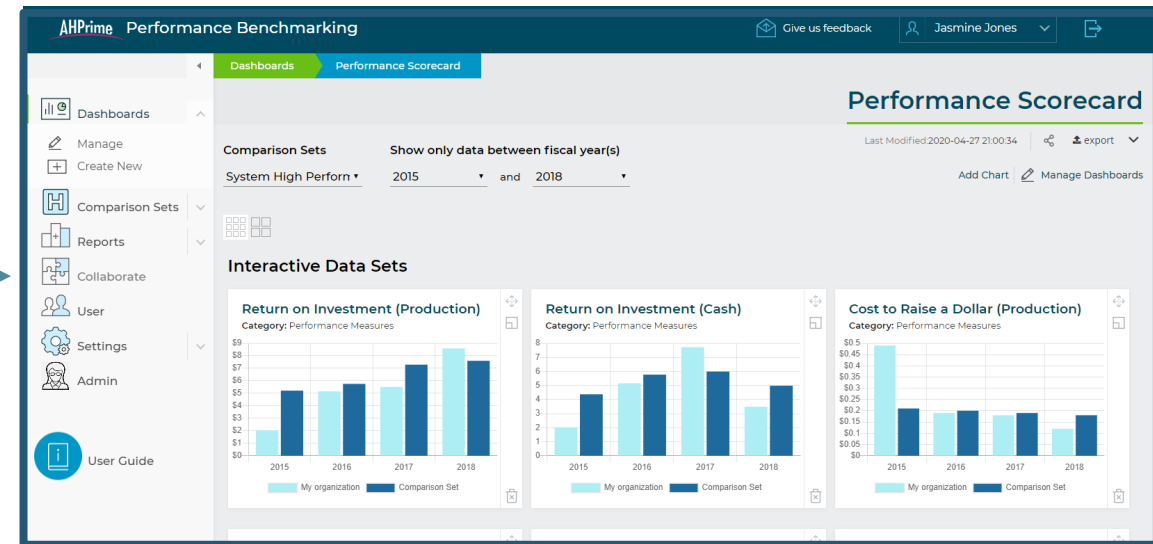


# New to 2020, AHP has updated their benchmarking platform!

Scorecard Table

Fiscal Year: 2018  
Comparison group: 2019 Report on Giving (FY 2018) - All Participants (n=242)

Summary	Board Monitor: Cash ROI	Board Monitor: Production ROI	Board Monitor: Cost to raise a dollar (cash)	Board Monitor: Cost to raise a dollar (production)	Net fundraising revenue, production per Direct Staff FTE	Board Monitor: Net fundraising revenue, cash	Board Monitor: Net fundraising revenue, production	Board Monitor: Total Fundraising Expenses (incl non-FR admin exp)	Board Monitor: Total endowment (current market value)
Demonstration Hospital (Anytown, NY)	\$26.78	\$25.59	\$0.04	\$0.04	\$4,822,429	\$35,398,000	\$33,757,000	\$1,373,000	\$580,000,000
Mean (Average)	\$5.19	\$5.34	\$0.36	\$0.35	\$1,229,594	\$18,246,404	\$20,827,543	\$4,192,356	\$99,663,037
90th Percentile	\$9.78	\$11.36	\$0.67	\$0.70	\$3,126,675	\$36,241,494	\$43,746,699	\$9,483,906	\$252,625,500
75th Percentile	\$5.61	\$6.08	\$0.37	\$0.38	\$1,552,072	\$14,667,869	\$16,692,896	\$3,773,423	\$78,410,048
50th Percentile (median)	\$3.65	\$4.06	\$0.27	\$0.25	\$761,528	\$4,705,312	\$5,177,874	\$1,627,922	\$20,334,967
25th Percentile	\$2.66	\$2.65	\$0.18	\$0.16	\$303,940	\$1,052,124	\$1,081,922	\$545,942	\$5,917,293
10th Percentile	\$1.48	\$1.44	\$0.10	\$0.09	\$100,250	\$242,426	\$220,968	\$303,261	\$66,985
Number of Organizations Reporting Valid Data	220	242	220	242	241	220	242	242	86
Total Number of Organizations in the Comparison Group	242	242	242	242	242	242	242	242	242



In the new platform, you will have access to:

- 9 performance metrics (including ROI, Cost to Raise a Dollar, Net Fundraising Revenue, Total Fundraising Expenses, and Total Endowment).
- A group of pre-set comparison sets of other participants' data, including our 2020 High Performers
- New functionalities for simpler comparisons.

# What has changed?

The screenshot shows the AHP Prime Performance Benchmarking interface. The top navigation bar includes the AHP Prime logo, 'Performance Benchmarking', a 'Give us feedback' link, and a user profile for 'Jasmine Jones'. The main content area is titled 'Performance Scorecard' and includes a 'Last Modified' timestamp and an 'export' button. A sidebar on the left contains navigation options: Comparison Sets, Reports, Collaborate, User, and Settings, along with a 'User Guide' icon. The main area displays 'Comparison Sets' for 'System High Perform' and a filter for 'Show only data between fiscal year(s) 2015 and 2018'. Below this are three bar charts: 'Return on Investment (Production)', 'Return on Investment (Cash)', and 'Cost to Raise a Dollar (Production)'. Each chart compares 'My organization' (light blue) and 'Comparison Set' (dark blue) across the years 2015, 2016, 2017, and 2018. Callout boxes highlight: 'Use pre-set comparison sets for quick and easy benchmarking.' (pointing to the Comparison Sets dropdown), 'View multiple fiscal years all at once.' (pointing to the year filter), 'Export your scorecard into a CSV, PDF, or PowerPoint presentation.' (pointing to the export button), and 'Bar charts to easily visualize your data.' (pointing to the charts).

Use pre-set comparison sets for quick and easy benchmarking.

View multiple fiscal years all at once.

Export your scorecard into a CSV, PDF, or PowerPoint presentation.

Bar charts to easily visualize your data.

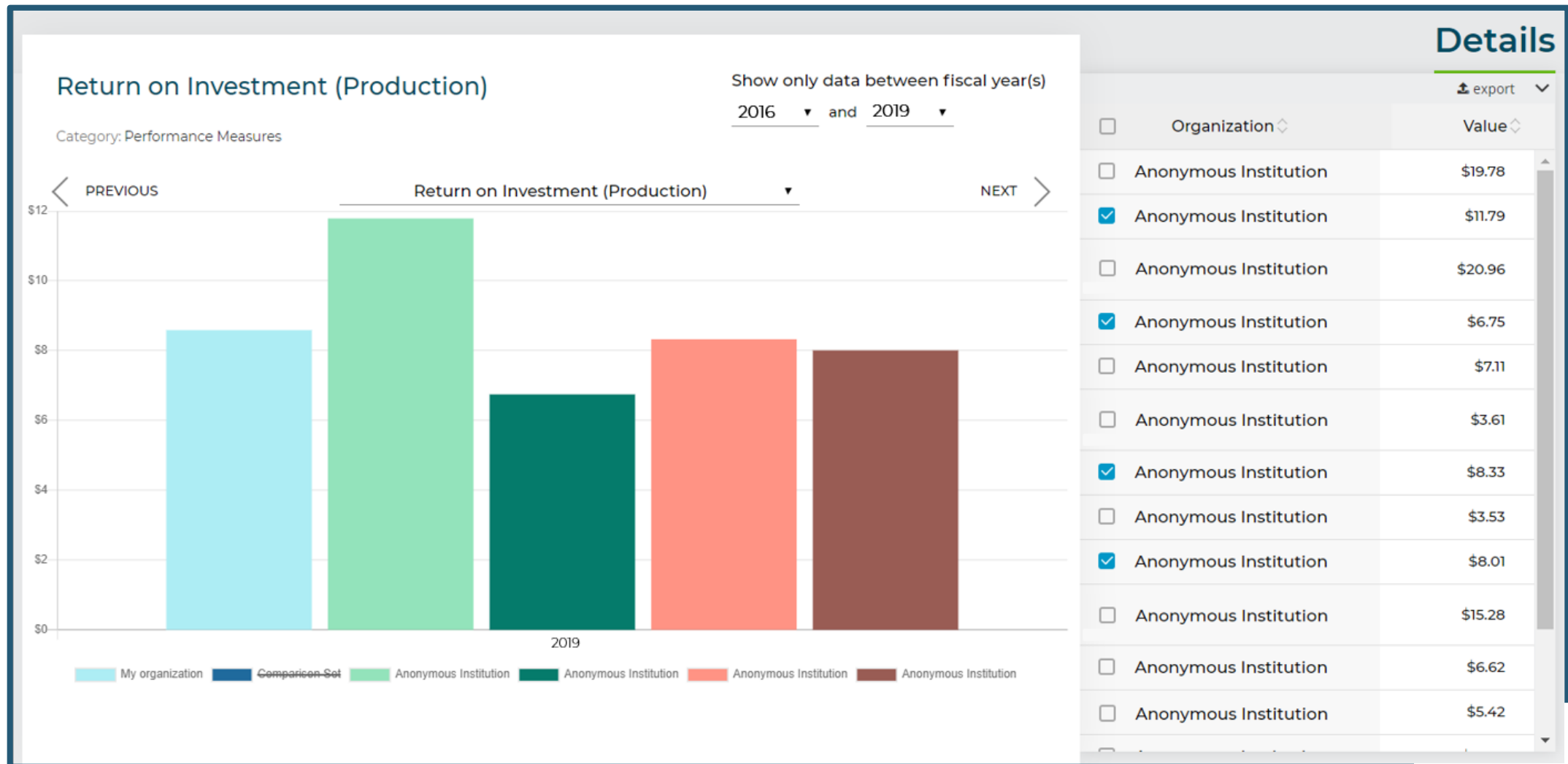
# What has changed?

Expand each metric in your scorecard and view your data next to your comparison set with anonymized data points for each organization.



# What has changed?

Select individual organizations within your comparison set to view their data points against your own.



## Did you know...?

---

You can access every metric with the Report on Giving survey with numerous filters to create your own comparison sets! Upgrade your membership with **AHPrime** and receive full benchmarking platform access along with new membership benefits, including:

- All-in roster access
- Access to best practices research
- Inclusion in the AHPrime Leadership Roundtables
- A presentation from the AHP Speakers Bureau.

Learn more about our benefits and schedule time to preview the full benchmarking platform by reaching out to **Maddy Morris** at [maddy@ahp.org](mailto:maddy@ahp.org).

Learn more  
about  
AHPrime

Watch our 1-  
minute tour

Schedule a  
preview of  
the platform

Email us at [benchmarking@ahp.org](mailto:benchmarking@ahp.org) for any questions about the 2020 Report on Giving!