

#	Metric Name	Metric Description		Current Period Oct '13 - Sept '14	Prior Period Jul '13 - Jun '14	% Change From Prior Period	Average Value	Good Value	Gross Revenue Opportunity @ Average Value	Gross Revenue Opportunity @ Good Value	Top Station Value
1	TOT_DR%	Overall Member Retention	●	61.97%	59.78%	3.7%	60.3%	72.3%			81.7%
2	TOT_RR%	Overall Revenue Retention	●	78.76%	68.51%	15.0%	65.3%	82.9%			140.3%
3	FY_DR%	Overall First Year Member Retention	●	29.91%	28.19%	6.1%	32.5%	43.8%			64.5%
4	FY_RR%	Overall First Year Revenue Retention	●	26.73%	22.72%	17.6%	32.0%	47.0%			81.2%
5	FY_ML_DR%	First Year Mail Acquired Member Retention	●	43.86%	45.58%	-3.8%	54.1%	70.3%			100.0%
6	FY_ML_RR%	First Year Mail Acquired Revenue Retention	●	77.12%	74.63%	3.3%	76.6%	115.4%	good job!	\$38,541	340.0%
7	FY_OA_DR%	First Year On-Air Acquired Member Retention (excluding web pledge)	●	27.24%	22.05%	23.5%	26.8%	37.9%			75.4%
8	FY_OA_RR%	First Year On-Air Acquired Revenue Retention (excluding web pledge)	●	22.00%	17.62%	24.9%	24.8%	39.5%	\$64,679	\$400,746	114.1%
9	FY_OL_DR%	First Year On-Line Acquired Member Retention (web & web pledge)	●	29.75%	26.08%	14.0%	37.7%	59.0%			100.0%
10	FY_OL_RR%	First Year On-Line Acquired Revenue Retention (web & web pledge)	●	31.90%	25.08%	27.2%	42.3%	88.1%	\$41,750	\$224,569	328.1%
11	48M_LP_D%	% Lapsed Donors (18-48 months donors / 0-48 months donors)	●	34.05%	37.67%	-9.6%	37.9%	30.2%	good job!	\$2,213,293	18.1%
12	PY_ADR_R%	% Additional Gift Revenue (from prior year renewing non-sustainer members)	●	6.46%	5.82%	11.0%	12.7%	19.6%	\$491,108	\$1,038,608	45.6%
13	12M_W_WP_R%	% Online Revenue from web and web pledge (Gifts < \$1,000)	●	4.65%	5.91%	-21.4%	7.0%	12.1%			21.5%
14	12M_WE_R%	% Online Revenue from e-marketing (Gifts < \$1,000)	●	1.65%	2.50%	-34.1%	0.6%	1.5%			3.7%
15	48M_EM_D%	% Email addresses (0-48 month donors)	●	51.35%	52.99%	-3.1%	41.9%	56.3%			81.2%
16	12M_MG_R%	% Matching Gift Revenue (of Total 12 month Membership Revenue) ¹	●	0.47%	0.49%	-4.0%	0.4%	1.2%	good job!	\$218,164	4.5%
17	12M_SG_D%	% Sustainers (of all 12 month donors)	●	16.82%	17.89%	-6.0%	12.0%	19.3%	good job!	\$213,658	34.7%
18	12M_SG_RR%	% Sustainer Revenue Retention (for all Sustainers giving in first month of prior year)	●	87.19%	89.33%	-2.4%	85.9%	101.3%			103.6%
19	12M_1K_D%	% Donors \$1000+ Cumulative (of all 12 month donors)	●	1.15%	1.09%	5.7%	0.9%	1.5%	good job!	\$249,374	2.9%
20	12M_PG_R%	% Planned Giving Revenue (3 year average) (as % of 12 month Membership revenue)	●	1.37%	2.81%	-51.3%	1.6%	8.9%	\$69,943	\$2,267,111	46.3%
21	12M_V_R%	% Vehicle Donations (of all 12 month revenue)	●	0.61%	0.54%	12.7%	4.1%	9.2%	\$1,048,961	\$2,577,934	17.8%
22	12M_DON_SHR%	% Donor Market Penetration (Updated on Q2 and Q4 reports only) ²	●	45.23%	44.36%	2.0%	23.7%	33.6%	good job!	great job!	50.0%
23	48M_DUP%	% Duplicate Donors (All Donors) (Updated on Q2 and Q4 reports only)	●	4.62%	4.04%	14.2%	1.2%	0.7%			
	48M_LOST%	% 0-48 Month Lost Donors		tbd	tbd						
	PY_MOV_R%	Retention of Prior Year "Movers"		tbd	tbd						
	12M_REV_SHR%	\$/Donor (as % of giving to others - "share of wallet")		tbd	tbd						

Totals:

\$1,716,441

\$9,441,998

Notes:

- *N/A indicates an area where the station either does not fundraise or did not assign the required Source Category Codes. Providing donations with the appropriate Source Category Codes will correct the calculation on future reports.
- "Good Value" is defined as One Standard Deviation from the Average
- "Top Value" is shown for illustration purposes only -- details top station performance in given category. It is not used in any calculation.

KEY:

- Indicates a Strength (Value Significantly Greater than Average)
- Indicates a Norm (Value within a range of Average)
- Indicates an Opportunity (Value Significantly Below Average)