

2023 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%.	6,660 recipients received the Smart Giver Newsletter that features our list of Meets Standards® nonprofits.	Through insightful content – print newsletters, e-newsletters, blog posts - more people are consulting our resources to make informed charitable giving decisions.
Increase the number of nonprofit organizations reviewed by the Accountability Wizard® by 8%.	6 new organizations enrolled in the Accountability Wizard® review process, increasing reviewed nonprofit organizations by 5.5%.	Through continued outreach strategies and resources on our website, new nonprofits are engaging with the Accountability Wizard® to build capacity and demonstrate strength while achieving the Meets Standards® Seal.
Increase the number of Diversity, Equity, and Inclusion Toolkit subscriptions by 12%.	7 new organizations subscribed to the DEI Toolkit bringing the total number of current DEI Toolkit subscribers to 10.	Through a needs assessment launching spring of 2024, we will better understand how to connect nonprofits seeking DEI resources with our toolkit and how else we can support organizations working to advance DEI.



2. Inspire and support culturally responsive giving

Indicator	Progress	Key Activities
Reference culturally specific philanthropy in at least 30% of communications.	Continued to highlight culturally specific giving news and practices.	2023 brought the significant challenge of implementing our first pricing increase for the Accountability Wizard® since 2014. Much attention was dedicated to supporting our nonprofit partners through this transition, including a growing number of culturally specific organizations.

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

Indicator	Progress	Key Activities
Increase web and email communications engagement.	More than 15,000 new users visited our website.	More individuals engaged with our content via the website and e-newsletters in 2023. This entails connecting with information about our mission, nonprofits doing critical work in our communities, charitable giving trends and resources, and more.
Increase social media engagement.	<p>Social engagement rose more than 309% on Twitter, 500% on LinkedIn, and 533% on Facebook in November 2023, aligned to Give to the Max Day.</p> <p>Referral traffic and organic social media traffic brought around 2,500 new users to our website.</p>	<p>More individuals engaged with our social content as we authentically highlighted our mission, value, and nonprofit partners.</p> <p>Even without spending money on advertisements or boosted posts, we achieved a high engagement rate during GTMD 2023 and the holiday season by showcasing our Meets Standards® nonprofits.</p>
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.	Engaged and potential stakeholders from across the region and country participated in 20 DEI Toolkit webinars, 10 Overview sessions, and 10 User Group sessions.	In 2023, we began exploring how the DEI Toolkit and webinar materials can be translated into other settings, including a customization process for government entities and the civic environment.



4. Align internal structures and resources to meet external demands

Indicator	Progress	Key Activities
Advance our strategic planning process.	Regularly reviewed strategic goals with the Board of Directors and determined the next best step for strategic planning is to conduct a needs assessment with stakeholders.	We identified the priority of conducting a needs assessment and planned for its implementation. The needs assessment, in our ongoing commitment to provide relevant and powerful resources for donors and nonprofits, will gather input from the broader community about our services to examine perceived value, brand awareness, gaps, surfacing needs, and opportunities.



5. Develop an organizational business model framed for growth

Indicator	Progress	Key Activities
Increase the average Accountability Wizard® review fee for new organizations.	Launched our new fee structure, with the average review fee increasing 84% in 2023 from \$796 to \$1466.	<p>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.</p> <p>There is a 3-year renewal cycle for the Accountability Wizard® review process, and implementation went smoothly with the first group of impacted nonprofits.</p>