

FUNDRAISING CAMPAIGN EVALUATION WORKSHEET

CONSERVATION IMPACT | NONPROFIT IMPACT



Getting Started:

- ▲ The key to being able to evaluate the effectiveness of your fundraising campaign is having clear goals/objectives for the campaign—more than just a dollar amount!
- ▲ The table below includes some sample criteria. Select those that apply to your campaign and add others as needed.
- ▲ Then, define success for each criterion and note and assign the tasks necessary to tracking and compiling that information.
- ▲ Be clear on what counts. (For example, if you receive an unexpected bequest or if someone responds to your fundraising letter or email 6 months from now)

Questions / Evaluation Criteria	Definition of Success	Info-Gathering Steps
How much money will we raise?		
For what? (e.g., a specific program or project, unrestricted, a mix, etc.)		
Average gift size		
Number of gifts (total)		
# or % of gifts from specific segments: <ul style="list-style-type: none">▲ Existing donors▲ Lapsed donors▲ First-time donors (from a specific market segment, list, etc.)▲ Board members / volunteers		
Open rate or click-through rates (email)		

Then...

- ▲ Assign responsibility for compiling results information.
- ▲ Report the information as appropriate for your organization or agency.
- ▲ Use the information to inform and refine your fundraising strategies; compare metrics year-over-year to uncover trends and issues.