

2023 ADRP Northeast – Mid-Atlantic Regional Conference

July 20, 2023 | Seton Hall University
South Orange, New Jersey



Establish and Leverage Metrics for Growth Yours and Your Organization's



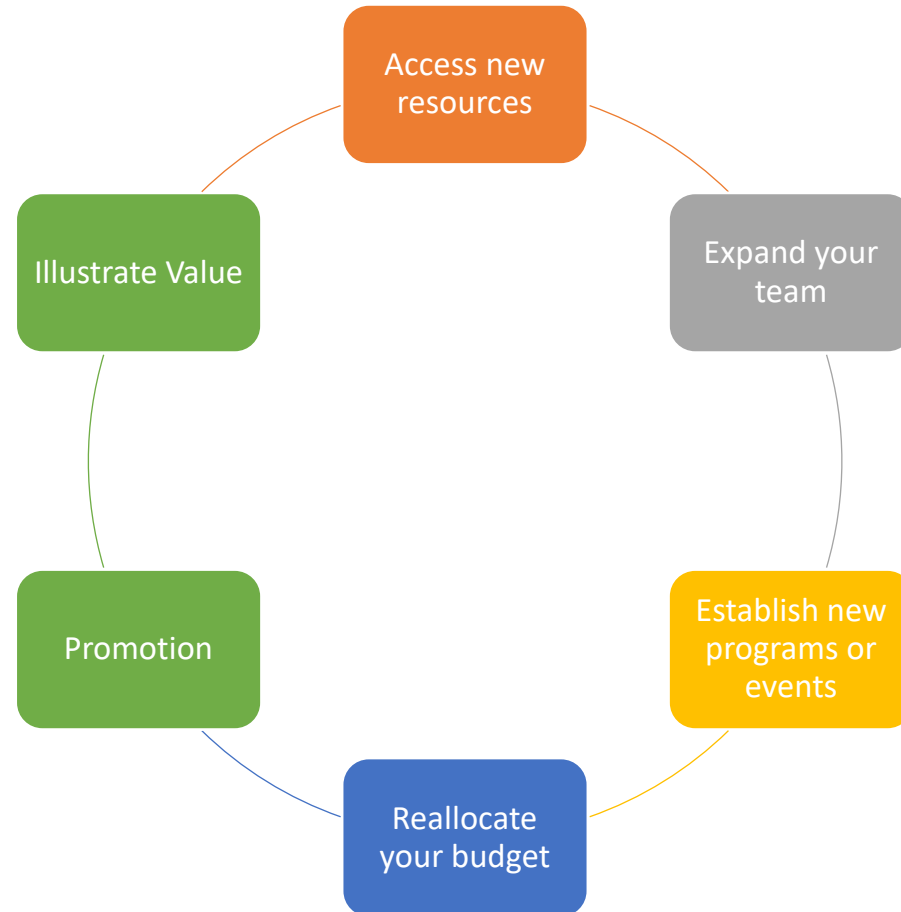
Kelly Brennan

Philanthropic Perspectives and Solutions
Consultant, Coach, and Advisor

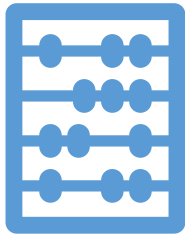
Growth



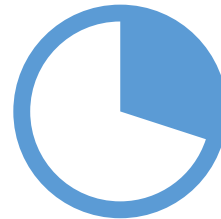
Define Goal



Data vs Metrics



Raw #s (counts)



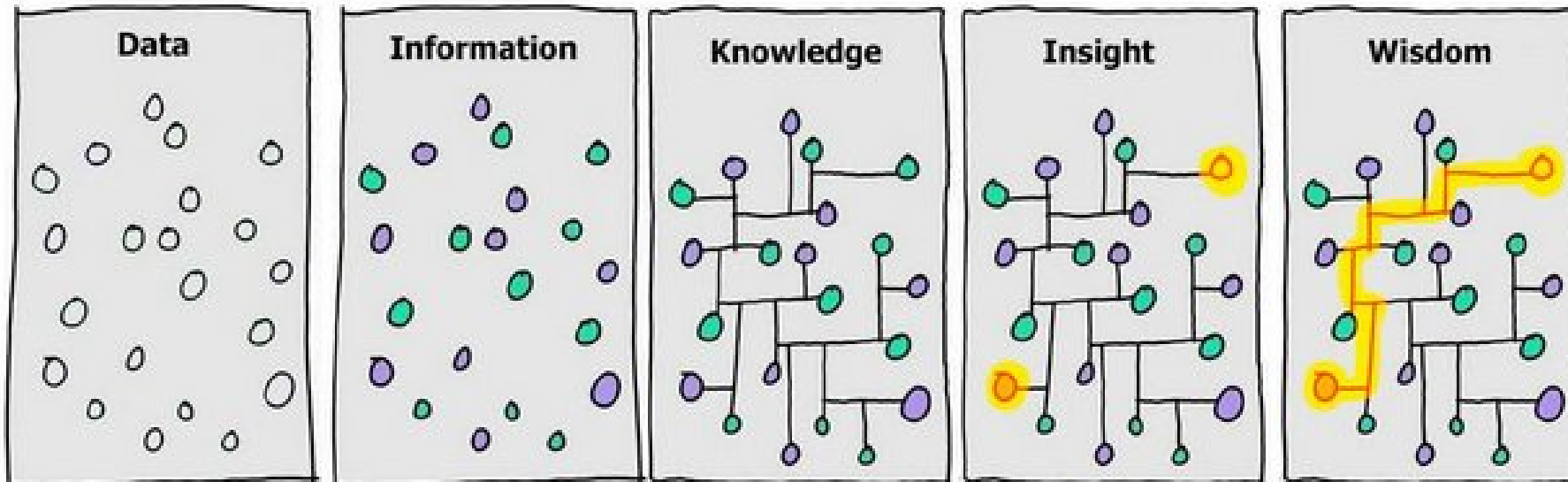
Progress (50%
completed)



Change (Percentage
increase/decrease)

Metrics for Growth

Measure with Data, but Plan with Wisdom



Growth Basics

A key performance indicator (KPI)

A measurement of activity that reveals how a business or team is performing against its goals.

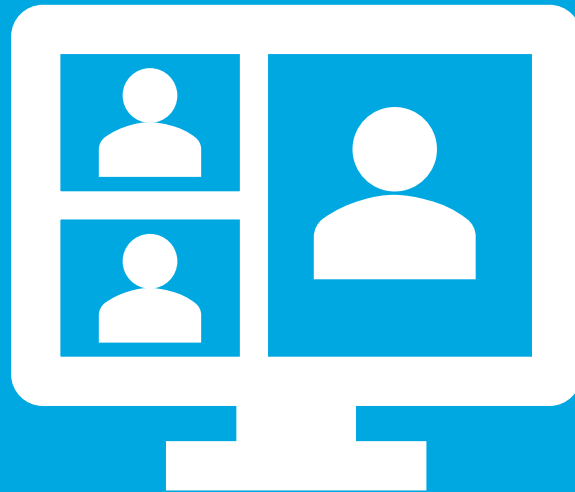
KPIs are critical metrics

measuring the success of specific activities used to meet business goals - measured against a specific target or benchmark, adding context to each activity being measured.

A KPI is NOT

A measurement of activity or metric does not directly influence your achievement of business goals.

CASE STUDY I



Gifts-in-Kind



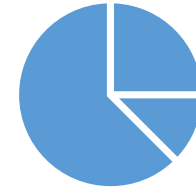
Goal:

Illustrate Workload and
Bandwidth Tracking



Action:

Determine measurement
Pilot Tracking for Leadership



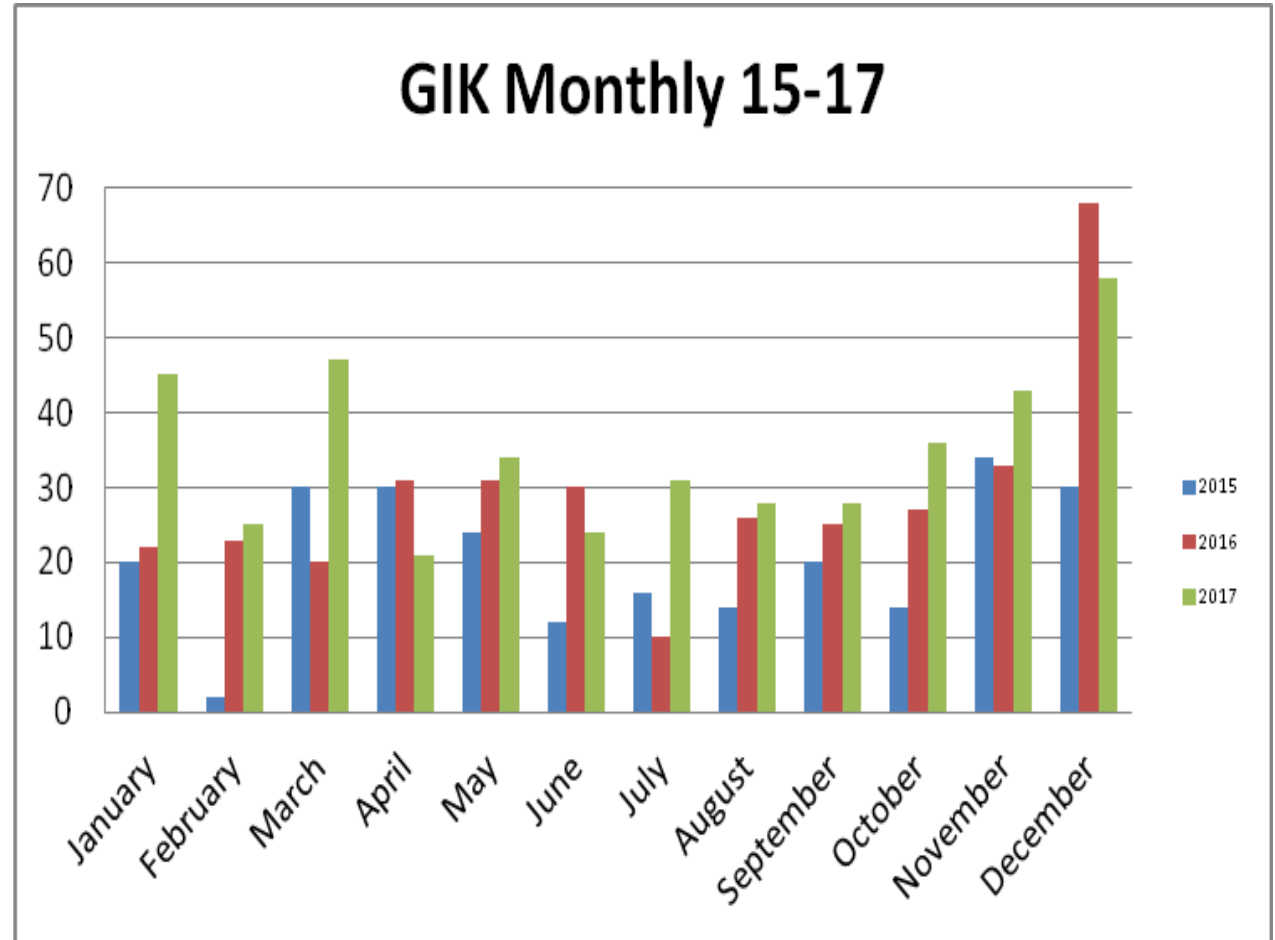
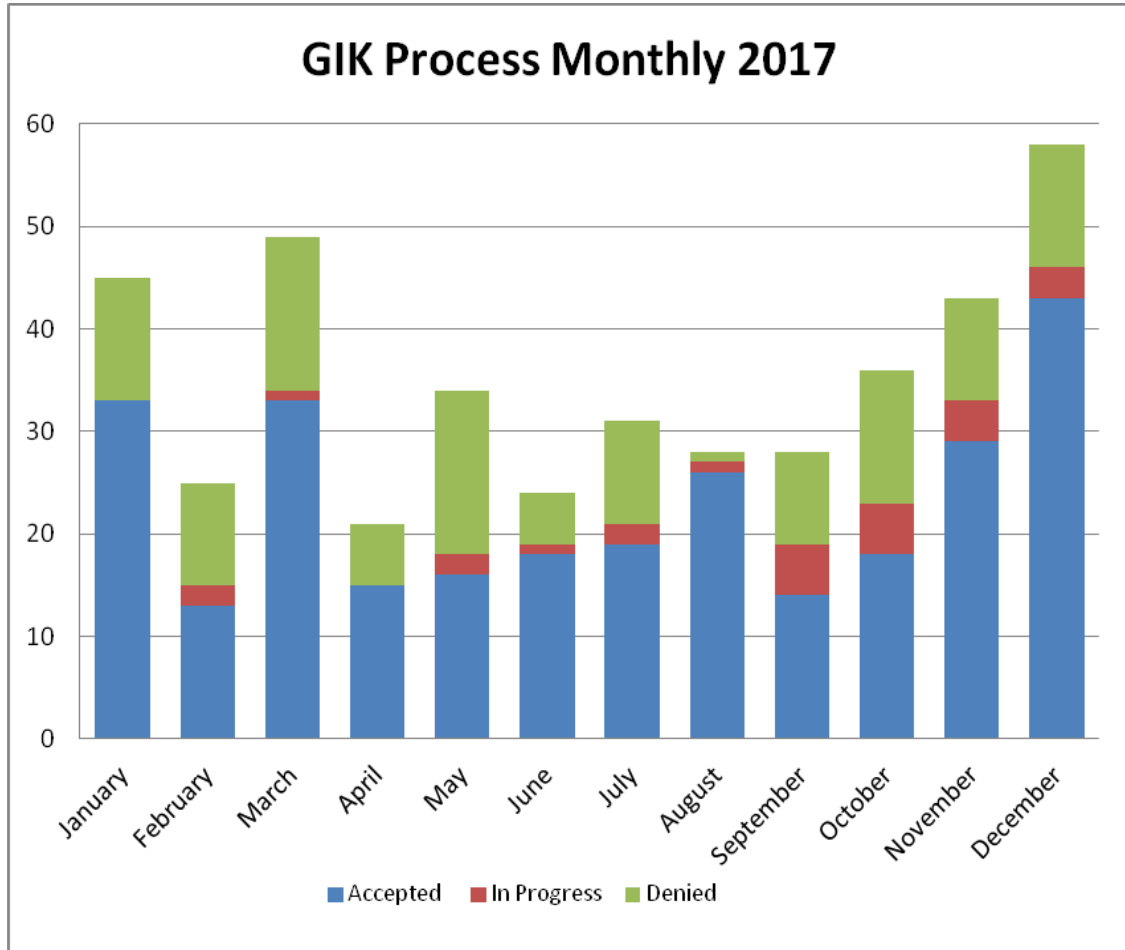
Results:

Data to Metrics to KPIs:

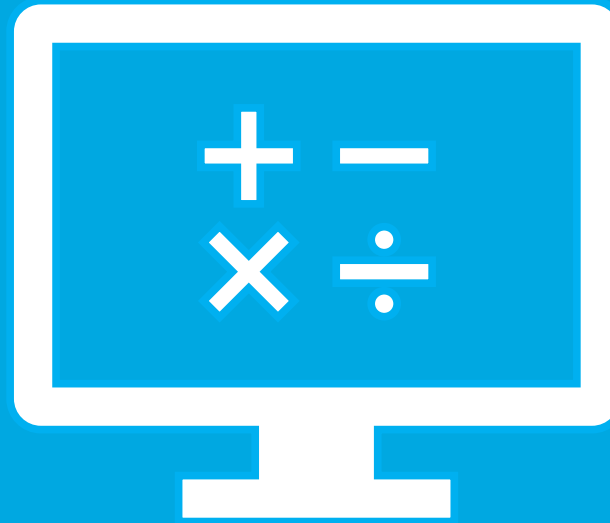
From simple counts to
Acceptance and Denied Rates

Multi Channel
Communications Plan

Gifts-in-Kind Metrics



CASE STUDY II



You: Goal and Results



Goal



**Data/Metrics/KPIs
Assessments**



Action



Results



ASSOCIATION OF
DONOR RELATIONS
PROFESSIONALS

BUILDING
RELATIONSHIPS
FOR GOOD

Visual Story Telling

Process

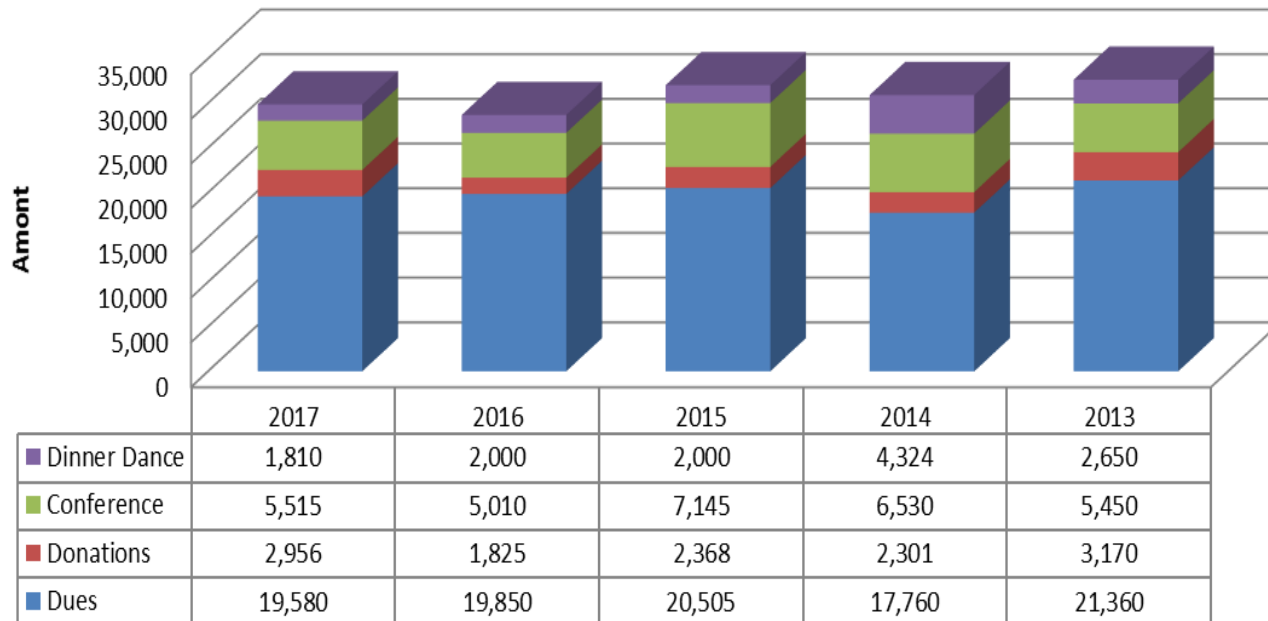
Counts

Revenue

Workflow

Percentages

Metrics Two Ways



	2017	2016	2015	2014	2013
Dues	\$19,580	\$19,850	\$20,505	\$17,760	\$21,360
Donations	\$2,956	\$1,825	\$2,368	\$2,301	\$3,170
Conference	\$5,515	\$5,010	\$7,145	\$6,530	\$5,450
Dinner Dance	\$1,810	\$2,000	\$2,000	\$4,324	\$2,650
TOTAL	\$29,861	\$28,685	\$32,018	\$30,915	\$32,630

Resources

- <https://hbr.org/2013/03/know-the-difference-between-yo>
- <https://www.geckoboard.com/blog/defining-kpis-how-to-choose-metrics-that-inspire-action/>
- <http://info.marketscale.com/blog/measure-with-data-plan-with-wisdom>
- <https://hbr.org/2015/07/identify-the-marketing-metrics-that-actually-matter>
- <https://support.office.com/en-ie/article/create-a-smartart-graphic-fac94c93-500b-4a0a-97af-124040594842>



ASSOCIATION OF
DONOR RELATIONS
PROFESSIONALS

BUILDING
RELATIONSHIPS
FOR GOOD

Thank you

Kelly Brennan, Ed.D.

Philanthropic Perspectives and Solutions

klb232@nyu.edu

View the Full Schedule and Details Online



**Join Us at the 2023 Annual International Conference
October 5 – 7 in Minneapolis!**

**CULTIVATING
A CULTURE** — **OF** — **CARE**

ADRP ANNUAL INTERNATIONAL CONFERENCE

Minneapolis
2023

