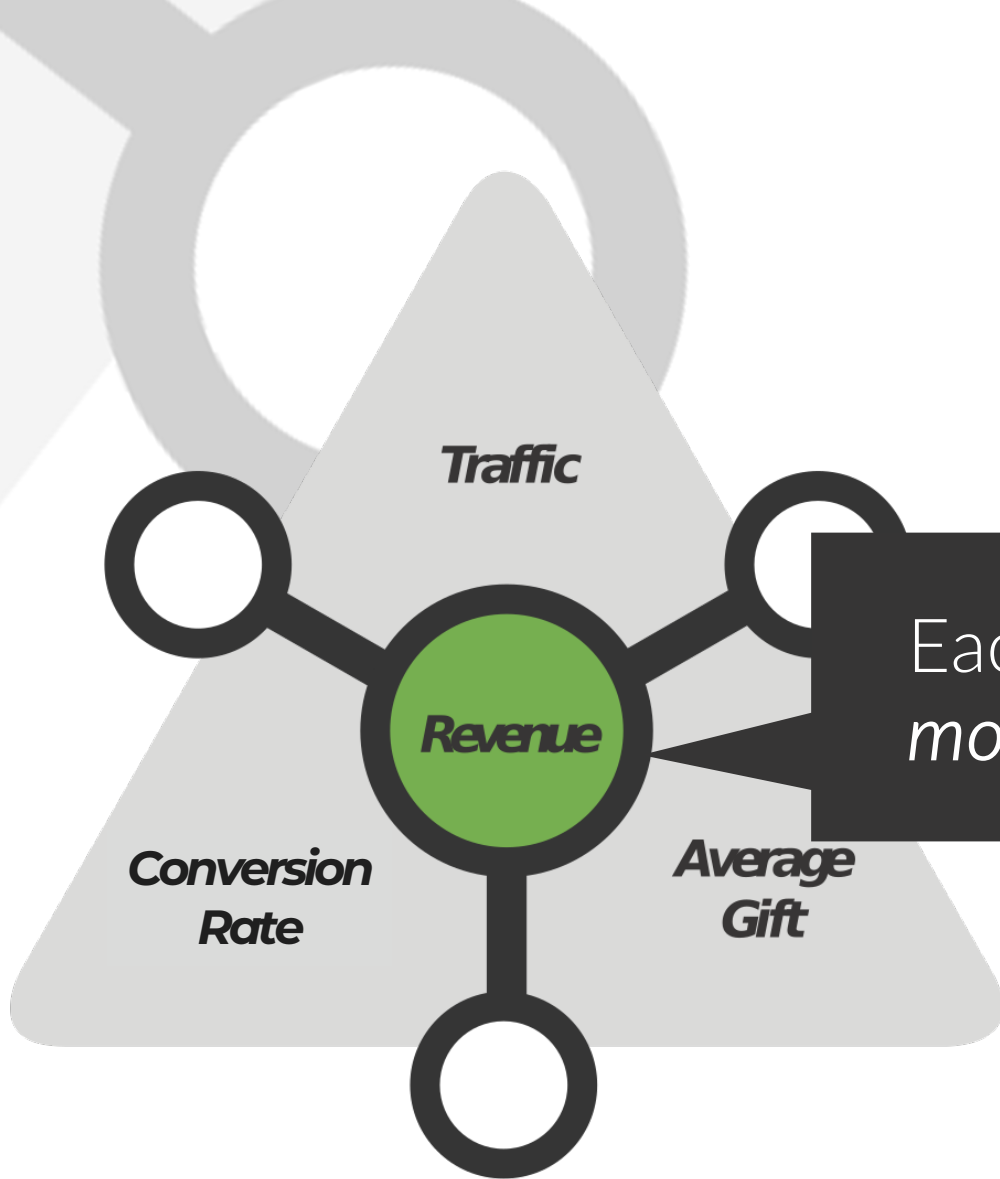
How many people are showing up?



How many people who show up give?



How much do they give, on average?



Each one of these metrics influences the *most important metric*: revenue.

A quick online fundraising
thought experiment...

1 000 visitors

Traffic

\$10,000

Revenue

*Conversion
Rate*

*Average
Gift*

10%

\$100

1250 visitors

↑ 25%

Traffic

Revenue

\$10,000

*Conversion
Rate*

*Average
Gift*

10%

\$100



25%
in Revenue

1250 visitors

↑ 25%

Traffic

Revenue

\$12,500

*Conversion
Rate*

*Average
Gift*

12.5%

\$100



56%
in Revenue

↑ 25%

1250 visitors

↑ 25%

Traffic

\$15,625

Revenue

*Conversion
Rate*

*Average
Gift*

12.5%

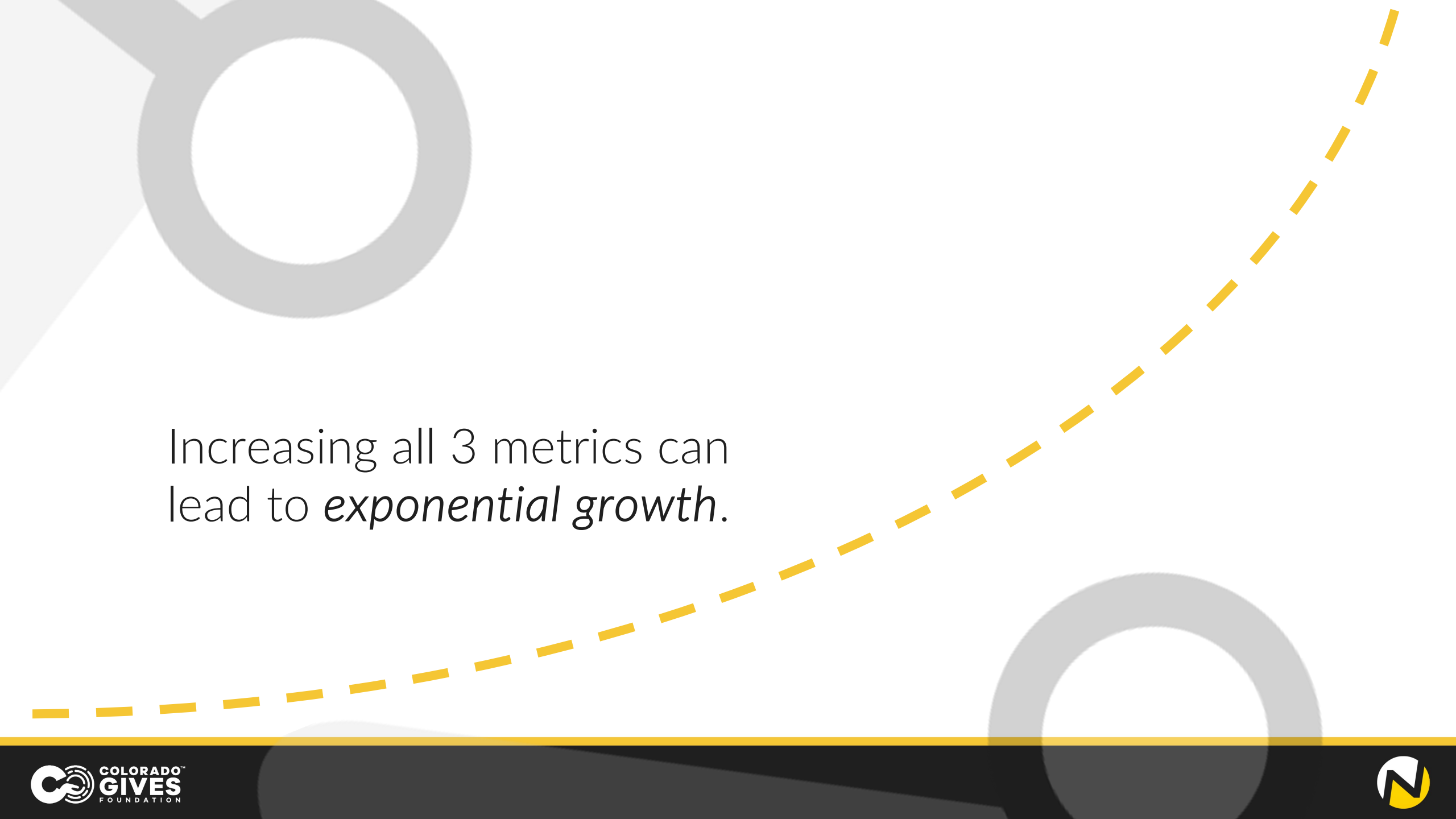
↑ 25%

\$125

↑ 25%



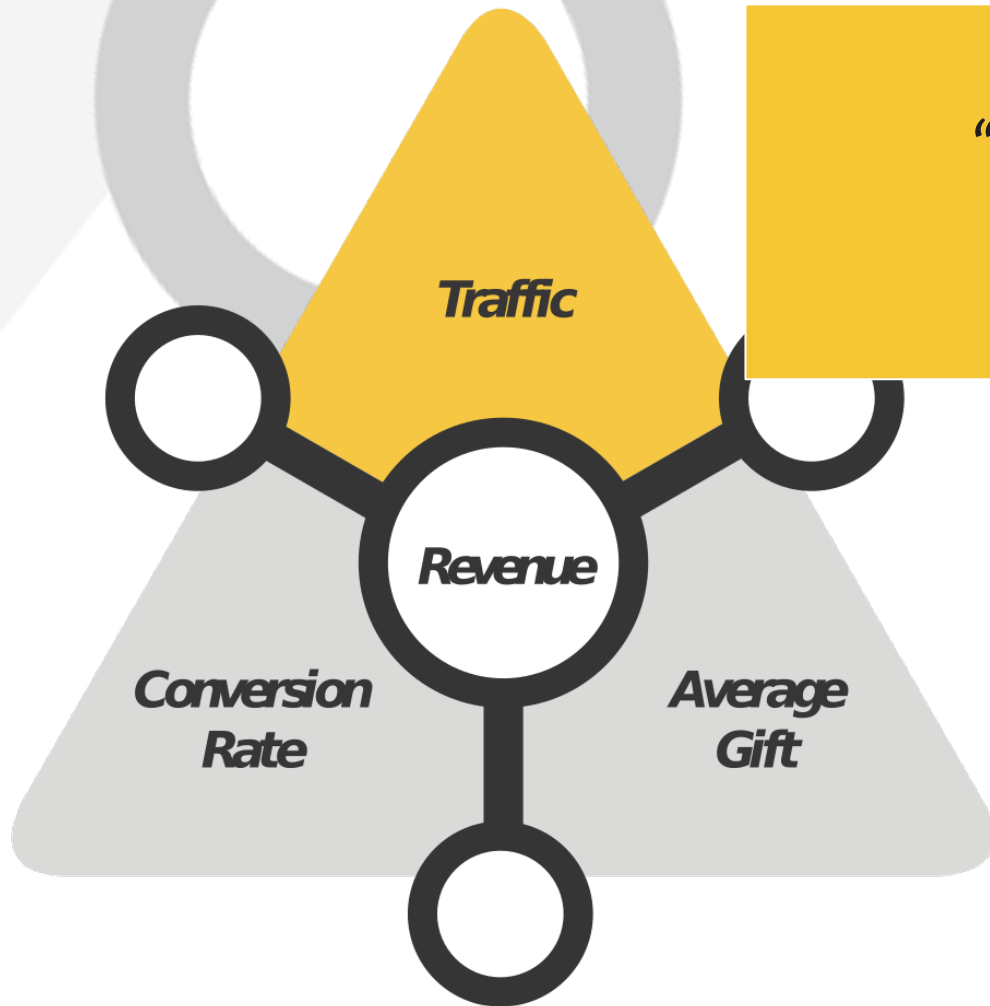
95%
in Revenue



Increasing all 3 metrics can lead to *exponential growth*.

Understanding these 3 key metrics
helps you ask the right questions.

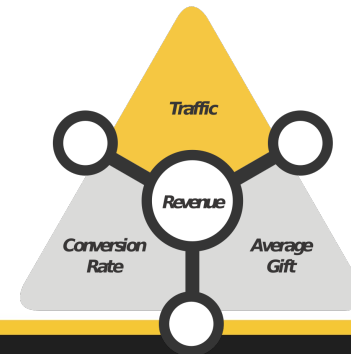
“How can we get more people to our website / event / direct mail list?”



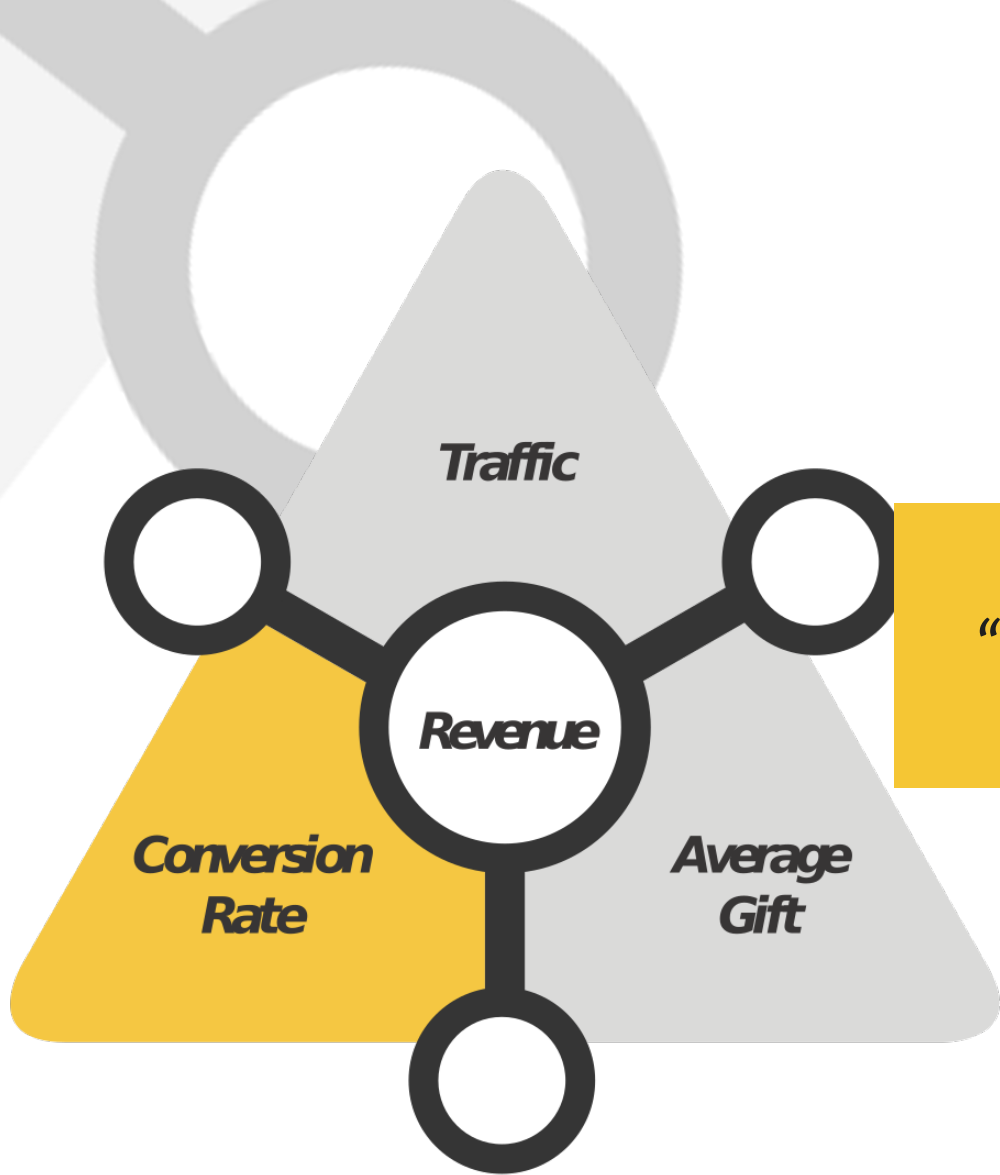
Ghost Button



High Contrast Button



A callout box with a dark grey background. On the left, there is a large green arrow pointing upwards. To the right of the arrow, the text '25%' is written in a large, white, sans-serif font. Below '25%', the text 'In Clicks' is written in a smaller, white, sans-serif font.



“How can we get more people to donate?”

Revenue goal

Hello << Test First Name >>,

The Missionary Oblates are so grateful for your recent end of year gift in support of our ministries. Because of you, in 2022 we will be able to continue our vital work to bring the Good News to poor and needy people around the world.

I just wanted to let you know that we are so close to reaching our goal of raising \$100,000 by the end of the year. Your recent gift helped us get so close to reaching this goal. If you would like to make an additional gift today that would be an incredible blessing for our missionary priests and brothers.

Here is a link where you can make your last 2021 gift here: <https://oblatesusa.org/donate>

The need for the Oblates to expand our ministries is great for 2022. Bishops here in the United States and around the world are asking us to come into their dioceses to provide the spiritual and physical care of people who are most in need of God's healing touch.

I am so grateful for your generosity and heart to see us reach those who need the hope and love of Jesus around the world.

Please know that my brother Oblates and I will be praying that you and your loved ones have a safe and healthy New Year. Thank you for your generous spirit.

God bless you,
Fr. David P. Uribe, O.M.I.
Oblate Chaplain Director

Donor goal

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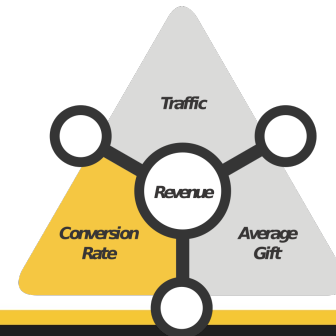
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Revenue goal

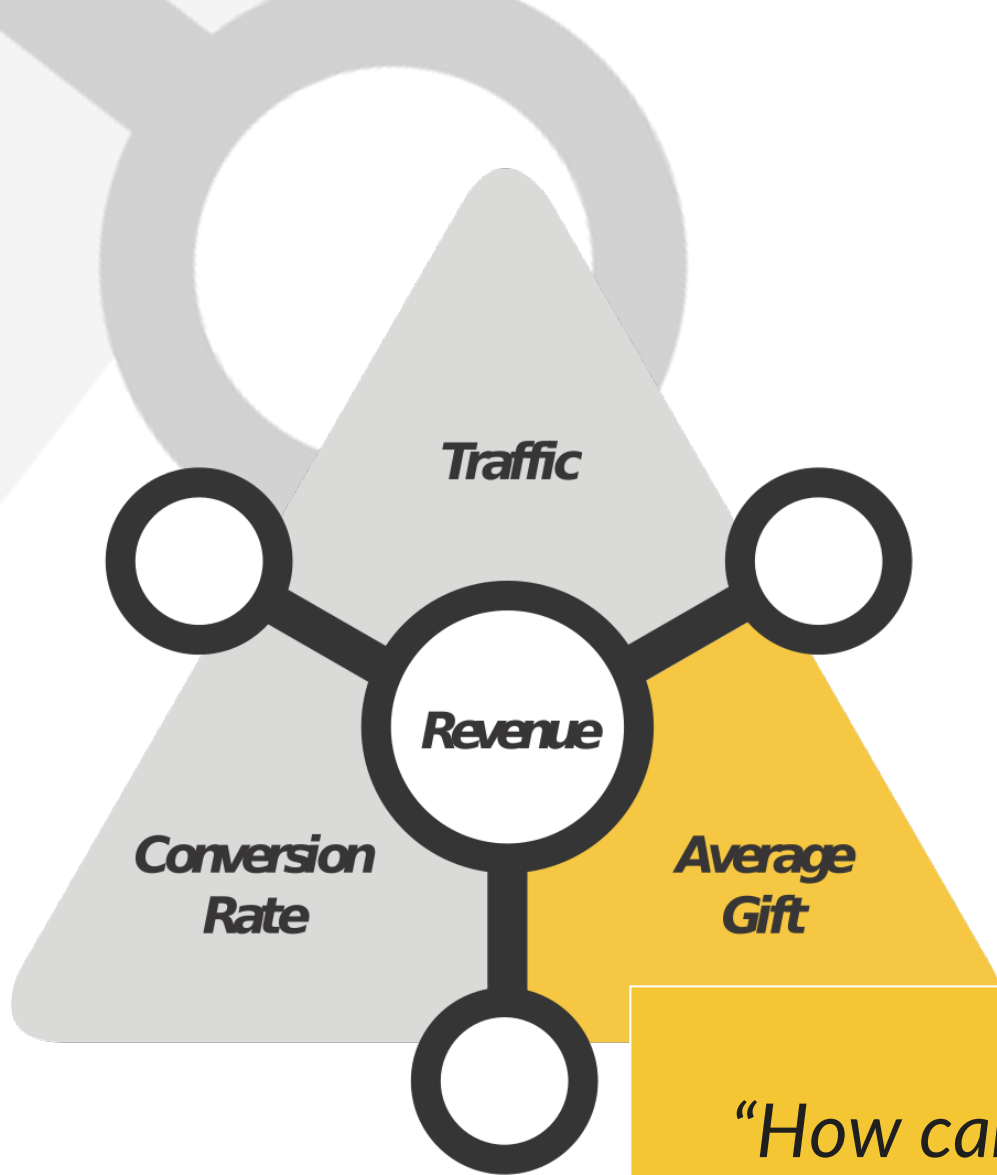
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37%
In Donations



“How can we inspire people to be more generous?”

Offering a Book as a Product

If you're ready to get answers to issues you've been too ashamed to voice, if you're ready to start some meaningful dialogue with a friend who's struggling, if you're ready to move beyond the superficial in your relationships—this book is for you!

You can purchase your copy of this book here:
<https://timeofgrace.store/products/taboo>

Whether it's divorce, politics, adultery, suicide, alcohol, sexual intimacy, or abortion—no one should be left to face these topics on their own.

I'm praying that this book helps to give you and everyone who reads it a sense of freedom and an understanding that God truly cares about the challenges we all experience in life.

Can't wait to hear your thoughts on the book!

- Pastor Mike



Offering a Book as a Premium

If you're ready to get answers to issues you've been too ashamed to voice, if you're ready to start some meaningful dialogue with a friend who's struggling, if you're ready to move beyond the superficial in your relationships—this book is for you!

You can receive a copy of this book when you make a gift to the ministry of Time of Grace here: <https://give.timeofgrace.org/timeofgrace/b2402>

Your gift will be used to create and distribute resources that help connect people with God, make the Bible understandable to those who don't know him, and come alongside those who are dealing with life's toughest issues and struggles.

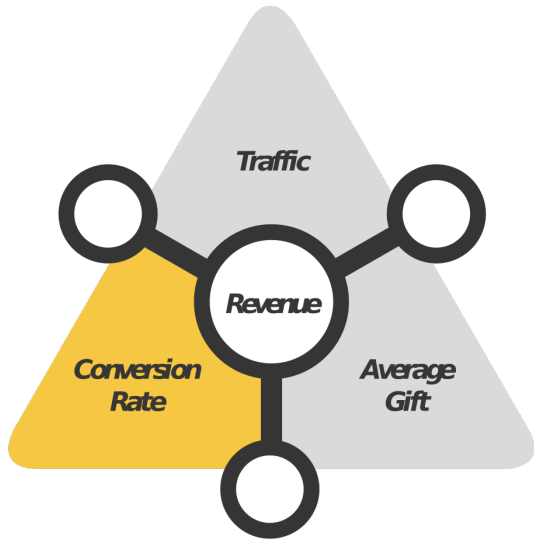
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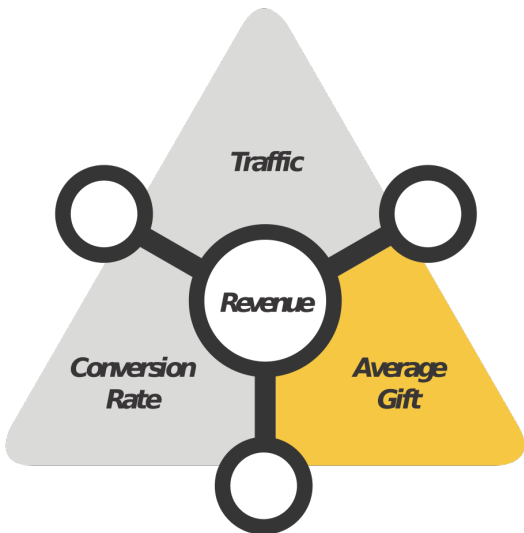
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- Pastor Mike





Increased Conversion Rate by 92%.



Increased Average Gift by 55%.

Control

Single Gift | Monthly Gift | **\$57.26 Average Gift | \$13,169 in Revenue**

Your Donation

\$ 75 | \$ 100 | \$ 150 | \$ 250

\$ Other Gift Amount

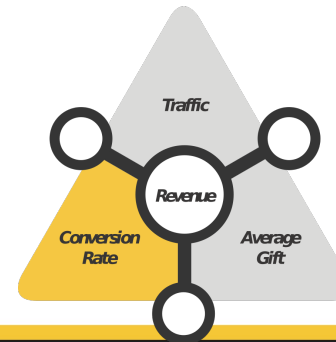
Lower Gift Array Amounts

Single Gift | Monthly Gift | **\$43.23 Average Gift | \$13,833 in Revenue**

Your Donation

\$ 25 | \$ 50 | \$ 75 | \$ 100

\$ Other Gift Amount



38%
In Donations


A large green arrow pointing upwards, indicating a significant increase or positive trend in donations.





Did you know you can customize your gift array on ColoradoGives.org?

Embedded Donation Form

Embed this customizable, full-page donation form on your website.
Changes made to this form do not affect your normal [Donation Form](#).

> Get embed code Edit m
Receipt Thank-you Messag

One-time donation Monthly donation 

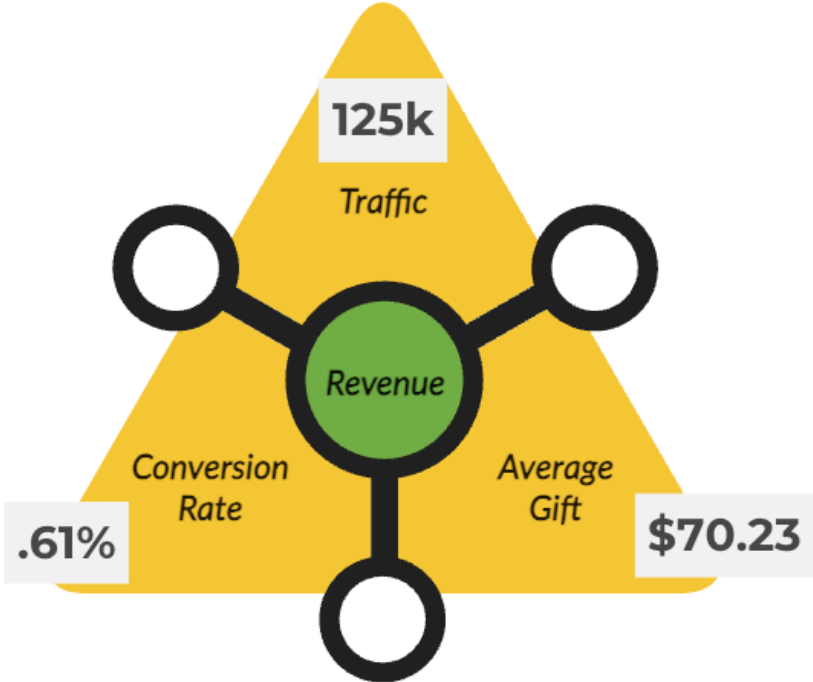
<p>\$12</p> <p>Supplies one week of diapers for a child in need</p> 	<p>\$25</p> <p>Provides 8 children with a seasonal wardrobe</p> 
<p>\$50</p> <p>Provides one week of meals for a formula fed newborn in need</p> 	<p>\$100</p> <p>Provides a child with a safe sleep solution</p> 

Benchmarking Your Performance

The 2024 Digital-First Fundraising Benchmark



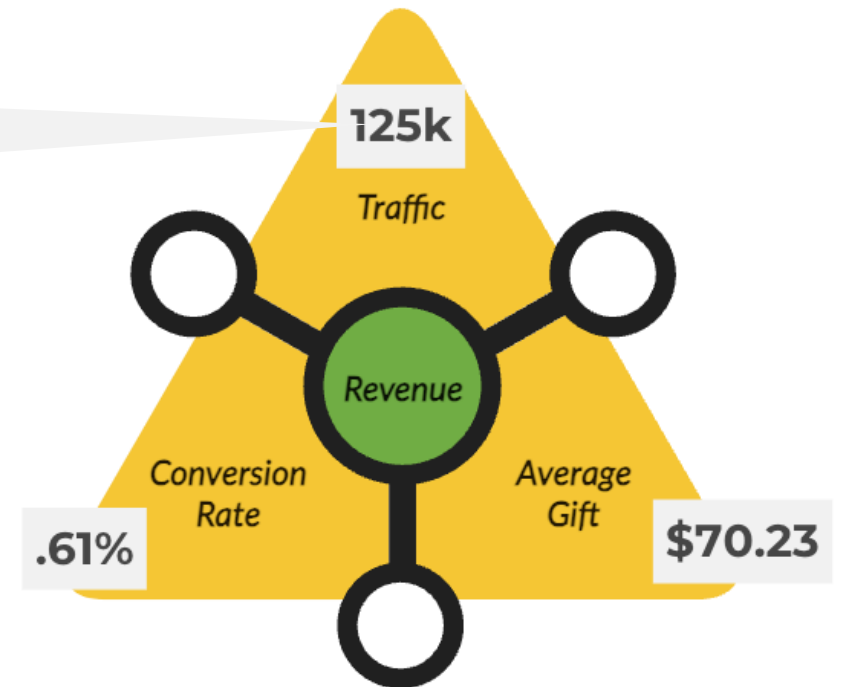
Flux Capacitor of
Online Revenue Maximization



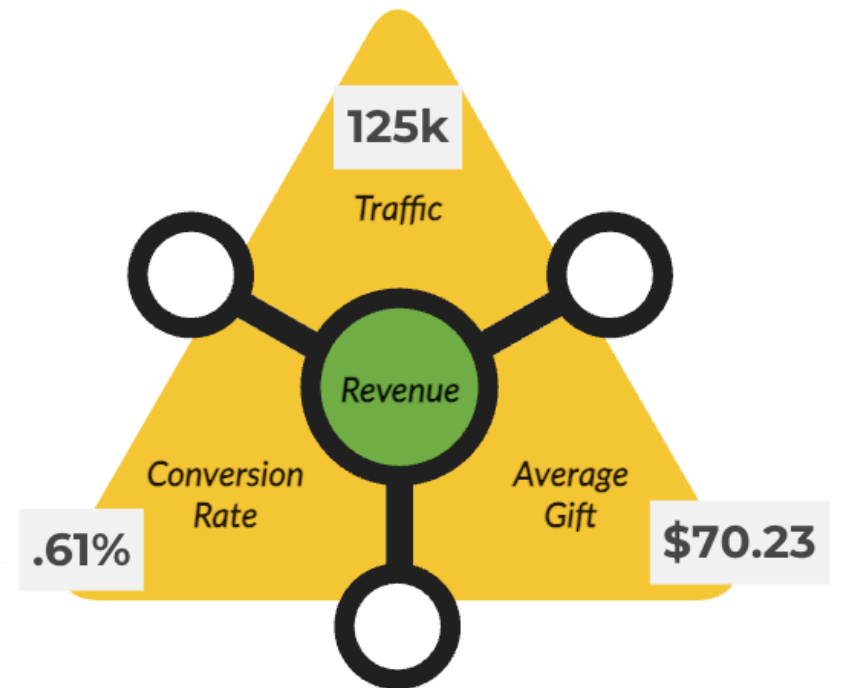
Most growing organizations are spending significant funds on digital ads—driving up traffic.



Flux Capacitor of Online Revenue Maximization



Flux Capacitor of **Online Revenue Maximization**

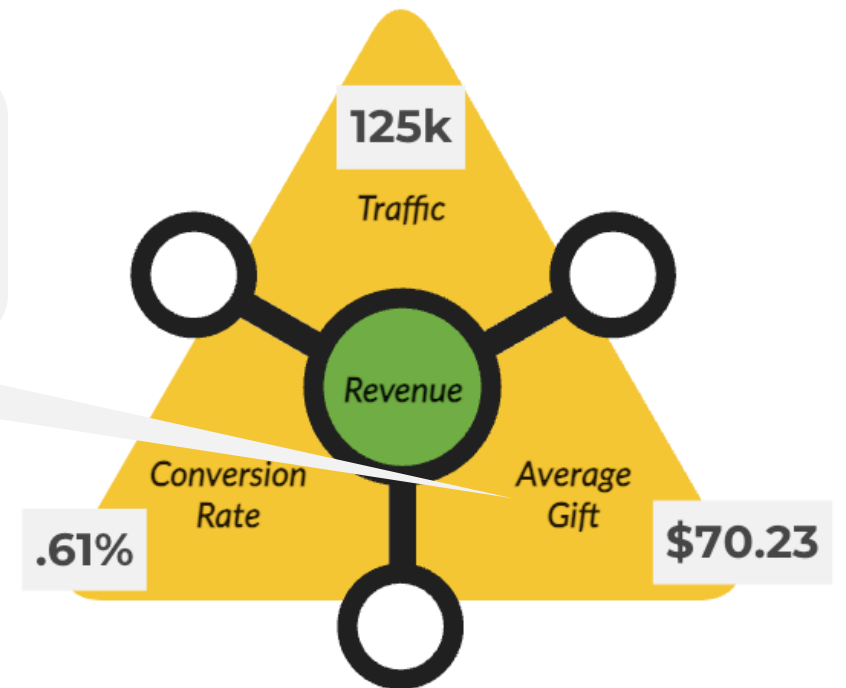


An increase in traffic can often mean a slight decrease in conversion rate—but this is expected when investing in acquisition.

As new donors increase, overall average gift often decreases—but this is an investment in your future pipeline of donors.



Flux Capacitor of Online Revenue Maximization



But what about:



Year-End Season Starts

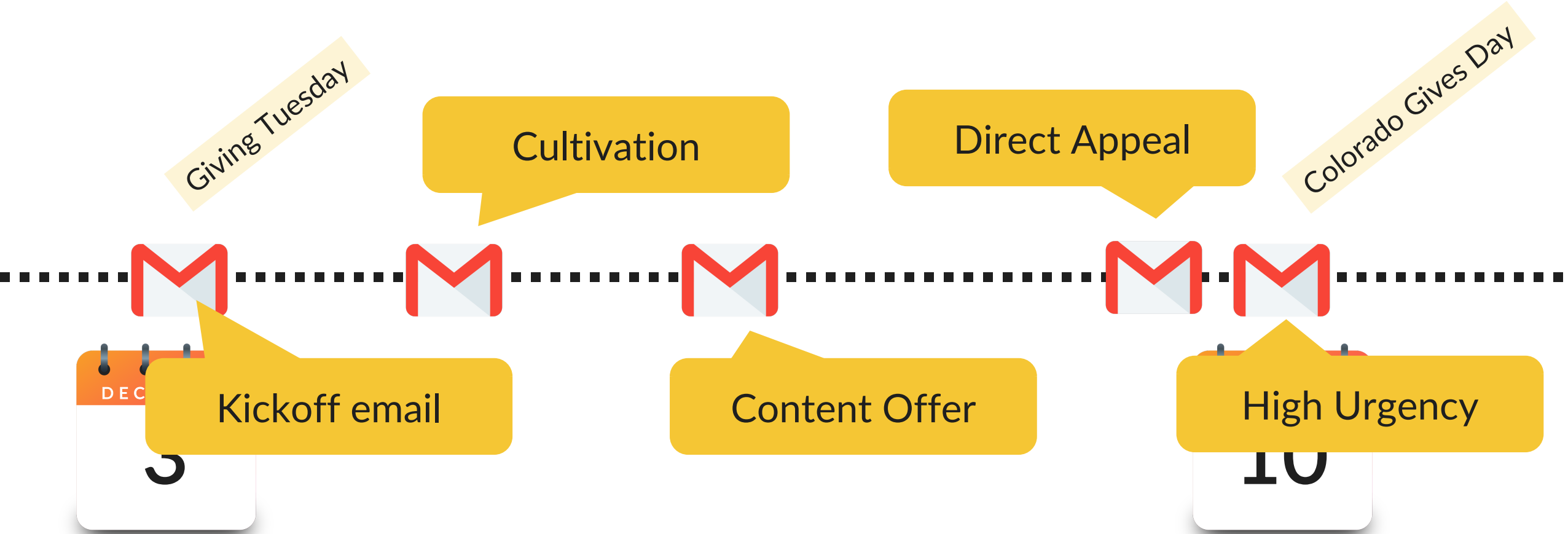
Giving Tuesday

Colorado Gives Day

End of Year



A Sample Strategy



In 2023

Percentage of Online Year-End Revenue

After December 25th

December 31st

Giving Tuesday

5%

Data from an analysis of 30 NextAfter clients from Nov. 15 – Dec. 31, 2023.

0.00% 5.00% 10.00% 15.00% 20.00% 25.00% 30.00% 35.00%

In 2023

Percentage of Online Year-End Revenue

After December 25th

December 31st

Giving Tuesday

14%

**December 31st fell on a Sunday*

Data from an analysis of 30 NextAfter clients from Nov. 15 – Dec. 31, 2023.

0.00% 5.00% 10.00% 15.00% 20.00% 25.00% 30.00% 35.00%

In 2023

Percentage of Online Year-End Revenue

After December 25th

32%

December 31st

Giving Tuesday

0.00%

5.00%

10.00%

15.00%

20.00%

25.00%

30.00%

35.00%

Data from an analysis of 30 NextAfter clients from Nov. 15 – Dec. 31, 2023.

In 2022

Percentage of Online Year-End Revenue

After December 25th

December 31st

Giving Tuesday

4%

0.00%

10.00%

20.00%

30.00%

40.00%

50.00%

60.00%

Data from an analysis of 30 NextAfter clients from Nov. 15 - Dec. 31, 2022



In 2022

Percentage of Online Year-End Revenue

After December 25th

December 31st

Giving Tuesday

20%

0.00%

10.00%

20.00%

30.00%

40.00%

50.00%

60.00%

Data from an analysis of 30 NextAfter clients from Nov. 15 – Dec. 31, 2022



In 2022

Percentage of Online Year-End Revenue

After December 25th

47%

December 31st

Giving Tuesday

0.00%

10.00%

20.00%

30.00%

40.00%

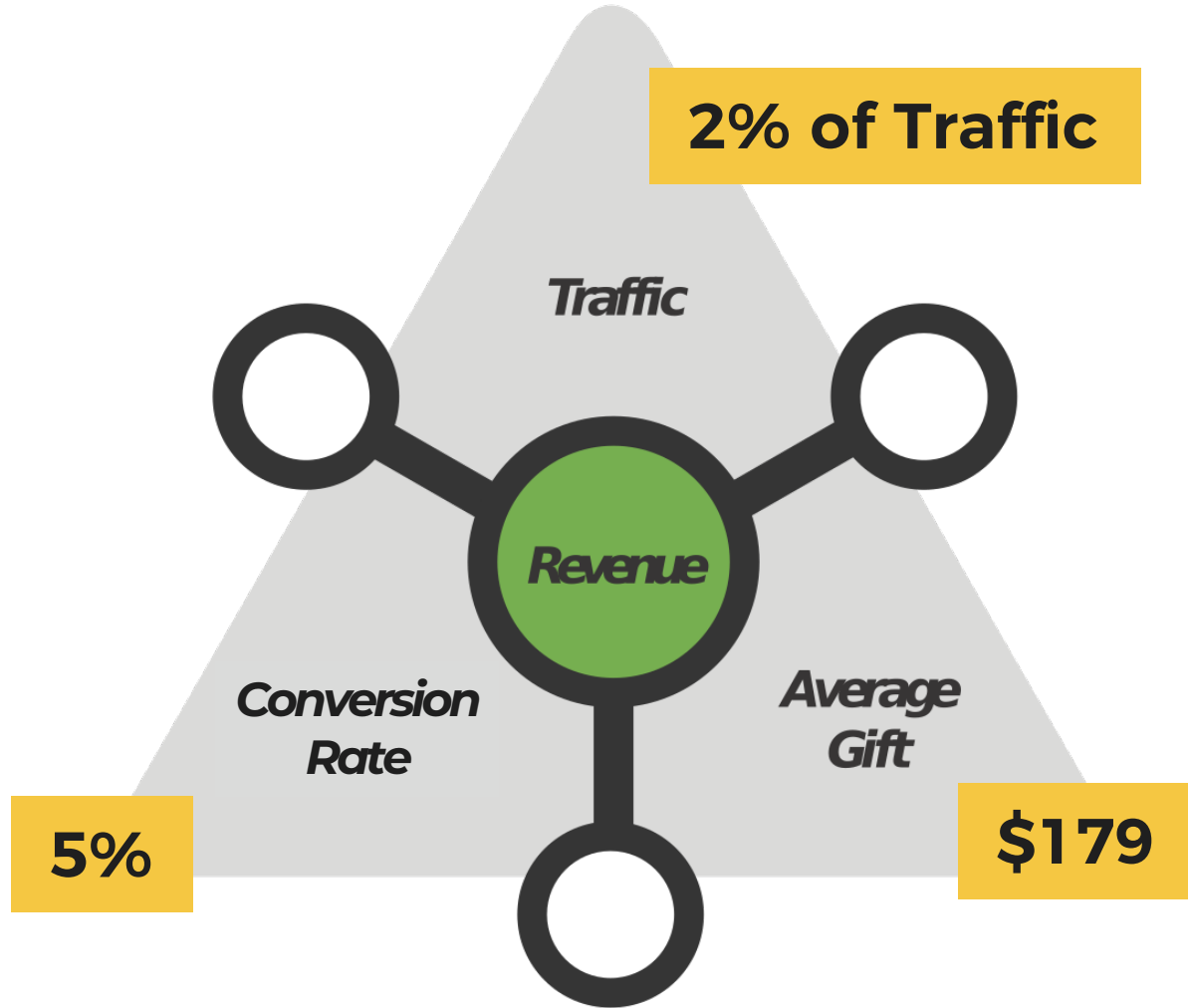
50.00%

60.00%

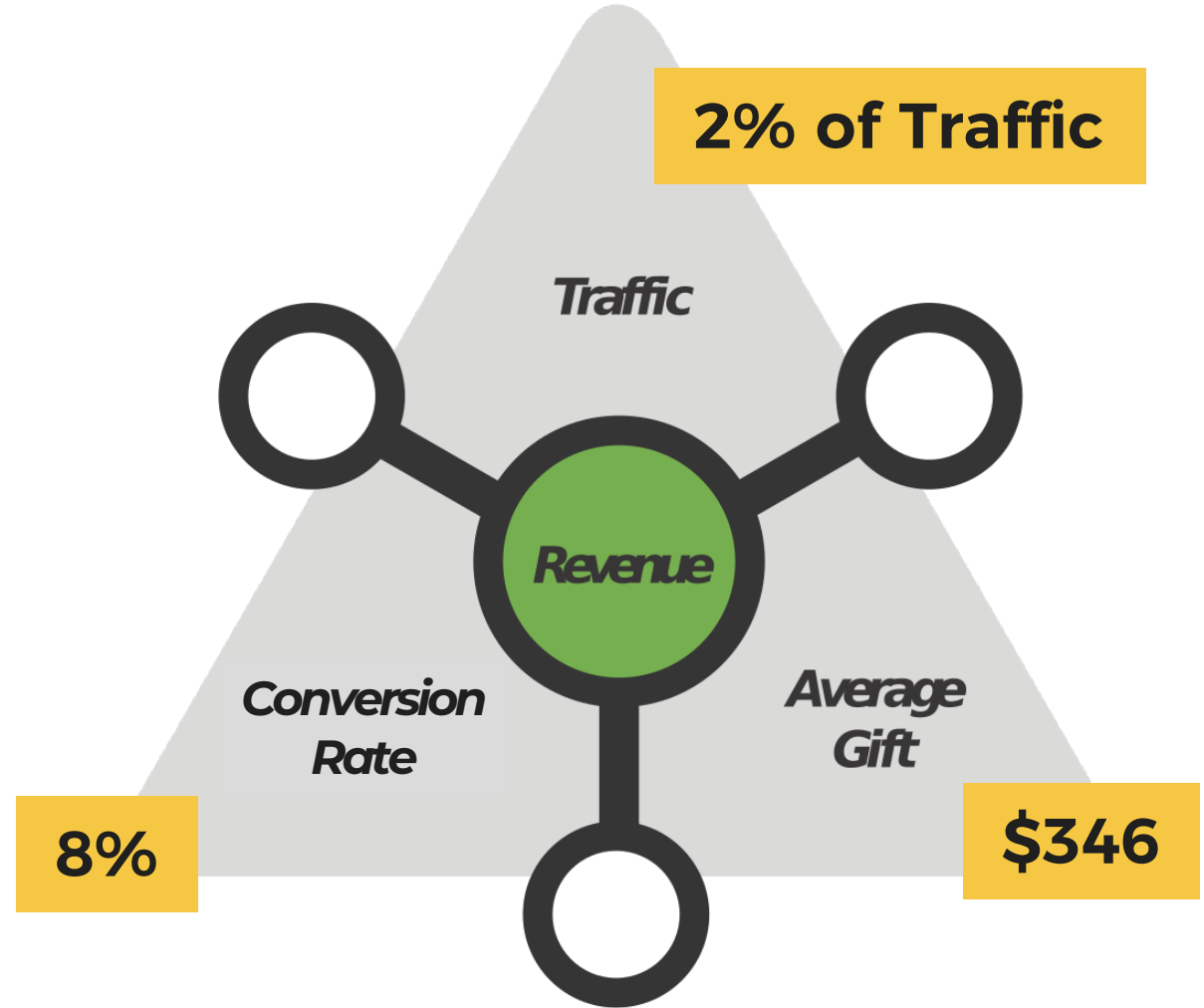
Data from an analysis of 30 NextAfter clients from Nov. 15 - Dec. 31, 2022



Giving Tuesday, 2023



December 31st, 2023



Giving Tuesday, 2023

December 31st, 2023

2% of Traffic

2% of Traffic

Traffic is nearly identical.

Traffic

Traffic

Revenue

Revenue

Conversion
Rate

Conversion
Rate

Average
Gift

Average
Gift

5%

\$179

8%

\$346

Giving Tuesday, 2023

December 31st, 2023

2% of Traffic

2% of Traffic

Traffic

Traffic

Revenue

Revenue

Conversion rate is 60% higher.

Conversion Rate

Conversion Rate

Average Gift

Average Gift

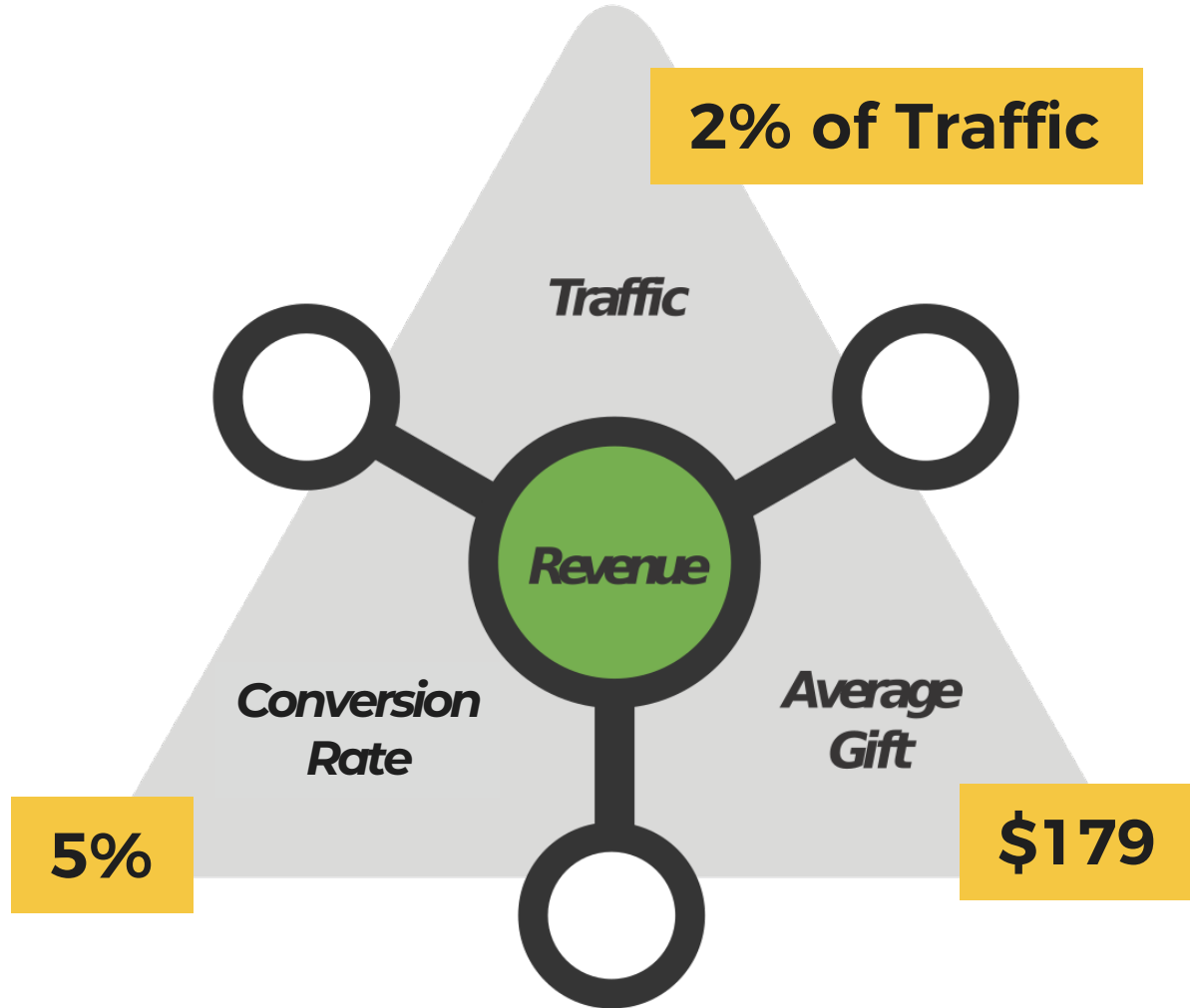
5%

8%

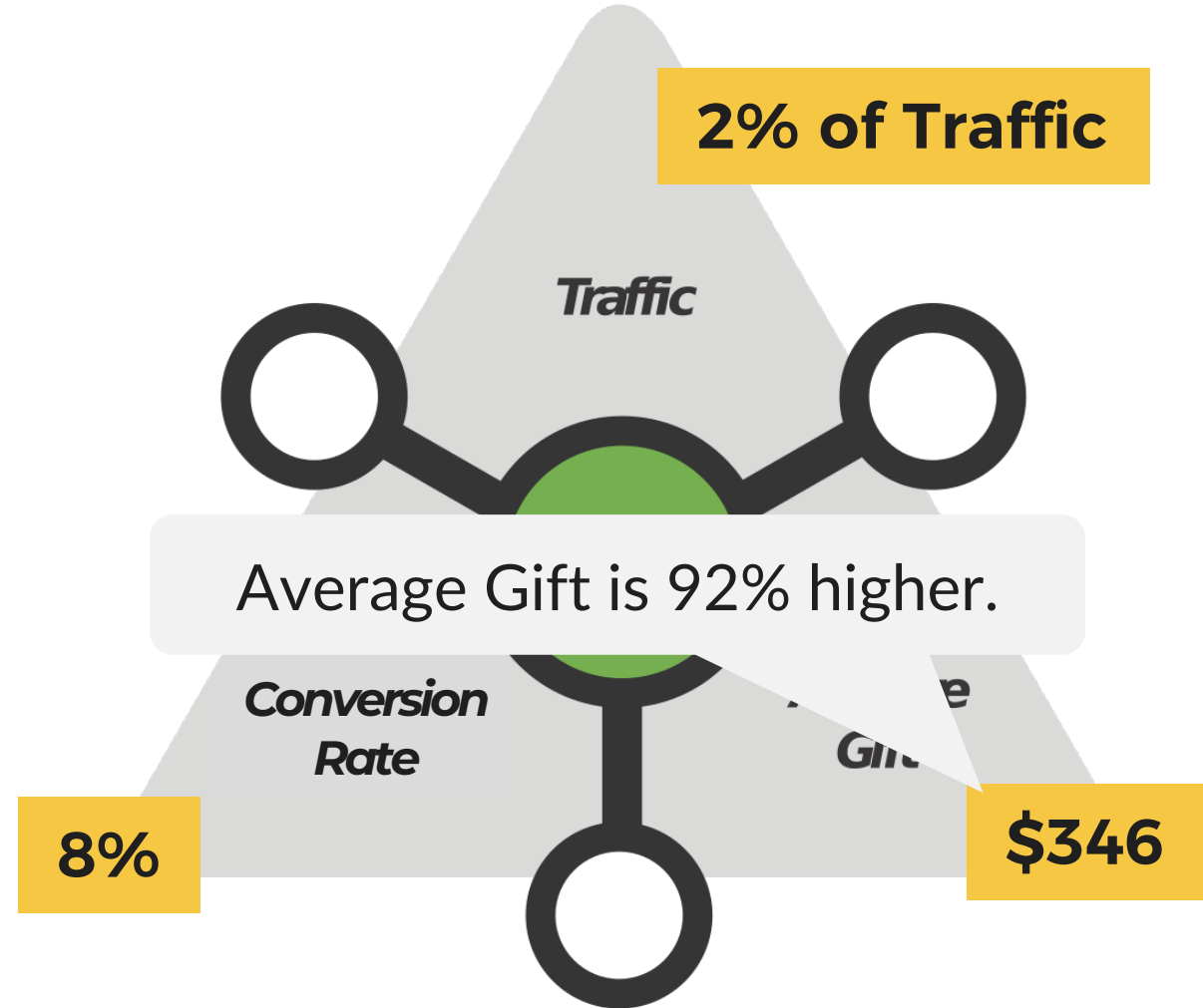
\$179

\$346

Giving Tuesday, 2023



December 31st, 2023





Treat Colorado Gives Day with urgency—knowing that it’s setting the stage for an even larger year-end giving season,

High Traffic. Significant Conversion Rates. Focus on New Donor Activation.

How to Measure Your Key Metrics

“You can’t improve what you can’t measure.”
- Peter Drucker



Warning

We are about to talk about
Google Analytics.



If you don't have Google Analytics setup for your website:

The screenshot shows the Colorado Gives Foundation website interface. At the top left is the logo for the Colorado Gives Foundation. Navigation links include 'For volunteers', 'For organizations', and 'Impact'. There are 'Sign in' and 'Join' buttons. A search bar contains the text 'google analytics' with a 'CLEAR SEARCH' button. Below the search bar, the 'Results' section shows 'Projects 3', 'Calls 0', and 'Bundles 1'. A yellow circle highlights the first three project cards:

- Google Analytics Reporting**: Technology category, 1-2 weeks duration.
- Google Analytics Set Up & Training**: Technology category, 4-6 weeks duration.
- Google Ads Set Up**: Technology category, 2-6 weeks duration.

At the bottom of the results section, there is a link that says 'Prefer a list view?'.



To measure your 3 key metrics, you'll need to know:

1

Your Website Traffic

2

Your Total # of Donations

3

Your Total Revenue



ColoradoGives.org Tools

1

Your Website Traffic

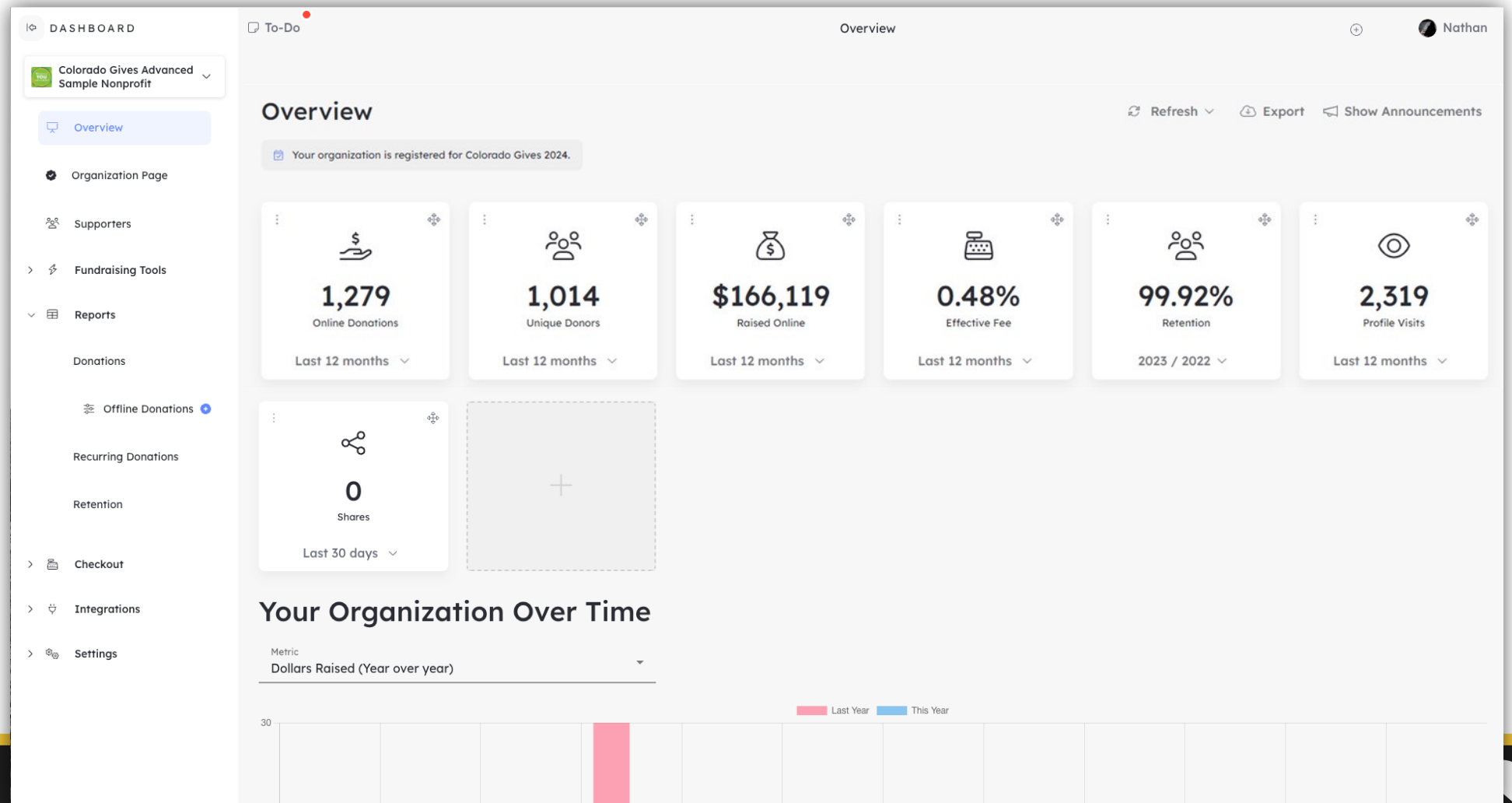
2

Your Total # of Donations

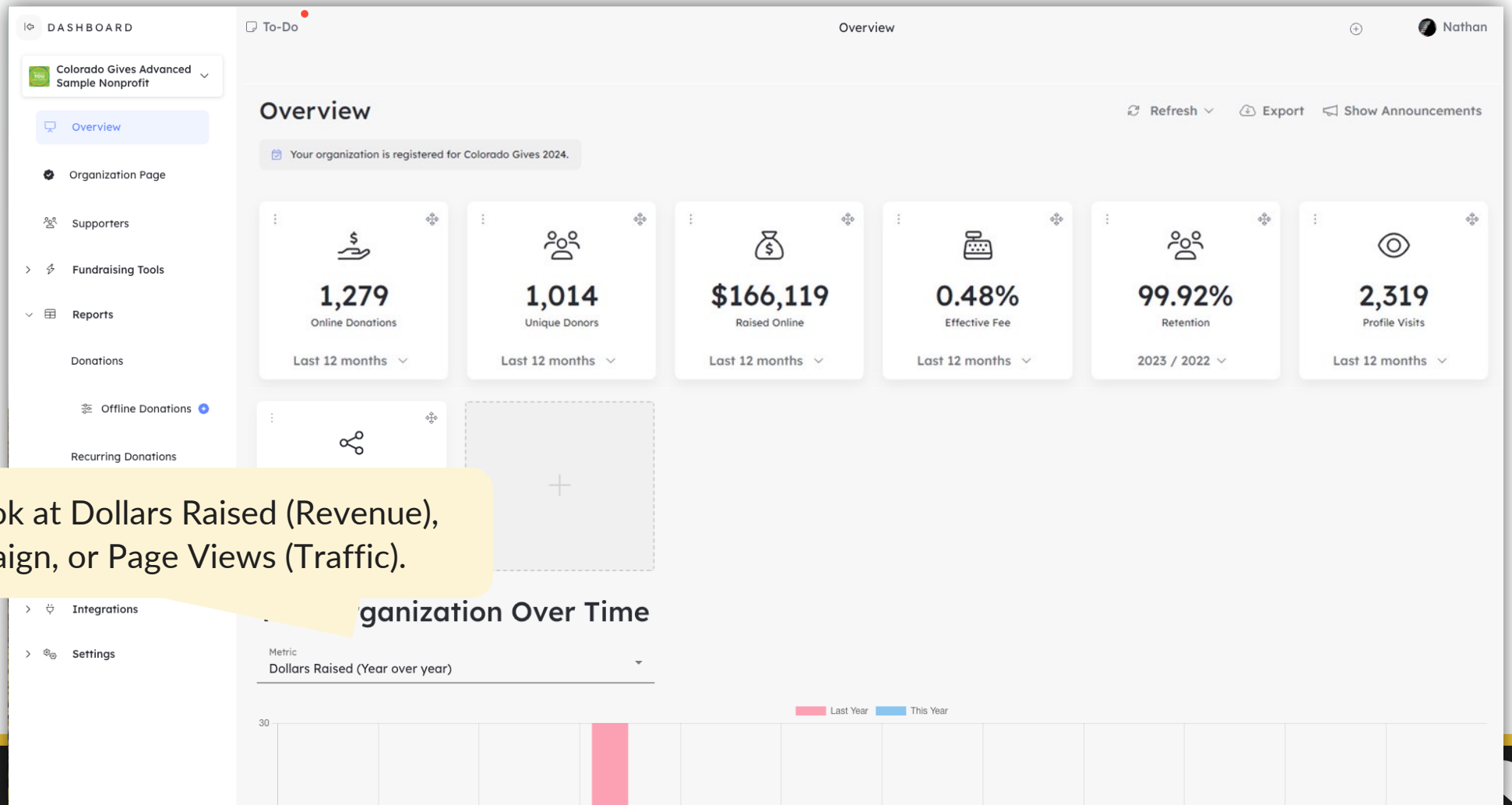
3

Your Total Revenue

The “Overview” tab will give you some basic analytics data.



The “Overview” tab will give you some basic analytics data.



Toggle this to look at Dollars Raised (Revenue), Split By Campaign, or Page Views (Traffic).

The “Reports” tab will give you a detailed look at actual performance.

Donations

Time period: Custom Date Range | Donation type: All | Campaign type: All | Payment processor: All

7/1/2023

\$ Max. donation

27	\$1,448.00	\$0.00	\$0.00
Number of donations	Online	Offline	Matching grants

Toggle this to view a “Custom Date Range” and analyze Colorado Gives Day 2023. This gives you your total donations & revenue.



Google Analytics 4

1

Your Website Traffic

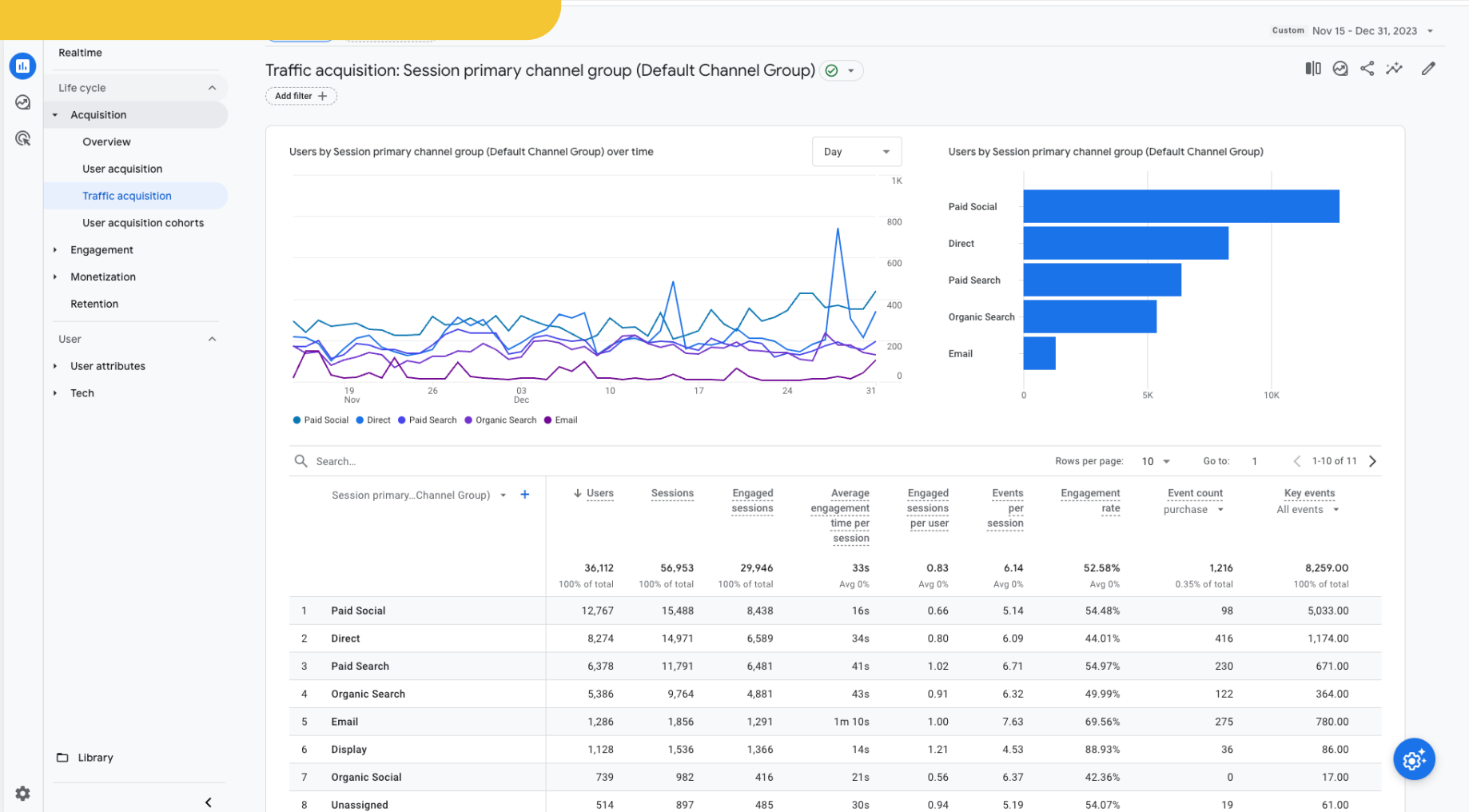
2

Your Total # of Donations

3

Your Total Revenue

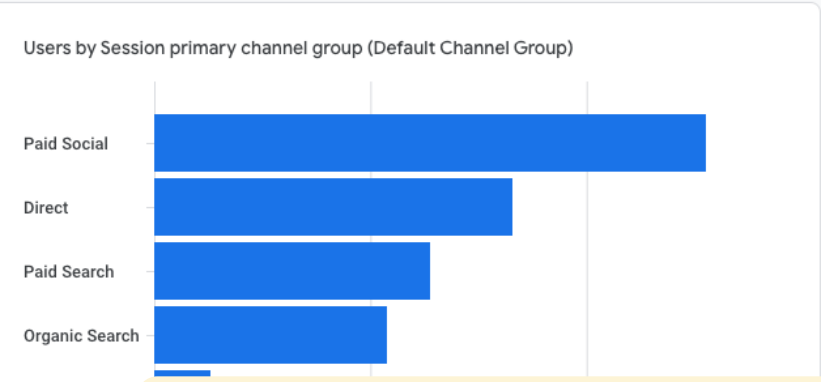
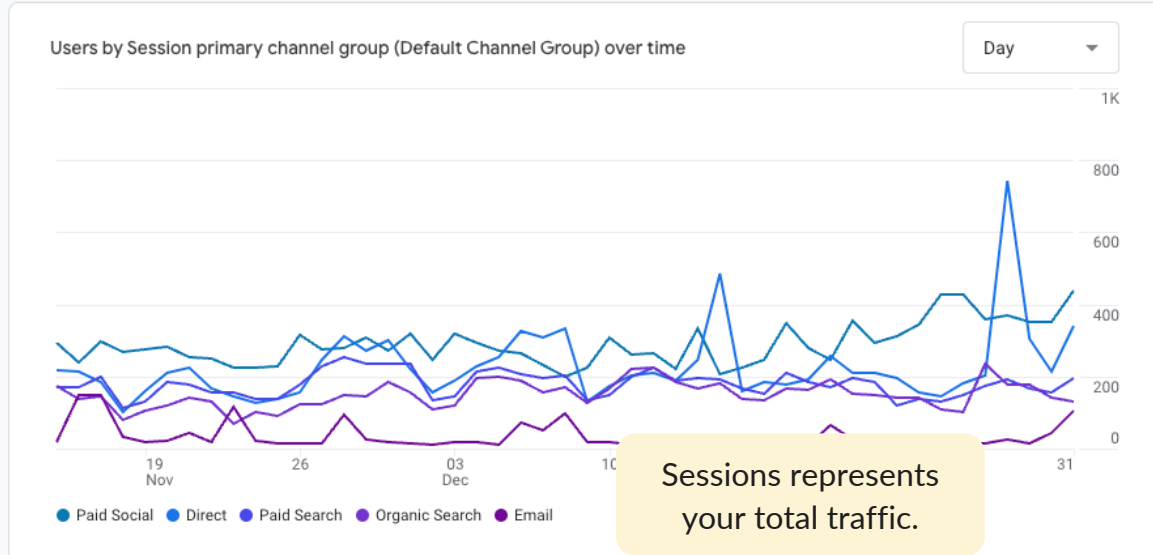
A Sample Google Analytics Report.



Traffic acquisition: Session primary channel group (Default Channel Group)

Add filter +

Filter your time frame here.



If you have ColoradoGives.org integrated, switch "Event Count" to "Donation Success".

Search...

Rows per page: 10 1 1-10 of 11

Session primary...Channel Group) +	Users	Sessions	Engaged sessions	Average engagement time per session	Engaged sessions per user	Events per session	Engagement rate	Event count purchase	Key events All events
	36,112 100% of total	56,953 100% of total	29,946 100% of total	33s Avg 0%	0.83 Avg 0%	6.14 Avg 0%	52.58% Avg 0%	1,216 0.35% of total	8,259.00 100% of total
1 Paid Social	12,767	15,488	8,438	16s	0.66	5.14	54.48%	98	5,033.00
2 Direct	8,274	14,971	6,589	34s	0.80	6.09	44.01%	416	1,174.00
3 Paid Search	6,378	11,791	6,481	41s	1.02	6.71	54.97%	230	671.00
4 Organic Search	5,386	9,764	4,881	43s	0.91	6.32	49.99%	122	364.00
5 Email	1,286	1,856	1,291	1m 10s	1.00	7.63	69.56%	275	780.00
6 Display	1,128	1,536	1,366	14s	1.21	4.53	88.93%	36	86.00
7 Organic Social	739	982	416	21s	0.56	6.37	42.36%	0	17.00
8 Unassigned	514	897	485	30s	0.94	5.19	54.07%	19	61.00



ColoradoGives.org Tools

ADVANCED FEATURE

Go to the “Integrations” tab and connect your Google Analytics account.

The screenshot shows the dashboard for "Colorado Gives Advanced Sample Nonprofit". The left sidebar contains navigation options: Overview, Organization Page, Supporters, Fundraising Tools, Reports, and Integrations. The "Integrations" section is expanded, showing options for Salesforce, Zapier, Mailchimp, Slack, and Google Analytics. The main content area is titled "Integrations > Google Analytics" and features a user profile for "Nathan".

Google Analytics and Facebook Pixel

Link Google Analytics

Now supporting Google Analytics 4! [Learn More](#)

Enable your Google Analytics Measurement ID to view page view and event data from your organization and campaign pages. We recommend establishing a dedicated Google Analytics account / property for use with this integration. [Read more](#) about setting up your account and finding your Measurement ID.

Tracking ID

[Documentation](#)

Link Facebook Pixel

Enable analytics tracking via Facebook Pixel to integrate with Facebook's Ad platform. [Read More](#).

Google Analytics account required.

[Documentation](#)

Once integrated, ColoradoGives.org will push the following events to your Google Analytics:

The screenshot shows the 'Integrations > Google Analytics' page. A table lists the following events:

Event Category	Event Action	Notes
Donation Flow	Add to Cart	Triggered when the user adds any of your campaigns to their checkout cart instead of performing a single donation checkout.
Donation Flow	Donation Success	Triggered on successful completion of any single donation to your campaigns. If a user completes a checkout via a donation cart, a Donation Success event will not be triggered. We recommend also referring to the Add to Cart event for this reason.

Homework



Except there's no grades.

Find these metrics in ColoradoGives.org
and Google Analytics.

Year-End 2023 Questions (Nov 15- Dec. 31, 2023)		Your Answer			Metric	Your Calculated Metric
How many visitors (sessions) did you have on your website during year-end 2023?	-		Year-End		Traffic	-
How many donations did you have during year-end 2023?	-			Conversion Rate	#VALUE!	
How much revenue did you have during year-end 2023?	-			Average Gift Size	#VALUE!	
CO Gives Day 2023 Questions (December 5, 2023)		Your Answer			Metric	Your Calculated Metric
How many visitors (sessions) did you have on your website during CO Gives Day	-		CO Gives Day		% of Year-End Traffic	#VALUE!
How many donations did you have during CO Gives Day 2023?	-			Conversion Rate	#VALUE!	
How much revenue did you have during CO Gives Day 2023?	-			Average Gift Size	#VALUE!	

Plug in your answers and get your key metrics.

Year-End 2023 Questions (Nov 15- Dec. 31, 2023)		Your Answer			Metric	Your Calculated Metric
How many visitors (sessions) did you have on your website during year-end 2023?	5,000		Year-End		Traffic	5,000
How many donations did you have during year-end 2023?	150			Conversion Rate	3.00%	
How much revenue did you have during year-end 2023?	\$40,000.00			Average Gift Size	\$266.67	
CO Gives Day 2023 Questions (December 5, 2023)		Your Answer			Metric	Your Calculated Metric
How many visitors (sessions) did you have on your website during CO Gives Day	500		CO Gives Day		% of Year-End Traffic	10.00%
How many donations did you have during CO Gives Day 2023?	30			Conversion Rate	6.00%	
How much revenue did you have during CO Gives Day 2023?	\$5,000.00			Average Gift Size	\$166.67	



Copy document

Would you like to make a copy of **Level Up | Colorado Gives Day Benchmarking Worksheet?**

Make a copy



<https://docs.google.com/spreadsheets/d/1D-5EkIANExLtYkHS4WWTitC2NImBpLGCeFKajk2Qdco/copy>

Post your results in the “#homework” channel in slack!

And tell us where you need to focus most: getting more people to show up OR getting more people to convert?

Due by August 16th.

Feeling lost in all the *data*?



- Find a Catchafire volunteer to help you:
1. Set up a Google Analytics 4 Property.
 2. Integrate GA4 with ColoradoGives.org.
 3. Help you find your key metrics.

Other Resources

Push vs. Pull

x2 Revenue

How to Grow a **DIGITAL** Fundraising Program

FCORM

Names $\frac{26.2\uparrow}{}$

Donors $\frac{26.2\uparrow}{}$

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Dive deeper on the 3 key metrics.



Dive deeper on Google Analytics 4.

 Google
Analytics 4
for non-profits

Questions?



Next Month's Topic

Crafting Compelling Appeals

Mastering the Art of Value Propositions