

YOU PRODUCE QUALITY CONTENT

Measured with a quality index



QUALITY CONTENT DRIVES ENGAGEMENT

Measured by activity on website and social media



ENGAGEMENT DRIVES CONSIDERATION

Measured by website analytics



CONSIDERATION DRIVES CREDIBILITY

As measured by time on site, traffic to the "donate" or "take action" page, or a trust survey



CREDIBILITY DRIVES ACTION

As measured by support, action, etc.

BUSINESS OBJECTIVES & PRIORITIES	HOW COMMUNICATIONS WILL HELP	SUCCESS METRIC
Increase the number of new donors by 10% by the end of the fiscal year with no budget increase	Use earned and paid media to raise the profile of the cause	% of new donors who interacted with communications content % reduction in cost per new donor
Increase the diversity of the donor base by 10% by the end of the fiscal year	Social media influencers enable the organization to reach new donors in new markets	% increase in awareness of the cause and the organization among potential donors under the age of 30
Increase in health screens by 10% by the end of the fiscal year	Earned and paid media combined with influencers to raise the issue's visibility	% increase in the visibility of the issue % of population who would consider getting a health screening
Improve trust in your organization by 5% by the end of the fiscal year	Promote actions the organization has taken to achieve its mission	% increase in trust or relationship score

DESIRABLE CRITERIA	SCORE	UNDESIRABLE CRITERIA	SCORE
Positive: Leaves reader more likely to purchase, work for, or donate OR less likely to oppose	1	Negative: Leaves reader less likely to purchase, work for, or donate OR more likely to oppose	-2
Contains one or more positive messages	3	Contains one or more negative messages	-3
Event/program is mentioned	2	No event/program is mentioned	0
Positive headline	2	Negative headline	-1
Third-party endorsement	1	Recommends competition	-2
Contains desirable visual	1	Contains undesirable visual	-2
TOTAL SCORE	10	TOTAL SCORE	-10

COST PER SUPPORTER ACQUIRED

Number of new monthly donors



Total annual budget spent
to acquire donors

COST PER MESSAGE SHARED

Budget for launch tactics



Number of earned media articles
containing your key messages

COST PER INDIVIDUAL PERSUADED

% of people
persuaded by
your message

X

Number of people
exposed to your
message

Total annual budget spent
to acquire donors