



BENCHMARKS™

The Game!

Player's Manual

2024 EDITION

HOW TO PLAY THE GAME

Contents

- 1 Benchmarks Study
- 1 Infograph Player's Manual (*that's this thing!*)
- 1 custom d6 (a.k.a a regular six-sided die, for you non-nerds)
- 4 play pieces



Up to 4
players



15 mins

2024 M+R Benchmarks is fun for the whole family!*

Get ready to enter the world of nonprofit digital fundraising, advocacy, and marketing with M+R Benchmarks: The Board Game!

Inside you'll find everything you need to explore the ups and downs, the twists and turns, the chutes and ladders that are shaping email, advertising, mobile messaging, social media, and more.

Spin the wheel, roll the dice, and get ready for Benchmarks 2024!

** Assuming your whole family is super into nonprofit digital programs, and really enjoys looking at data, reviewing charts, and quietly reading analysis. If that sounds like the sort of thing your family is into, we are both concerned and a little jealous.*

STEP ONE: Open your Benchmarks Study to the back page to reveal the Official Benchmarks Game Board.

STEP TWO: Choose a Hero Piece (*created from participant answers to the question: who is someone who inspires you to do the world-changing work you do? Check out the list of answers starting on page 7 of this booklet!*)

STEP THREE: Roll the die, and move your custom Hero Piece that many spaces. Follow the instructions on that space. If you are instructed to move to a different spot, you don't need to follow those new directions.

If you land on a slide, follow the arrows to your next space.

WINNING: The first player to make it to the center of the board wins! But really you got to play a nonprofit data-themed boardgame likely during work hours, so we're all winners here.

RULES OF PLAY

Looking for some of this year's game-changing stats? We've compiled them all here for you!

WHAT WE FOUND IN FUNDRAISING

- 1%** change in online revenue 2022-2023
- 1%** change in # of gifts 2022-2023
- 31%** monthly giving as a percentage of online revenue

MORE FUNDRAISING STATS

- \$76** raised for every 1,000 fundraising messages delivered
- 16%** desktop main donation page conversion rate
- 10%** mobile main donation page conversion rate

MOBILE

- 158** mobile subscribers for every 1,000 email subscribers
- 5%** mobile list growth
- 40%** increase in text messages sent

AVERAGE GIFT

- \$115** one-time
- \$24** monthly

ONLINE DONOR RETENTION

- 44%** overall
- 23%** new donors
- 61%** prior donors

SOCIAL MEDIA

- 553** Instagram followers
- 39** TikTok followers
- 62** LinkedIn followers
- 1,040** Facebook fans
- 262** Twitter/X followers

For every 1,000 email subscribers, nonprofits have

EMAILS SENT PER YEAR



WHAT WE FOUND IN EMAIL

- 7%** email list growth

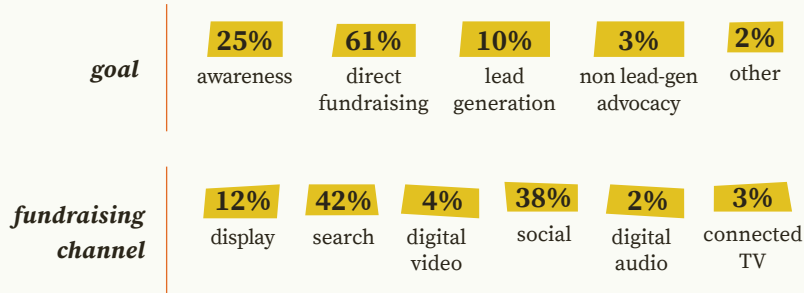
	email fundraising	email advocacy
click-through rate	0.54%	2.1%
response rate	0.07%	1.4%

POSTS PER DAY

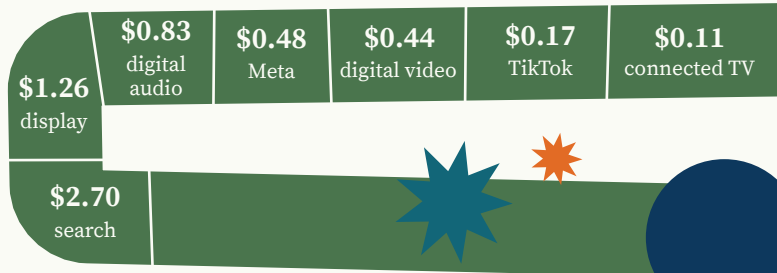
- 0.8** Facebook posts per day
- 0.6** Instagram posts per day

- 6%** Facebook fan change
- 11%** Instagram fan change
- 1%** Twitter/X follower change
- 107%** TikTok follower change

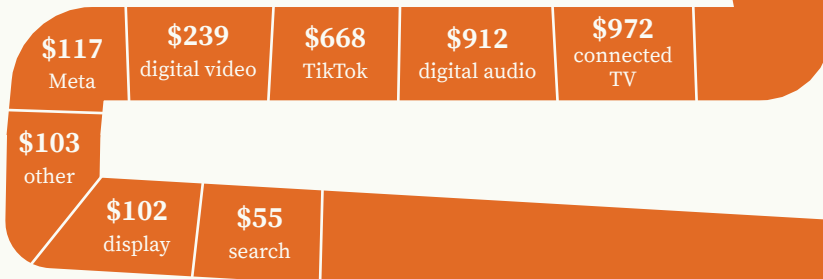
IN 2023, HERE'S HOW NONPROFITS DIVVIED UP THEIR ADVERTISING BUDGETS:



RETURN PER \$1 OF AD SPEND



COST PER DONATION



MEET THE PLAYERS

We asked participants “Who is someone who inspires you to do the world-changing work you do?” Here are 16 answers. The full list of answers can be found on page 10.



Anna Nawaz

“Her work in journalism is admirable – unifying and sheds light.”



Fred Hampton

“He stood for something much greater than himself.”



Oreta Thunberg

“She knows what she believes in and is committed to the cause — and bringing people along with her to make real change.”



Michelle Obama

“I love how hardworking and pragmatic she is! Love how she cares for others but cares so deeply for her family.”



Brian Solis

“He is one of the foremost digital leaders worldwide and his keynote speeches are always brilliant and insightful.”



Noel Fitzpatrick

aka The Supervet
“His motto — ‘Everything is impossible, until it happens.’”

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José Martí

“Art and action!”



Jane Goodall

“Because she has been able to build a very special bond with animals and meanwhile she has been able to change the world’s perspective on animal protection.”



Malala Yousafzai

“She has shown such strength of character in the face of immense challenges, and her passion and advocacy for girls’ education is inspiring and something that is world-changing.”



Stacy Darga

“Folx like Stacy, who serves as a community school site coordinator at Westside Elementary in Sun Prairie, WI, ensure that families and students feel welcome, seen, and cared for with dignity and compassion.”



Dave Thomas

“His forward-thinking leadership in creating Dave Thomas Foundation for Adoption has changed the lives of thousands of children who were at risk of aging out of foster care without a permanent family.”



Darren Walker

“I’m inspired by the disability lens he incorporated across Ford Foundation’s grantmaking, which aligns with my own efforts to ensure our communications and practices are accessible.”

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“David is the founder of Railway Children. Still active in his 80s, David continues to raise awareness and funds for vulnerable children on the streets with the same passion he had when he started the charity 30 years ago.”



Ophelia Dahl

“This pretty much sums it up: ‘Optimism is the only choice if we are to transcend apathy and work together for a better, more humane world.’ - Ophelia Dahl”



Stewie the Calf

“The 4-month-old calf who escaped from a Brooklyn slaughterhouse and ran through the streets. She made headlines with her act of resistance and self-preservation. She sparked a lot of discussion about the horrific treatment of animals in the meat industry, and was rescued to a sanctuary in New Jersey.”



Senator Murray Sinclair

“The impact of Senator Sinclair’s work and the TRC on the rights of Indigenous peoples in Canada has been significant.”

ALL OUR HEROES

We asked participants “Who is someone who inspires you to do the world-changing work you do?”

Here are ALL the answers!

Adam Grogan

They always remind me that the work matters.

All of my colleagues

Our staff is amazing. What more can I say?

Amazing colleagues

Every day our program staff inspire me with the work they're doing!

Amazing colleagues

Infectious enthusiasm and commitment to our mission.

Amazing colleagues

Their commitment to end hunger inspires us everyday to continue.

Amazing colleagues

They work tirelessly to take the fossil fuel industry to task and build a livable future for New England.

Amazing colleagues

I am lucky enough to be surrounded by incredible people at International Medical Corps who are passionate about delivering health and hope worldwide! They remind me that together, we can do amazing things.

Amna Nawaz

Her work in journalism is admirable – unifying and sheds light.

Barack Obama

Because he says things like “The future rewards those who press on. I don't have time to feel sorry for myself. I don't have time to complain. I'm going to press on.”

Bob Hoffman

He keeps marketing and advertising in perspective.

Brian Solis

He is one of the foremost digital leaders worldwide and his keynote speeches are always brilliant and insightful.

CHLA Patients and Their Families

I'm inspired by strength, bravery, optimism, and kindness of the CHLA patients and their families that I've met over the years. They remind me that there's no better mission to work for.

Clients of Find Food Bank

Understanding the needs of our clients inspires me to do more in order to fundraise so FIND can build programs in support of services to our clients.

Dan Pallotta

He seeks to transform the way the donating public think about charity.

Darren Walker

I'm inspired by the disability lens he incorporated

across Ford Foundation's grantmaking, which aligns with my own efforts to ensure our communications and practices are accessible.

Dave Thomas

His forward-thinking leadership in creating DTFA has changed the lives of thousands of children who were at risk of aging out of foster care without a permanent family.

David Maidment, Founder of Railway Children

Still active in his 80's David continues to raise awareness and funds for vulnerable children on the streets with the same passion he had when he started the charity 30 years ago.

Donors and Volunteers

It isn't one person. It is in the nuggets of why someone supports us that inspires me.

Elena in Ukraine

On a visit to Ukraine, my colleague Elena showed me the ruins of her bombed house.

In 2021, her village was hit by an airstrike, many died and her house was destroyed. She works with MAG because she understands the pain of losing everything, and wants to help others who find themselves in a similar situation to her own, that's why she's my inspiration.

Eunice Kennedy Shriver

She was a pioneer of the inclusion movement and way ahead of her time!

Every member of the CF community, from those we've lost, to the people living with the disease, and those who love them

Every group mentioned contributed to the progress in our path to a cure.

Fred Hampton

He stood for something much greater than himself.

George Fox

He founded the Religious Society of Friends (Quakers).

Greta Thunberg

She knows what she believes in and is committed to the cause

— and bringing people along with her to make real change.

Illinois Youth

They are the ones receiving the services that our coalition members provide and therefore we are inspired to learn what they love about expanded learning opportunities and where we need to make change.

Jane Goodall

Her research changed the way we view animal intelligence.

Jane Goodall

Because she has been able to build a very special bond with animals and meanwhile she has been able to change the world's perspective on animal protection.

John Lipscomb, Riverkeeper Patrol Boat Captain, Vice President for Advocacy

He is exceedingly dedicated, passionate about the work, cares deeply about the critters and is highly empathetic.

John Muir

His profound appreciation for nature, relentless advocacy for conservation, his ability to articulate the beauty and importance of the natural world. Proof that one person can change the world.

José Martí

Art and action!

Kathleen

One of our clients. See her story here — www.youtube.com/watch?v=FTdd386GOJk&t=10s

Make-a-Wish Co-Founders Linda Pauling and Tommy Austin

Tommy's simple act of kindness for Linda's little boy Chris over 40 years ago sparked a global movement of people coming together to grant wishes for children with critical illnesses, with over half a million wishes granted worldwide.

Malala Yousafzai

She has shown such strength of character in the face of immense challenges, and her passion and

advocacy for girls' education is inspiring and something that is world-changing.

Michelle Obama

She is selfless and authentic, and used her position as First Lady to be active, and to further education and healthy eating and lifestyles for children.

Michelle Obama

I love how hardworking and pragmatic she is! Love how she cares for others but cares so deeply for her family.

My Boss

She always works hard but emphasizes the importance of having a healthy work-life balance, plus she is fun to be around and is a great leader for our team!

My Coworkers

Every day I see the optimism and dedication of some of my coworkers, and hear the stories of the clients they impact, and it helps me remember why we raise funds for this work — the need, the impact, and the community.

My Daughter

I want to live in the world she sees.

My Daughter's Friend Iris

She is going through cancer treatment at the moment, working for this organisation is about how we can help families like hers go through the worst thing imaginable.

My Future Children

As someone who hopes to have children in the future, I'm inspired to build a better world for them to thrive in.

My Kids

I want a more peaceful world for them — also they're really cute.

My Mom

She really believes nonprofits make a difference in achieving their mission.

My Mum

After losing my dad to mental health troubles, my mum stepped up and became both parents. She made sure our life was as normal as possible.

My Niece and Nephew

I want them to live in a world that isn't on fire.

My Niece Hannah and Nephew Joey

Because I hope they never, ever need food assistance but if they ever do, they deserve to have every resource available to them easily and with compassion.

My Old Colleague

I learned so much about my role from her, and I appreciated how her mind worked at problem solving.

My Parents

Both showed me the value of being kind while being driven to make a difference.

My Parents

Because they raised 5 kids with very little and we all turned out pretty ok!

My Sister

My experience with having a special needs sister. I noticed really early on in my life that

life wasn't fair or equal for everyone and she's probably the biggest reason I work for charity today.

My Son

With a family history of prostate cancer, I don't want my son to have to face this disease.

My Toddler's Smile Inspires Me Daily

I want to make the world a better, safer, healthier place for him to thrive.

Myself

I love trees and the environment, wildlife and biodiversity, and I want to experience these things I love for the rest of my life.

Noel Fitzpatrick AKA The Supervet

His motto — "Everything is impossible, until it happens."

Olympic and Paralympic Athlete Mothers

It's not easy for mothers to put themselves first, but these athletes have to for their careers and dreams.

Ophelia Dahl

This pretty much sums it up: "Optimism is the only choice if we are to transcend apathy and work together for a better, more humane world." — Ophelia Dahl

Our African Partners

Their commitment to bringing sustainable transformation to their communities.

Our Beneficiaries

Because their circumstances drive us towards our mission of ending extreme poverty. Seeing the difference our programs make is very rewarding.

Our Hungry Neighbors

Having the opportunity to interact with our hungry neighbors in need at a distribution will give you all the energy you need to continue to do this work.

Our MDA Advocates!

Our Advocates are the reason I show up to work everyday!

Our Pets

Our pets bring us unconditional love and joy every day, and we'd love a world where all dogs and cats are living happy lives with families who share that same bond.

Our Staff

Our staff who are working on innovative new ways to ensure every Minnesotan has the food they need to thrive.

Our Staff in Country Offices

They work with communities wherever they're at, even during wartimes, like in Palestine at the moment.

Our Staff on the Ground

While I toil away in my home office, there are men and women overcoming obstacles I can't even imagine to deliver our organization's services to those most in need. They inspire me every day and I do everything I do for them.

People

Collaborating with people can really inspire you! :)

People Living with Cancer

Being a cancer survivor/ person living with cancer gives me inspiration to further boost ACS' work and mission since I know first hand how helpful ACS programs are and how scary a diagnosis is.

Rhode Islanders!

We're inspired by the many Rhode Islanders who are struggling to afford enough healthy food for themselves and their families.

Scarlett Johansson

Her Feeding America Ads

Segata Sanshiro

He represents passion and dedication and ads.

Senator Murray Sinclair

The impact of Senator Sinclair's work and the TRC on the rights of Indigenous peoples in Canada has been significant.

Stacy Darga

Folx like Stacy, who serves as a community school site coordinator at Westside Elementary in Sun Prairie,

WI, ensure that families and students feel welcome, seen, and cared for with dignity and compassion.

Stewie, the 4-month-old calf who escaped from a Brooklyn slaughterhouse and ran through the streets

She made headlines with her act of resistance and self-preservation. She sparked a lot of discussion about the horrific treatment of animals in the meat industry, and was rescued to a sanctuary in New Jersey.

Supporters

Hearing real life stories from our supporters shows us the impact our work makes.

The Animals We Work For

Because they are so resilient, forgiving and loving. It's our responsibility and privilege to be able to look out for them.

The brave and inspiring youth climate activists

Sophia, Zoe, Shaelyn, Alex, Shelby, Madi, and Beze in our Mathur et. al. v. His Majesty in Right of Ontario Case

This group of seven courageous young people are undeterred in their fight to protect youth and future generations from climate change, and in May 2023 served Ontario with a Notice of Appeal.

They are now heading to the Court of Appeal for Ontario on January 15 and 16, 2024 to appeal the dismissal of a crucial climate case. <https://ecojustice.ca/file/genclimate-action-mathur-et-al-v-her-majesty-in-right-of-ontario/>

The Individuals We Serve

These people are my neighbors and they place their trust in me to provide them with the most basic of life's essentials in a caring and respectful way.

The Peacemakers

The young woman who prevented a fight on a crowded bus by switching seats with one of the antagonists... the young man who talked down a furious older man as he threatened a mother and

her children with a gun in a residential parking lot — brave people putting themselves at risk in order to de-escalate.

The People Whose Lives Were Ruined By the UK Post Office/Fujitsu Scandal

The people who campaigned for years and years, and those whose lives were ruined. Their strength and courage to rebuild their lives after experiencing domestic abuse is truly inspiring and is why we deliver policy campaigns and life-saving support, to end abuse towards women and girls in the UK.

Tom Bell

Tom Bell, our organization's founder, returned to his Wyoming home after serving in World War II and made it his mission to preserve the wild-life and wide-open spaces in which he found solace.

unanimals.org

From a digital perspective, thier UX is amazing. The charity is also doing fantastic work in the most challenging of circumstances.

Will Smith and Malala

Both have a positive attitude, work ethic, and perseverance. They often shares motivational messages and encourages others to pursue their dreams with determination.



TRIVIA ANSWERS!

Every year since 2015, **Benchmarks** has had a theme pulling it all together. Which of the following was *never* a theme for **Benchmarks**?

Space

Dinosaurs

Travel

Food

Which **Benchmarks** theme resulted in the most complaints?

3D

Rock and roll

Optical illusions

X

What was the first year that the **Benchmarks Study** first included advertising metrics?

2019

2015

2017

2013

Which of the following items were **NOT** a **Benchmarks** launch party tchotchke?

Broccoli

Rubik's cube

45 single

Bowtie

Which nonprofit has participated in **Benchmarks** the most times?

Planned Parenthood

Sierra Club

Oxfam

Children's Hospital of Los Angeles

This year we had **225** participants in **Benchmarks**. How many participated in our **FIRST** study back in 2006?

15

31

55

102

Thanks for playing!

