



# Level Up | 3 Key Online Fundraising Metrics

*Level Up Training Session | May 14, 2025*

## Your NextAfter Trainer



**Ardee Coolidge**  
Vice President, Client Services  
NextAfter

# ICE BREAKER

*Where are you going for Summer Vacation?*

Chat it!



# Housekeeping



# What to expect from today's session

1

Understand the 3 key metrics that drive your fundraising success

2

Evaluate your past Colorado Giving Day success and create meaningful goals for 2025

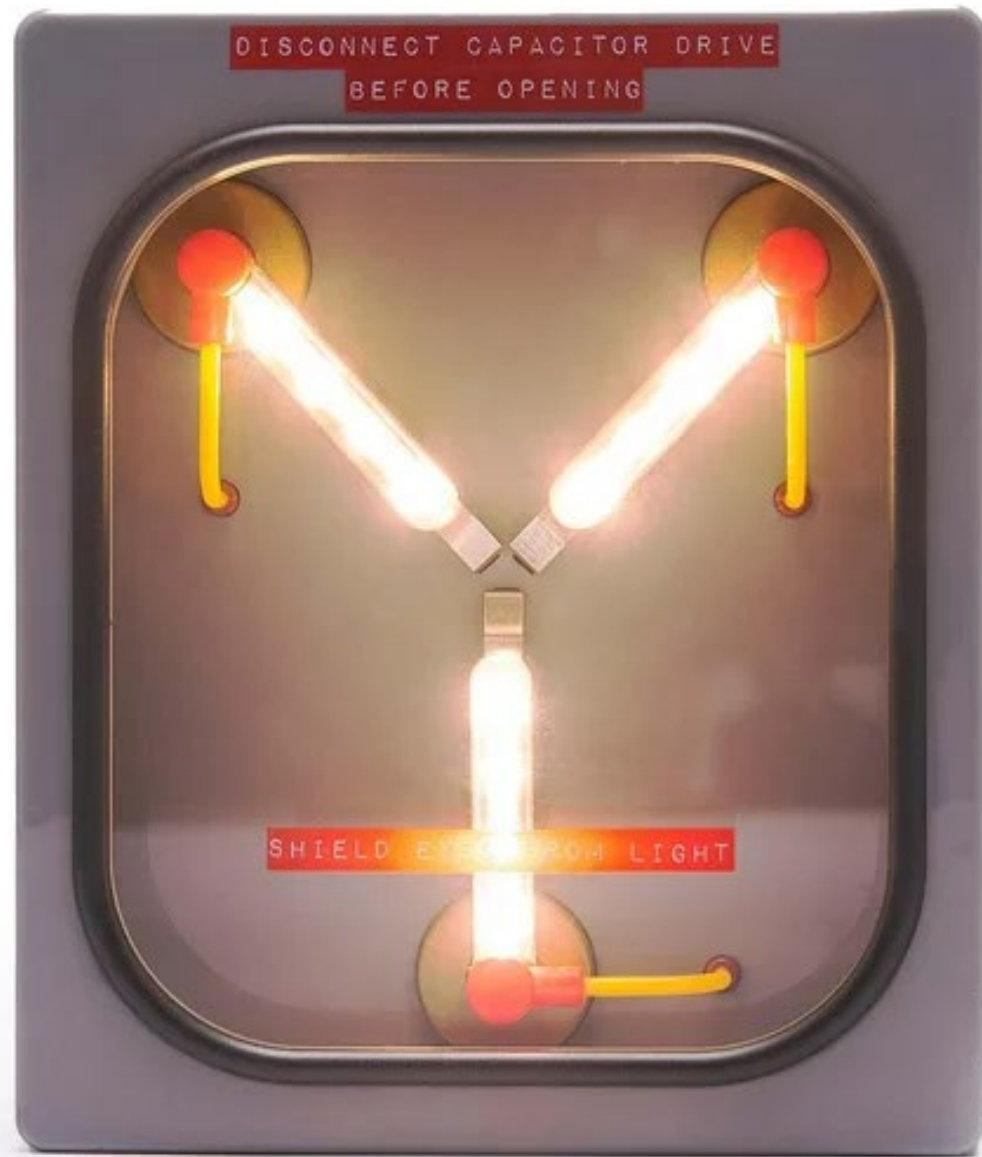
## Action Items

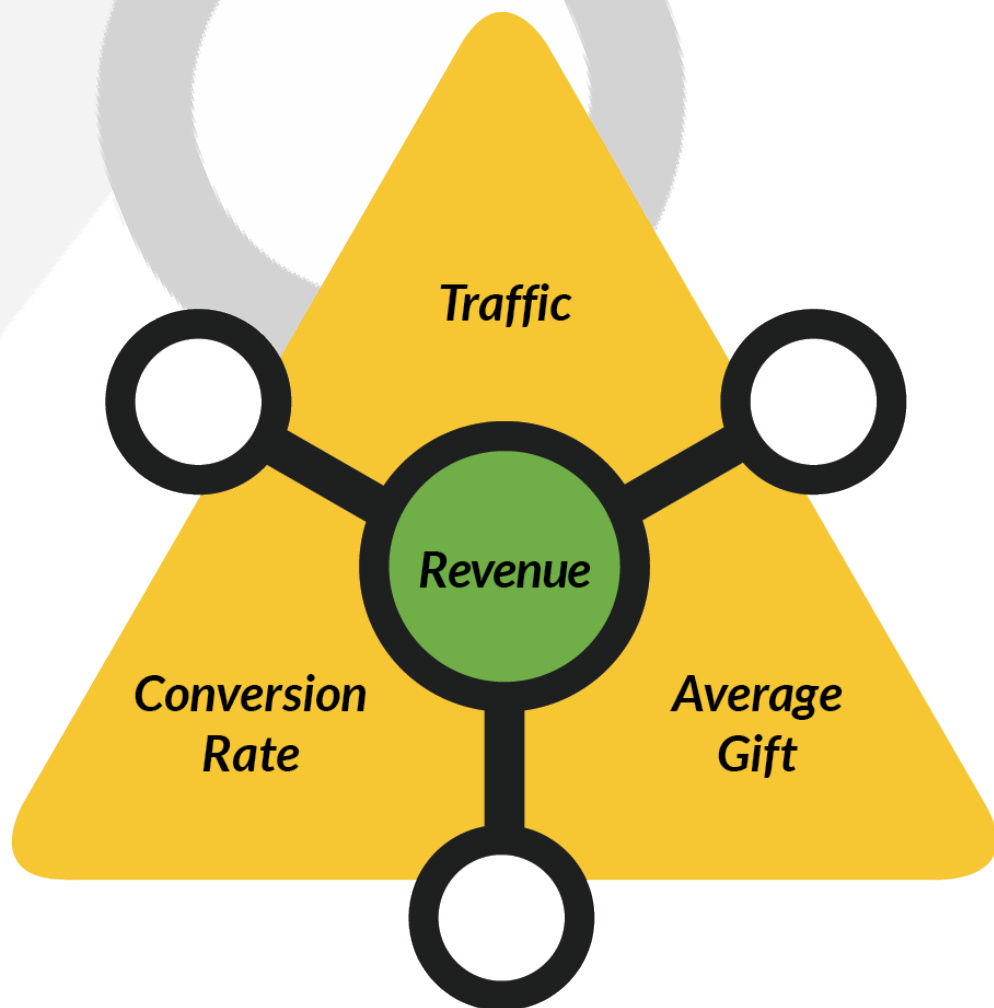
Using ColoradoGives.org and Google Analytics, analyze your 3 key metrics to identify where you should focus your efforts for this year's Colorado Gives Day

*Understanding the three metrics that control*  
**DIGITAL FUNDRAISING REVENUE**

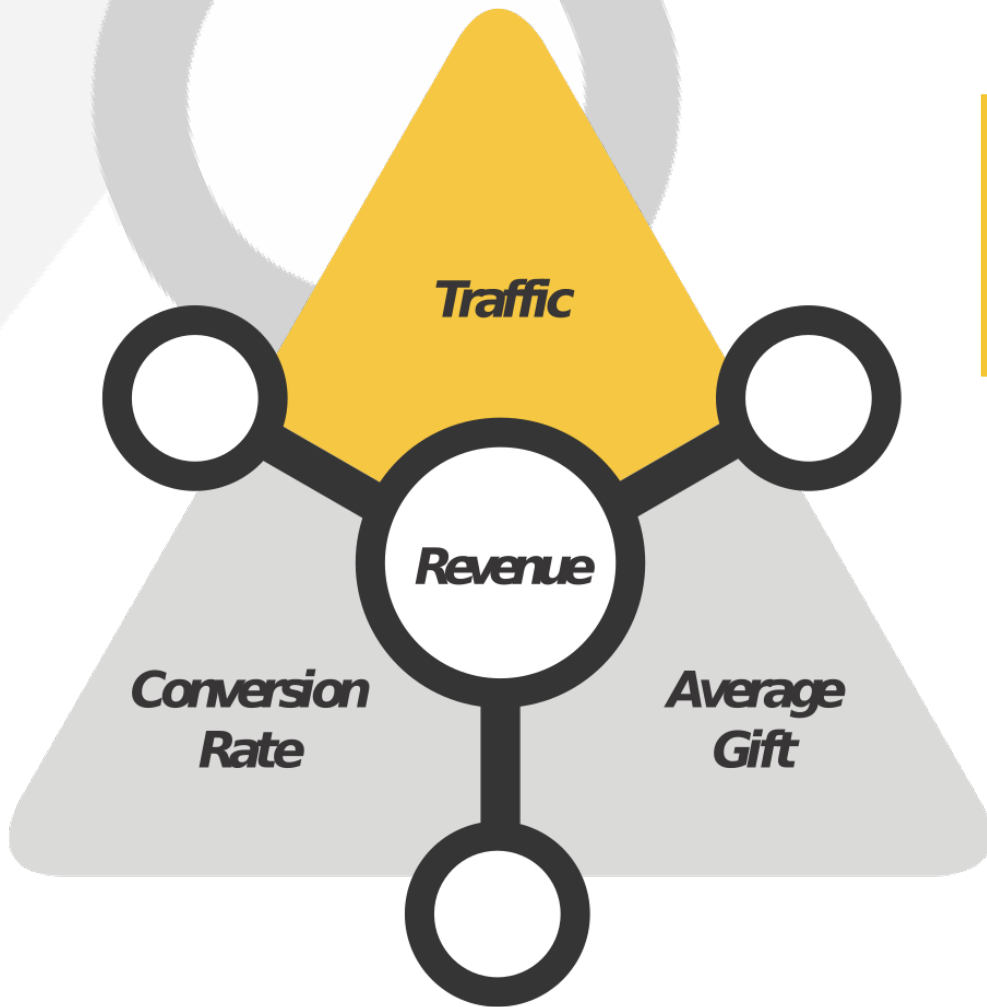






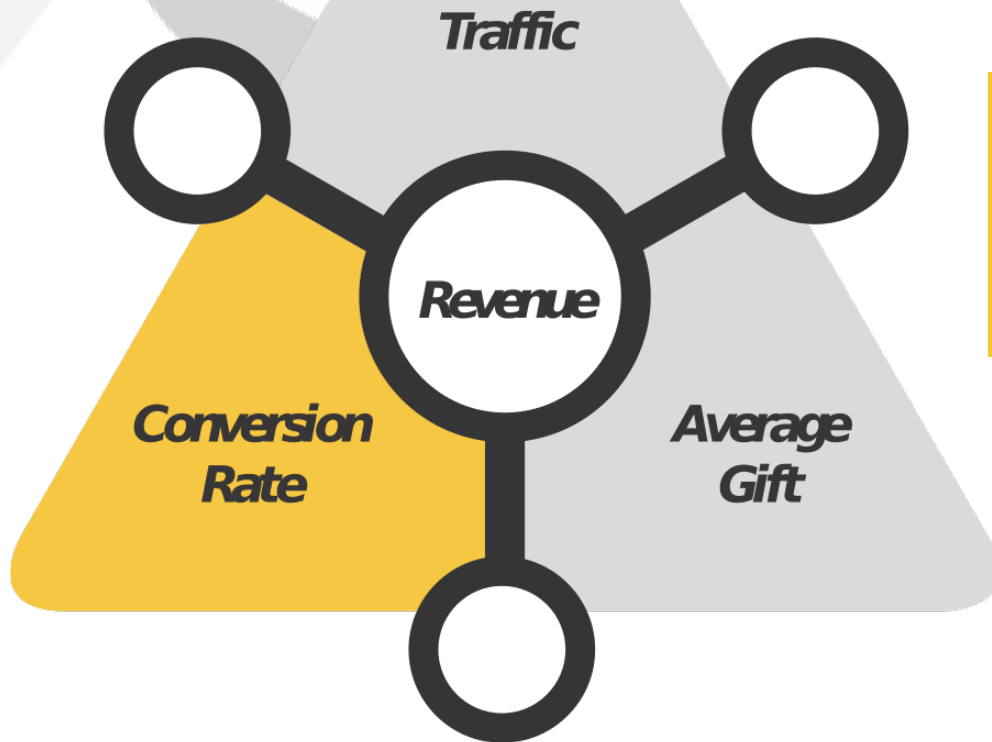


There are only three ways  
you can really increase  
online revenue.

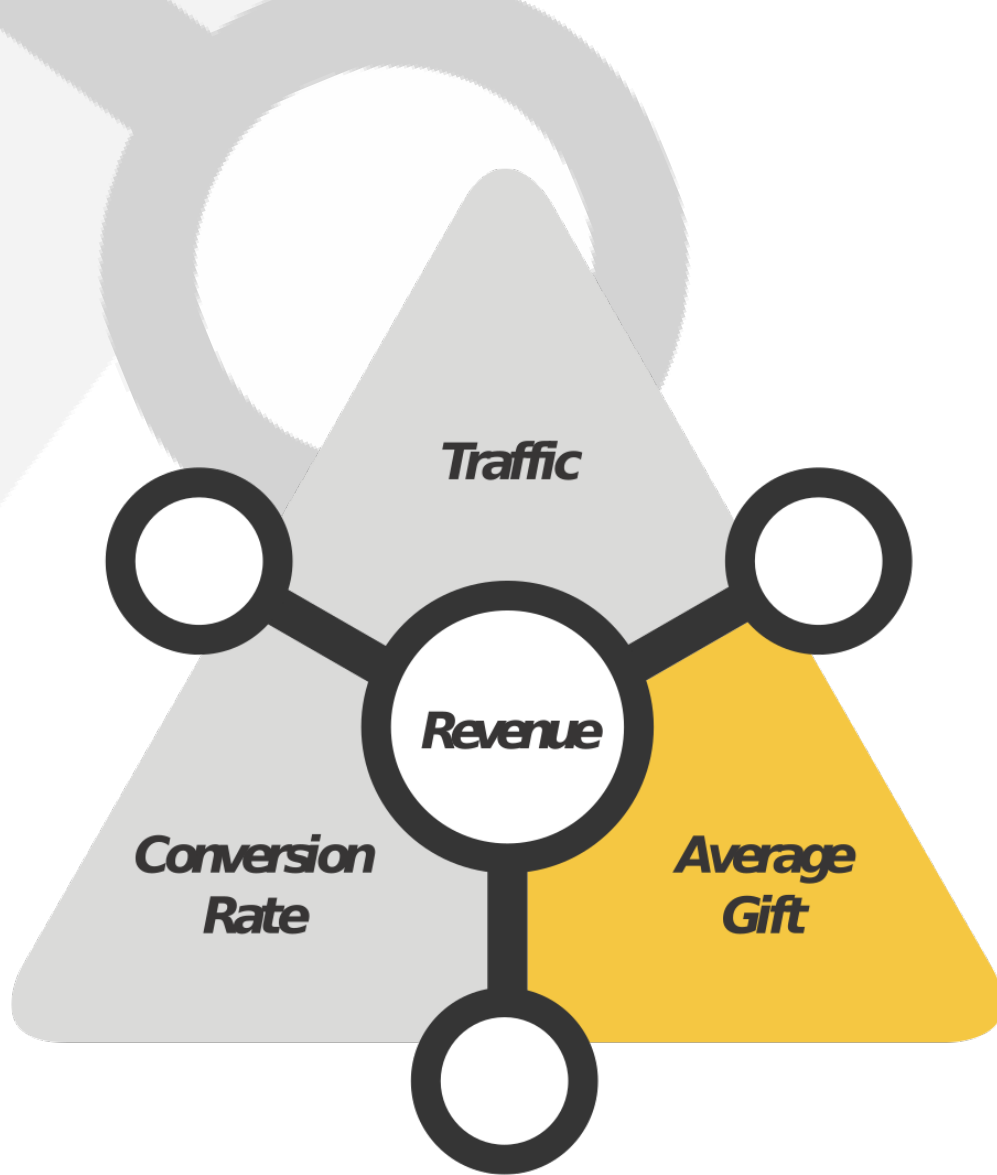


*1. Get more people to your website*





*2. Get more people who visit to donate.*



*3. Inspire those that give to be more generous.*

# Exponential Impact of Optimization

	Baseline
Web Traffic	100,000
Conversion Rate	2.00%
Avg. Gift Value	\$70.00
Revenue	\$140,000.00
Change in Revenue	0%

Revenue = Traffic X Conversion Rate X Avg. Gift



# Exponential Impact of Optimization

	Baseline	26.2% in one Area
Web Traffic	100,000	100,000
Conversion Rate	2.00%	2.52%
Avg. Gift Value	\$70.00	\$70.00
Revenue	\$140,000.00	\$176,400.00
Change in Revenue	0%	26.2%



# Exponential Impact of Optimization

	Baseline	26.2% in one Area	26.2% in two areas
Web Traffic	100,000	100,000	126,200
Conversion Rate	2.00%	2.52%	2.52%
Avg. Gift Value	\$70.00	\$70.00	\$70.00
Revenue	\$140,000.00	\$176,400.00	\$222,617.00
Change in Revenue	0%	26.2%	59.0%



# Exponential Impact of Optimization

	Baseline	26.2% in one Area	26.2% in two areas	26.2% in three areas
Web Traffic	100,000	100,000	126,200	126,200
Conversion Rate	2.00%	2.52%	2.52%	2.52%
Avg. Gift Value	\$70.00	\$70.00	\$70.00	\$88.34
Revenue	\$140,000.00	\$176,400.00	\$222,617.00	\$280,942.00
Change in Revenue	0%	26.2%	59.0%	100%



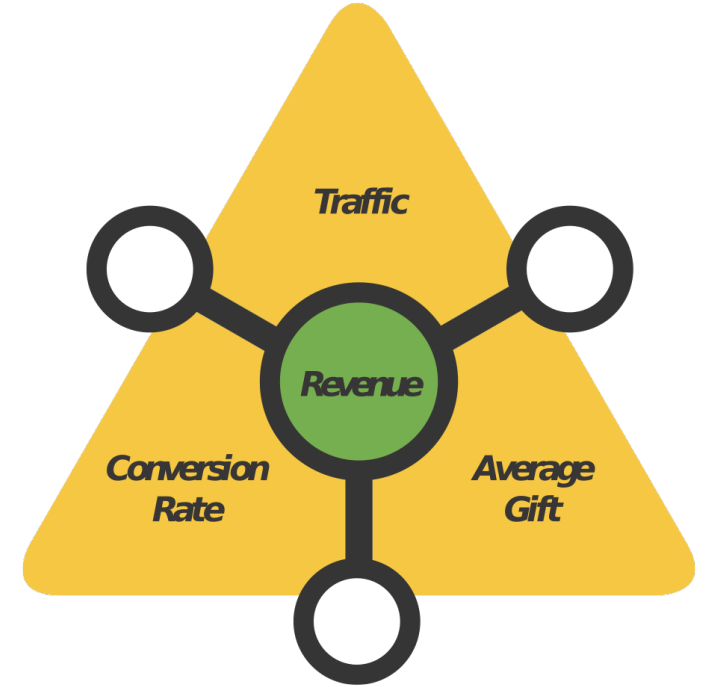


So...how do you optimize your upcoming  
**Colorado Gives Day** Campaign?



# Strategic Framework

When it comes to increasing online revenue, there are three primary strategies.



# Strategic Framework

When it comes to increasing online revenue, there are three primary strategies:

## ✓ Increase Traffic

- Get more of the (right) people to show up
- Think **CLICKS**



# Control

 **The Fund for American Studies (TFAS)** ✓  
Sponsored · Paid for by FUND FOR AMERICAN STUDI... · 🌐

The government is getting bigger. And it's taking more of your money only to waste it on things that don't benefit you. ...[See more](#)



resources.tfas.org  
**Get Your FREE eBook Now** [Learn more](#)

Like Comment Share

# Treatment #1

 **The Fund for American Studies (TFAS)** ✓  
Sponsored · Paid for by FUND FOR AMERICAN STUDI... · 🌐

A new eBook by U.S. Senator Rand Paul!

The government is getting bigger. ...[See more](#)



tfas.org  
**Get Your FREE eBook** [Learn more](#)  
What Senator Rand Paul...

 Beth Dicki... 21 Shares

Like Comment Share



**59%**  
In Clicks



## Direct Ask Dear Reader

**Dear reader,**

The trustworthy and factual news you find here at MPR News relies on the generosity of readers like you.

Your donation ensures that our journalism remains available to all, connecting communities and facilitating better conversations for everyone.

Will you make a gift today to help keep this trusted news source accessible to all?

[Donate now »](#)

## Content Offer Dear Reader

**Dear reader,**

Political debates with family or friends can get heated. But what if there was a way to handle them better?

You can learn how to have civil political conversations with our new e-book!

Download our free e-book, Talking Sense: Have Hard Political Conversations, Better, and learn how to talk without the tension.

[Get your free ebook »](#)



**733%**  
In Clicks



## Quote

Hoover Institution  
Sponsored · Paid for by Hoover Institution · \*

Dive into our exclusive, three-part online course "Federal Entitlement Programs and the Fiscal Challenge" with [...See more](#)

[i About this ad](#)

“Spending is the real issue—not how we finance it, but the fact that we’re spending too much.”

[John Cogan](#) | Hoover Institution Senior Fellow

[resources.hoover.org](#)  
Unlock the Secrets of America's Fiscal... [Learn more](#)

[163 comments](#) [82 shares](#)

[Like](#) [Comment](#) [Share](#)

## Question

Hoover Institution  
Sponsored · Paid for by Hoover Institution · \*

Dive into our exclusive, three-part online course "Federal Entitlement Programs and the Fiscal Challenge" with [...See more](#)

[i About this ad](#)

What happens if up to 40% of your tax dollars go toward interest payments on the national debt?

[John Cogan](#) | Hoover Institution Senior Fellow

[resources.hoover.org](#)  
Unlock the Secrets of America's Fiscal... [Learn more](#)

[76 shares](#)

[Like](#) [Comment](#) [Share](#)



24%  
In Clicks






## Control



Dear Friend,

## Treatment #1



What to watch, read, and explore this week...

**OPB PASSPORT**

- [Wolf Hall: The Mirror and the Light](#) — Binge the full season before it airs on TV.
- Plus: Royal intrigue and coral reef rescue in [Secrets of the Royal Palaces](#) and [Changing Planet](#).

**WATCH ONLINE**

- [Oregon Field Guide](#) — A Portland group reconnects BIPOC communities with nature.
- Plus: Liza Minnelli's story and Cajun culture in [America the Bountiful](#).

**READ**

- In the News — [Federal funding cuts ripple through Northwest outdoor nonprofits](#).
- Plus: [Hibernation research and food-fueled creativity](#) in the PNW.

**DON'T MISS**

- [Enter to win tickets](#) to a standout show at the Schnitz.
- Plus: New drama in [Paradise Season 7](#) — streaming now.




30%  
In Clicks



# Control

[Subscribe](#) | [Past Issues](#) | [Translate](#) ▼ | [RSS](#) 📡



## Your Insights Will Help Shape the Future of Power to Change - Students.

[Take Survey Today!](#)

Dear Friends,

I hope this email finds you well. As someone who cares about seeing students across Canada grow in their faith, I wanted to reach out and ask for a favour.

We're running a short survey to hear directly from our community—people like you who have made an incredible impact through your generosity and prayers. The survey will only take 4-5 minutes, but the insights you share will help shape the future of Power to Change - Students.

Your feedback will allow us to:

- Better understand what matters most to you.
- Improve the ways we equip students and staff to grow in their faith.
- Continue building a ministry that glorifies God and changes lives on campuses across Canada.

[Start Survey](#)

It would mean a lot if you could take a moment to share your thoughts. Together, we can make sure your voice guides our efforts in reaching students with the gospel.

Thank you for being such an important part of this ministry.

Gratefully yours,

Andy Smits  
National Director  
Power to Change – Students

P.S. Your feedback is invaluable to us! [Please take a moment to complete the survey here.](#) Thank you for helping us continue to grow and serve students across Canada.

[View email in browser](#)

[update your preferences](#) or [unsubscribe](#)

# Treatment #1

Dear Friends,

I hope this email finds you well. As someone who cares about seeing students across Canada grow in their faith, I wanted to reach out and ask for a favour.

We're running a short survey to hear directly from our community—people like you who have made an incredible impact through your generosity and prayers. The survey will only take 4-5 minutes, but the insights you share will help shape the future of Power to Change - Students.

Your feedback will allow us to:

- Better understand what matters most to you.
- Improve the ways we equip students and staff to grow in their faith.
- Continue building a ministry that glorifies God and changes lives on campuses across Canada.

You can start the survey here: <https://p2c.com/students/survey>

It would mean a lot if you could take a moment to share your thoughts. Together, we can make sure your voice guides our efforts in reaching students with the gospel.

Thank you for being such an important part of this ministry.

Gratefully yours,

Andy Smits  
National Director  
Power to Change – Students

P.S. Your feedback is invaluable to us! Please take a moment [to complete the survey here](#). Thank you for helping us continue to grow and serve students across Canada.

**Andy Smits**

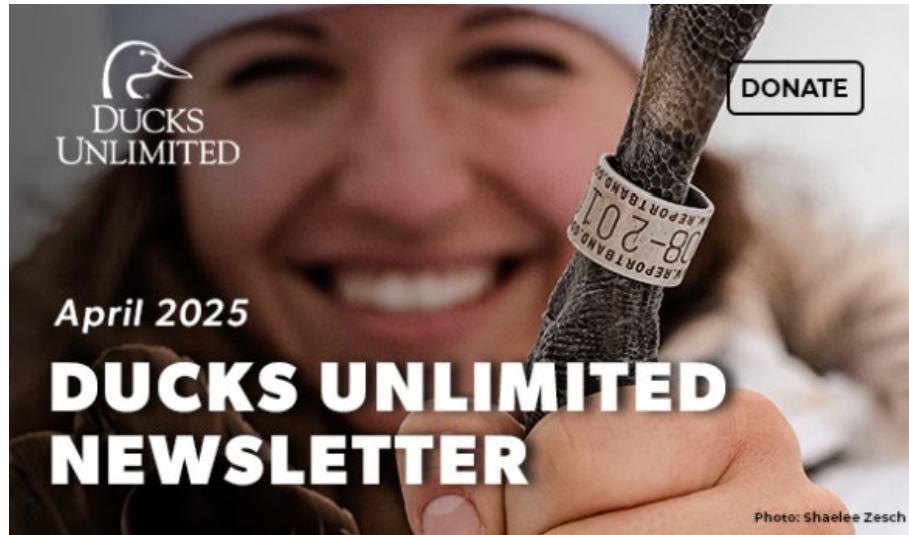
National Director | P2C-STUDENTS



64%  
In Clicks



## Control



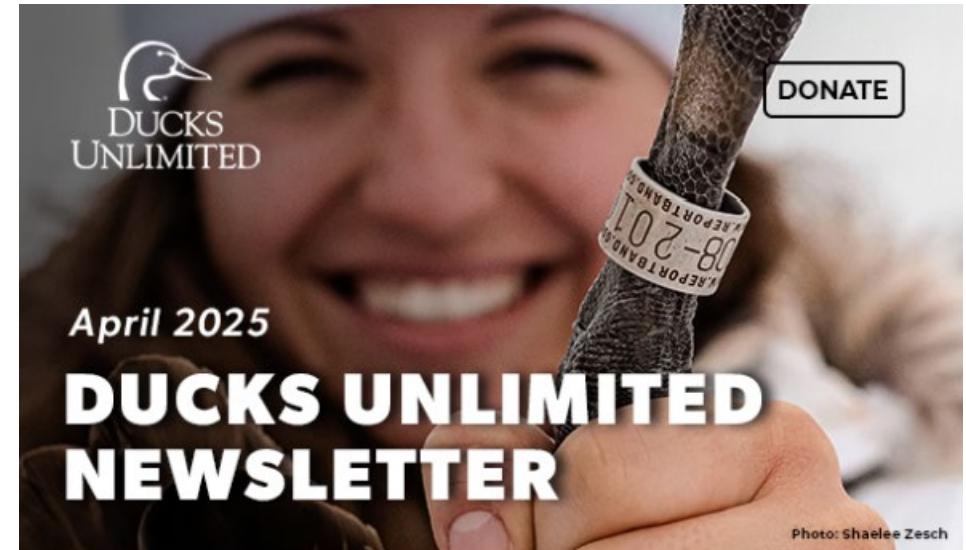
### Adapting to Spring 🌱 🌻

Right now, ducks and geese are hitting the breeding grounds, courtship flying and pairing up to prep for nesting. So for waterfowlers, April means one question: What can I do that is as close to hunting as possible?! Answer: Off-season projects that help me to be a better hunter come fall! Now is the time to work on decoys, calling tips, dog training, recipes, and all the things that will help you be ready to go in September. And don't forget Earth Day 🌍 on April 22! Your off-season work building up habitat for birds helps the planet.

#### QUICK LOOK INSIDE:

- [10 Spring Projects for Waterfowlers](#)
- [Improve your calling now](#)
- [The Mallard Life Cycle](#)
- [Banding birds](#)
- & MORE

## Treatment #1



### Can't Hunt Right Now? Do This Instead.

What sets elite waterfowlers apart? What they're doing *right now*! While the average hunter waits for fall, the serious ones use spring to level up. Out on the breeding grounds, ducks and geese are getting to work—and you should be too. Work on your gear. Sharpen your calls. Train your dog. Experiment in the kitchen. And with Earth Day 🌍 (April 22) around the corner, now's the time to make habitat work part of your spring ritual.

#### QUICK LOOK INSIDE:

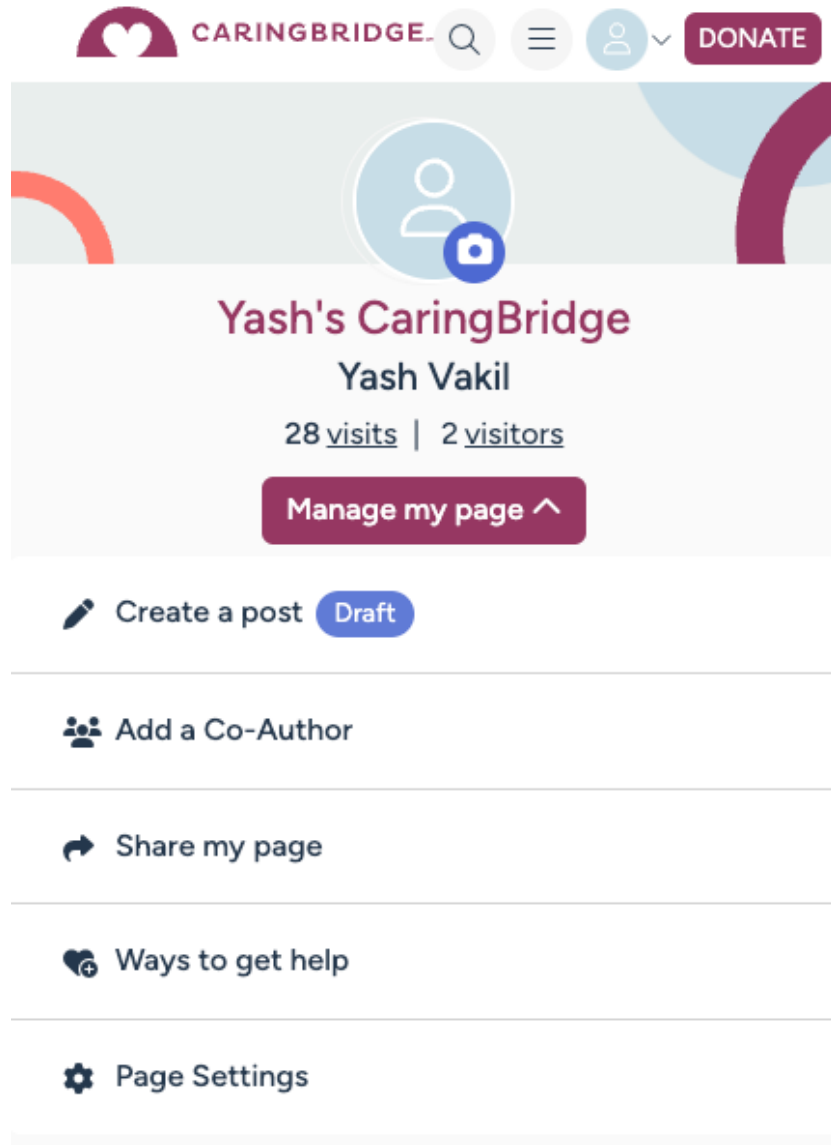
- [REAL waterfowlers do this](#)
- [Call like a PRO this fall](#)
- [Inside A Mallard's Life Cycle](#)
- [Got bands? Make 'em count](#)
- & MORE



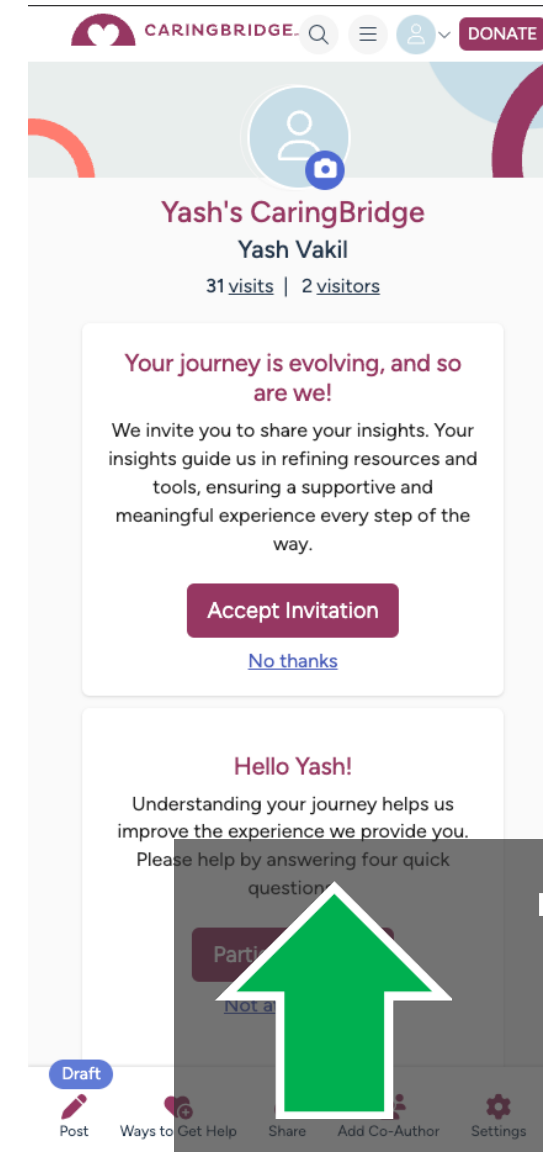
**20%**  
In Clicks



## Control: Menu



## Treatment: Fixed Menu Bar



131%  
In Clicks



# Strategic Framework

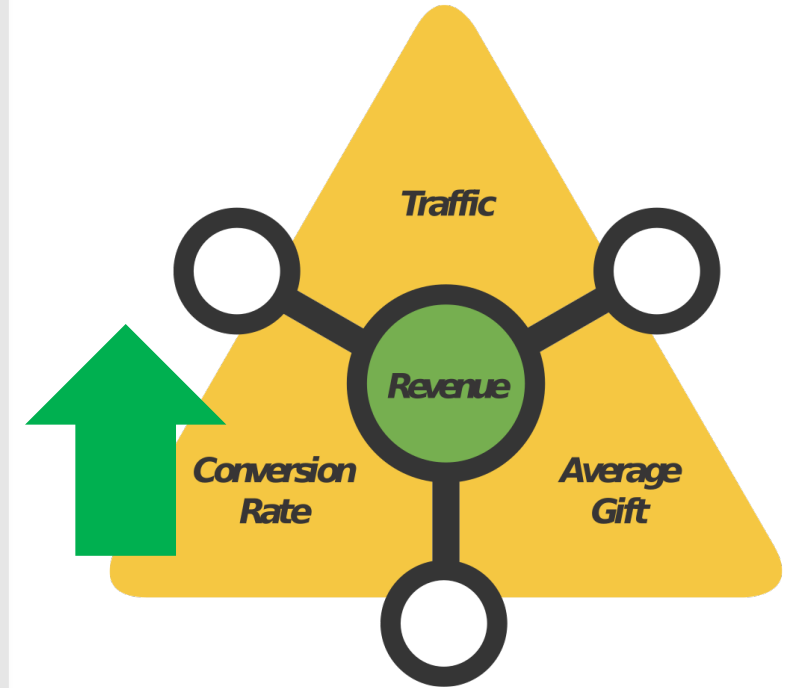
When it comes to increasing online revenue, there are three primary strategies:

## ✓ Increase Traffic

- Get more of the (right) people to show up
- Think **CLICKS**

## ✓ Increase Conversion Rate

- Get more people to say, “Yes!”
- Think **COMPLETIONS**





LEADERSHIP  
INSTITUTE

AboutTrainingCampusCareerResourcesDonateLogin

Donate

Your generous tax-deductible support helps us train more young people.

Your Information

Title:  
**Choose from II**

First Name:

Last Name:

Address Line 1:

Address Line 2 (Optional):

City:

State:  
**Choose from list**

Zip Code:

Phone:

Email:

To make a contribution by mail, please make your check payable to the Leadership Institute and send it to:  

Leadership Institute  
1101 North Highland Street  
Arlington, VA 22201

If you have any questions or prefer to donate by phone, you can reach us at (800) 827-5323 (LEAD), or (703) 247-2000 if outside the U.S.  
Individuals retain the right to remove their names and contact information from donor lists the Leadership Institute trades or shares. Please call 1 (800) 827-5323 for more information.

Donate to the Leadership Institute

The Leadership Institute is America's #1 training organization for conservatives.

Leadership Institute graduates and supporters understand that political success is determined by the number and effectiveness of conservative activists.

It's not enough for conservatives to know good ideas, we must contend for them in the public sphere.

Your donation will provide proven, comprehensive training for conservatives involved in politics.

And you'll help contend for the hearts and minds of our young people, win against leftist bias and indoctrination on college campuses.

With your help, the Leadership Institute will do everything possible to stop socialism and head toward our founding principles of limited government, individual liberty, and traditional social values.

**LEADERSHIP  
INSTITUTE**

Other Ways to Give

## Donate to the Leadership Institute

The Leadership Institute is America's #1 training organization for conservatives.

Leadership Institute graduates and supporters understand that political success over time is determined by the number and effectiveness of conservative activists.

It's not enough for conservatives to know good ideas, we must contend for them in the public sphere.

Your donation will provide proven, comprehensive training for conservatives who want to get involved in politics.

And you'll help contend for the hearts and minds of our young people, who are too often lost to leftist bias and indoctrination on college campuses.

With your help, the Leadership Institute will do everything possible to stop the slide toward socialism and head toward our founding principles of limited government, free markets, individual liberty, and traditional social values.

### Your Donation

☒ \$100
 ☐ \$250

Other Gift Amount

☐ Make this a recurring donation of \$100 per month.

### Billing Information

First Name

Last Name

Email Address

Country

United States

Address

City

State / Province

Zip / Postal Code

Phone (Optional)

Credit Card Information

Card Number

CVV

Exp. Month

Exp. Year

Make My Gift

In

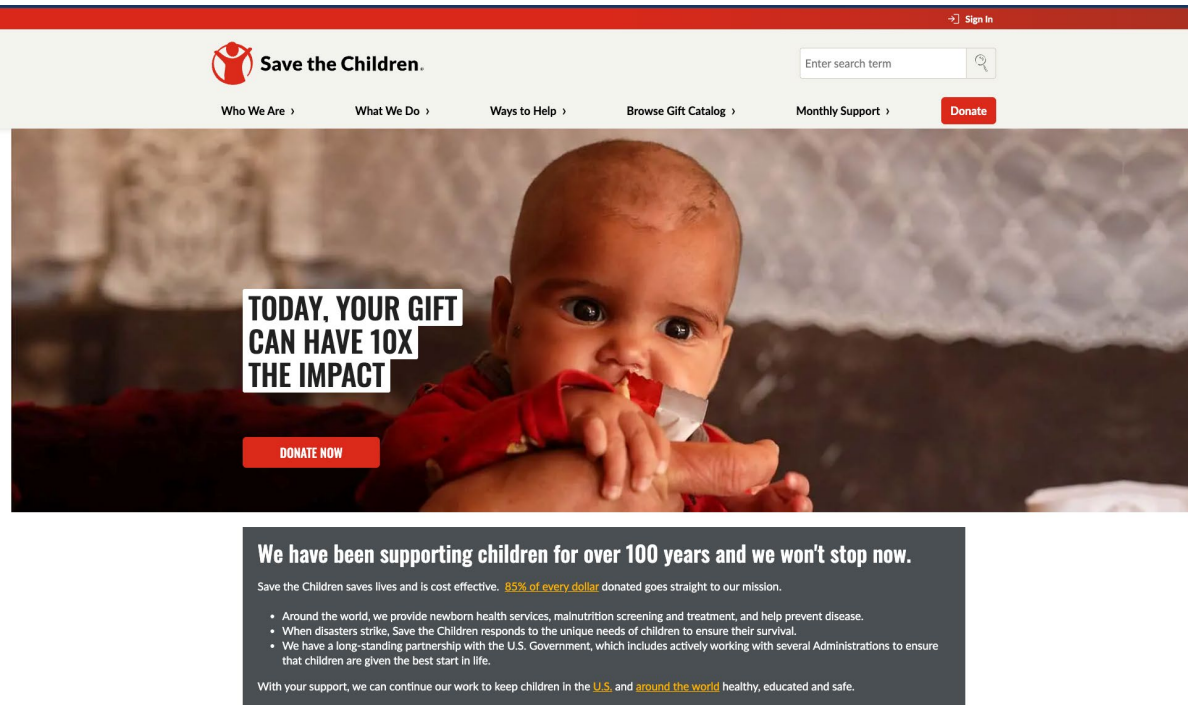
# 135%

Donor Conversion

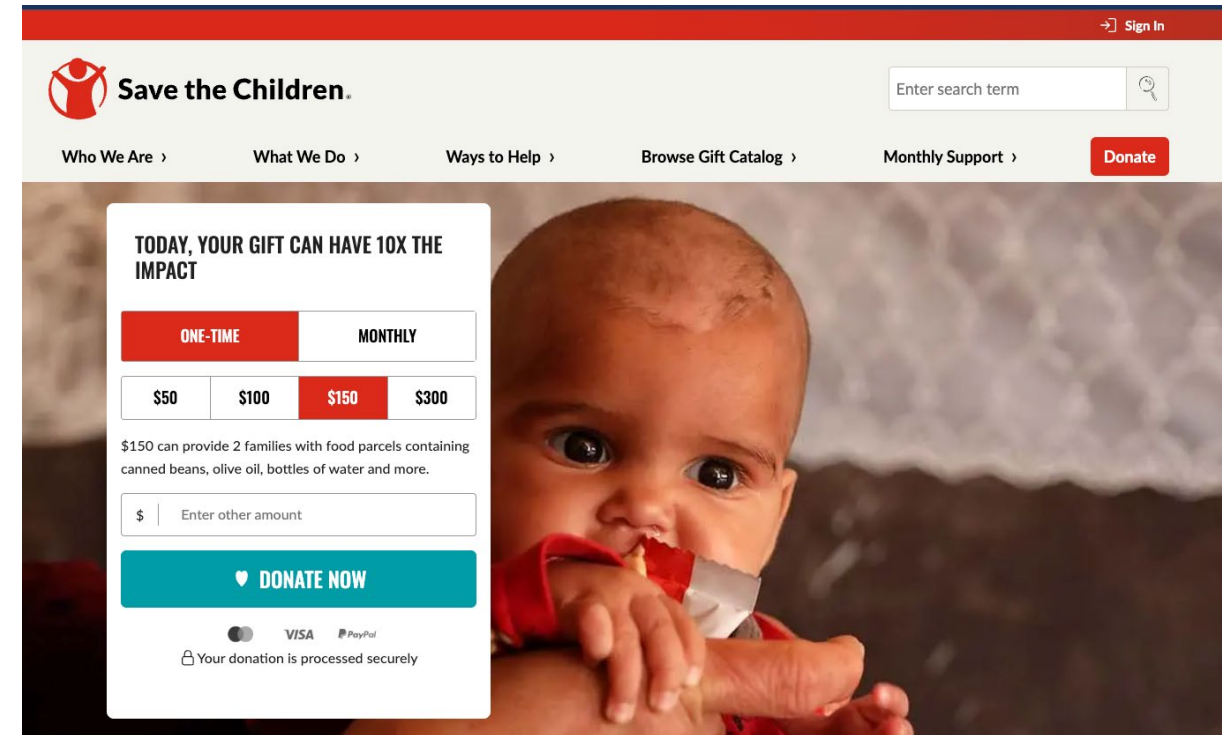




# Control



# Treatment #1



We have been supporting children for over 100 years and we won't stop now.

Save the Children saves lives and is cost effective. **85% of every dollar** donated goes straight to our mission.

- Around the world, we provide newborn health services, malnutrition screening and treatment, and help prevent disease.
- When disasters strike, Save the Children responds to the unique needs of children to ensure their survival.
- We have a long-standing partnership with the U.S. Government, which includes actively working with several Administrations to ensure that children are given the best start in life.

With your support, we can continue our work to keep children healthy, educated and safe.

54%

In Donations



## Control -- No Progress Bar



**Millions are seeking truth. Make a special year-end gift  
by December 31 to ensure the world knows Hope is  
Born!**

Our communities, our country, and our world are in turmoil. Worry, anxiety, and uncertainty have left a "God-shaped hole" in the lives of many as truth is desperately sought after.

The only foundation that is sure and secure is Jesus Christ. His Word is the hope that can provide the answers people earnestly seek during these unstable times.

Romans 10:14-15 boldly reminds us, "How can they hear without someone preaching to them? And how can anyone preach unless they are sent?"

## Treatment -- Adding a Progress Bar



**Millions are seeking truth. Make a special year-end gift  
by December 31 to ensure the world knows Hope is  
Born!**

Our communities, our country, and our world are in turmoil. Worry, anxiety, and uncertainty have left a "God-shaped hole" in the lives of many as truth is desperately sought after.

The only foundation that is sure and secure is Jesus Christ. His Word is the hope that can provide the answers people earnestly seek during these unstable times.

Romans 10:14-15 boldly reminds us, "How can they hear without someone preaching to them? And how can anyone preach unless they are sent?"

**You can help us reach our goal!  
Only 4 Days Remain Before  
December 31st!**



**24%**  
In Donations



# Strategic Framework

When it comes to increasing online revenue, there are three primary strategies:

## ✓ Increase Traffic

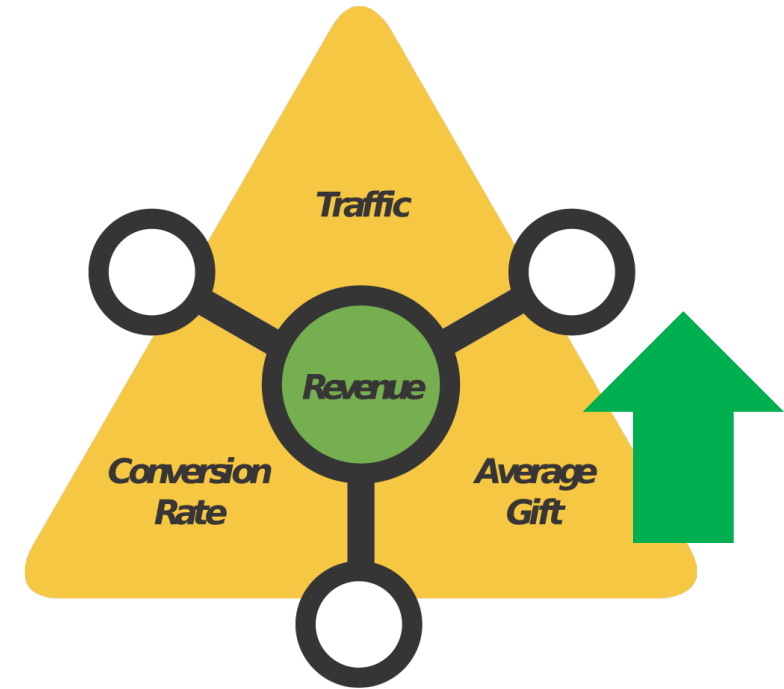
- Get more of the (right) people to show up
- Think **CLICKS**

## ✓ Increase Conversion Rate

- Get more people to say, “Yes!”
- Think **COMPLETIONS**

## ✓ Increase Average Gift

- Get more people to say “Heck yes!”
- Think **CASH**



\$5 minimum

Other amount

(minimum \$5.00)

\$10 minimum

Other amount

(minimum \$10.00)



127%

In Revenue per  
Visitor



# Control



Honor Kade and Kallan with a donation to CaringBridge.  
You make Kade and Kallan's website possible.

Donate

## Treatment 1



Kade's CaringBridge site is supported by generous donors like you.  
Make a donation to CaringBridge in honor of Kade

Donate

***Reverse Order***

## Treatment 2



Help Kade stay connected to family and friends.  
Make a donation to CaringBridge to keep Kade's site up and running.

Donate

***Impact of the site***

## Treatment 3



Show your love and support for Kade.  
Make a donation to CaringBridge to keep Kade's site up and running.

Donate

***Emotional appeal***



# Control



Honor Kade and Kallan with a donation to CaringBridge.  
You make Kade and Kallan's website possible.

Donate

## Treatment 1



Kade's CaringBridge site is supported by generous donors like you.  
Make a donation to CaringBridge in honor of Kade



Donate

7%

In Revenue per Visitor\*

**Reverse Order**

## Treatment 2



Help Kade stay connected to family and friends.  
Make a donation to CaringBridge to keep Kade's site up and running.



Donate

1%

In Revenue per Visitor\*

**Impact of the site**

## Treatment 3



Show your love and support for Kade.  
Make a donation to CaringBridge to keep Kade's site up and running.



Donate

67%


In Revenue per visitor

**Emotional appeal**





# Control -- No sticky bar

Sign In

### HELP DELIVER HOPE AND JOY!


Your dollars double to save marriages and families.

This holiday season, you can HELP DELIVER HOPE AND JOY when you support Focus on the Family! You'll help redeem marriages, strengthen families in faith, support parents, rescue moms and babies from abortion, reach out to children and families in foster care, and so much more.


Just \$30 can give hope to families in crisis. Your support will help to provide resources rooted in Scripture, including programs, podcasts, counseling efforts, print and online materials, live events, and so much more.

**Right now, you can DOUBLE YOUR DOLLARS to HELP DELIVER HOPE AND JOY through our YEAR-END MATCH provided by generous friends of the ministry.** Your gift between now and December 31 will be matched—dollar for dollar—up to \$2.4 million!

HELP DELIVER HOPE AND JOY now to strengthen marriages and families today!



# Treatment -- Additional sticky bar

Sign In

Will you become **1 of the 562 donors needed today** to save marriages and strengthen families this Christmas? Marriages and families are in need of hope all around us! Your loving support can give couples, moms, and dads the trusted biblical resources they need to thrive! **When you step forward before 11:59 pm on December 31st, your gift will be DOUBLED immediately!**


### HELP DELIVER HOPE AND JOY!

Your dollars double to save marriages and families.

This holiday season, you can HELP DELIVER HOPE AND JOY when you support Focus on the Family! You'll help redeem marriages, strengthen families in faith, support parents, rescue moms and babies from abortion, reach out to children and families in foster care, and so much more.

Just \$30 can give hope to families in crisis. Your support will help to provide resources rooted in Scripture, including programs, podcasts, counseling efforts, print and online materials, live events, and so much more.

**Right now, you can DOUBLE YOUR DOLLARS to HELP DELIVER HOPE AND JOY through our YEAR-END MATCH provided by generous friends of the ministry.** Your gift between now and



Will you become **1 of the 562 donors needed today** to save marriages and strengthen families this Christmas? Marriages and families are in need of hope all around us! Your loving support can give couples, moms, and dads the trusted biblical resources they need to thrive! **When you step forward before 11:59 pm on December 31st, your gift will be DOUBLED immediately!**



**70%**  
In Revenue



## Control



### Friend, thank you for adding your name.

You have joined a community of people who are committed to fighting for the most vulnerable in our society.

Before you go, we have one more thing we'd like to ask you to consider...

For far too long, our nation has been infected by an anti-life ideology. That's especially true since the destructive ruling in *Roe v. Wade* in 1973.

**But right now, we have a historic opportunity to rebuild a culture of life.**

Now that the Supreme Court has officially overturned *Roe*—the battle for life has returned to the states. But the laws and needs of each state vary.

That's why the American Cornerstone Institute—under the leadership of Dr. Ben Carson—will supercharge our efforts to provide resources to protect life in each state. But in order to do this critical work, we need your urgent support.

**Will you help rebuild a culture of life in states across America by making a tax-deductible gift today?**

Those who are anti-life want to continue treating our nation's most vulnerable as disposable objects. And we fully expect to face an opposition that's more hostile than ever now that the Supreme Court's decision is made official.

But your gift today will help ACI fight back to protect life for the unborn with every tool at our disposal.

We cannot afford to shrink from this moment. So, please don't wait.

**Make your tax-deductible gift to protect life in states across America using the secure form below.**

Welcome back. A

## Continuation Headline



### Friend, thank you for adding your name. Before you go, would you consider making a gift to fight for the unborn?

You have joined a community of people who are committed to fighting for the most vulnerable in our society.

Before you go, we have one more thing we'd like to ask you to consider...

For far too long, our nation has been infected by an anti-life ideology. That's especially true since the destructive ruling in *Roe v. Wade* in 1973.

**But right now, we have a historic opportunity to rebuild a culture of life.**

Now that the Supreme Court has officially overturned *Roe*—the battle for life has returned to the states. But the laws and needs of each state vary.

That's why the American Cornerstone Institute—under the leadership of Dr. Ben Carson—will supercharge our efforts to provide resources to protect life in each state. But in order to do this critical work, we need your urgent support.

**Will you help rebuild a culture of life in states across America by making a tax-deductible gift today?**

Those who are anti-life want to continue treating our nation's most vulnerable as disposable objects. And we fully expect to face an opposition that's more hostile than ever now that the Supreme Court's decision is made official.

But your gift today will help ACI fight back to protect life for the unborn with every tool at our disposal.

We cannot afford to shrink from this moment. So, please don't wait.

**Make your tax-deductible gift to protect life in states across America using the secure form below.**



**31%**  
In Revenue





# Control: No Suggested Gift

You + Moody Radio = Transforming our world for Christ:

Much of our work is funded by the generosity of friends like you. With your help, a listener hears the plan of salvation for the very first time. Another finds biblical advice to take the next step with Jesus. Together, we are impacting people in our communities, our nation, and our world for God!

How would you like to partner with us?

Single Gift

Become a Monthly Partner

Increase Monthly Partner Gift

[What is a Monthly Partner?](#)

Choose your gift amount:

\$20

\$60

\$100

Other

Payment Information

# \$100 Suggested Gift

Much of our work is funded by the generosity of friends like you. With your help, a listener hears the plan of salvation for the very first time. Another finds biblical advice to take the next step with Jesus. Together, we are impacting people in our communities, our nation, and our world for God!

How would you like to partner with us?

Single Gift

Become a Monthly Partner

Increase Monthly Partner Gift

[What is a Monthly Partner?](#)

Choose your gift amount:

\$20

\$60

\$100

Other



# 27%

In Avg Gift



# 47%

In Donations



# 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. The header includes the logo, navigation links for 'For volunteers', 'For organizations' (selected), and 'Impact', along with 'Sign in' and 'Join' buttons. A search bar contains the text 'google analytics'. Below the search bar, the 'Results' section shows 3 projects for 'google analytics'. The projects are:

- Google Analytics Reporting** (Technology, 1-2 weeks)
- Google Analytics Set Up & Training** (Technology, 4-6 weeks)
- Google Ads Set Up** (Technology, 2-6 weeks)

At the bottom, there is a link to 'Prefer a list view?'.

 **Catchafire**



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

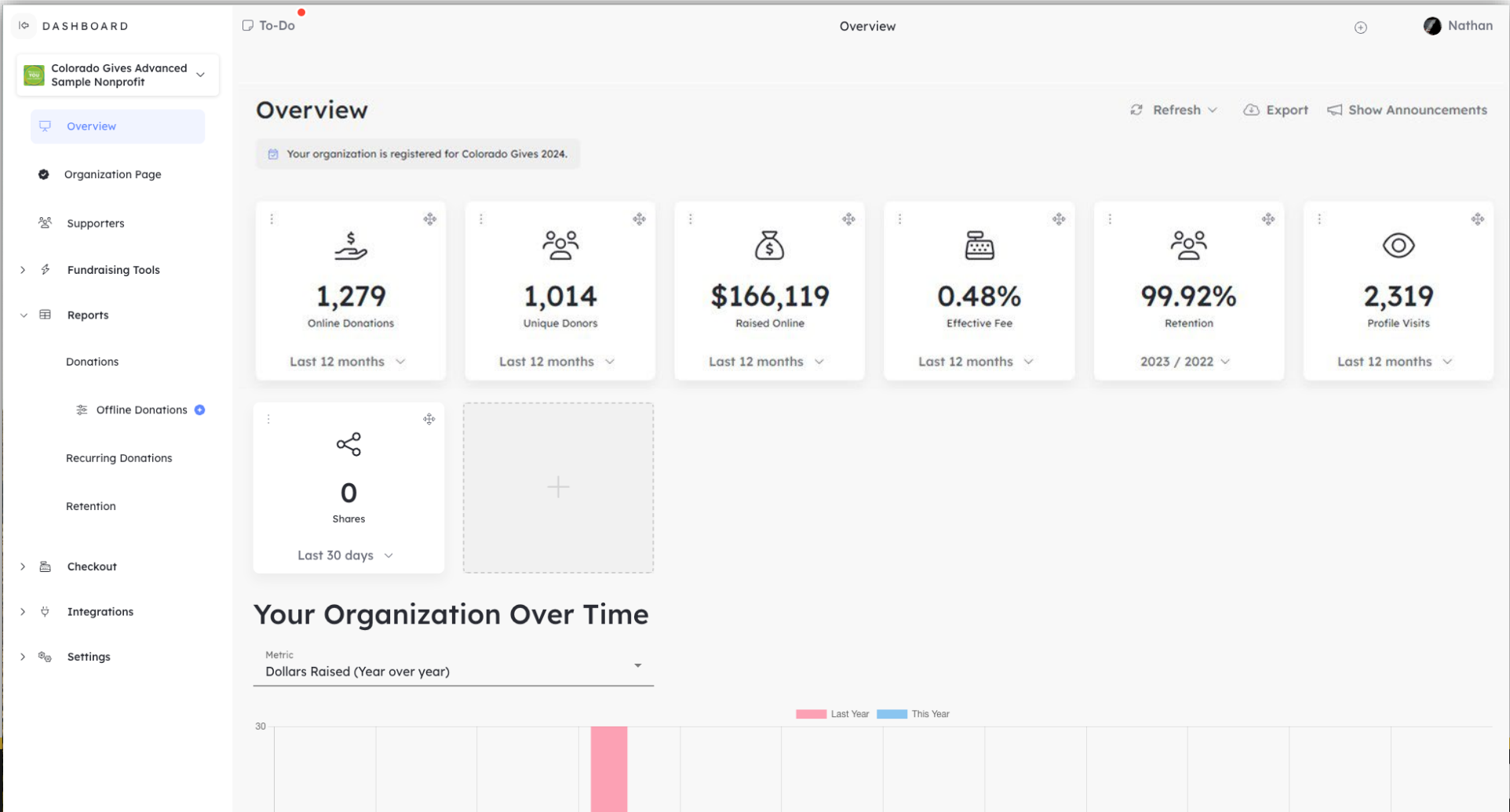
2

Your Total # of Donations

3

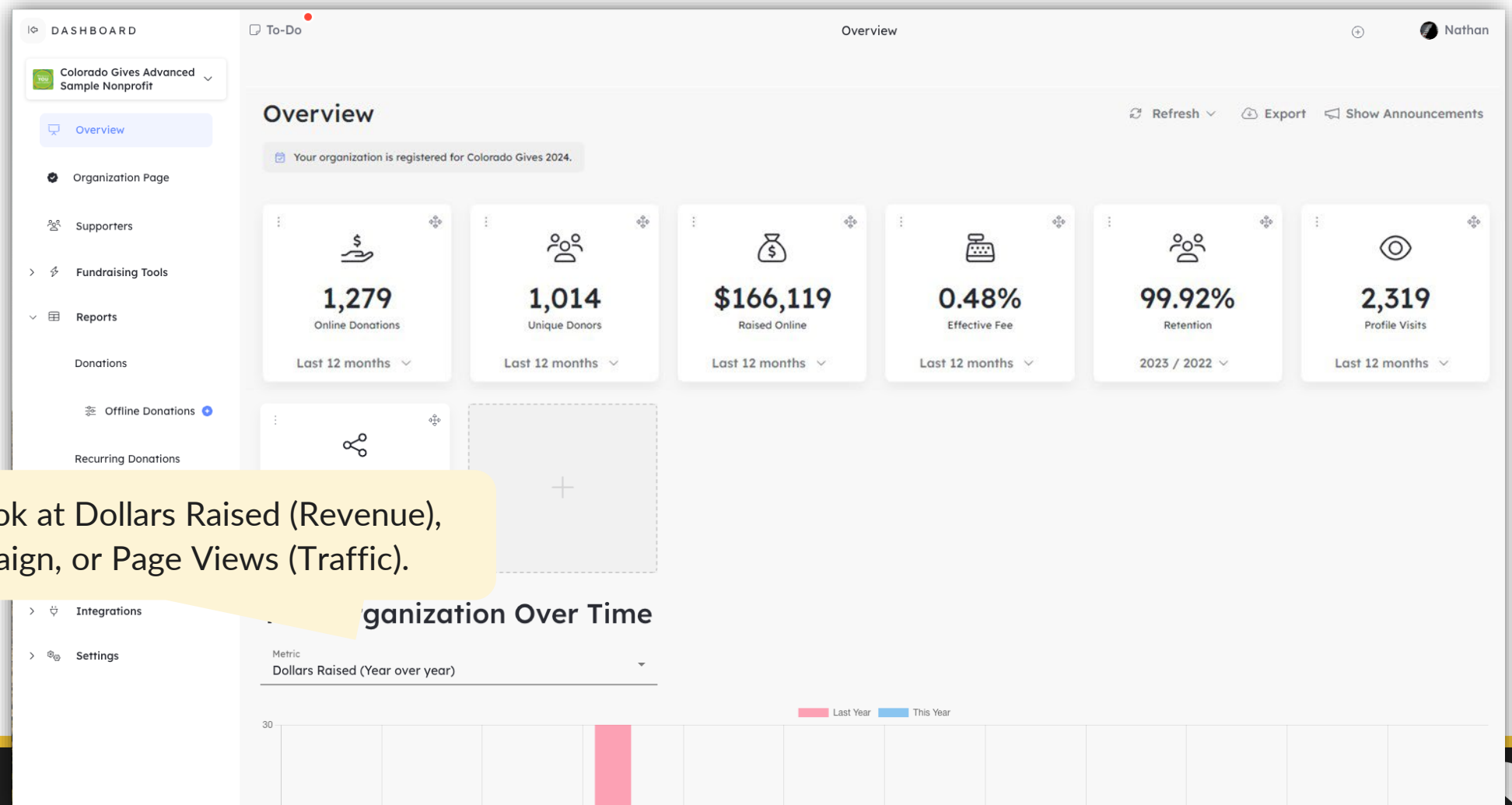
Your Total Revenue

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.

The screenshot displays the 'Reports > Donations' interface. On the left is a sidebar with a 'DASHBOARD' header and a dropdown menu for 'Colorado Gives Advanced Sample Nonprofit'. Below this are links for 'Overview', 'Organization Page', 'Supporters', and 'Fundraising'. The main content area is titled 'Donations' and includes a 'To-Do' section. It features several filter dropdowns: 'Time period' (set to 'Custom Date Range'), 'Donation type' (set to 'All'), 'Campaign type' (set to 'All'), and 'Payment processor' (set to 'All'). There are also buttons for 'Download', 'Import offline donation', and 'Add offline donation'. A '\$ Max. donation' input field is present. At the bottom, a summary table shows the following data:

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

A 'Clear all filters' button is located in the bottom right corner of the main content area.

Toggle this to view a “Custom Date Range” and analyze Colorado Gives Day 2024.  
*This gives you your total donations & revenue.*





**Your Website Traffic**

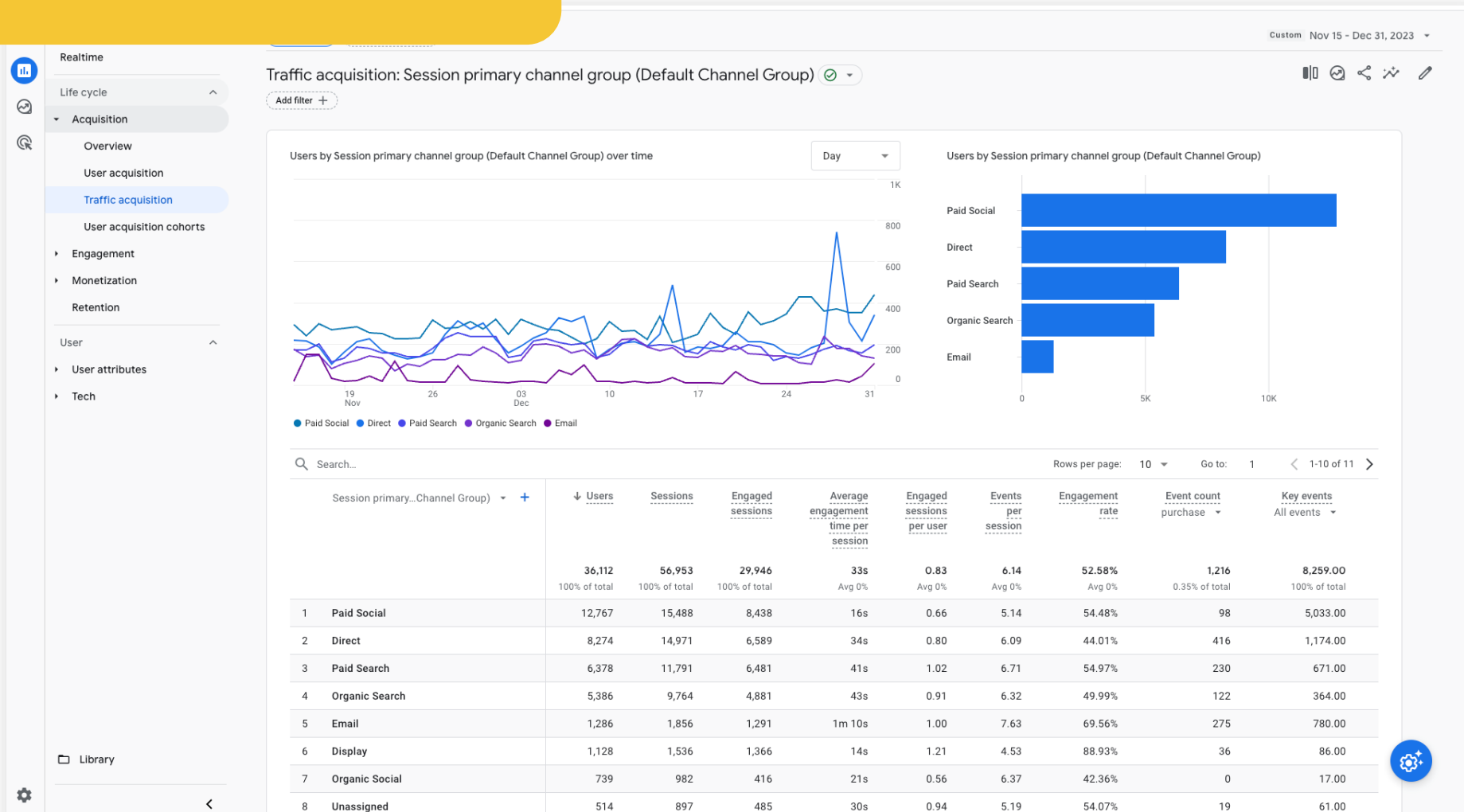


Your Total # of Donations



Your Total Revenue

# A Sample Google Analytics Report.



Home

Bar chart

Line chart

Map

Refresh

Reports snapshot

Realtime

Life cycle

Acquisition

Overview

User acquisition

Traffic acquisition

User acquisition cohorts

Engagement

Monetization

Retention

User

User attributes

Tech

Library

All Users

Add comparison

Custom Nov 15 - Dec 31, 2023

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

Add filter

Users by Session primary channel group (Default Channel Group) over time

Day

1K

800

600

400

200

0

19 Nov

26

03 Dec

10

31

Paid Social

Direct

Paid Search

Organic Search

Email

Sessions represents your total traffic.

Users by Session primary channel group (Default Channel Group)

Paid Social

Direct

Paid Search

Organic Search

Email

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

Search...

Rows per page: 10

Go to: 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 a web interface for a nonprofit organization named "Colorado Gives Advanced Sample Nonprofit". The left sidebar contains a navigation menu with the following items: Overview, Organization Page, Supporters, Fundraising Tools, Reports, Integrations (highlighted), Salesforce, Zapier, Mailchimp, and Slack. The "Google Analytics" option is highlighted in blue at the bottom of the sidebar. The main content area is titled "Google Analytics and Facebook Pixel" and is part of the "Integrations > Google Analytics" section. It features two main sections: "Link Google Analytics" and "Link Facebook Pixel". The "Link Google Analytics" section includes a notification "Now supporting Google Analytics 4!" with a "Learn More" link. Below this, there is a text input field for the "Tracking ID" and a "Save" button. A "Documentation" link is also present. The "Link Facebook Pixel" section includes a text input field and a "Documentation" link. A note at the bottom right of this section states "Google Analytics account required."

Colorado Gives Advanced Sample Nonprofit

To-Do

Integrations > Google Analytics

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  Save

[Documentation](#)

### Link Facebook Pixel

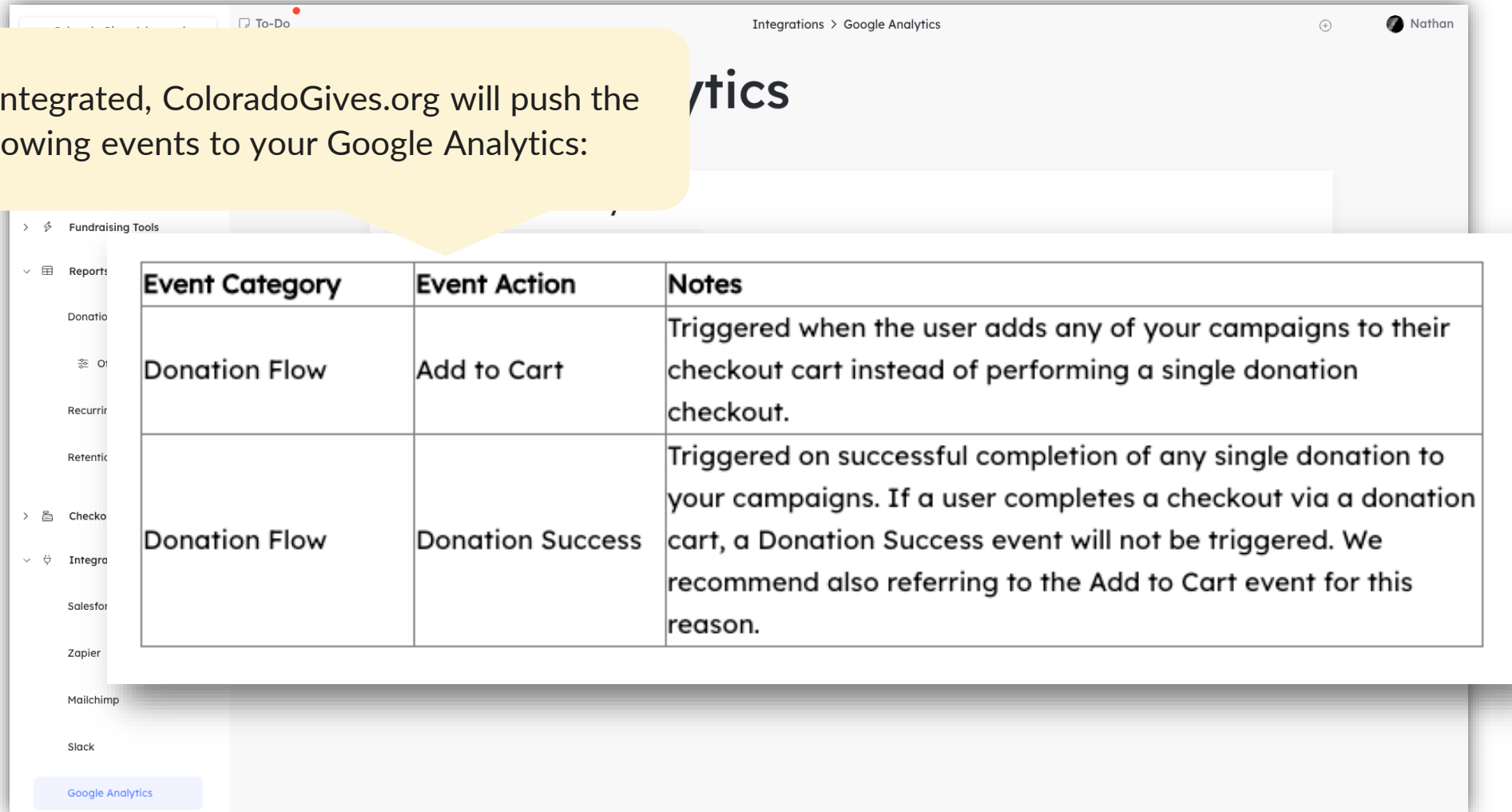
Enable analytics tracking via Facebook Pixel to integrate with Facebook's Ad platform. [Read More](#).

[Documentation](#)

Google Analytics account required.



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



The screenshot shows the 'Integrations > Google Analytics' page on the ColoradoGives.org website. The page has a header with 'Integrations > Google Analytics' and a user profile 'Nathan'. A sidebar on the left lists various integrations: Fundraising Tools, Reports, Donatio, Or, Recurrir, Retentic, Checko, Integra, Salesfor, Zapier, Mailchimp, and Slack. The 'Google Analytics' integration is highlighted in blue. A table is overlaid on the page, detailing the events pushed to Google Analytics.

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.









Included in your NextAfter Institute membership!



# Homework



Except there's no grades.

Find these metrics in ColoradoGives.org  
and Google Analytics.

Year-End 2024 Questions (Nov 15- Dec. 31, 2024)	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 2024 Questions (December 10, 2024)	Your Answer			Metric	Your Calculated Metric
How many visitors (sessions) did you have on your website during CO Gives Day 2023?	-		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 2024 Questions (Nov 15- Dec. 31, 2024)	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 2024 Questions (December 10, 2024)	Your Answer			Metric	Your Calculated Metric
How many visitors (sessions) did you have on your website during CO Gives Day 2023?	-		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!



## 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/1DhCTYddaMU-hZehdF8D6hT8zghaK5HR7h3ZKSFe8RWU/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**?*

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

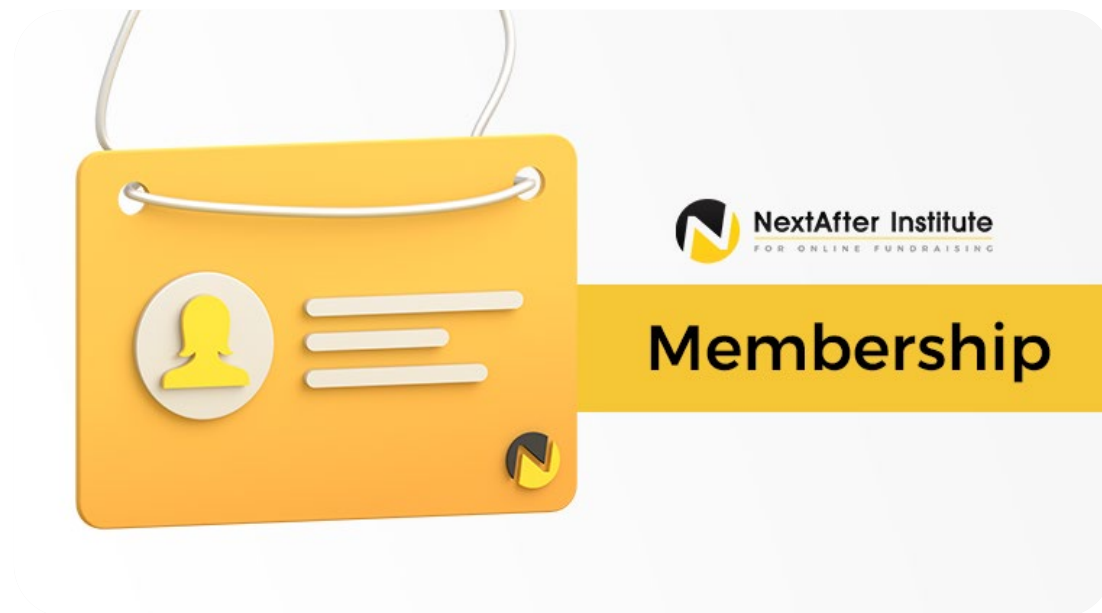
Names 26.2↑

Donors 26.2↑

The chalkboard content includes:

- Push vs. Pull**: Written in green at the top left.
- x2 Revenue**: Written in green at the top center.
- How to Grow a DIGITAL Fundraising Program**: The main title, with 'DIGITAL' in a large yellow box.
- FCORM**: Written in green at the bottom left.
- Names 26.2↑**: Written in green at the bottom center-left.
- Donors 26.2↑**: Written in green at the bottom center-right.
- Diagram 1**: A green triangle with a dashed horizontal line and an arrow pointing from the bottom left to the top right.
- Diagram 2**: A circular flow diagram with three nodes: T (top), R (bottom), and C (right). T is connected to R, and R is connected to C.

Dive deeper on the 3 key metrics.



<https://nextafter.com/level-up-membership>


Dive Deeper with **Digital Fundraising Courses**  
from the NextAfter Institute



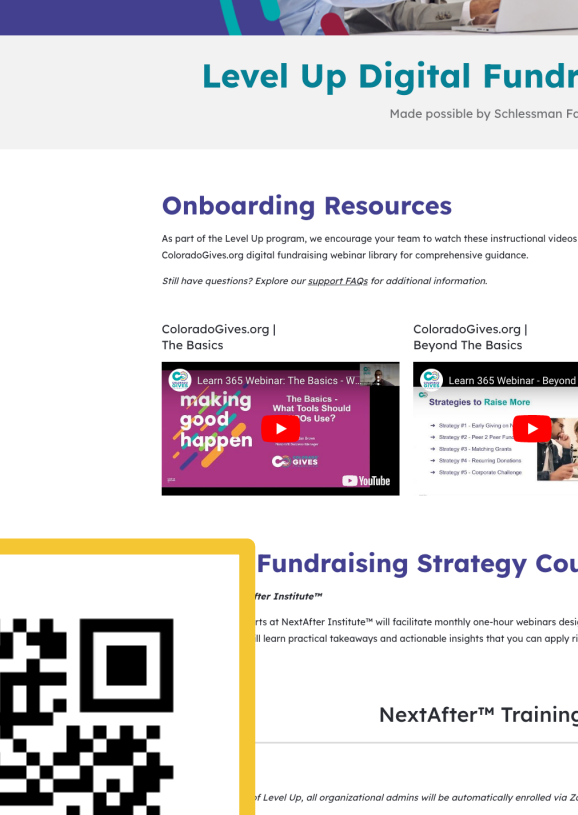
# Dive Deeper






[About Us](#)
[Ways to Give](#)
[Donate](#)

[Search](#)
Nathan



## Level Up Digital Fundraising Resources

Made possible by Schlessman Family Foundation

### Onboarding Resources

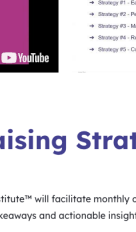
As part of the Level Up program, we encourage your team to watch these instructional videos for utilizing this giving platform year-round. Explore the complete ColoradoGives.org digital fundraising webinar library for comprehensive guidance.

*Still have questions? Explore our [support FAQs](#) for additional information.*

ColoradoGives.org | The Basics



ColoradoGives.org | Beyond The Basics



ColoradoGives.org | Embedable Donation Forms 101



### Fundraising Strategy Courses

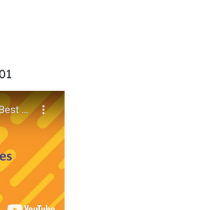
NextAfter Institute™

NextAfter Institute™ will facilitate monthly one-hour webinars designed to elevate your nonprofit's digital fundraising strategy. Through these courses, you will learn practical takeaways and actionable insights that you can apply right away to enhance your fundraising efforts.

### NextAfter™ Training Webinars

As part of Level Up, all organizational admins will be automatically enrolled via Zoom for these webinars. No further action is needed for registration.

Level Up & NextAfter™ Orientation



WEBINAR 1 | Goals & Metrics: Your Data-Driven Guide to Colorado Gives Day 2024

WEBINAR 2 | Crafting Compelling Appeals: Mastering the Art of Value Propositions

September MILESTONE | Copywriting Courses 1.0 & 2.0 Begin

**September 25** | WEBINAR 3 | Inbox Impact: Defining Your Colorado Gives Day Email Strategy

**October 23** | WEBINAR 4 | Strategic Countdown: Mapping Your Year-End Campaign Strategy

**November 1** | MILESTONE | Early Giving Begins for Colorado Gives Day 2024!

**November 27** | WEBINAR 5 | Clicks to Cash: Optimizing Your Donation Page for Colorado Gives Day



Don't forget to embed your donation form to streamline your campaign!



Home

DMs

Activity

Automations

More

LEVEL UP | NextAft...

Threads

Drafts & sent

Channels

# general

# homework

# introductions

# random

# resources

+ Add channels

Direct messages

Brianna K

Emily Barker

Joel Newton

Jordan Brown

Nick Scheidies

Nathan Hill you

+ Add coworkers

Apps

Slackbot

+ Add apps

+  
+ Add people

# general

2 Pinned Level Up Program Reso...

<https://outlook.office365.com/book/ConnectwithJordanBrown@coloradogives.org/> Thursday, July 18th 10:00 AM (edited)

1 reply 4 days ago

Pinned by Jordan Brown

Jordan Brown 4:03 PM

Please note the updates to the Level UP Copywriting Course schedule to provide participating nonprofits more details:  
<https://www.coloradogives.org/p/nonprofits/LevelUpYR2-Resources>  
image.png

Copywriting Course

Presented by Institute for Sustainable Philanthropy™

Copywriting 1.0 (First-Year) Participants:

At the end of the course, one staff member will receive a Certificate in Fundraising Copywriting. You will discover how to apply Philanthropic Psychology as you craft compelling campaign content. You will learn how organizations can significantly enhance their fundraising contributions and donor lifetime value.

Copywriting Course 1.0 Program Details:

This course is a four-module, four-week boot camp, delivered entirely online. You will have 2 main staff participant complete and become certified through the course.

Please plan to commit to 5 hours per week to complete readings, listen to brief lectures, and complete assignments. This virtual, learn at your own pace course, begins on:

✓ Invited to Canvas Mid-August 2024  
✓ Course Access Begins September 3, 2024  
✓ Final Assignment Submitted Mid-October  
✓ Colorado Gives Day is Nov 4 - Dec 10, 2024

Copywriting 2.0 (Returning) Participants:

This advanced Copywriting 2.0 Course is tailored for organizations that have completed the Copywriting 1.0 Course. It serves as a capacity-building workshop aimed at embedding philanthropic psychology principles throughout your entire organization.

Copywriting 2.0 Program Details:

This course offers 3 x half-day virtual training sessions with Institute for Sustainable Philanthropy. This virtual, multi-team member workshop begins on:

✓ September 13, 2024 @ 9:00 AM - 12:30 PM  
✓ September 27, 2024 @ 9:00 AM - 12:30 PM  
✓ October 4, 2024 @ 9:00 AM - 12:30 PM

Zoom invites will be sent directly to participating nonprofits in August 2024.

Please attempt to include at least 4 staff to members per participating nonprofit. Staff members attend the workshops to lead the on-site work for the workshop.

• Consider inviting from your team: CEO, C-suite director of communications, C-suite director of programs and the Copywriting 1.0 graduate

• Presenters send 10 communication examples per participating nonprofit to [board@coloradogives.org](mailto:board@coloradogives.org) by July 15, 2024

ColoradoGives.org

Level Up Your Digital Fundraising

LEVEL UP will help organizations that use Colorado Gives fundraising tool make the most out of the Colorado Gives features like CRM, application integration, text-to-give and more.

B I U Link

Message #general

+ Aa Emojis @ Attachments Upload Link



# Questions?