



## **Tracking the Success of LEAVE A LEGACY**

Potential nonprofit and corporate partners often want evidence that the LEAVE A LEGACY message is being seen and heard. This document outlines ways in which volunteers can track the LEAVE A LEGACY campaign's success in their communities.

### **I. Know the Market**

Many LEAVE A LEGACY efforts operate in more than one city or town. It's easy to learn about the populations served.

- Collect population data for the area your program represents.
- The U.S. Census Bureau will have that information. In fact, you can visit <http://factfinder.census.gov> and type in any town or county in the U.S. and get population statistics for that town.

### **II. Track your Media Hits**

There is a myth that “media” only applies to advertisements placed. Anytime your public relations efforts reach a member of the public, this is considered a media transaction. Something as simple as an Excel spreadsheet can track your media hits from year-to-year.

If your local campaign acquires a public relations firm, that firm should be responsible for submitting activity data to you. If you are not receiving this information, make a point to request it.

- When a local newspaper runs a LEAVE A LEGACY article, get the circulation numbers from the publication. Make notes in your spreadsheet if the article had a special “extra”—such as a photo, or better yet, an appearance on the front page.
- When television or radio station runs either a PSA or segment on LEAVE A LEGACY, find out the viewership/listenership.
- If you use outdoor media such as bus advertisements or billboards, the outdoor advertising company will can provide you with exposure statistics.
- Web site hits can be tracked, too. You can track the total number of “hits” (visits to a particular page), but your potential partners will be most interested in the number of “unique visitors.” Web tracking systems such as LiveStats and WebTrends can get this information from your site.

Ask your partners to provide as much web tracking as they can. If a partner has a LEAVE A LEGACY web page set up on their site, you will want to ask them for the number of unique visitors to that page. If you employ a web design firm, the staff should be able to help you as well.

- How many brochures were distributed through partners? Keep track of how many brochures you print, and how many are given to members of the public.
- Track attendance at events by using a simple sign-in sheet.
- Ask your partners to keep track of how many clients mention LEAVE A LEGACY, and how many bequests can be linked to the program.
- Report your success to your community partners to keep them engaged in the process!