Data Template Instructions - Cultural Public Media
M+R Benchmarks
For 2024 Report
Due January 31, 2024

Thank you again for participating! We really couldn't do the report without you. We look forward to seeing the results!

Please...

... read through these instructions when you receive them, as some parts could require reaching out to others at your organization, or may require different access than you currently have for some systems.
... join the data kick off call or watch the recording
... contact us at Benchmarks@mrss.com if you have any questions!
... reach out on the M+R Benchmarks Slack Community for troubleshooting.
... refer to the FAQ for common questions.
... fill out the data template where you have the information available.
... leave things blank and make a note where you are unable to provide information.
... submit everything by COB January 31, 2024 via the submission form.

These instructions cover how to report on the following tabs in the data template:

This file does not need to go into the excel template provided, but will be requested separately when you submit your data:

- Meta Fundraisers (including Facebook and Instagram)

Staff Diversity

Why are we asking for this information?

For the first time in running our Benchmarks study, we're asking participants in the United States to provide some anonymized demographic information about the staff at their organizations.
We understand the sensitivity of this data, and as with other Benchmarks metrics, this data will only be shared out at an aggregate level.

Please only fill this information out if your organization is based in the United States.

We want to use this information to better understand retention of people with minoritized identities in the non-profit sector. In this first year, we have decided to collect Equal Employment Opportunity (EEO) data, as many organizations already collect this data for mandatory government and grant reporting. While we understand that the categories the EEO chooses are problematic because they don't capture the full breadth of identities, we felt that this was data that people would be more likely to have on hand in a consistent format for our first year of collection. We welcome suggestions and comments about what similar data collection might be feasible in future studies.

Where can you find this information?
In the United States, many non-profits will be required to report this data. You should be able to ask your HR department for the EEO data, or you may have access to similar information if your organization submits grant requests. We've created a sample email you can send to your HR department here https://bit.ly/mrbenchHReeoc

As this data is outside of the scope of our past Benchmarks studies, we understand if not every organization will be able to provide it; if you are unable to provide it, it will not disqualify your organization from participation.

That said, if you can't provide it, please let us know why so we can take that into account for future studies!

Fundraising Transactions

- As with all data we are requesting, if you do not have the information available, leave it blank and add a note.
- This section should <u>exclude</u>: transactions from offline sources, grants, major gifts (we automatically exclude gifts over $10k), transactions from Facebook fundraisers or fundraising events (e.g. annual dinners, runs, house parties).
- Please pull all online transactions for **January 1, 2019 to December 31, 2023**, with the following fields, and paste them into the template tab "Fundraising Transactions":
    - Donation Date
    - Donor ID
        - This ID should be unique for the donor; different CRMs may refer to this as "Constituent ID" or "Supporter ID." DO NOT INCLUDE any personally identifiable information, such as email address.
    - Amount
    - One-Time or Monthly Gift
    - Ticket/Membership/Donation
    - NOTE: This year we've included categories for "Tickets" and "Membership."
    - "Tickets" should include tickets that grant access to a site or service" and should NOT include tickets to fundraising events (e.g. dinners, galas, run/walk events).
    - "Membership" should be selected only for organizations that promote membership that bestow special member benefits like access to a site or service (e.g. zoo membership, theater membership, museum membership, public radio membership).
- Please include all online monthly gifts, initial gifts and all ongoing gifts.
- The summary section will automatically total your information by year and by one-time/monthly. If one-time/monthly donation breakdowns are not available, please just add a note in the notes section.
- **If you receive an error when pasting your data into the system because you have more transactions than would fit into an excel sheet**, follow these steps:
    - Right-click on the excel tab where it says "Fundraising Transactions"
    - Select "Unhide" and choose the 5 tabs (2019, 2020, 2021, 2022, 2023) and break out transactions by year.
    - IIf you have any trouble with this, feel free to reach out to tbugeaud@mrss.com

Advertising

On this tab, please provide as much information as possible about digital advertising at your organization. We are asking the following questions:

1. What was your total ad budget in2022? (Yes we mean 2022, not 2023!)
2. How much of your ad budget in 2023 was spent to achieve one of the following primary goals?
   Notes: Please break down how much you invested in the following types of advertising in 2023.
   If you know your overall ad budget, but not how it was divided between these categories, please enter it into the total row.
   Do NOT include Google Grants in your reporting here. You can report on Google Grants below.
   - Lead Generation (i.e. advertising to sign people up for an email list)
   - Direct Fundraising (i.e. donations)
     - Awareness (increasing awareness of a specific brand, event, or issue such as a rebranding campaign)
     - Non Lead-Gen Advocacy (driving support for a specific advocacy issue such as a bill or lawsuit)
     - GOTV (Increasing voter turn out and registration)
     - Candidate Support (Increase awareness/support for a specific candidate in an election)
   - Total Awareness, Advocacy, GOTV, Candidate Support
   - Other
3. For the budget that you listed primarily for Lead Generation in question 2, how many new leads did you acquire? (Put another way, how many people did you add to your email list in 2023 because of Lead Generation ads?)
4. For the budget that you listed as lead generation, please tell us how your organization split that between different online platforms, and how those platforms performed. [Meta (incl. Facebook & Instagram), TikTok, Snapchat, Google (incl. YouTube), other]
   - Meta (incl. Facebook & Instagram)
   - TikTok
   - Snapchat
   - Google (incl. Youtube)
   - CPA Buys (incl. Daily Kos and Care2)
   - Other
5. For the budgets that you entered in question 2, please tell in 5a and 5b us how you split that between different channels.
   Rules for where to include certain types of ads:

   Type of ad buy ➔ where to include below...
   - A social media ad promotes a video ➔ Under the social media platform they were promoted on
   - Boosted post spend and performance ➔ Under the social media platform they were boosted on
   - Sites like Hulu or Sling ➔ Under Connected TV/Over the Top
   - Digital video ad promoted as part of a programmatic ad buy that is not for TV screens, or promoted on YouTube or another video site ➔Digital video

   - If you enter any value in the "other" row, please note what it includes in the "Notes" column.

- If your organization uses an attribution model to calculate how many donations / how much revenue was generated as a result of your fundraising ads, please describe the model in the space provided in question 7.

5a Direct Fundraising Spend… how did those Direct Fundraising Ads perform?

For each channel, report:

- Direct Fundraising Total Spend 2023
- Direct Fundraising Donations Generated 2023
- Direct Fundraising Revenue Generated 2023
- Direct Fundraising Total Spend 2022 (Prior year)

Channels:

Display	TikTok	Linear television (including DRTV)
Search	Digital Video	Digital Audio/Podcasts
Meta (incl. Facebook & Instagram)	Connected TV/Over the Top	Radio
Snapchat	Out of Home/Digital Out of Home	Other
Twitter/X	Print	

5b Awareness & Non-lead generation Advocacy Ads

For each channel, report:

- Awareness Total Spend 2023
- Non-lead generation Advocacy Total Spend 2023

Channels:

Display	TikTok	Linear television (including DRTV)
Search	Digital Video	Digital Audio/Podcasts
Meta (incl. Facebook & Instagram)	Connected TV/Over the Top	Radio
Snapchat	Out of Home/Digital Out of Home	Other
Twitter/X	Print	

6. How much Google Grant funding did your organization spend? How many donations, how much revenue, and how many site visits did that spend generate?

7. Most organizations use some form of last touch attribution for reporting. For attribution, if possible please use last touch attribution counting 100% of post-view and 100% of post-click conversions and revenue. If you would rather use a different attribution model, e.g. only post-click or only a certain percentage of post-view revenue, please note your model (and how it differs).

Email List Size

Total Reachable Subscribers Minus Inactive Suppression are subscribers who receive your emails. They are still deliverable and they are not part of your inactive suppression group. This could also be the size of a full file send, with no suppressions other than your inactive list.

New joins for the month email addresses that were added to your list in that month.

Bounces for the month, and Unsubscribes for the month: Bouncing should represent all addresses that become undeliverable in a month due to hard bouncing or repeated soft bouncing.

Email Messaging

The goal of this portion of the data request is to provide email performance data for all emails sent in the **past two years**. Each CRM has their own process for providing this data, but we have a few important notes about the metrics we are requesting:

- “Emails Delivered” should represent the number of people that received your email. Some CRMs distinguish between “Emails Sent” and “Emails Delivered.” If you have the option, please include “Emails Delivered.”
- “# Unique Clicks” should represent the number of unique people who clicked in an email, and not the total number of clicks to that email.
- “# of People Who Took Action” should represent the number of people who took an advocacy action.
- “Type of Communication” needs to be filled in by an actual person (rather than getting it from your CRM). Please only label emails using the values provided in the drop-down menu in the data request.
    - Possible Types:
        - Advocacy - Online Petition or Email a Decision Maker
        - Advocacy - Other (LTE call-in etc)
        - Fundraising - One-time ask
        - Fundraising - Sustainer ask
        - Newsletter
        - Engagement (survey, quiz, vote, etc)
        - Event Invitation
        - Welcome Series
        - Other
- “Message Audience” also needs to be filled in by an actual person but only needs to be filled in for Advocacy messages. Again, please only label emails using values provided in the drop-down.
    - Possible Types:
        - Advocacy - Full file or Random sample
        - Advocacy - Targeted (by geography, past behavior, etc.)
- “Notes” should be used to flag if there’s any reason we should exclude a message from our benchmark calculations (e.g. if a message’s click-through tracking was broken, we’d want to make sure we weren’t counting it towards any benchmark that includes click-through data).

SMS List Size

This is new to the data request in 2024!

Total Reachable Subscribers are subscribers who receive your SMS messages. This could also be the size of a full file send, with no suppressions.
Unsubscribes for the month are the number of people who unsubscribed from the SMS list in that month.

Mobile Messaging

The goal of this portion of the data request is to provide mobile performance data for all mobile messages sent in **past two years**. Each CRM has their own process for providing this data, but we have a few important notes about the metrics we are requesting:

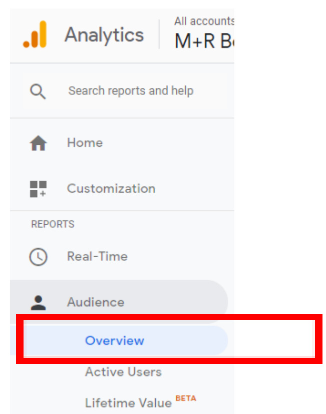
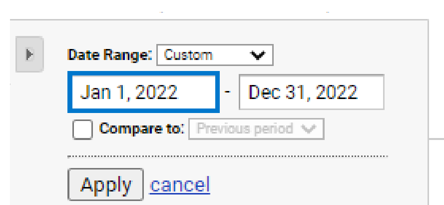
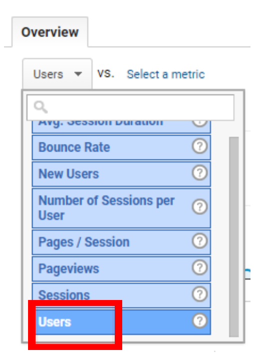
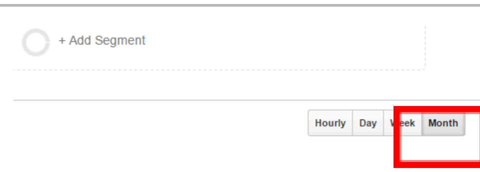
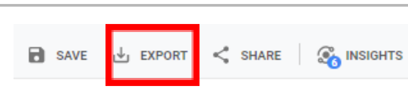
- "Messages Delivered" should represent the number of people that received your mobile messages. Some CRMs distinguish between "Emails Sent" and "Emails Delivered." If you have the option, please include "Emails Delivered."
- "# Unique Clicks" should represent the number of unique people who clicked in an email, and not the total number of clicks to that email.
- "# of People Who Took Action" should represent the number of people who took an advocacy action.
- "Type of Communication" needs to be filled in by an actual person (rather than getting it from your CRM). Please only label emails using the values provided in the drop-down menu in the data request.
    - Possible Types:
        - Advocacy - Click to call
        - Advocacy - Online Petition or Letter to Target
        - Invitation - Event
        - Invitation - Volunteer
        - Fundraising
        - Other

- "Message Audience" also needs to be filled in by an actual person but only needs to be filled in for Advocacy messages. Again, please only label emails using values provided in the drop-down.
    - Possible Types:
        - Advocacy - Full file or Random sample
        - Advocacy - Targeted (by geography, past behavior, etc.)
- "Notes" should be used to flag if there's any reason we should exclude a message from our benchmark calculations (e.g. if a message's click-through tracking was broken, we'd want to make sure we weren't counting it towards any benchmark that includes click-through data).

Website

Universal Analytics:

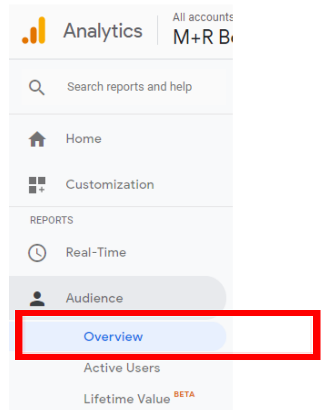
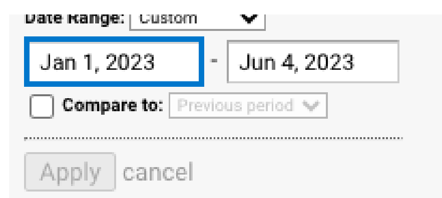
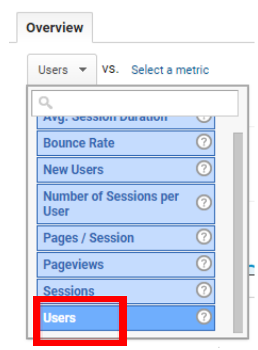
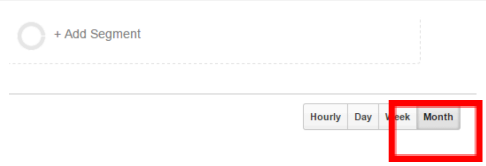
Monthly unique visitors to your main website (UA)
Include all unique visitors to your organisation's main website, by month, as reported in your web analytics platform.

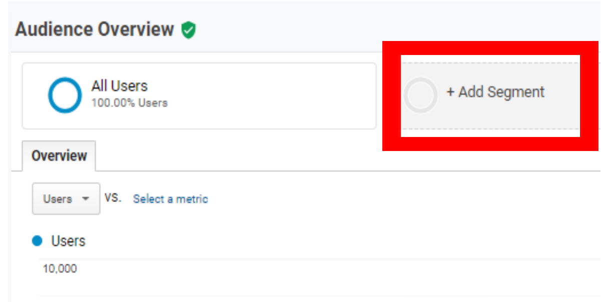
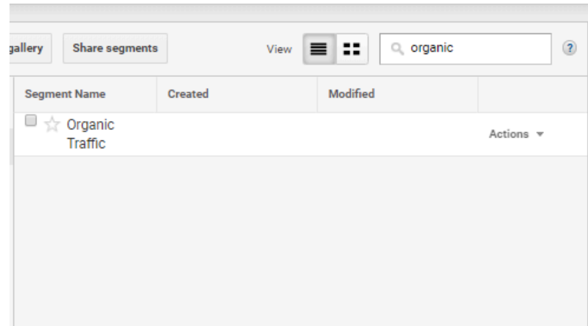
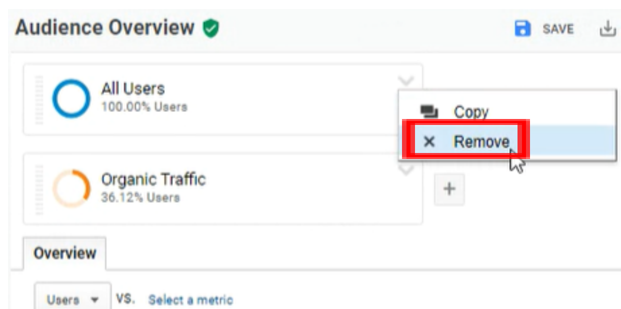
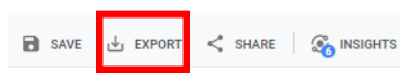
1. Select your main profile from the list on your Google Analytics account.	
2. Expand the “Audience” tab in the left-hand navigation bar, and click on “Audience Overview”	
3. On the top right of your screen, you will see a drop-down field that allows you to set the date parameters for the data you are reporting on. Change the dates to Jan 1, 2023 to your cutoff date.	
4. Just below the Overview tab, confirm that the metric selection drop-down field is set to look at “Users”.	
5. Just above the line-chart on the right, you’ll see buttons allowing you to view data on by hour, day, week, or month. Select the “Month” button.	
6. Once the parameters are set, you’re ready to export the data! To the right of the “Audience Overview” header, you’ll find the “Export” option. Please export your file as a CSV file and use the data from the CSV file to	

fill out the benchmarks data template.	

Monthly organic unique visitors to your main website (UA)

Include only **organic** unique visitors to your organisation's main website, by month, as reported in Google Analytics or other web analytics platform.

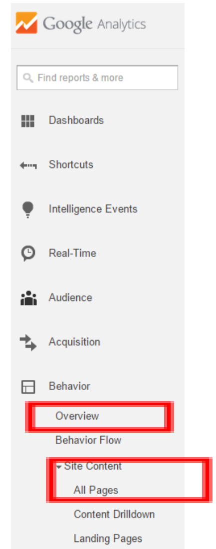
1. Select your main profile from the list on your Google Analytics account.	
2. Expand the “Audience” tab in the left-hand navigation bar, and click on “Overview”	
3. On the top right of your screen, you will see a drop-down field that allows you to set the date parameters for the data you are reporting on. Change the dates to Jan 1, 2023 to your cutoff dateDec 31, 2022.	
4. Just below the Overview tab, confirm that the metric selection drop-down field is set to look at “Users”.	
5. Just above the line-chart on the right, you’ll see buttons allowing you to view data on by hour, day, week, or month. Select the “Month” button.	

6. On the top of the window, select “Add Segment”	
7. In the search bar, type “organic” and check the box next to “Organic traffic”	
8. Once “Organic Traffic” is added as the segment, remove “All Users” as a segment.	
9. Once the parameters are set, you’re ready to export the data! To the right of the “Audience Overview” header, you’ll find the “Export” option. Please export your file as a CSV file and use the data from the CSV file to fill out the benchmarks data template.	

Unique pageviews to main donation page (UA)

Include unique visitors to any page that you consider an organic, or main donation page. This might include multiple pages over a year if you switched from one main donation page to another. When picking a “main donation form”, groups generally pick the form that’s most easily found from the homepage of their website. This might include multiple pages over a year if you switched from one main donation page to another.

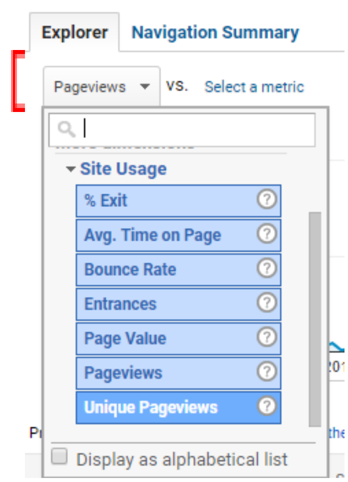
1. Expand the “Behavior” tab in the left-hand navigation bar, expand the ”Site Content” section, and then select “All Pages”.



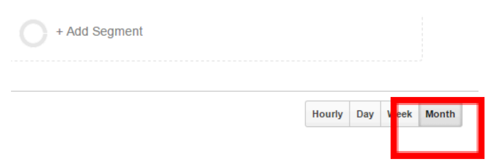
2. On the top right of your screen, you will see a drop-down field that allows you to set the date parameters for the data you are reporting on. Change the dates to Jan 1, 20232022 to your cutoff dateDec 31, 2022.

3. Just below the Explorer tab, you will see a metric selection drop-down field. By default, this field will be set to look at Pageviews. Change the metric to “Unique Pageviews”.

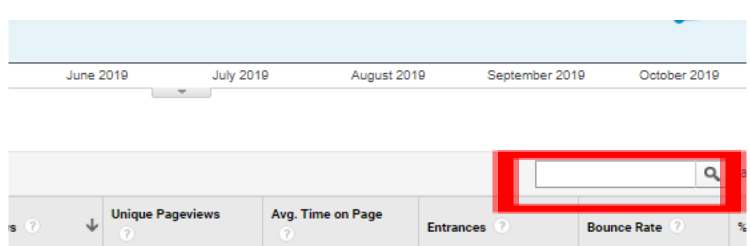
If the filter for Organic Users is still selected, please remove that from your selection. We'd like you to report on ALL traffic to the main donation page.



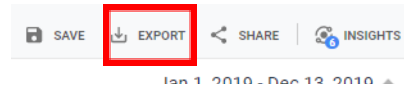
4. Just above the line-chart on the right, you’ll see buttons allowing you to view data on by hour, day, week, or month. Select the “Month” button.



5. Under the chart, above the list of pages, you can search for your Main Donation Form by URL string.



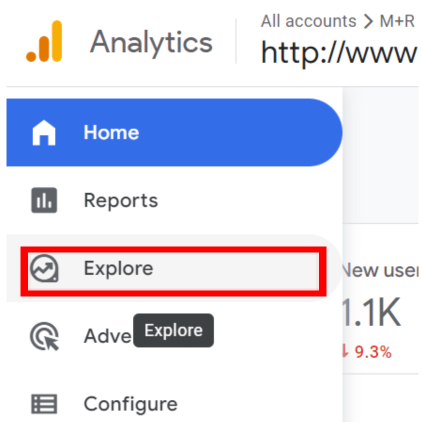
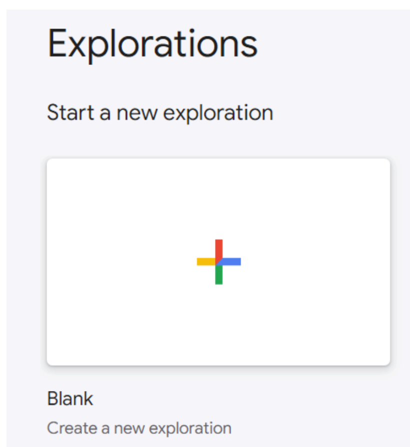
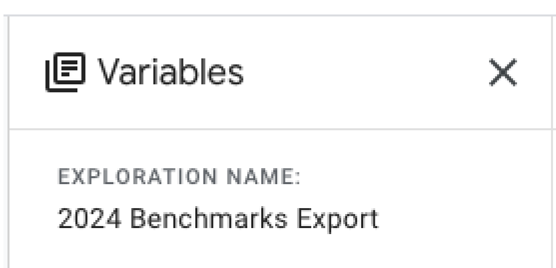
We recommend pulling the part of your URL that corresponds to the first page of the form, and not including the hostname, which is often not recorded in the pageview report by default. For instance, if we were searching for a Luminate form, we would search the part “25431.donation=form1” switching out the number as applies to the form in question. A few other examples: Engaging Networks “2028/donate/1,” EveryAction forms “/onlineactions/2U7UN1iNhESWUfDs4gDPNg2”. If you are

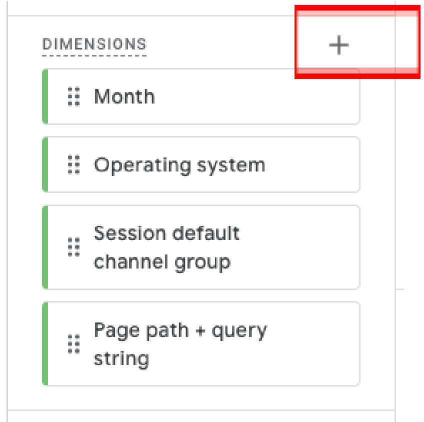
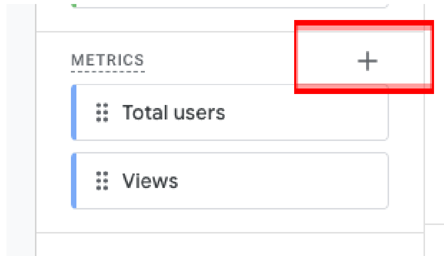
unsure how to identify your main donation form URL parts, or are having trouble sorting the data, we are happy to assist you!	
6. Once the parameters are set, you're ready to export the data! To the right of the "Audience Overview" header, you'll find the "Export" option. Please export your file as a CSV file and use the data from the CSV file to fill out the benchmarks data template.	

Google Analytics 4:

As we noted earlier, the reporting structure in Google Analytics 4 is quite different from Universal Analytics – mainly we'll have you generate one larger *exploration* that contains multiple reports! We will first configure the parameters of the exploration and then generate the data for each report all in one place.

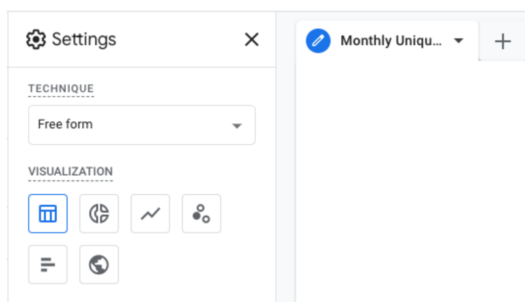
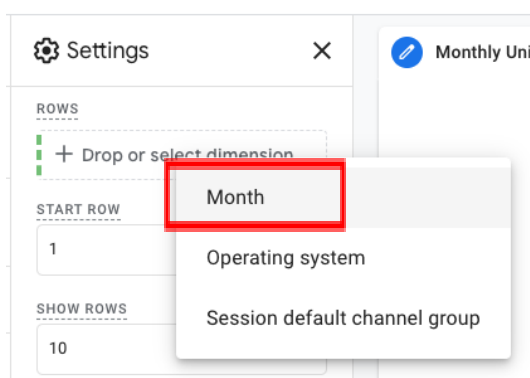
First, create your exploration:

1. Select your main GA4 profile from the list on your Google Analytics account.	
2. Click the "Explore" tab in the left-hand navigation bar.	
3. On the next screen select "Blank" option to create a new exploration.	
4. Within the "Variables" panel, name your Exploration something exciting like "2024 Benchmarks Export"	
4. Within the "Variables" panel, select the custom date range for your needs.	

5. Under the “Dimensions” section, click the “+” sign. Search for and select the following dimensions, then click the blue “Import” button in the top right corner. ● Month ● Operating System ● Session default channel group ● Page path + query string	
6. Under the “Metrics” section, click the “+” sign. Search for and select the following metrics, then click the blue “Import” button in the top right corner. ● Total Users ● Views	

Monthly unique visitors to your main website (GA4)

Include all unique visitors to your organisation's main website, by month & operation system, as reported in your web analytics platform.

1. In the main report canvas, click the first tab that says “Free form 1” and rename the tab to “Monthly Unique Visitors”	
2. Within the “Settings” panel, under the “Rows” section, click the box that says “Drop or select dimension” and select “Month” from the drop-down menu. Then click the box that says “Drop or select a dimension” and select “Operating System” from the drop-down menu.	

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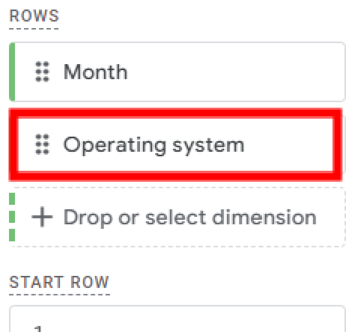

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<td>3. Also within the “Settings” panel, under the “Rows” section, “Show Rows” dropdown, select 250.</td>
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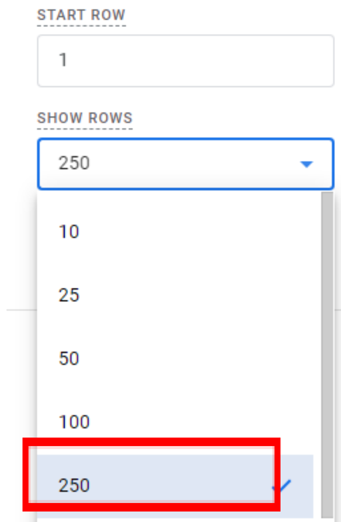

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<td>4. Lastly, within the “Settings” panel, under the “Values” section, click the box that says “Drop or select metric” and select “Total Users” from the drop-down menu.</td>
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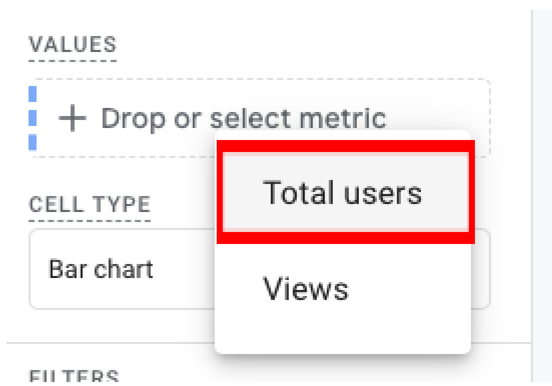

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<td>5. Once the parameters are set, you’re ready to export the data! In the top right corner, you’ll find the “Export” option. Please export your file as a CSV file and use the data from the CSV file to fill out the benchmarks data template.</td>
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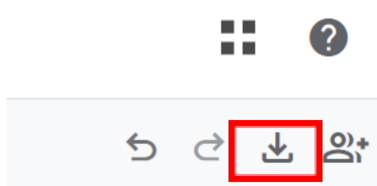
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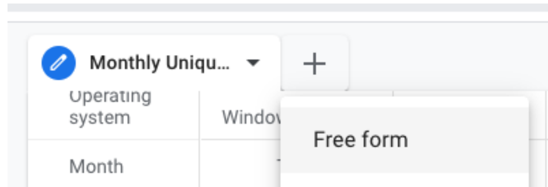
Monthly organic unique visitors to your main website (GA4)

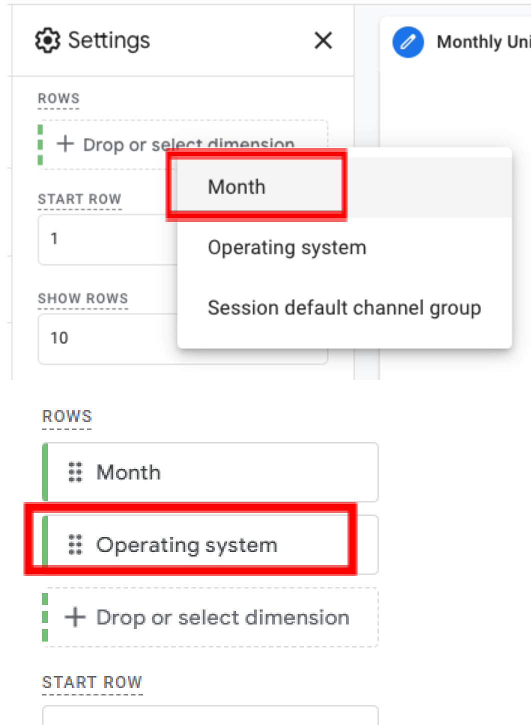
Include only **organic** unique visitors to your organisation's main website, by month & operation system, as reported in Google Analytics or other web analytics platform.

1. At the top of the report canvas, click the “+” next to the first report and generate a new Free form report. Name this report “Monthly Organic Visitors”

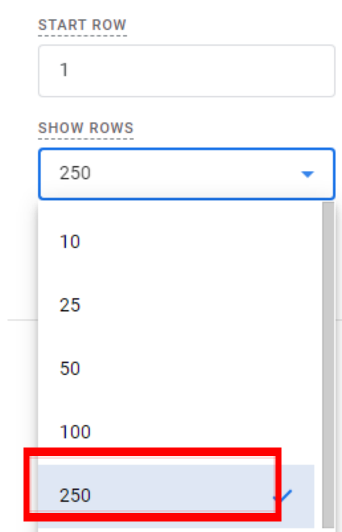


2. Within the “Settings” panel, under the “Rows” section, click the box that says “Drop or select dimension” and select “Month” from the drop-down menu.

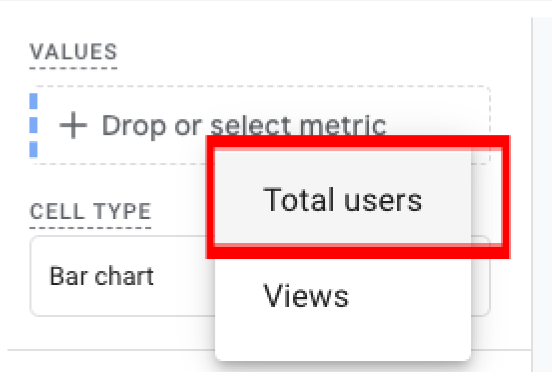
Then click the box that says “Drop or select a dimension” and select “Operating System” from the drop-down menu.

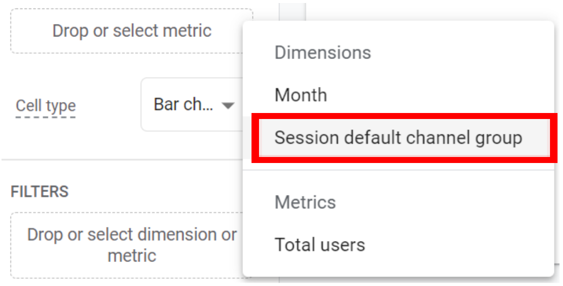
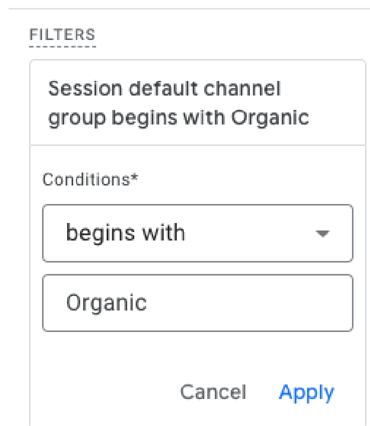
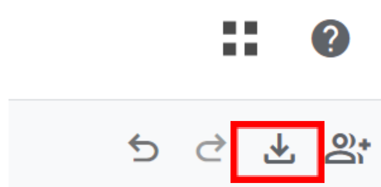


3. Also within the “Settings” panel, under the “Rows” section, “Show Rows” dropdown, select 250.



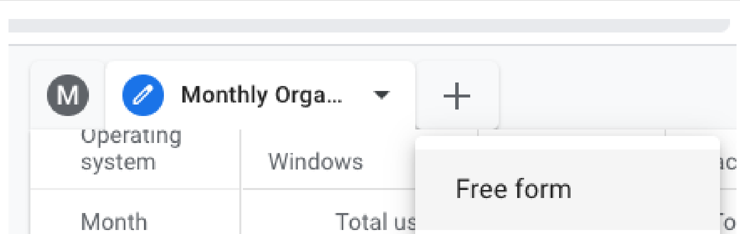
4. Also within the “Settings” panel, under the “Values” section, click the box that says “Drop or select metric” and select “Total Users” from the drop-down menu.

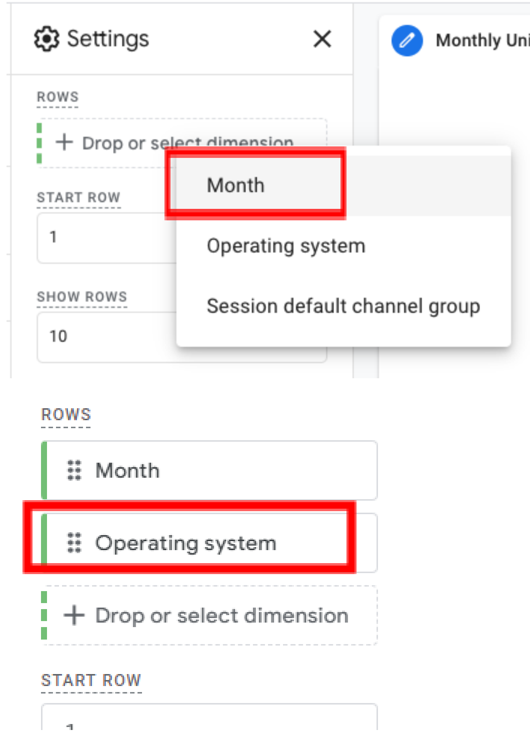
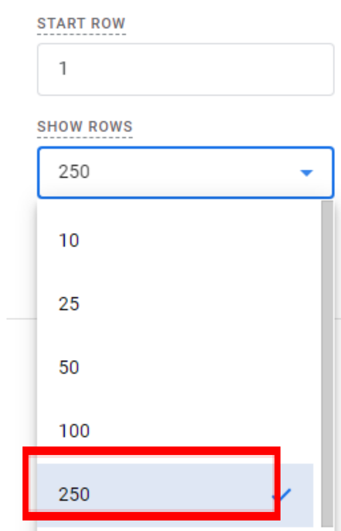
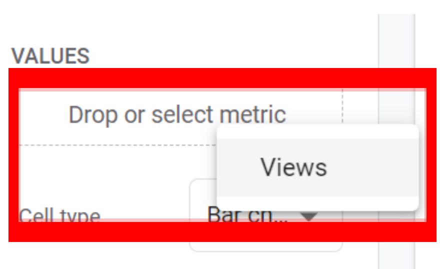


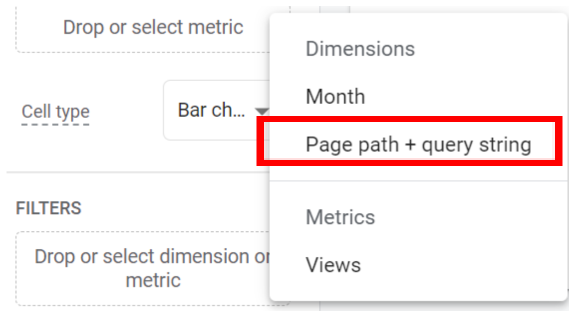
5. Also within the "Settings" panel, under the "Filters" section, click the box that says "Drop or select metric" and select "Session default channel group" from the drop-down menu.	
6. A box will appear under the "Filters" section, to filter for organic traffic select match type "begins with" and type "Organic" in the expression line. Do not select one of the suggested options like "Organic Search" Make sure it just says "Organic" (with a capital "O" the filter is case sensitive). Hit Apply.	
7. Once the parameters are set, you're ready to export the data! In the top right corner, you'll find the "Export" option. Please export your file as a CSV file and use the data from the CSV file to fill out the benchmarks data template.	

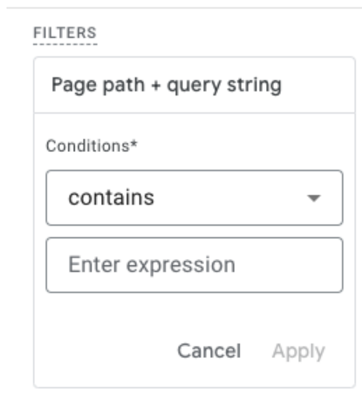
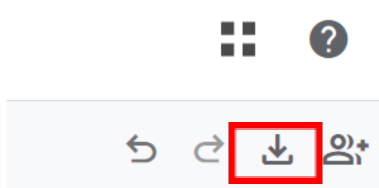
Unique pageviews to main donation page (GA4)

Include unique visitors to any page that you consider an organic, or main donation page. This might include multiple pages over a year if you switched from one main donation page to another. When picking a "main donation form", groups generally pick the form that's most easily found from the homepage of their website. This might include multiple pages over a year if you switched from one main donation page to another.

1. At the top of the report canvas, click the "+" next to the first report and generate a new Free form report. Name this report "Main Donate Pageviews"	

2. Within the “Settings” panel, under the “Rows” section, click the box that says “Drop or select dimension” and select “Month” from the drop-down menu. Then click the box that says “Drop or select a dimension” and select “Operating System” from the drop-down menu.	
3. Also within the “Settings” panel, under the “Rows” section, “Show Rows” dropdown, select 250.	
4. Also within the “Settings” panel, under the “Values” section, click the box that says “Drop or select metric” and select “Views” from the drop-down menu.	

<table>
<tr>
<td>5. Also within the “Settings” panel, under the “Filters” section, click the box that says “Drop or select metric” and select “Page path + query string” from the drop-down menu.</td>
<td>
</td>
</tr>
<tr>
<td>6. A box will appear under the “Filters” section, to filter for your main donation page select match type “contains” and type the part of your URL that corresponds to the first page of the form, and not including the hostname, in the expression line. Hit Apply.

Help for finding the part of your URL that you need:
For instance, if we were searching for a Luminate form, we would search the part “25431.donation=form1” switching out the number as applies to the form in question. A few other examples: Engaging Networks “2028/donate/1" (be sure into include "/donate/1" in EN to exclude views of thank you pages); EveryAction forms “/onlineactions/2U7UN1iNhESWUfDs4gDPNg2
If you are unsure how to identify your main donation form URL parts, or are having trouble sorting the data, we are happy to assist you!</td>
<td>
</td>
</tr>
<tr>
<td>7. Once the parameters are set, you’re ready to export the data! In the top right corner, you’ll find the “Export” option. Please export your file as a CSV file and use the data from the CSV file to fill out the benchmarks data template.</td>
<td></td>
</tr>
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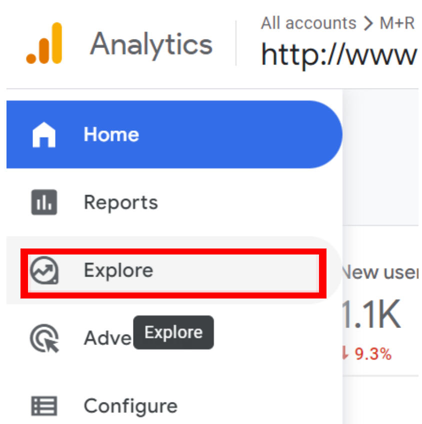
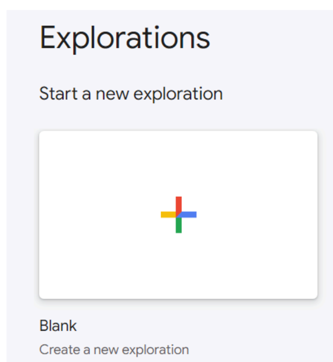
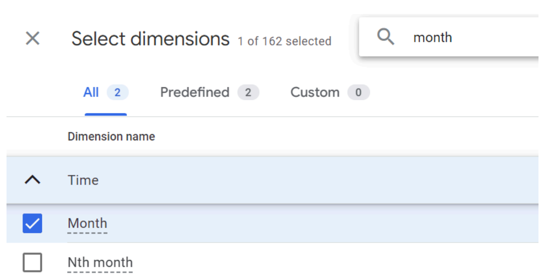
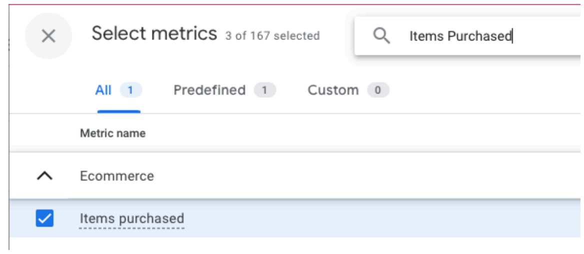
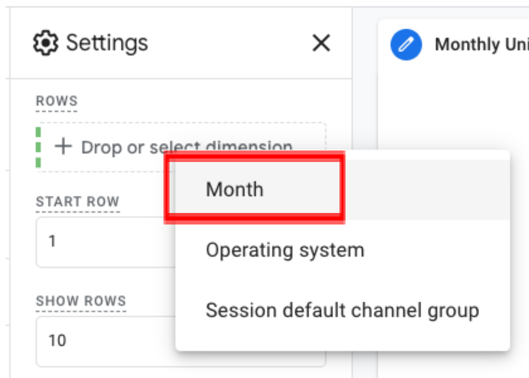
Donations to your main donation page

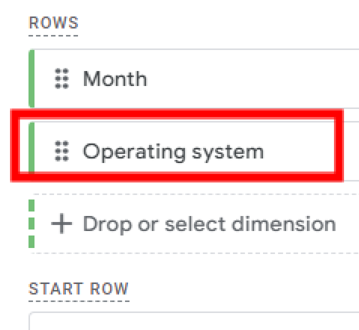
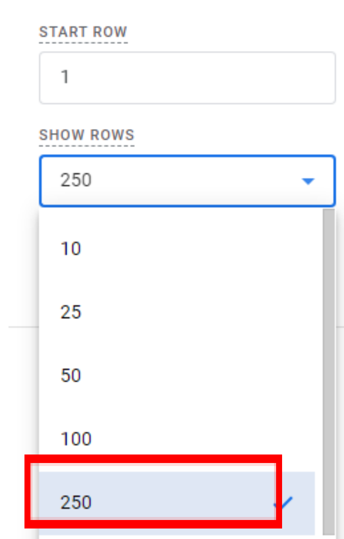
Include donations to any page that you consider a main page or donations from organic sources. When picking a "main donation form" groups generally pick the form that's most easily found from the homepage of their website. This might include multiple pages over a year if you switched from one main donation page to another. You will need to pull from your own reporting. We only want initial monthly donations here, not ongoing monthly gifts.

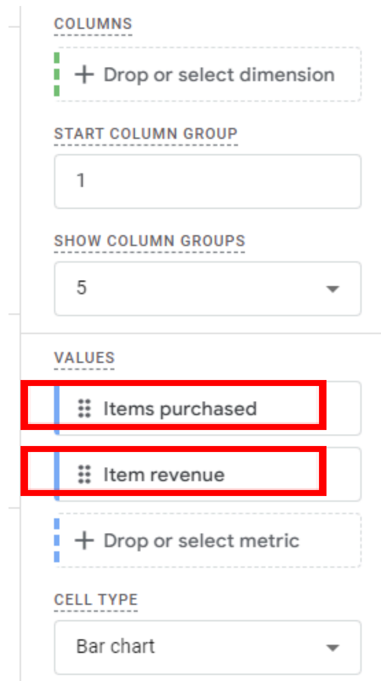
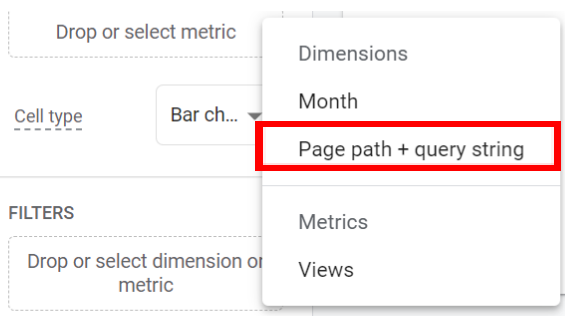
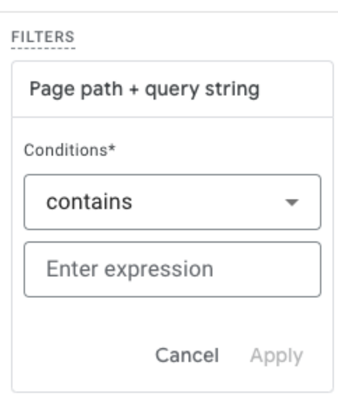
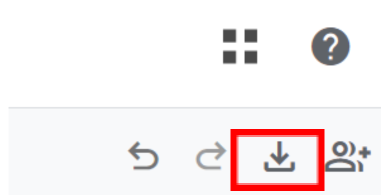
In Google Analytics 4:

1. Select your main GA4 profile from the list on your Google Analytics account.	
2. Click the "Explore" tab in the left-hand navigation bar.	
3. On the next screen select "Blank" option to create a new exploration.	
4. Within the "Variables" panel, select the custom date range for your needs(Jan 1 - Dec 31).	
5. Also within the "Variables" panel, under the "Dimensions" section, click the "+" sign and search for "Operating System". Select the "Operating System" checkbox and click the blue "Import" button in the top right corner.	
6. Similarly to step #5, under the "Dimensions" section, click the "+" sign and search for "Page path + query string". Select the "Page path + query string" checkbox and click the blue "Import" button in the	

<table>
<tr><td>top right corner.</td><td></td></tr>
<tr><td>7. Under the “Metrics” section, click the “+” sign and search for “Items purchased” and “Item revenue”. Select the “Items purchased” and “Item revenue” checkboxes and click the blue “Import” button in the top right corner.</td><td>
</td></tr>
<tr><td>8. Within the “Settings” panel, under the “Rows” section, click the box that says “Drop or select dimension” and select “Month” from the drop-down menu.

Then click the box that says “Drop or select a dimension” and select “Operating System” from the drop-down menu.</td><td>

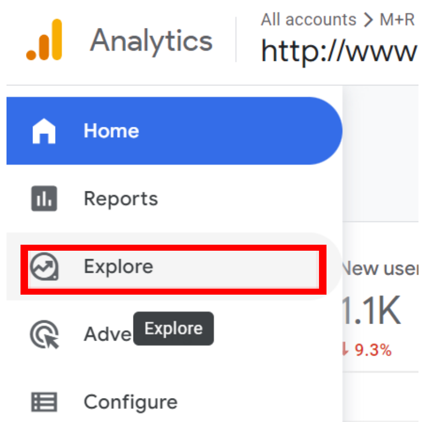
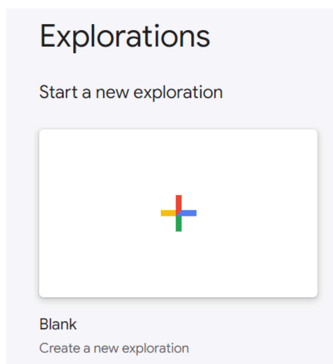
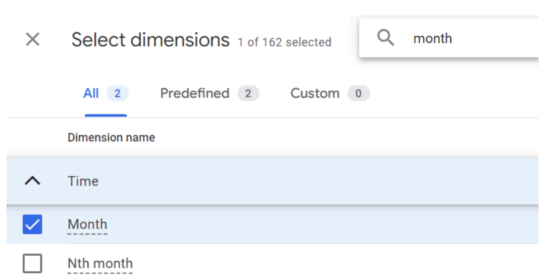
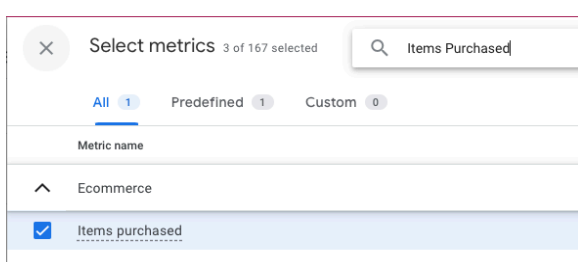

</td></tr>
<tr><td>9. Also within the “Settings” panel, under the “Rows” section, “Show Rows” dropdown, select 250.</td><td>
</td></tr>
</table>

10. Also within the “Settings” panel, under the “Values” section, click the box that says “Drop or select metric” and select "Items purchased” from the drop-down menu. Then click the box that says “Drop or select metric” and select "Item Revenue” from the drop-down menu.	
11. Also within the “Settings” panel, under the “Filters” section, click the box that says “Drop or select metric” and select “Page path + query string” from the drop-down menu.	
12. A box will appear under the “Filters” section, to filter for your main donation page, select match type “contains” and enter the same URL that you used for the Unique Pageviews section above. Hit Apply.	
13. Once the parameters are set, you’re ready to export the data! In the top right corner, you’ll find the “Export” option. Please export your file as a CSV file and use the data from the CSV file to fill out the benchmarks data template.	

Donations to your full website

This will be the same instructions as above for donations to main donation page, but you do not need to filter for main donation page.

In Google Analytics 4:

1. Select your main GA4 profile from the list on your Google Analytics account.	
2. Click the "Explore" tab in the left-hand navigation bar.	
3. On the next screen select "Blank" option to create a new exploration.	
4. Within the "Variables" panel, select the custom date range for your needs(Jan 1 - Dec 31).	
5. Also within the "Variables" panel, under the "Dimensions" section, click the "+" sign and search for "Operating System". Select the "Operating System" checkbox and click the blue "Import" button in the top right corner.	
6. Under the "Metrics" section, click the "+" sign and search for "Items purchased" and "Item revenue". Select the "Items purchased" and "Item revenue" checkboxes and click the blue "Import" button in the top right corner.	

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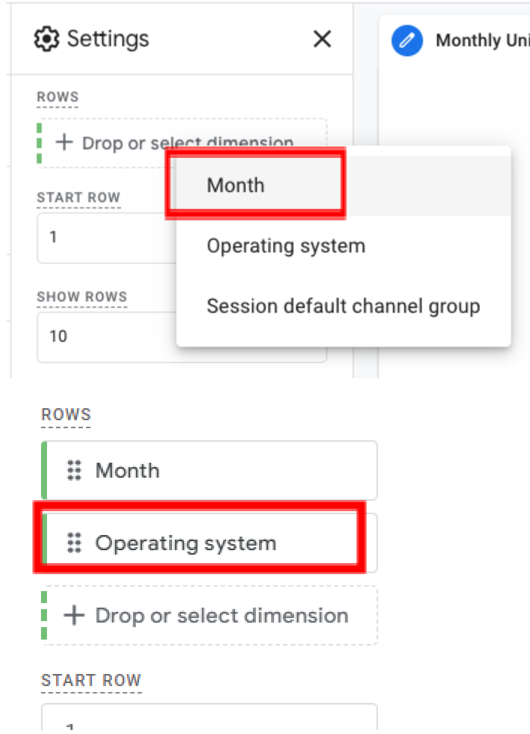
<td>
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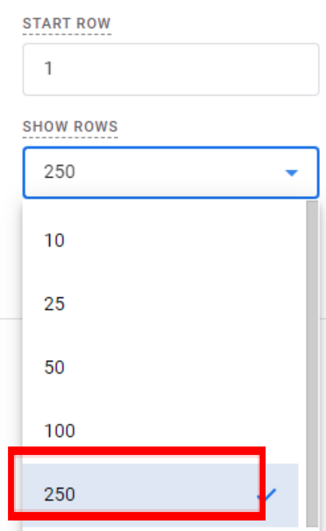
<td>
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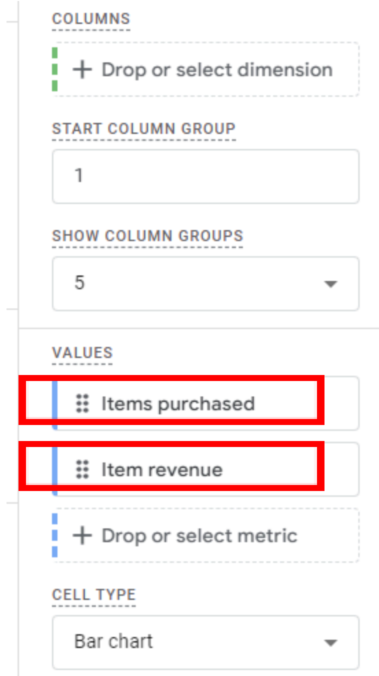
<td>
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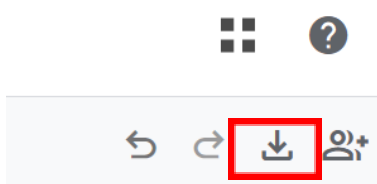
<td></td>
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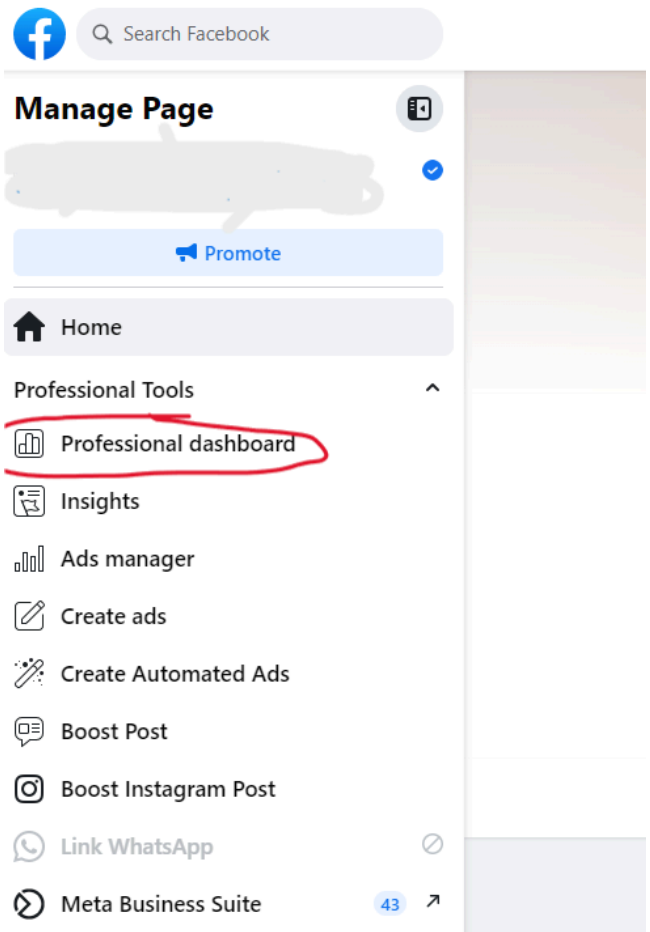
</table>

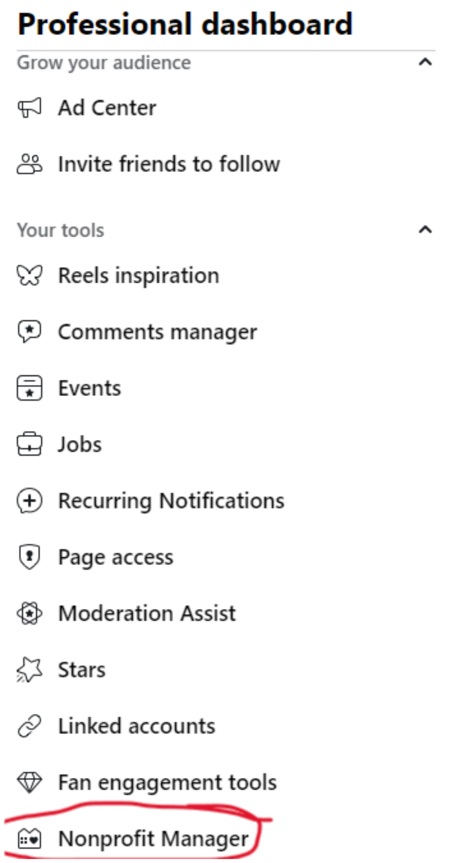
Pulling Meta Fundraiser Transactions

IMPORTANT: When downloaded, this Facebook file will contain email addresses and names. **WE DO NOT WANT YOU TO SUBMIT THAT PERSONALLY IDENTIFIABLE INFORMATION.** Once downloaded, please make sure to DELETE the columns for first name, last name & email.

1. You have to have "Editor" or "Admin" role on the page in order to access these reports.
2. From Manage Page, go to "Professional Dashboard"



3. Under Your tools, go to "Nonprofit Manager"



4. Then click on "Fundraising campaigns," followed by the button "Get donation reports."
5. Set the date range to January 1, 2022 - December 31, 2023." Put in your email address, and hit "Email reports." You should receive the report soon after.
6. Once you receive the file, download from the email, and **remove the columns for first name, last name, and email**.
7. Then you're all set! You will upload this file during the data submission process.

Digital Organizing

These questions were new beginning in 2022 and only needed for organizations who do this type of work.

Please don't hesitate to reach out if you have any questions!

Fill this section out if you are organizing members, activists, and/or volunteers toward advocacy outcomes. The metrics and survey questions are designed to better define what organizations can expect when recruiting and engaging activists as well as compare across organizations.

Please refer to the template to fill in questions about your organization’s Digital Organizing program.