



**StEPs-UT Management  
Management: An Introduction**

**HANDS-ON ACTIVITY #4 = 40 minutes  
Measuring Fundraising Effectiveness**

**MEASURING  
FUNDRAISING  
EFFECTIVENESS**  
*Why Cost of Fundraising Isn't Enough*

**INSTRUCTIONS:**

1. Review first handout (5 minutes).

*MEASURING FUNDRAISING EFFECTIVENESS: Why Cost of Fundraising Isn't Enough*

<https://boardsource.org/wp-content/uploads/2017/01/Measuring-Fundraising-Effectiveness-Summary.pdf>

2. Follow the instructor as she demonstrates how the excel worksheet functions (5 minutes).

*Calculating Your Organization's Fundraising Measures*

3. In museum teams, fill out (to the best of your ability) the same worksheet template overleaf – only fill in the 

DOUBLE LINE BOXED CELLS
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 since the other cells auto-calculate in the excel worksheet. Holler for help from instructors and mentors as needed (10 minutes).

4. Spokesperson from each museum team briefly summarizes their findings (15 minutes).

5. After activity completed, receive second handout and discuss (5 minutes)

*UNDERSTANDING & EVALUATING YOUR FUNDRAISING STRATEGY: A Toolkit & Conversation Guide for Boards and Leadership Teams*

<https://boardsource.org/wp-content/uploads/2017/01/Measuring-Fundraising-Effectiveness-Toolkit.pdf>

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**ASSIGNMENT for Month 4 (February 2019)**

- With the information you recorded today (and what you find when back at your museum), use the live excel worksheet and the two handouts to complete the worksheet and exercise with your organizational leadership and governing authority.
- YOUR PERSONAL COPY of the live excel worksheet is stored in the Google folder where your StEPs self-assessment worksheet lives. Jennifer will send you the link.

## Calculating Your Organization's Fundraising Measures

**ONLY FILL IN THE DOUBLE LINE BOXED CELLS**  
 – other cells will automatically calculate in your live excel spreadsheet

<b>Fundraising Program/Tactic</b> <i>Overwrite the sample numbers and add as many lines as needed.</i>	<b>Total Amount Raised</b> <i>Gross amount raised by each program over the past 3 years</i>	<b>Cost of Staff Time to Raise It</b> <i>Calculation of amount of staff costs for each program .Don't forget to include all the staff members who were involved; not just those who led the effort. This may involve some estimations if you don't track time by each program.</i>	<b>Other Associated Costs</b> <i>All other costs associated with raising the funds - could include printing, event costs, meeting costs, etc.</i>	<b>Program Nets</b> <i>The amount each strategy or program contributes to the organization's bottom line.</i>	<b>Program COF</b> <i>The amount it costs this program/strategy to raise one dollar.</i>
Membership	\$	\$	\$	\$	#DIV/0!
Earned Income (admissions, shop, rentals, etc.)	\$	\$	\$	\$	#DIV/0!
Annual Fund	\$	\$	\$	\$	#DIV/0!
Special Events	\$	\$	\$	\$	#DIV/0!
Major Donor Program	\$	\$	\$	\$	#DIV/0!
Corporate Sponsorships	\$	\$	\$	\$	#DIV/0!
Grants	\$	\$	\$	\$	#DIV/0!
Other	\$	\$	\$	\$	#DIV/0!
<b>Subtotals</b>	\$	\$	\$	\$	#DIV/0!

<b>Top 5 Sources of Revenue</b>	<b>Total contributions for past 3 fiscal years</b>	<b>Total contributions for past fiscal year</b>
Largest donor/funder	\$	\$
2nd largest donor/funder	\$	\$
3rd largest donor/funder	\$	\$
4th largest donor/funder	\$	\$
5th largest donor/funder	\$	\$
<b>Total Contributions</b>	\$	\$

  

<b>Total Organizational Expenses</b>	<b>Past 3 fiscal years</b>	<b>Past fiscal year</b>
	\$	\$

  

<b>Annual Dependency Quotient</b>	#DIV/0!	#DIV/0!
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## Your Organization's Fundraising Measures

<b>Total Fundraising Net</b>	\$
<i>Total dollars your fundraising efforts yielded</i>	
<b>Overall Dependency Quotient</b>	#DIV/0!
<i>% of expenses dependent on your 5 largest funders.</i>	
<b>Overall Cost of Fundraising</b>	#DIV/0!
<i>The amount your organization spends to raise \$1</i>	

(see over)