

ABF Board Scorecard – Quarter ending 3/31/17

Research Clearinghouse: Construct a virtual platform to match the best science with the largest pool of committed donors to advance a continuum of research.					
Outcomes		Actual	Threshold	Target	Max.
1. Number of peer-reviewed proposals posted on crowdfunding platform		2	10	25	50
2. Number of crowdfunding donors		NA	Benchmarking during 2017		
3. Amount of money granted to defeat brain disease		NA	Benchmarking during 2017		
Public Engagement: Build the ABF brand around our unique niche.					
Outcomes		Actual	Threshold	Target	Max.
1. Stakeholder awareness ⁱ			See endnote		
2. Increased site traffic ⁱⁱ			Benchmarking during 2017		
a. Users		a. 13,721			
b. Pageviews		b. 29,185	50,000	75,000	100,000
a. Increased site conversion (from visitor to donor)		NA	Benchmarking during 2017		
Philanthropy: Develop full-fledged public support and deepen giving from AAN members					
Outcomes		Actual	Threshold	Target	Max.
1. Total funds raised			\$1,350,000	\$1,830,000	\$2,287,000
a. Restricted		a. \$201,492			
b. Unrestricted / Operating		b. \$71,192			
2. Major donor pipeline value					
a. Number of major donors solicited		a. 5	a. 20	a. 30	a. 40
b. Gift amount asked		b. \$100,000	b. \$250,000	b. \$500,000	b. \$1,000,000
3. Number of new donors		229	900	990	1188
4. Number of donors					
a. AAN members		a. 528	a. 1,830	a. 2,013	a. 2,416
b. Public		b. 186	b. 450	b. 495	b. 594
A Thriving Partnership: Align the goals and leadership of the AAN and ABF.					

Outcomes		Threshold	Target	Max.
1. Number of AAN members who are aware of the ABF ⁱⁱⁱ	77%	85%	95%	100%
2. Number of AAN members donating to the ABF	528	<i>See 4a above.</i>		
3. Number of AAN staff donating to the ABF	28%	50%	70%	90%
4. New money raised for AANI research agenda- <i>i.e.</i> , projected # of CRTS contracts signed by the end of the year.	\$173,332	10 ^{iv}	12	14

ⁱ Brain Disease - Public Understanding

Baseline: 59.64%

Benchmark: 64.9% ± 4.23%

ABF - Public Awareness

Baseline: 3.27%

Benchmark: 6.33% ± 2.15%

ⁱⁱ Based upon current ABF website. New website to be launched in Q2.

ⁱⁱⁱ ABF - AAN Awareness

Baseline: 77%

Benchmark: 80.29% ± 2.62%

^{iv} The threshold number was suggested to us by the Academy when the ABF took over a portion of CRTS fundraising.