Player’s Manual

The Game!

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

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

EMAILS SENT PER YEAR

66 cultural
69 disaster/international aid
70 environmental
28 health
86 wildlife/animal welfare
76 rights
79 public media
45 hunger/poverty

WHAT WE FOUND IN EMAIL

44% click-through rate
7% email list growth
0.54% email fundraising click-through rate
2.1% email advocacy click-through rate
0.07% email response rate
1.4% email advocacy response rate

SOCIAL MEDIA

For every 1,000 email subscribers, nonprofits have

1,040 Facebook fans
262 Twitter/X followers
62 LinkedIn followers

553 Instagram followers
39 TikTok followers

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

POSTS PER DAY

0.8 Facebook posts per day
0.6 Instagram posts per day
IN 2023, HERE’S HOW NONPROFITS DIVVIED UP THEIR ADVERTISING BUDGETS:

<table>
<thead>
<tr>
<th>goal</th>
<th>awareness</th>
<th>direct fundraising</th>
<th>lead generation</th>
<th>non lead-gen advocacy</th>
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<td>fundraising channel</td>
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<td>10%</td>
<td>3%</td>
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<table>
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<th>digital video</th>
<th>social</th>
<th>digital audio</th>
<th>connected TV</th>
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<td>4%</td>
<td>38%</td>
<td>2%</td>
<td>3%</td>
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</table>

RETURN PER $1 OF AD SPEND

<table>
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<th>display</th>
<th>search</th>
<th>digital audio</th>
<th>digital video</th>
<th>TikTok</th>
<th>connected TV</th>
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<td>$0.44</td>
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COST PER DONATION

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<th>digital video</th>
<th>TikTok</th>
<th>digital audio</th>
<th>connected TV</th>
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<td>$117</td>
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METE 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.

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

“He stood for something much greater than himself.”
Fred Hampton

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

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

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

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

“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.”

“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.”

“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.”

“Folks 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.”

“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.”

“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.”

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

“Optimism is the only choice if we are to transcend apathy and work together for a better, more humane world.’ - Ophelia Dahl”

“This pretty much sums it up: “This 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.”

“Folks 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.”

“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 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 wildlife and wide-open spaces in which he found solace.

unananimals.org
From a digital perspective, their 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?

Which Benchmarks theme resulted in the most complaints?

Which nonprofit has participated in Benchmarks the most times?

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

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

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

Thanks for playing!