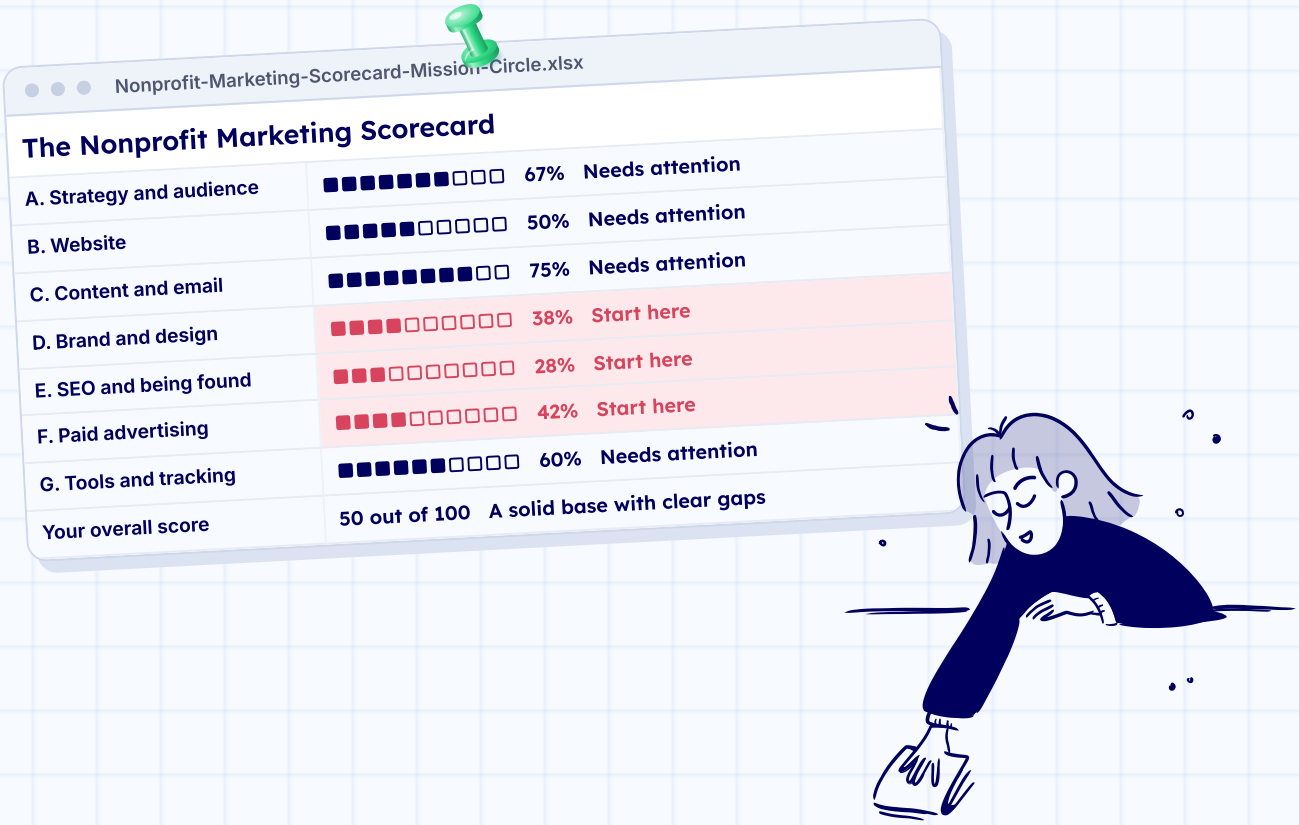
mission circle.

MADE FOR NONPROFITS

Sheet + guide

The Nonprofit Marketing *Scorecard*

A scoring sheet and this short guide. Rate 44 items across seven areas, from your audience and website to search, ads and tools, in about 20 minutes, and see which area to fix first.



How it works

The sheet adds up your score. This guide helps you read it.

The Scorecard checks seven parts of your marketing and names the one to fix first, so you know where a small fix will go furthest.

1

Open the sheet

Open it in Excel, or upload it to Google Drive and open it with Google Sheets. Save your own copy first.

2

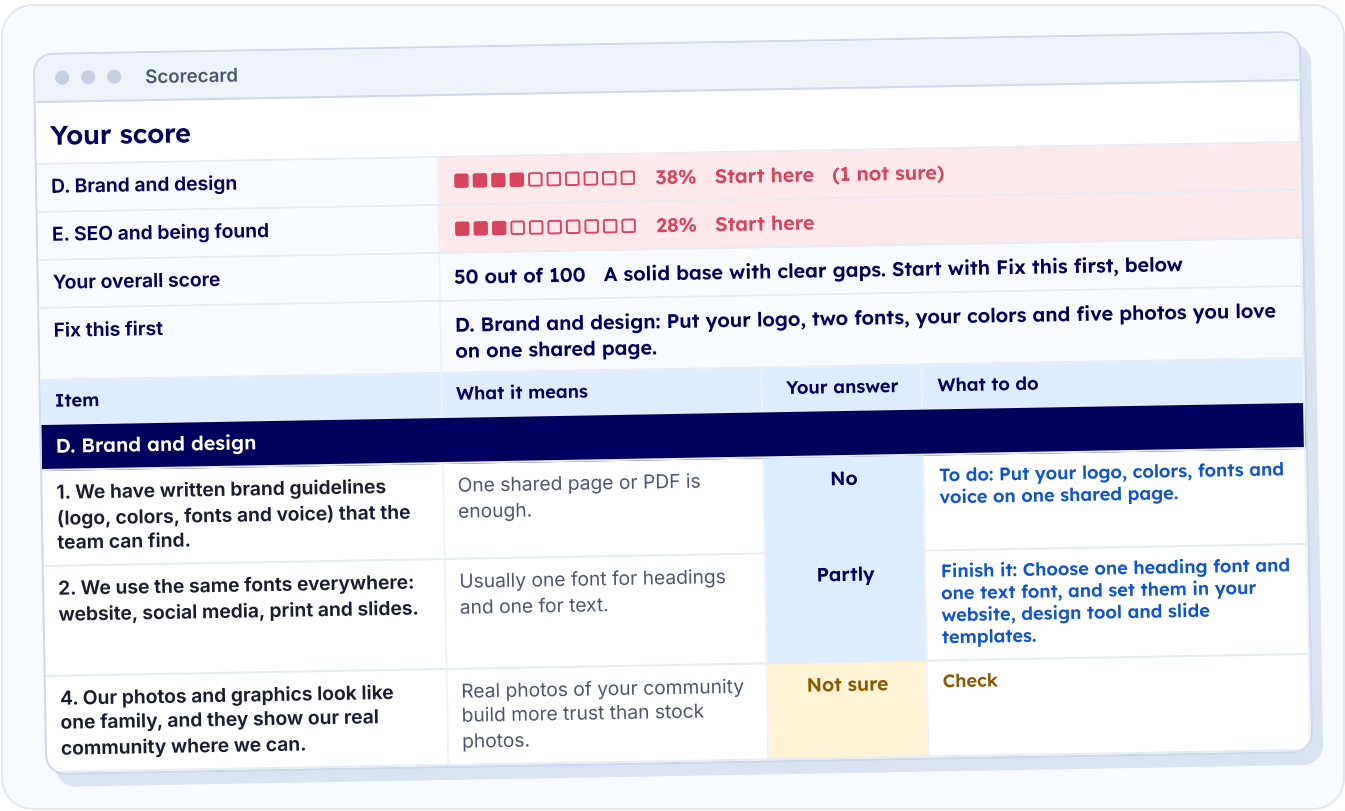
Answer every item

Pick Yes, Partly, No or Not sure for all 44. Not sure counts as something to check. For ads you don't run, pick Doesn't apply.

3

Read your score

The panel at the top updates as you go. "Fix this first" names the area to start with and its first step.



Scorecard

Your score

D. Brand and design	■■■■□□□□□□ 38% Start here (1 not sure)
E. SEO and being found	■■■□□□□□□□ 28% Start here
Your overall score	50 out of 100 A solid base with clear gaps. Start with Fix this first, below
Fix this first	D. Brand and design: Put your logo, two fonts, your colors and five photos you love on one shared page.

Item	What it means	Your answer	What to do
D. Brand and design			
1. We have written brand guidelines (logo, colors, fonts and voice) that the team can find.	One shared page or PDF is enough.	No	To do: Put your logo, colors, fonts and voice on one shared page.
2. We use the same fonts everywhere: website, social media, print and slides.	Usually one font for headings and one for text.	Partly	Finish it: Choose one heading font and one text font, and set them in your website, design tool and slide templates.
4. Our photos and graphics look like one family, and they show our real community where we can.	Real photos of your community build more trust than stock photos.	Not sure	Check

An example of a filled-in sheet. Your answers stay in your own copy; nothing is sent to us.

Do it with one other person, such as whoever posts on your social media or runs your fundraising. Two people give a more honest score.

What the sheet checks

Seven areas, 44 items

Area A · 6 items

Strategy and audience

Whether you've written down who you serve, who gives and who funds you, agreed your top priorities for the year, and can explain your work in one plain sentence. It also asks if one named person owns marketing.

Area B · 8 items

Website

The basics that make a site safe, fast and easy to give on: the padlock, a mobile speed score, Search Console, a 5-second test, a quick donation form, tracking for donations and sign-ups, easy updates and a privacy policy.

Area C · 6 items

Content and email

Whether you publish something useful every month, promote your programs where people will see them, collect email addresses in one list, email that list regularly and thank new donors within 48 hours.

Area D · 4 items

Brand and design

Whether your logo, fonts, colors and photos are written down and used the same way everywhere, so people recognize you on your site, on social media and in print.

Area E · 9 items

SEO and being found

Whether people find you on Google and in AI answers when they search for help, for a way to give, or to learn about your cause. It covers your search plan, your keyword gaps and your Google Business Profile.

Area F · 6 items

Paid advertising

Your Google Ad Grant and any social ads on Facebook or Instagram: one goal per campaign, how much of the grant you use, whether you track results, ad quality, and Google's 5% click-through rule.

Area G · 5 items

Tools and tracking

Whether your contacts live in one place, welcome emails go out on their own, you check the same 5 numbers each month, logins are kept safe, and you've claimed the nonprofit discounts you qualify for.

Your notes

A column for you

Write down what you found, who will fix it and by when. Then put the one thing you'll do this month in the box under your score.

Your result

How to read your score

Your answer	Points
Yes	2 points. It's done and working.
Partly	1 point. It's started, or done in some places but not others.
No	0 points. It's on your to-do list.
Not sure	0 points, and flagged. Find out, then update your answer.
Doesn't apply	Left out of your score. Only on the Paid advertising items, for ads you don't run.

Each area shows a bar and a percentage: 80% or more is strong, 50 to 79% needs attention, and under 50% is where to start. "Fix this first" picks the first area under 50%, going down the list, because the early areas are the base for the later ones. If none is under 50%, it picks your lowest.

Your overall score, out of 100

80 to 100	A strong base. Pick one area to sharpen this quarter.
50 to 79	A solid base with clear gaps. Start with "Fix this first".
0 to 49	Start with "Fix this first". You don't need to fix everything at once.

Fix this first, area by area

Area	Start here
A. Strategy and audience	Write one page: who you serve, who gives, who funds you, and the top 3 things you want each group to do this year.
B. Website	Give $5 on your own site, using your phone, and write down every snag.
C. Content and email	Add an email sign-up to your home page and send one useful email this month.
D. Brand and design	Put your logo, two fonts, your colors and five photos you love on one shared page.
E. SEO and being found	Claim your Google Business Profile today. It's free and takes about 20 minutes.
F. Paid advertising	Have a Google Ad Grant? Run our free Health Check on it. No grant yet? The Health Check's guide lists who qualifies.
G. Tools and tracking	Check our Nonprofit Tools list and claim the free plans you qualify for this week.

mission circle.

Bring your score to a free plan session

It's a 30-minute call, then a 1-hour walkthrough of your plan. We'll go through your answers with you, put the areas in order and turn the first one into a 90-day plan your team can follow. You keep the plan even if we never work together.

Get my free marketing plan



mission circle.

missioncirclehq.com

About Mission Circle. We're a full-service marketing team for nonprofits: strategy, websites, SEO, email, ads and reporting, at a fraction of in-house costs. We write our free resources for nonprofits with small teams.