

# What is Fundraising Report Card?

Fundraising Report Card is a cloud based dashboard and data visualization platform for nonprofit fundraising teams.

# How is Fundraising Report Card different from my donor CRM?

Unlike reports and queries from donor CRM, Fundraising Report Card is specifically designed to provide you and your team with the information you need to make strategic, data-driven fundraising decisions. Fundraising Report Card focuses on your key fundraising effectiveness metrics and helps you make your data actionable.

# How does Fundraising Report Card improve my strategy process?

Fundraising Report Card provides both high-level (30,000 foot perspective) and low-level (specific giving level) breakdowns of your data. Your Fundraising Report Card will allow you to identify trends in your donor's behavior, and also pinpoint which individuals you need to talk to right now.

### Why use Fundraising Report Card?

Organizations of all sizes use the Fundraising Report Card. Common use cases are:

- Measuring and tracking key fundraising metrics
  - Donor lifetime value
  - Donor retention rate
  - Revenue growth
  - Donor acquisition
  - Etc.
- Sharing visual performance dashboards with board members
- Identifying major and planned gift prospects
- Analyzing fundraising effectiveness
  - Which campaign is "better"
  - Which donor segment should we focus on

### Who uses Fundraising Report Card?

IAS INSTITUTE FOR ADVANCED STUDY







Big Brothers Big Sisters Services

1,000+ organizations leverage the Fundraising Report Card to make sense of their donor data.

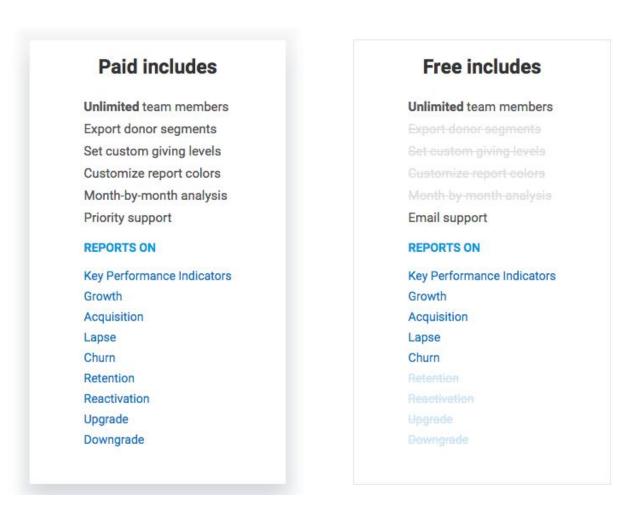
### What does Fundraising Report Card cost?



All plans are billed annually. Larger plans are available: fundraisingreportcard.com/pricing

# Paid vs. Free

What's the catch?



Please visit fundraisingreportcard.com to learn more!