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**KEY PERFORMANCE INDICATORS**

1. **Fundraising Metrics**
   1. How many sponsorships did you receive this year?
   2. What channels are your sponsors coming through?
   3. Which of your sponsorship packages are most popular?
   4. Did you receive money from grants?
2. **Sponsor Metrics**
   1. Donor retention rate - divide the number of recurring donors by the number of total donors, then multiply by 100
   2. Year-over-year donor growth - if this is a negative number, then you have an issue with sponsor acquisition
   3. Conversion rate - how many of the donors that you pitched to became sponsors?
3. **Email Metrics**
   1. Open Rate
   2. Clickthrough Rate - how many people clicked a link in the email campaign?
   3. Email Conversion Rate - number of emails sent compared to number of donor checks received
   4. Opt-Out Rate - ideally 0%
4. **Social Media Metrics**
   1. Amplification, Applause and Conversation Rates - should be analyzed together
      1. Amplification Rate - how often are your posts being shared
      2. Applause Rate - likes
      3. Conversation Rate - how often are your posts starting conversations
   2. Landing Page Rate - how often does your social media generate webpage visits?
5. **Membership Growth**
   1. Membership Conversion Rate
   2. Membership Trial Retention
6. **Membership Retention**
   1. Year-over-year Retention Rate
   2. Churn Rate - the rate at which you lose members
7. **Event Participation**