



FOR YOUTH DEVELOPMENT®  
FOR HEALTHY LIVING  
FOR SOCIAL RESPONSIBILITY

## MEASURE YOUR Y's FUNDRAISING SUCCESS USING THE FUNDRAISING FITNESS TEST

Campaign sustainability and success is realized through constant analysis and improvement. Y-USA is working collaboratively with nonprofit partners to provide an opportunity for your Y to submit fundraising data to generate reports containing fund development metrics using the Fundraising Fitness Test (FFT). Gift transaction data will be used to measure and evaluate fundraising programs with a set of 150+ performance measurements derived from three primary data inputs: Donor ID#, Gift Date, and Gift Amount.

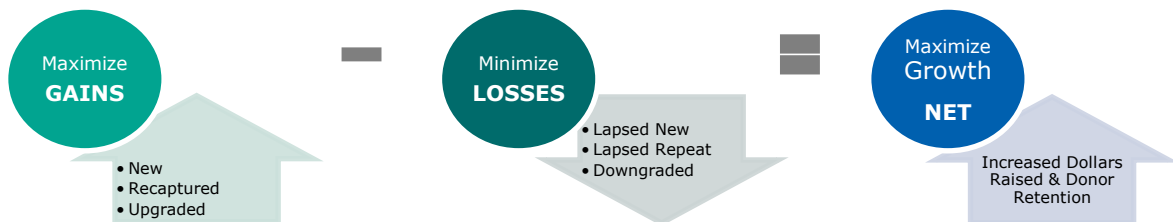
### NET GROWTH IN GIVING

*"Growth in giving is increased both by maximizing gains and minimizing losses, and management and boards need to know this to make intelligent, informed, growth-oriented planning and budgetary decisions."*<sup>1</sup>

The core concept of the Fundraising Fitness Test is to maximize gains while minimizing losses. By focusing on gain categories in donors and dollars and lessening areas of loss, your Y will experience improvement in net giving. Reports generated will also help to provide a strategic roadmap to adjusting areas of opportunities and leveraging bright spots that are seen through the data.

### GAINS VERSUS LOSSES

Yearly Percent Change in Gift Dollars Raised Amount and Number of Donors



### WHERE TO START:

Contact Barbette Alexander at [barbette.alexander@ymca.net](mailto:barbette.alexander@ymca.net) to request a registration link to set up a profile for uploading your Y's philanthropic data onto the Growth-in-Giving platform. *Please note: data is collected from Association-level YMCAs only. Multi-branch YMCAs submit data aggregately to Y-USA.*

**WHAT TO UPLOAD:** All Cash Gifts and Pledge Payments up to the past 6 years (Fiscal Year)

**TIMELINE:** *There are no deadlines* – data collection starts when your data is uploaded.

### KEY METRICS TRACKED:

Funds Raised	Number of Donors	Distribution of Gifts	Donor Retention
<ul style="list-style-type: none"> <li>Maximize your fundraising program with a focus on increasing funds raised through new, upgraded, and recaptured giving.</li> </ul>	<ul style="list-style-type: none"> <li>Determine where, when, and how you are experiencing influxes and decreases in donors so that you can adjust your tactics accordingly.</li> </ul>	<ul style="list-style-type: none"> <li>Recognize insights into the current structure of your campaign which will provide more opportunities for focus growth.</li> </ul>	<ul style="list-style-type: none"> <li>Understand how donor retention is an outcome of your campaign stewardship and communications strategies by various giving levels.</li> </ul>

[Click here](#) for more detailed instructions about how to prepare your gift data file for uploading.

<sup>1</sup> The 2016 Fundraising Effectiveness Survey Report. Written by: Bill Levis, The Urban Institute; Ben Miller, Donor Trends; and Cathy Williams, Association of Fundraising Professionals. "Why Analyzing Fundraising Gains and Losses is Important to Fundraising Effectiveness", pages 4-5.