

How and What to Measure

Measurement is powerful. It can help you track your accomplishment, empower staff, and inspire donors.

Measurement can help you make your case for funding, staffing, and volunteer needs. You can learn from your findings and adjust your plan, helping you to invest wisely to save time and money.

You can even use it to create more content. (Measurement data itself can be more content.)

MEASUREMENT CATEGORIES AND COLLECTION OPPORTUNITIES:

Data

Funding

Measure your funding appeals and results and the general marketplace funding trends.

Interactions

Track the interactions your audience has with your brand. This could include event attendance, a change in attendee demographics, traffic on your website, incoming questions to your customer service line, etc.

Surveys

Collect audience data through simple surveys via email, phone, in-person/paper, interviews, website—track changes in awareness, satisfaction, opinions, etc.

Conversions

Track audience actions including buying tickets, submitting forms, making donations, calling for info, etc.

Social Mentions

Track brand and keyword mentions on social media platforms to see what people are saying, gauge the tone (positive or negative), and pick up on common topics and trends.

Brand Audit

Review your marketing materials for message and visual style, tone, and consistency.

Anecdotal

Stories

Collect and monitor how your brand is influencing the lives of individual audience members.

Testimonials

Track and capture quotes or general statements about the value and influence of your brand.

Internal Observations

Monitor and reflect on the observations made by your internal audiences (staff, volunteers, board, etc.) Identify what actions cause changes in internal perceptions, both positive and negative.