

Benchmarking Tip Sheet

Almost 500 organizations participated in this year's report, providing key metrics against which to measure your own performance. Knowing how you stack up here will give you some realistic online objectives.

The first category, **email file metrics**, is strongly connected to the second category, **online revenue**. The number of email addresses you have on file is related directly to your ability to communicate and drive fundraising activity from your constituents. Let's briefly discuss what we mean by each metric:

Email File Metrics

- **Total Email File Size:** Total number of email addresses on file.
- **Usable Email File Size:** Opted-in constituents with good addresses.
- **Email File Growth:** Very important to replace addresses lost through inevitable attrition.
- **Usable Percentage of Email File:** Usable addresses as percentage of total file.

	Total Email File Size	Usable Email File Size	Total Email File Growth	Usable Percentage of Total Email File
Benchmark Median	39,100	21,416	27%	56%
My Score				

Online Revenue Metrics

- **Total Annual Revenue:** Online donations and online shopping revenue. Also includes money raised online for team events like walks and rides.
- **Online Revenue Growth:** 2009 revenue compared to 2008.
- **Average Gift Size:** Higher gift size does not automatically correlate with higher online revenue. Number of gifts is also a factor.
- **Online Revenue by Email Address:** Total online revenue divided by number of usable email addresses.

	Total Annual Revenue	Online Revenue Growth	Average Gift	Online Revenue per Usable Email Address
Benchmark Median	\$291,592	14%	\$80.80	\$11.68
My Score				