

Monitoring progress and measuring results: how good is your relationship-building program?

From the prospect / donor / volunteer perspective

1. Satisfaction with your organization's execution of its mission and the progress made on your mission
 2. Satisfaction with your organization's customer service (and not just from the development office!) Just look at Sargeant's research about donor loyalty.
 3. Satisfaction with your thank-you process and your recognition program
 4. Satisfaction with the quality of conversations they have with you
 5. Satisfaction with your organization's communications
 6. Degree to which their personal values align with your organization's values (essential for what a donor considers a large gift)
 7. How often the donor refers others to your organization
 8. How many times the organization has "wowed" or "aha-ed" the donor – being surprised by the organization's creativity and ingenuity. (Cohort 18, Saint Mary's University)
- And so many more! Seems to me we fundraisers are especially weak in this area.

What you do to nurture relationships

1. Breadth and depth of information in your files, with an emphasis on interests and disinterests, motivations and aspirations
 2. Diversity, regularity, and frequency of organization contacts with prospects and most especially with donors
 3. Level of personalization in communications and cultivation
 4. Effectiveness of cultivation at fundraising events
 5. Effectiveness of communications strategies and content
- And so many more! Seems to me we fundraisers are pretty weak in this area.

Charitable giving measures that reflect donor loyalty

1. Donor retention rate
 2. Rate of transition from first-time donor to regular donor
 3. Percent of donors who increase their gift size and / or number of gifts per year
 4. Size of gift compared to your estimation of donor's level of interest and commitment
- And so many more! We do this pretty well as fundraisers.

And see Tom Ahern's performance measures for effective communications – in *Keep Your Donors: The Guide to Better Communications and Stronger Relationships*.