# 10% BETTER
## Year-Over-Year

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# 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 | | (multiply by 0.1 then add to previous year) | | (multiply by 0.1 then add to previous year) | | (multiply by 0.1 then add to previous year) | |
| | X | | X | | X | | X |
| Donor conversion rate | | (multiply by 0.1 then add to previous year) | | (multiply by 0.1 then add to previous year) | | (multiply by 0.1 then add to previous year) | |
| # of Donors | | | | | | | |
| | X | | X | | X | | X |
| Average Online Donation | | (multiply by 0.1 then add to previous year) | | (multiply by 0.1 then add to previous year) | | (multiply by 0.1 then add to previous year) | |
| | = | | = | | = | | = |
| Annual Online Donations | | | | | | | |

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

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