

TRACK PROGRESS – SAMPLE SUCCESS MEASURES

SUGGESTED METRICS	WE ALREADY MEASURE THIS	WE WILL MEASURE THIS NOW/IN THE FUTURE	WE DON'T HAVE PLANS TO MEASURE THIS
# and % of United Way brand and marketing collateral that depicts diverse community residents in multiple roles - i.e. as volunteers, leaders, experts, donors, affinity group members, and not ONLY as recipients of United Way services			
# of United Way activities (convenings, forums, trainings) explicitly designed to raise awareness about historical discrimination, structural and/or institutional racism, and/or current inequities			
# of companies engaged (as part of United Way annual fundraising campaigns) to convey explicit messages about equity and related impact work			
# of individual donors engaged (as part of United Way annual fundraising campaigns) to share explicit messages about equity and related impact work			
# and % and type of segmented channels (social, print, and online media, television, radio, web-based, in-person) utilized to share United Way messaging, that predominantly reach and serve people of color and/or historically disadvantaged residents			
# and % of communications materials (print, digital, social) that explicitly address equity			
# and % of United Way Marketing and Communications staff from diverse backgrounds (race, ethnicity, gender, ability status, etc.)			
# of partners and agencies (funded/unfunded) engaged in United Way led/funded equity trainings			
# of community residents and volunteers engaged in United Way led/funded equity trainings			
# of corporate partners engaged in United Way led/funded equity trainings			
# of events co-planned and/or co-convened with organizations led by people of color			

