



# How To Measure Your Corporate Charitable Giving

By Amy Kauffman

Being able to measure and track corporate charitable giving impact is a hot topic these days. I've talked with hundreds of companies who desire to get this data and report back to leadership to justify their charitable giving budgets.

While that's a great idea, in all those conversations, not one company has been able to define the exact affect they WANT to have. How are we going to get to our destination if it hasn't been defined? That's the equivalent of expecting GPS to get us to our destination, but we didn't type in an address.

So, we're not sure what kind of affect our company wants to have, we know we're behind the curve, we start talking about "measuring." If we can't figure out the end goal, at least we can start to accumulate data on the front end and look like our department and charitable giving budget are pulling their weight.

Let's pause this cycle for a moment and remind ourselves of some definitions:

The definition of **MEASURE**: a standard unit used to express the size, amount, or degree of something.

The definition of **IMPACT**: the effect or influence of one person, thing, or action, on another.

For our purposes, let's put those definitions together.

**Measure Impact** - a standard unit of measure to express the degree of our brand's influence on a person and/or community.

Are we on the same page with that definition?

It's great that we sync on the definition, but here's where I want the road to diverge.

The desired influence of your brand on a person and/or community may be extremely different than that of another brand. This means that each brand separately needs to define their desired impact as well as the measurement that will help them understand if that impact is achieved.

HUGE POINT ABOVE. PLEASE RE-READ!



As brands begin to define their desired impact, I believe we are going to see several impact themes and corresponding measurements pop up which we can share and steal from one another, but until then, get busy about clarifying and defining things for yourself.

What influence is your brand driving after from a charitable giving and marketing perspective?

Here are some ideas that might spark clarity for you:

Eyes on your logo

Eyes on your brand doing good work in the community

Specific stories of how your brand is actively engaged on an individual level with people

Your brand spreading into new markets

Your current customers understanding your charitable work behind the scenes

Converting new customers

More social media followers

Specific PR/marketing fodder to share in an annual report

This is by no means an exhaustive list, but hopefully something triggered to clarify what your brand is **ULTIMATELY** after. That's key too. Most of us would like all of those things to happen, but it's imperative to narrow it to one impact focus for now.

What is **THE ONE THING** that needs to happen from a brand influence perspective to show that you are having the kind of impact you want to have with your charitable giving work?

Write that here:

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Great!

So you're clear on what the impact needs to look like for your brand, and in most every best case, it will happen with increasing frequency/volume.

Write what number you need to track to reflect that this impact is increasing:

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Have we gotten somewhere?! I think so!

You just defined the effect that needs to happen on individuals and/or the community from your charitable giving efforts, and from there, you defined what needs to be measured.



The general conversation about “measuring impact” is antiquated and, if it’s not already obvious, not helpful. We’ve been having this conversation for over a decade and it’s a wheel-spinning conversation.

I propose a new perspective on it...

Your brand’s impact on individuals and/or the community and correlating measurement is unique to your brand!

Isn’t that a relief to be able to define it yourself and track it accordingly! Feel empowered!

Cheers!

**Amy Kauffman**



Amy Kauffman is the Founder of Givily.

[Givily](#) is great at is making your charitable work more simple...streamlined, trackable, and reportable!

If a better charitable giving management system piques your interest, or you’re interested in having Amy consult with you on determining your best impact and measurement, email her at [amy@givily.com](mailto:amy@givily.com).

