

# Development Dashboard 2020-21

On track ● Monitor ● Act ●

	FY 2020	Target by June 30, 2021	FY 2021 July 1, 2020 – Jan. 22, 2021
<b>Fundraising Goal</b> (Unrestricted Individual/Private Funds & General Operating Grants)	Individual/Private Funds \$50,699 (50%) General Operating Grants \$117,750 (118%) * *(60K obligated to parking lot and kitchen) <b>Total \$168,449 (168%)</b>	<b>\$100,000</b>	Individual/Private Funds \$31,502.81 (32%) General Operating Grants \$144,500 (144%) * *\$20K for HVAC <b>Total \$176,002.81 (176%)</b>
<b>Donor Acquisition, Engagement and Retention</b>			
<b>Growth of donors</b>			
• <b>Number of donors</b>	125	200	91
➤ <b>New donors</b>	43	50	16
➤ <b>Number of repeat donors</b>	66	100	50
➤ <b>Recaptured donors</b>	16	30	25
<b>Monthly donors</b>	14	50	15
<b>Board Giving</b>	12 out of 21	100% giving = 25 of 25	17 out of 25
<b>Board Engagement:</b> (introduce prospective donor, launch a giving campaign, attend, or volunteer at event, write thank you note, social media sharing, participate in committee)	67% in one activity	100% participating in at least one activity	TBD
	33% participating in 2+	50% participating in 2+	TBD
<b>Marketing/Communications</b>			
• <b>Increasing visibility through Social media, web site, e-blast</b>	Facebook - Followers 2,267 up 405 since July 1, 2019 Likes – 2,275 up 377 since July 1, 2019  Web: 34,655 visits Top pages: employment, staff, childcare  E-blast open rate: 20% (42 sent)	Facebook: 5% growth  Web: 5% growth  E-blast open rate: up 5%	Facebook: Followers 2,446 up 175 since July 1, 2020 (7.7% increase) Likes: 2,448 up 169 since July 1, 2020 (7.4% increase)  Web: 15,645 visits Top pages: employment, child care, staff  E-blast open rate: 26% (20 sent)
<b>New prospects who participate in tour or other activity (entered pipeline of cultivation)</b>	105	100	