

ABF Board Scorecard – Quarter ending 9/30/17

Strategic Goal #1	Research & Crowdfunding: 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, A: Crowdfunding				
1. Number of peer-reviewed proposals posted on crowdfunding platform	8	10	25	50
2. Number of crowdfunding/website donors	NA (214)	Benchmarking during 2017		
3. Amount raised in crowdfunding	NA (\$11,270)	Benchmarking during 2017		
#1, B: Grant making				
1. Money granted for CRTS/CSDA's	NA (\$931,329)	Benchmarking during 2017		
2. Money granted through crowdfunding	NA (0)	Benchmarking during 2017		
3. Total Scientific and Other Awards	NA (\$187,802)	Benchmarking during 2017		
4. Total money granted to defeat brain disease	NA (\$1,119,131)	Benchmarking during 2017		
	\$2,857,744			
Strategic Goal #2	Public Engagement: Build the ABF brand around our unique niche.			
Outcomes		Threshold	Target	Max.
1. Stakeholder awareness ⁱ		See endnote		
2. Increased site traffic ⁱⁱ		Benchmarking during 2017		
a. Users	a. 32,491			
b. Pageviews	b. 106,656	50,000	75,000	100,000
a. Increased site conversion (from visitor to donor)	NA (214 conversions; 0.01%)	Benchmarking during 2017		
Strategic Goal #3	Philanthropy: Develop full-fledged public support and deepen giving from AAN members			
Outcomes		Threshold	Target	Max.
1. Total funds raised				
a. Restricted	a. \$2,857,744	--	\$ 480,000	\$ 937,000
b. Unrestricted/Operating	b. <u>\$841,833</u>	<u>\$1,350,000</u>	<u>\$1,350,000</u>	<u>\$1,350,000</u>
TOTAL	c. \$3,699,577	\$1,350,000	\$1,830,000	\$2,287,000
2. Major donor pipeline value				
a. Number of major donors solicited	a. 28	a. 20	a. 30	a. 40
b. Gift amount asked	b. \$5,927,500	b. \$250,000	b. \$500,000	b. \$1,000,000
3. Number of new donors	632	900	990	1188

4. Number of donors				
a. AAN members	a. 835	a. 1,830	a. 2,013	a. 2,416
b. Public	b. 351	b. 450	b. 495	b. 594
Strategic Goal #4	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 ABFⁱⁱⁱ		<i>See endnote – measured annually December 2017</i>		
2. Number of AAN members donating to the ABF	835	<i>See 4a above.</i>		
3. Number of AAN staff donating to the ABF	35%	50%	70%	90%
4. New money raised for AANI research agenda- i.e., projected # of CRTS/CSDA awards signed by the end of the year.	10 (\$2,539,999)	10 ^{iv}	12	14

ⁱ **Brain Disease - Public Understanding.** Baseline and benchmark were developed by our former marketing firm. Currently determining how we will take measurements in the future.

Baseline: 59.64%

Benchmark: 64.9% ± 4.23%

ABF - Public Awareness. Baseline and benchmark were developed by our former marketing firm. Currently determining how we will take measurements in the future.

Baseline: 3.27%

Benchmark: 6.33% ± 2.15%

ⁱⁱ **Targets were developed from traffic on former website during FY 2016.** “Conversions” include both donors to the general fund and and crowdfunding donors.

ⁱⁱⁱ **ABF - AAN Awareness.** Baseline and benchmark were developed from Insights Study of AAN members in 2016 during strategic planning. We are planning to have the study updated in early 2018 so that we can compare 2016 and 2017.

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. Staff is currently instructed to not add new CRTS's unless they are paid for fully, including indirect costs, by other organizations.