

Get the most out of Thursday's seminar!

We encourage you to complete the survey below and bring it with you on Thursday. The goal is for you to review data that is important to decision-making. This data will be kept confidential.

1. Do you have Google Analytics on your website?

Yes

No

If Yes, go to next question; if No, skip to question 3

2. Website Data (Google Analytics)

a. Bounce Rate _____

b. Unique visitors _____

c. Total visitors in last 30 days _____

d. New v. returning visitors _____

e. Session Duration _____

f. Users by Time of Day

3. Social Media Data

a. What social media platforms being used

Facebook

Instagram

Snapchat

Google

Others

b. Likes/Followers on each (number of people connected to your page)

Facebook

Instagram

Snapchat

Google

Others

c. How many posts in last 30 days on each

Facebook

Instagram

Snapchat

Google

Others

4. Number of donors in donor management system

5. Number of lapsed donors in donor management system (lapsed donors are those who have not given in over a year)

6. Number of recurring donors vs one time donors

7. What constitutes a 'major gift' for your organization? What is the frequency of your major gifts?

8. Gala related data:
 - a. Average number of attendees over last three years
 - b. Average number of silent auction items and revenue
 - c. Average number of live auction items and revenue
 - d. Fund-A-Need/emotional appeal revenue
 - e. Number of donors who participated in Fund-A-Need/emotional appeal