**Communications Toolkit 1:**

**METRICS CHECKLIST**

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| **Question** | **Answer** |
| How many newspaper articles were written about our organization this year? |  |
| How many times did our organization appear on television? |  |
| How many times was our organization featured on the radio? |  |
| How many times did our organization appear in blogs or other websites? |  |
| How many media impressions did our organization receive? If you don’t have a media monitoring service, you can estimate this by researching the reach that each media outlet you were mentioned in has and add them together. For example, if my organization was featured in a newspaper with a reach of 100,000 and on a TV program with a reach of one million and in another newspaper with a reach of 50,000, I would have received 1.15 million media impressions. |  |
| What is your open rate for your press releases? (If you use a service like Constant Contact, this is easy to track). |  |
| How many visits did your website get? |  |
| How many unique visitors did your website get? |  |
| How many pageviews did your website get? |  |
| What is your website’s bounce rate? (This measures how many people came to your site and left without viewing any additional pages). |  |
| How many web articles did you write? |  |
| What were your top web articles for the year by pageview? |  |
| How many Facebook, Twitter, or Instagram followers do you have? |  |
| According to Facebook Insights, what were your top posts? (For more on social media analytics, click here). |  |
| According to Facebook Insights, what reach does your Facebook page have? |  |
| How many people do you have on your newsletter distribution list? |  |
| What is the average open rate of your e-newsletter? (This is easy to track through an email service like Constant Contact or Mailchimp). |  |
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| What is the average click rate of your e-newsletters? (How many people clicked on the links in your newsletters?) |  |
| How many people viewed your online videos? |  |
| How many posters did you put up? |  |
| How many testimonials from athletes, parents, coaches and volunteers did you receive? |  |
| How many brochures/flyers/promotional postcards did you hand out? |  |
| How many presentations did you give? |  |
| How many organizations did you partner with to get our your message? |  |
| How many direct mail pieces did you send out? |  |
| If you did a direct mail donations campaign, how much did you raise? What was the average donation? |  |
| If you did an online donations campaign, how many pageviews did your campaign get? How much did it raise? What was the average donation? |  |
| Are there any other metrics that are valuable to your organization that are not listed here? |  |