

More Profitability BENCHMARKING



Here to help you make more informed decisions about strategy and investments in fundraising.

More Profitability Benchmarking is the only benchmarking that gives you the full picture of your fundraising performance by looking at both income and full expenditure.

With new program metrics, we can provide invaluable insights to organisations of every size.

- Fundraising growth trends
- Cost income ratios
- Portfolio mix
- Return per FTE
- Donor bathtub report
- Relationships managed per staff member
- Dependency ratio
- Bequest penetration rates



BY JOINING THE MORE PROFITABILITY BENCHMARKING YOU CAN:

- Set more accurate budgets
- Measure and report relative program performance to other charities
- Determine appropriate levels of investment in fundraising
- Demonstrate to Boards where you're doing well and where to focus effort
- Enhance Board understanding and confidence to invest in fundraising
- Review staff productivity
- Gain a view of your data that internal resources and expertise alone cannot see
- Get expert guidance and strategic advice from highly experienced and influential fundraisers

Project metrics



Number of Mid Value donors in program

Income from Mid value donors

Direct and salary costs from Mid value

Number donors under stewardship

Number Major Gifts received

Largest major gift received

Number confirmed bequestors

Number of inquirers

Number of realised bequests



Number Community FR

Number of community Donors

Number of P2P Fundraisers and Donors

Number Active Donors at start of Year

Number new donors acquired

Number Active Donors at end of Year

Number applications made

No. Successful applications

Largest grant received

Number active corporate partners

Largest partnership

In kind value

It's easy to get insights



- STEP 1** Complete our simple template showing income, direct costs and staffing spend
- STEP 2** 1-hour meeting to sanity check all data
- STEP 3** Insights and opportunities revealed via over 400 charts and a 2-hour workshop with industry leading consultants Martin Paul, Ruth Wicks or Lisa Kastaniotis

PRICING – the best investment you could make!

There are 2 x packages available – **report only** and the **full insights package** which includes a 2 hour presentation on the strategic implications and opportunities in your benchmarking;

	Insights	Report
Overall Fundraising	✓	✓
Compare to macro data	✓	✓
Individual Program Reports	✓	✓
5 year Trends	✓	✓
Program Metrics	✓	✓
2 hour Presentation	✓	
Investment	\$4,500	\$2,000
FIA Member Investment	\$3,500	\$2,000

Insights package feature a comprehensive 25 page report on each of the following areas of fundraising



“We have found More Profitability Benchmarking to be extremely useful in assessing our performance across the various fundraising income streams versus the sector in a transparent, informative way.

It is not only the data itself that is enlightening but also the actual presentation – the More Strategic team’s considerable knowledge of sector trends is invaluable in providing context and indicating key learnings specific to our performance – we share these with our executive and board annually.”

- Anne Johnston,
Children’s Cancer Institute

Get involved!

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Visit www.morestrategic.com.au

