

A blue-tinted photograph of several hands cupped together, holding a mound of dark soil with a small green seedling growing from it. The image is used as a background for the top half of the slide.

**10% BETTER**  
Year-Over-Year



ACHIEVE

# 10% Better: Year-Over-Year

	Last Year		Year 1		Year 2		Year 3
# of website visitors	10,000	(multiply by 0.1 then add to previous year)	11,000	(multiply by 0.1 then add to previous year)	12,100	(multiply by 0.1 then add to previous year)	13,310
	X		X		X		X
Donor conversion rate	2%	(multiply by 0.1 then add to previous year)	2.2%	(multiply by 0.1 then add to previous year)	2.42%	(multiply by 0.1 then add to previous year)	2.66%
# of Donors	200		242		293		354
	X		X		X		X
Average Online Donation	\$100	(multiply by 0.1 then add to previous year)	\$110	(multiply by 0.1 then add to previous year)	\$121	(multiply by 0.1 then add to previous year)	\$133
	=		=		=		=
Annual Online Donations	\$20,000		\$26,620		\$35,453		\$47,082
		33% GROWTH IN 1 YEAR		77% GROWTH IN 2 YEARS		135% GROWTH IN 3 YEARS	

# 10% Better: Year-Over-Year

	Last Year		Year 1		Year 2		Year 3
# of website visitors	<input type="text"/>	(multiply by 0.1 then add to previous year)	<input type="text"/>	(multiply by 0.1 then add to previous year)	<input type="text"/>	(multiply by 0.1 then add to previous year)	<input type="text"/>
	X		X		X		X
Donor conversion rate	<input type="text"/>	(multiply by 0.1 then add to previous year)	<input type="text"/>	(multiply by 0.1 then add to previous year)	<input type="text"/>	(multiply by 0.1 then add to previous year)	<input type="text"/>
# of Donors	<input type="text"/>		<input type="text"/>		<input type="text"/>		<input type="text"/>
	X		X		X		X
Average Online Donation	<input type="text"/>	(multiply by 0.1 then add to previous year)	<input type="text"/>	(multiply by 0.1 then add to previous year)	<input type="text"/>	(multiply by 0.1 then add to previous year)	<input type="text"/>
	=		=		=		=
Annual Online Donations	<input type="text"/>		<input type="text"/>		<input type="text"/>		<input type="text"/>

# 10% Better: Year-Over-Year

**Ideas for my organization to improve # of website visitors, donor conversion rates, or average online donations this year:**
