



YEAR-END CAMPAIGN PERFORMANCE WORKSHEET

■ PRIOR YEAR DATA

Year-End giving information from prior year (*actual gift totals*)

November Total	\$
December Total	\$
1st week January Total	\$
Total \$	\$

Total # donors (November 1-January 5):

Average Gift Size:

Prior Year Gift Ranges (*include both # and % of total*)

Gift Ranges	\$ Giving	# of Gifts	% of Total
\$5-\$100			
\$101-\$500			
\$501-\$1,000			
\$1,001-\$2,500			
\$2,501-\$5,000			
\$5,001+			

Date Year-End Campaign Letter Mailed:

Date(s) of Social Media posts:

Other important date(s):

■ CURRENT EVALUATION DATA

Year-End Campaign Goals:

Contributions	\$
Number of Gifts	
Avg Gift Size	\$
\$ and/or % increase over prior year	
Other:	

Open rate of email campaign:

Date of Email	# Of Emails sent	Open Rate of Emails (%)
Email #1 - Date:		
Email #2 - Date:		
Email #3 - Date:		
Email #4 - Date:		

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Of Mailed items vs #/% returned mail:

Number of Households/individuals included in mailing:

Returned for incomplete/insufficient address:

% Successfully delivered:

Data for recurring (monthly/quarterly) donations:

Average Number of recurring monthly donors prior to Year-End Campaign:

Average Number of recurring monthly donors after to Year-End Campaign:

Percent increase/decrease:

Year-End Gift Data by week (include date by week, gift \$ and # of gifts and progress to goal):

Week	\$ Gift Total for week	# of Gifts for week	Progress to Goal (%)
Week 1			
Week 2			
Week 3			
Week 4			
Week 5			
Week 6			
Week 7			
Week 8			
Total			

Year-End Giving - Current Year Actual:

November Total	\$
December Total	\$
1st week January Total	\$
Total \$	\$

Total # donors (November 1-January 5):

Average Gift Size:

Gift information by donor group (# and percentage):

Donor Group	Number of Gifts	Percent of Total
New donors		
Renewal of Lapsed (SYBNT and/or LYBNT)		
Upgraded gift amt. from last year		
Total		

Prior Year Gift Ranges (include both # and % of total)

Gift Ranges	\$ Giving	# Of Gifts	Percent of Total
\$5-\$100			
\$101-\$500			
\$501-\$1,000			
\$1,001-\$2,500			
\$2,501-\$5,000			
\$5,001+			

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