Measuring What Matters Most
North Carolina Center for Nonprofits' Annual Conference
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Kathy Ridge, LevRidge Resources
Ellen Whitlock, Senior Resources of Guilford

For Whom?
- Grantors
- Best Practice standards
- Profitability analysis
- Sustainability analysis
- Strategic Plan progress
- Quality of services
- Community relevance
Uses for Evaluation

- Program Planning
- Prioritizing
- Reporting on effectiveness
- Program improvement
- Organization readjustment
- Decision Making
- Staying Relevant

Matrix Map Model

- Financial and Mission relevant Impact should be brought together to guide organization strategy and decision making
- Nonprofits need *continuous* decision making
- Interconnectedness of Finance and Mission

Effectiveness of Fundraising

- Fundraising Net
- Dependency Quotient
- Cost of Fundraising to Net Ratio
- Donor Retention Rate
- Conversion Rate/ Migration
- Average donation size
- Average major donation size
- Trends
- Board donations
Criteria for Determining Impact *

- Alignment with Core Mission
- Excellence in Execution
- Scale of Volume
- Depth
- Filling a Gap
- Build Community
  - *Jeanne Bell, Steve Zimmerman, Nonprofit Stability

DATA! Start Counting Stuff!

- Begin!
- Have a data champion
- What do you already have?
- Data Management – ongoing clean up
- Make data part of the culture