

Nonprofit Marketing Readiness Scorecard

A structured self-assessment covering the six dimensions of marketing readiness most commonly underdeveloped in cultural institutions and nonprofits, scored against 2026 sector benchmarks.

WHAT IT COVERS

- | | |
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| 01 | Digital Foundation & Search Visibility |
| 02 | Brand Consistency & Asset Clarity |
| 03 | Audience Communications & Newsletter |
| 04 | Print & Collateral Systems |
| 05 | Media & Advertising Relationships |
| 06 | Marketing Budget & ROI Awareness |

 20 Questions Diagnostic, not vanity. Across six dimensions	 Instant Self-Score Tally subtotals to a result out of 100
 Personal Follow-Up A specific note on what your result means	 2026 Benchmarks Every question scored against current data

SANTA FE MARKETING / RESOURCE SERIES

Brian Bixby

Self-diagnosis, not self-assessment

Most marketing advice fails small organizations because it is too general. This scorecard is different. Instead of “I believe” statements, it asks “Have we checked?” questions, each paired with a specific 2026 benchmark so you can locate exactly where you stand. Score honestly. A low number is not a failure; it is the first item on a roadmap of what to fix first.

HOW TO SCORE

Rate each question from 1 to 5. Add the scores within each dimension to get a subtotal, then add the six subtotals for a Total Readiness Score out of 100. A result of 3 on any question means you do this sporadically but lack a standard system.

THE 1-5 SCALE

1 Not started. We have no system for this.	2 Early. Attempted once or informally.	3 Sporadic. We do this, but without a standard.	4 Consistent. Documented and repeatable.	5 Optimized. We do this and actively track it.
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THE SIX DIMENSIONS

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|--|---|
| 01 Digital Foundation & Search Visibility | 02 Brand Consistency & Asset Clarity |
| 03 Audience Communications & Newsletter | 04 Print & Collateral Systems |
| 05 Media & Advertising Relationships | 06 Marketing Budget & ROI Awareness |

SCORING AT A GLANCE

80–100 Optimized · 60–79 Operational · 40–59 Emerging · Under 40 Foundational. Full interpretation and next steps appear on the final page.

01 Digital Foundation & Search Visibility

#	DIAGNOSTIC QUESTION & BENCHMARK	1-5
1.1	Do we know our website's average mobile load time and "Performance" score on Google PageSpeed Insights? IDEAL LOAD < 2.5S · MOBILE IS NOW THE MAJORITY OF NONPROFIT TRAFFIC (58.4%)	_____
1.2	Are we actively using our Google Business Profile, with address, hours, and contact info consistent on Google and our website? THE FRONT DOOR FOR LOCAL ART SEEKERS: MUST BE ACCURATE	_____
1.3	Is GA4 configured to track key conversion events: Donation Completed, Ticket Purchased, Newsletter Signup? GENERAL VISITS ARE VANITY METRICS. YOU NEED CONVERSION DATA	_____
1.4	If we use the Google Ad Grant, is it maxing its monthly spend with conversions linked to our campaigns? A FREE \$10,000/MONTH STIPEND, OFTEN UNDERUTILIZED BY CULTURAL INSTITUTIONS	_____
DIGITAL SUBTOTAL / 20		_____

02 Brand Consistency & Asset Clarity

#	DIAGNOSTIC QUESTION & BENCHMARK	1-5
2.1	Do we have a one-page brand guide defining logo clear space, primary/secondary hex codes, and standard font family? CONSISTENCY BUILDS TRUST, WHICH DRIVES DONATIONS	_____
2.2	Are our high-resolution vector logos (.EPS/.AI) and rights-cleared photos organized in a shared drive anyone can reach? SAVES HOURS FOR LEADERSHIP AND FUTURE CONTRACTORS	_____
2.3	Is our 30-second "elevator pitch" documented and used consistently across website, donation pages, and print? EVERY TOUCHPOINT MUST REINFORCE THE SAME MISSION CLARITY	_____
BRAND SUBTOTAL / 15		_____

03 Audience Communications & Newsletter

#	DIAGNOSTIC QUESTION & BENCHMARK	1-5
3.1	Can we segment our email database into three distinct lists: Active Donors, Past Volunteers, and General Subscribers? TREATING ALL SUPPORTERS THE SAME DRIVES LOW RETENTION (19.8% FIRST-TIME RATE)	_____
3.2	Does our average newsletter open rate meet or exceed the nonprofit sector benchmark? 2026 BENCHMARK: 26.6% OPEN RATE · 2.7% CLICK-THROUGH RATE	_____
3.3	Do new subscribers automatically receive a welcome series (not just one email) confirming their subscription and outlining our impact? NURTURES NEW INTEREST IMMEDIATELY, WITHOUT STAFF EFFORT	_____
COMMS SUBTOTAL / 15		_____

04 Print & Collateral Systems

#	DIAGNOSTIC QUESTION & BENCHMARK	1-5
4.1	Do we use standardized design templates (Canva, Adobe Express) to create flyers and social graphics without starting from scratch? ESSENTIAL FOR NON-MARKETERS TO PRODUCE CONSISTENT WORK QUICKLY	_____
4.2	Is our general brochure or rack card, defining mission and core programming, evergreen and physically up to date on-site? ON-SITE FIRST IMPRESSIONS ARE AS CRITICAL AS THE DIGITAL EXPERIENCE	_____
4.3	Have we audited physical signage (wayfinding, exhibits, donation boxes) to ensure it visually matches our current branding? CONSISTENCY GAPS CREATE CONFUSION ON-SITE	_____
PRINT SUBTOTAL / 15		_____

05 Media & Advertising Relationships

#	DIAGNOSTIC QUESTION & BENCHMARK	1-5
5.1	Do we have a dedicated Press/Media page featuring releases, downloadable hi-res assets, and a single media contact email? MAKES IT EASY FOR A BUSY JOURNALIST TO COVER YOUR ORGANIZATION	_____
5.2	Do we maintain an internal list of at least 15 local journalists, community calendar editors, and cultural influencers? PROACTIVE RELATIONSHIP MANAGEMENT, NOT REACTIVE BLASTING	_____
5.3	If we run Facebook/Instagram ads, do we have admin control of our Meta Business Manager and a payment method linked? ESSENTIAL READINESS FOR PROMOTING ANY EVENT	_____
MEDIA SUBTOTAL / 15		_____

06 Marketing Budget & ROI Awareness

#	DIAGNOSTIC QUESTION & BENCHMARK	1-5
6.1	Do we have a deliberate, dedicated line-item marketing budget approved in our annual plan, not funded with “leftovers”? MARKETING IS AN INVESTMENT IN REVENUE, NOT A BUSINESS COST	_____
6.2	Have we calculated our average Cost Per Acquisition (CPA) for a new donor, member, or ticket buyer? NEW-DONOR BENCHMARK AVERAGES \$58-\$75. KNOW YOUR COST TO GAUGE PROFITABILITY	_____
6.3	When we run a campaign for a major event, do we calculate its ROI? $(\text{RAISED} - \text{COSTS}) / \text{COSTS} = \text{ROI RATIO}$ · AIM FOR 4:1 TO 5:1	_____
6.4	Do we review a single dashboard monthly that tracks key marketing metrics against our strategic goals? IF YOU AREN'T TRACKING, YOU ARE GUESSING	_____
BUDGET SUBTOTAL / 20		_____

Total Readiness Score OUT OF 100

SCORING INTERPRETATION

What your score means

For an organization that has never had a Director of Marketing, interpretation has to be practical. A score of 40 is not a failure; it is a prioritized roadmap of what to fix first. Find your range below.

80-100

OPTIMIZED

Your foundation is exceptionally strong

Focus on advanced segmentation, workflow automation, and scaling your budget. You are ready to engage a Director of Marketing for high-value strategic growth.

60-79

OPERATIONAL

You are doing the right things, but inconsistently

Focus on documenting systems and creating templates to save time. This is a common score for organizations with a fractional marketing person already in place.

40-59

EMERGING

A few critical pieces of infrastructure are missing

Do not scale spending yet. Prioritize Dimension 01 (Digital Foundation) and Dimension 02 (Brand Clarity) immediately so you don't waste effort on a leaky bucket.

Under 40

FOUNDATIONAL

Don't panic. This is normal

Common for institutions focused purely on programming. Start with the basics that cost zero dollars: claim your Google Business Profile, clean up website contact info, and organize your vector logos.

GET YOUR PERSONAL FOLLOW-UP

Send your subtotals along with your organization's website and we'll review your site and Google Business Profile, then return a short, specific note on the one or two dimensions to fix first, before you spend a dollar on promotion.

[SANTAFEMARKETING.COM/RESOURCES](https://santafemarketing.com/resources)

Brian Bixby is a Fractional Director of Marketing & Communications serving nonprofit and cultural institutions in Santa Fe and New Mexico. This scorecard is part of a free resource series for organizations navigating marketing strategy without a full-time marketing department.