

Campaign Performance Report

Focus your efforts where they deliver results.


Which campaigns are working—and which aren't?

What makes the report effective



 **Donor Acquisition**

Which campaigns bring in new donors?
Are we attracting the right kinds of donors?

 **Conversion Behaviour**

Which campaigns lead to second gifts or ongoing giving?
Where are we losing momentum after the first gift?

 **Channel Effectiveness**

What combinations of channels drive response?
Where are we over-investing without return?

 **Campaign Trends**

How is performance shifting over time?
Are results improving—or plateauing?

The Outcome



What this changes: Moves conversations from “Did the campaign perform?” to “Which strategies should we scale or change?”

Provides:

- Clear understanding of what drives donor growth
- Insight into which tactics convert and retain donors
- Stronger alignment between marketing and fundraising
- More confident campaign planning and investment decisions

Cost: custom

See what matters. Then act on what's next.

Book a time | Contact Focus Further Solutions

