

SAMPLE CAMPAIGN REPORT

Campaign Title
Results and Takeaways

Campaign Objective

CAMPAIGN HIGHLIGHTS

[Following slide is a sample]

\$532,352 IN GIFTS
TO CAMPAIGN EMERGENCY RESPONSE.

HIGHEST EMAIL OPEN RATE:

47.37%

COMPARED TO INDUSTRY
STANDARD OF 25.2%

social media click through
rate peaked at 26.04%
compared to goal of 1-4%!

launched monthly donor cultivation email
and welcomed 466 new donors!

360+ VIRTUAL EVENT ATTENDEES



EMAIL PERFORMANCE

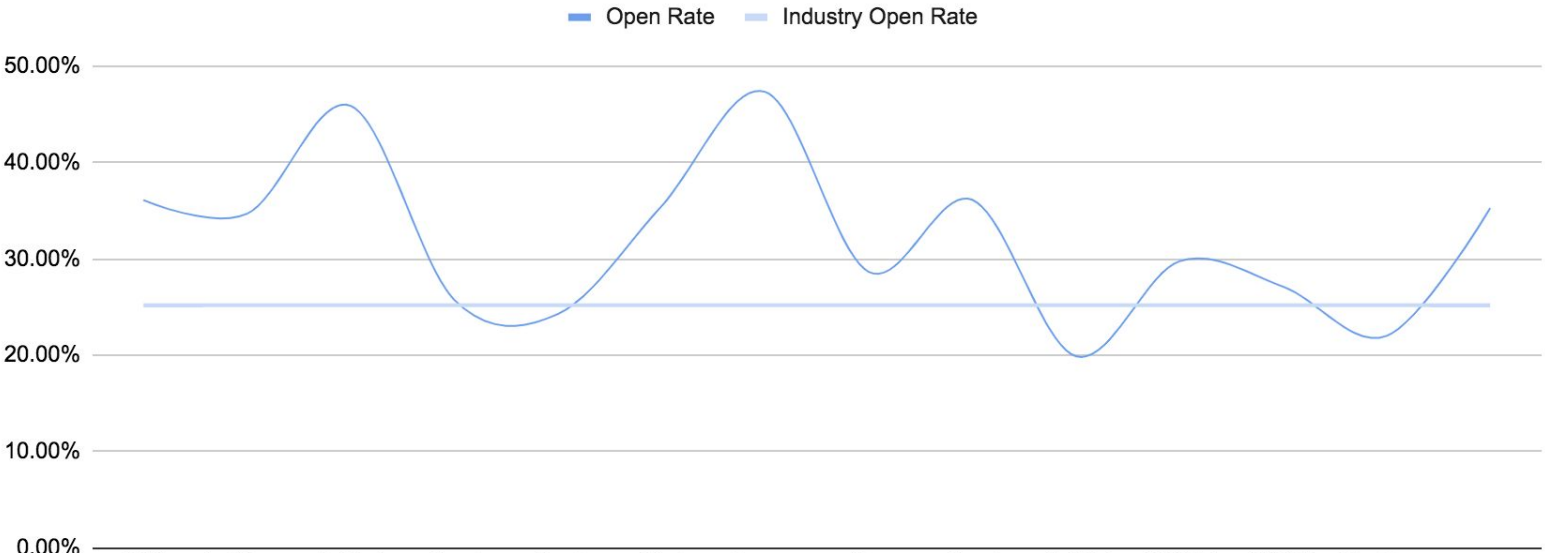
- Email Content #1
- Email Content #2
- Email Content #3
- cont.

[Screenshots of email content]

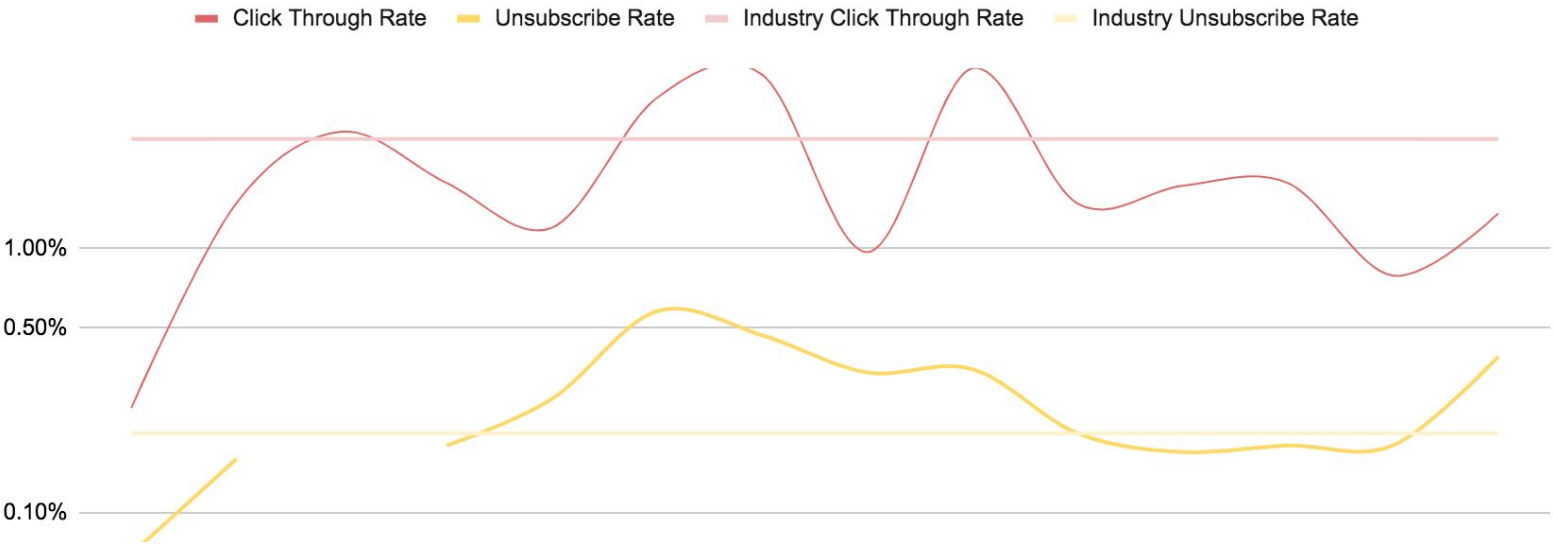
EMAIL PERFORMANCE

| Content | Audience | Open Rate | Click Through Rate | Unsubscribe Rate |
|------------------|----------|-----------|--------------------|------------------|
| Email Content #1 | | | | |
| Email Content #2 | | | | |
| Email Content #3 | | | | |
| cont. | | | | |

EMAIL PERFORMANCE



EMAIL PERFORMANCE



EMAIL TAKEAWAYS

- Takeaway #1
- Takeaway #2
- Takeaway #3

SOCIAL MEDIA PERFORMANCE

- Social Media Post #1
- Social Media Post #2
- Social Media Post #3
- cont.

[Screenshots of social media posts]

SOCIAL MEDIA PERFORMANCE

| Content | Audience | Click Through Rate | Engagement | Spend |
|----------------------|----------|--------------------|------------|-------|
| Social Media Post #1 | | | | |
| Social Media Post #2 | | | | |
| Social Media Post #3 | | | | |
| cont. | | | | |

SOCIAL MEDIA TAKEAWAYS

- Takeaway #1
- Takeaway #2
- Takeaway #3
- cont.

OTHER CAMPAIGN CHANNELS

- Other Content

[Screenshots of other content]

CAMPAIGN TAKEAWAYS

- **Total dollars raised, audience growth, or other achieved objective**
- **Donate or conversion rate**
- **Return on investment (ROI)**
- Remaining campaign takeaways