

# 2022 Common Report



## 1. Expand our reach with donors, funders, and nonprofits

Indicator	Progress	Key Activities
Increase the number of donors using our list of Meets Standards® nonprofits by 8%.	6,755 recipients of our Smart Giver Newsletter. 71,674 sessions on our website.	Through insightful content, engaged marketing, and refreshed mail and email lists, we increased online engagement 146% from 2021. This means more people are consulting our resources before making gifts so they can be informed and educated around their philanthropy.
Increase the number of nonprofit organizations reviewed by the Accountability Wizard® by at least 8%.	19 new organizations enrolled with Accountability Wizard, increasing reviewed nonprofit organizations by 6.8%.	Through continued outreach and the resources on our website, we enrolled 19 nonprofits. With the return of in-person conferences and other networking events, such as the MCN annual conference and our 75 <sup>th</sup> anniversary event, we are more easily connecting with new audiences again. Ensuring positive learning experiences for nonprofits completing the review process also results in word-of-mouth referrals.
Increase the number of Diversity, Equity and Inclusion Toolkit subscriptions by 12%.	9 new organizations subscribed to the DEI Toolkit, an increase of 56% over last year, bringing the total number of current DEI Toolkit subscribers to 24.	We offer a DEI Toolkit Overview webinar to introduce organizations to the toolkit. While 15-20 organizations typically sign up for the webinar, the conversion rate to subscriptions is lower. Feedback we have received includes organizations deciding they are not ready to undergo the process and organizations lacking the internal structure to implement changes without consultant support.



## 2. Inspire and support culturally responsive giving

Indicator	Progress	Key Activities
Reference culturally specific philanthropy in at least 30% of communications.	Met goal by referencing 30% on social media, print and web publications.	Throughout the year, we provided information about culturally specific philanthropy and DEI across our communications.

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**1** **3. Be recognized as a leader in advancing philanthropy**

Indicator	Progress	Key Activities
Increase the click rate on Council communications.	E-newsletter click rate was 5.05%, which is more than 2% higher the non-profit industry average (2.79% according to Mailchimp). E-newsletter open rate was 34.88%, continuing an upward trend.	By strengthening the messaging in our e-newsletters, we increased our open rate from 29% in 2021 to 35% in 2022, reflecting greater engagement with our communications. Both outpace the nonprofit industry averages for open and click rates.
Increase social media engagement.	An average rise of 30% engagement and reach across social media platforms over the past year.	There was especially high engagement during an important week of philanthropy, Give To The Max Day 2022, particularly on Facebook and LinkedIn. Due to ever increasing risk and voices being silenced, we made the decision to step away from Twitter in late 2022 and continue to monitor when we will return to the platform.
Develop trainings and workshops centered around nonprofit governance, transparency, and diversity, equity, and inclusion and present to nonprofits at least 15 times across the state of Minnesota and the surrounding region.	22 DEI Toolkit webinars, 11 Overview sessions, and 11 User Group sessions were offered. Participants ranged from subscribed users to nonprofit employees across the region and country.	We continue to make improvements to our Diversity, Equity & Inclusion Toolkit webinar series, including streamlining the registration process and presentation. In 2022, we made adaptations to accommodate new Canadian subscribers and also started the customization process for government entities.



## 4. Align internal structures and resources to meet external demands

Indicator	Progress	Key Activities
Establish strategic planning process	The strategic planning process paused for a portion of the year due to staffing changes and increased activities related to our 75 <sup>th</sup> anniversary year.	We wrapped up engagement with our strategic planning consultant as planned; we internally rebalanced priorities during the year while carrying out anniversary year activities and driving our mission work forward with fewer staff resources; and we then picked back up strategic planning at year’s end.



## 5. Develop an organizational business model framed for growth

Indicator	Progress	Key Activities
Increase the average Accountability Wizard® review fee for new organizations.	Average Accountability Wizard® fee for new organizations was \$318, up from \$207.70 in 2021.	We undertook the difficult work of updating our fee structure over the past year. With the nonprofit sector facing ongoing challenges in this COVID era, we deemed it appropriate to delay and maintained our current fee structure during the continued difficulties of 2020-2022, but we have implemented this new fee structure for 2023. Beginning in 2023, the Accountability Wizard® fee calculation changed from .02% to .04% of an organization’s annual expenses, with a minimum fee of \$600 and a maximum fee of \$4,500, creating a forecasted increase of 23% in Accountability Wizard® revenue.