



5 GA4 TIPS FOR NON-PROFITS

GA4 FOR NON-PROFITS

While the typical website using GA4 is an online store, it only takes a little bit of initial work to configure your setup to be optimised for a non-profit. This will allow you to see what most non-profits currently don't actually have access to: a view of which channels are bringing in your most valuable donors (and completers of other key tasks).

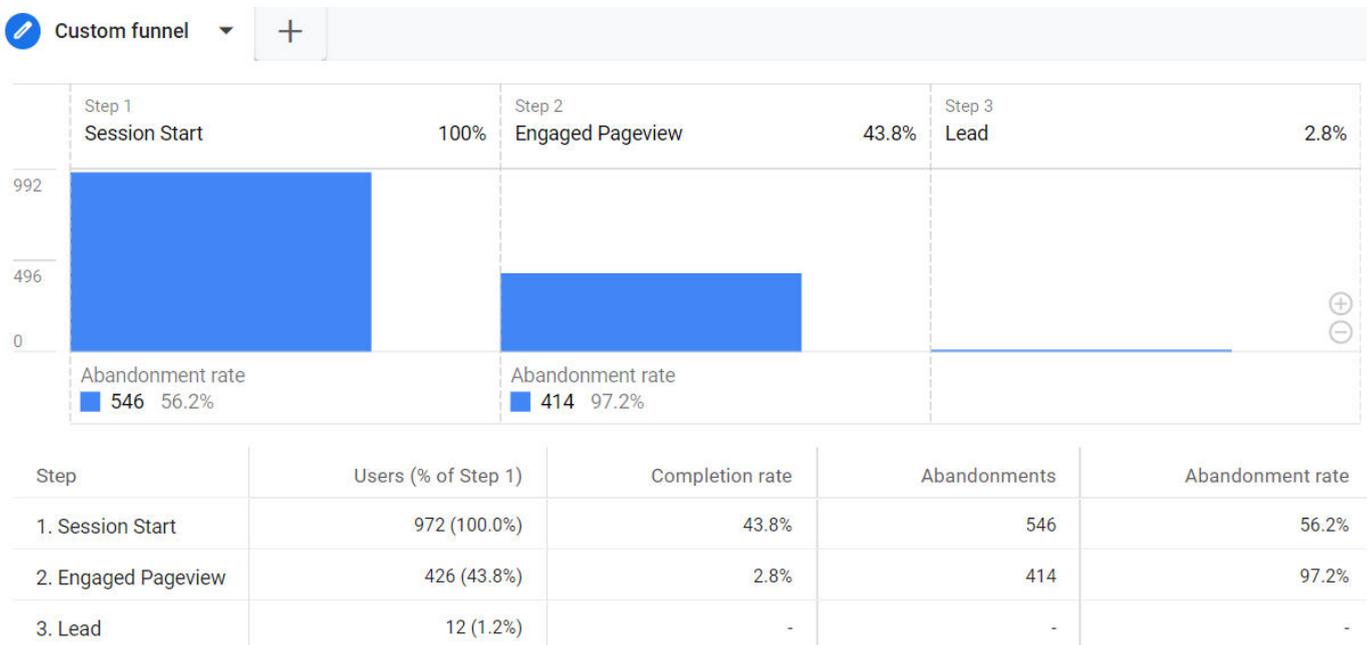


[\[Image Credit\]](#)

WHAT IS GA4?

Google Analytics 4 (GA4) is the latest release of the free website tracking software, Google Analytics.

Google Analytics is a free service that allows you to track any traffic and engagement that happens across your websites, apps and offline. GA4 contains lots of new updates, including how data is tracked and stored, with the overall goal to give a better view of today's marketing landscape, while also providing more control around data management and privacy.



TIP #1

TRACK DONATIONS AS PURCHASES

Setting up purchase event tracking, although in this case it would be for donations, should be a priority for any nonprofit organisation. This might require some customisation at first but is always worth it. While GA4's ecommerce tracking was built with more typical online stores in mind, you can still use those dimensions for your non-profit. For example, the item name field can be your charity's appeal name or the donation frequency. The item category can be the payment method (since that's often much more important for charities compared to ecommerce stores).

| ITEM NAME | ITEM CATEGORY | PURCHASES | REVENUE |
|------------------|---------------|-----------|---------|
| Single Donation | Credit Card | 26 | \$6,784 |
| Single Donation | Paypal | 28 | \$8,674 |
| Monthly Donation | Paypal | 19 | \$7,347 |

TIP #2

ESTIMATE RECURRING DONOR VALUE

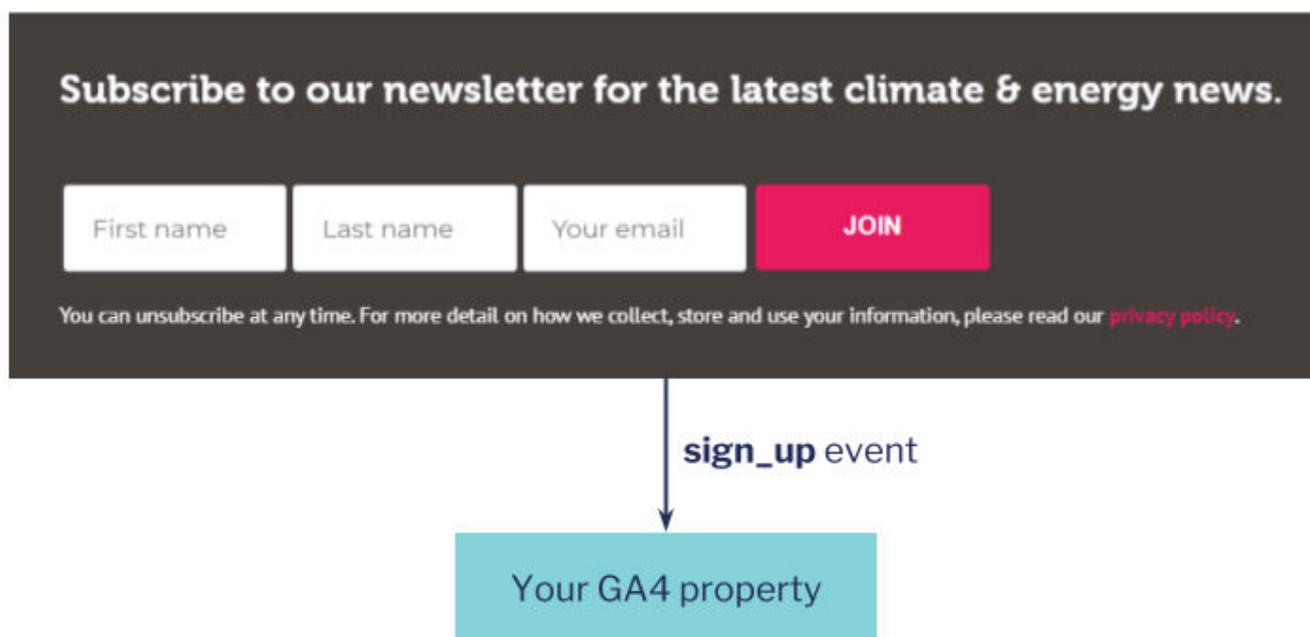
Tracking user lifetime value is useful to determine which audiences are most valuable to your cause over the long term. The easiest way to implement this is to send an estimate of how long donors stay (based on your own data) with a standard purchase event whenever someone signs up as a recurring donor. You can then differentiate between actual banked revenue (ie. the first donation that's actually charged now) vs total LTV.

| DEVICE CATEGORY | USERS | ACTUAL REV / USER | ESTIMATED LTV / USER |
|-----------------|--------|-------------------|----------------------|
| Desktop | 43,824 | \$4.50 | \$12.60 |
| Mobile | 71,248 | \$2.70 | \$6.20 |
| Tablet | 12,646 | \$3.80 | \$14.80 |

TIP #3

TRACK SIGNUPS, FORMS & PETITIONS

People are likely to engage with your non-profit in multiple ways before they become a donor, whether that's subscribing to your newsletter, filling out a petition form or some other form type. These should all be tracked in GA4 since they might be the most relevant KPIs for many of your campaigns (as opposed to a direct donation ask). You should use the Google-recommended event names: `sign_up` for a newsletter or member signup and `generate_lead` for other forms like contact us and petitions.

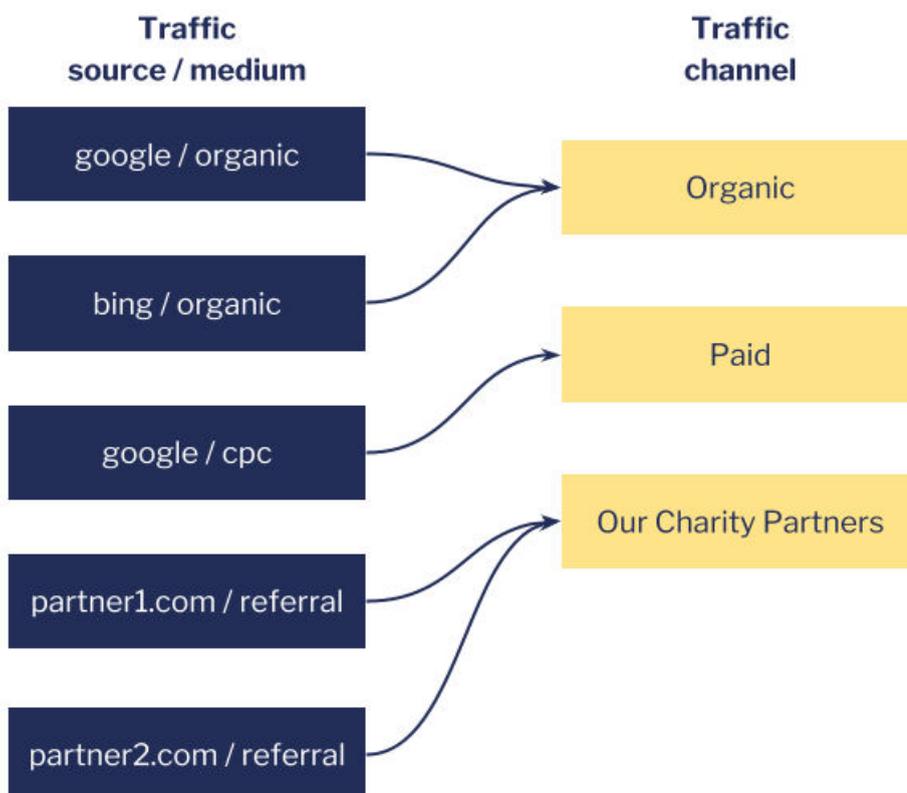


[\[Image Source\]](#)

TIP #4

SET UP A CUSTOM CHANNEL GROUPING

Implementing custom channel groupings is useful to align the different traffic sources into buckets that make sense for your reporting and objectives. Generally, the groupings would be based around different mediums (eg. organic search, paid search, display) but they can be based on more specific information such as campaign type. While GA4 has a default channel grouping, for travel we recommend creating a custom one, especially since many non-profits have particular partners who they would want to label specifically.



TIP #5

CREATE A LIFETIME VALUE DASHBOARD

Once you've implemented the above items, visualising your data in a digestible way will make your entire team engaged, especially since many people in non-profit roles would be too busy to learn to be hands-on with GA4. A dashboard that combines the custom channel groupings of your marketing channels with signup, lead, donation and estimate revenue metrics is a great way to create a visualisation that's relevant to everyone at the non-profit. This can be created with Google's Looker Studio or another business intelligence (BI) tool like Power BI.

| CUSTOM CHANNEL | USERS | AVG VALUE / USER | EST LTV / USER |
|-----------------------|--------------|-------------------------|-----------------------|
| Paid | 29,471 | \$4.20 | \$4.80 |
| Organic | 75,900 | \$3.50 | \$19.70 |
| Charity Partners | 87,633 | \$4.30 | \$14.30 |

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