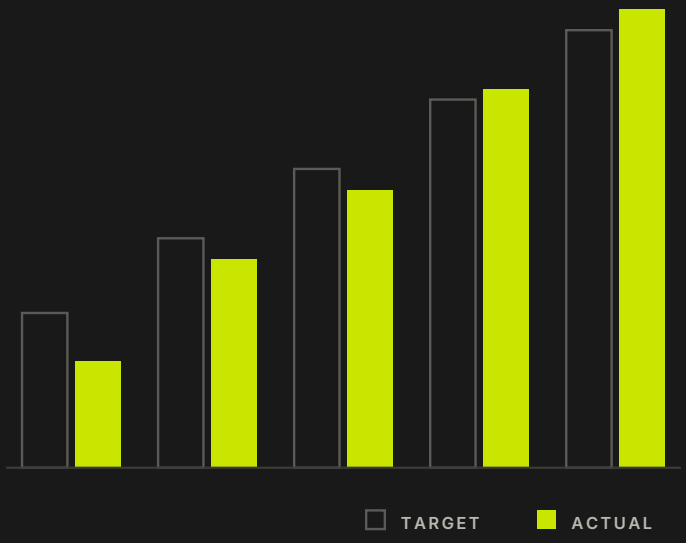
givelayer.

RESOURCE 02 / POST-CAMPAIGN

02



GIVINGTUESDAY 2026

Campaign companion worksheets

POST-CAMPAIGN SCORECARD

THE GIVINGTUESDAY CAMPAIGN SCORECARD

A practical framework for measuring fundraising performance and capturing lessons that matter.

Complete after the campaign reporting window closes. Use confirmed figures, record sources, and distinguish gross donations from net proceeds.

WHEN TO USE

After the reporting period closes.

WHAT'S INSIDE

A 14-metric performance scorecard, calculation notes and a five-question debrief.

BEFORE SHARING

Reconcile figures against donation-platform and finance records.

IMPORTANT

These are operational planning aids, not a full payment, security, accessibility, tax or legal compliance audit.

RESOURCE 02 · POST-CAMPAIGN SCORECARD

Campaign scorecard

Complete after the campaign reporting window closes, using consistent definitions and data sources.

1 **Use confirmed figures**

2 **Record sources**

3 **Distinguish gross donations from net proceeds**

01 Campaign snapshot

SETUP

CAMPAIGN NAME

REPORTING PERIOD

CAMPAIGN GOAL ($)	CONFIRMED RESULT ($)	GOAL ATTAINMENT (%)
$	$	%
	Gross or net, as defined below	Confirmed result ÷ campaign goal × 100

DEFINITION OF CONFIRMED RESULT

- ☐ Gross donations
- ☐ Net proceeds
- ☐ Other: _____

USE ONE DEFINITION THROUGHOUT

State whether the result is gross or net and use that definition consistently. Net proceeds are gross donations minus refunds, processing fees and other campaign costs.

02 Performance scorecard

14 METRICS

Use confirmed figures, record sources, and distinguish gross donations from net proceeds.

METRIC	TARGET	ACTUAL	SOURCE / NOTES
FINANCIAL RESULTS			
Gross donations received ($)			
Refunds / reversals ($)			
Payment-processing fees ($)			
Other campaign costs ($)			
Net proceeds available ($) fx			
GIFTS AND DONORS			
Completed gifts (#)			
Unique donors (#, if available)			
Average gift size ($) fx			
First-time donors (#, if available)			
Recurring-gift sign-ups (#, if offered)			
MATCHING FUNDS AND CHANNELS			
Confirmed matching funds received ($)			
Email clicks / attributed donations			
Social link clicks / attributed donations			
QR / ambassador visits or gifts (if tracked)			

fx Calculated metric. See Calculation notes on the next page.

03 Calculation notes

THREE FORMULAS

CALCULATION 01

RESULT SHOWN ON PAGE 02

Goal attainment

Confirmed result ÷ Campaign goal × 100 = **Goal attainment (%)**

State whether the result is gross or net and use that definition consistently.

CALCULATION 02

SCORECARD ROW: AVERAGE GIFT SIZE ($)

Average gift size

Gross donation amount ÷ Completed gifts = **Average gift size ($)**

Use the same reporting window for both figures. Document how refunds are treated.

CALCULATION 03

SCORECARD ROW: NET PROCEEDS AVAILABLE ($)

Net proceeds

Gross donations − Refunds − Processing fees − Other campaign costs = **Net proceeds**

Gross donations minus refunds, processing fees and other campaign costs. Report matching funds separately unless the stated total explicitly includes them.

MATCHING FUNDS ARE REPORTED SEPARATELY

Net proceeds available ($) | **Confirmed matching funds received ($)** — Own scorecard row

Include matching funds in a stated total only when that total explicitly says so.

IMPORTANT

These are operational planning aids, not a full payment, security, accessibility, tax or legal compliance audit.

04 Campaign debrief

FIVE QUESTIONS

Work through each question with the team. Tick it off once it has been discussed and the answer is recorded.

Q1 Which message or channel produced the most completed gifts, based on available data? ☐

Q2 Where did donors encounter friction or ask for help? ☐

Q3 Which gift-mix assumptions were accurate, and which were not? ☐

Q4 What should the team repeat, change or stop next time? ☐

Q5 Who owns donor thank-yous and the next impact update? ☐

ONE PRIORITY FOR THE NEXT CAMPAIGN

OWNER _____

NEXT REVIEW DATE _____

BEFORE SHARING RESULTS

Reconcile figures against donation-platform and finance records. Label pledged or expected matching funds clearly; do not report them as received funds.

- ☐ Figures reconciled against donation-platform records
- ☐ Figures reconciled against finance records
- ☐ Pledged or expected matching funds labelled clearly