

2019 Benchmarking



Benchmarking is intended to highlight key performance indicators that chapters are doing well and shine a light on areas where there is room for improvement. The purpose of benchmarking is to inspire excellence across the First Tee chapter network.

Benchmarking measures 5 categories: **Program Participation, Program Delivery, Financial Performance, Network Involvement and Board Governance.**

First Tee – Central Coast

Western Large, Peer Group I

Score: 121/200

Peer Group Rank: 1/10

Chapter Strengths

- Consistent LSE growth
- Program Participation – Teen % and Female %

Chapter Opportunities

- Designated Cash Reserve
- Board Governance

*Each line item on this page can receive a score of 1, 3, 5, 7 or 10 points. Chapters are scored objectively by data submitted in Salesforce and Statement of Financial Activity.
 defines score for 2019.*

The First Tee of Central Coast

The First Tee of Central Coast								
Category I	Points Earned	1	3	5	7	10	Score	Category Score
Program Participation	Increase in LSE over a 5 year period (2016-2020)	< 1%	1% - 3.99%	4% - 6.99%	7%-10%	> 10%	10	39
	Female % annual	< 34%	34% - 36.99%	37% - 39.99%	40% -44%	> 44%	7	
	Teen % annual	< 21%	21% - 23.99%	24% - 26.99%	27% - 30%	> 30%	10	
	Birdie & above % annual	< 2%	2% - 4.99%	5% -7.99%	8% - 11%	> 11%	5	
	Diversity: Non-caucasian % variance from Service Area	More than -6%	-2.01% to -6%	-2% to 2%	2.01%-6%	More than 6%	7	
Category II	Points Earned	1	3	5	7	10	Score	Category Score
Program Delivery	NSP/DRIVE Active Locations compared to previous year	-2% or more Loss	-1.99% Loss to 1.99% Gain	2% to 5.99% Gain	6% to 9.99% Gain	More than 10% Gain	10	21
	Coaches: Level 2 or higher as a % of Coaches	Less than 8% of Coaches	8% to 13.99% of Coaches	14% to 19.99% of Coaches	20% to 25% of Coaches	More than 25% of Coaches	10	
	Participant to Coach Ratio	More than 52 Participants per Coach	51 to 41 Participants per Coach	40 to 30 Participants per Coach	29 to 19 Participants per Coach	Less than 18 Participants per Coach	1	
Category III	Points Earned	1	3	5	7	10	Score	Category Score
Financial Performance	Number of yearly increases in Revenue over a 5 year period (2016-2020)	No increase in revenue	1 time increase in Revenue	2 time increase in Revenue	3 time increase in Revenue	4 time increase in Revenue	7	23
	Number of positive yearly increases in Net Income over a 5 year period (2016-2020)	No increase in Net Income	1 time increase in Net Income	2 time increase in Net Income	3 time increase in Net Income	4 time increase in Net Income	3	
	Number of yearly Increases in Donor Generated Revenue (DGR) over a 5 year period (2016-2020)	No increase in DGR	1 time increase in DGR	2 time increase in DGR	3 time increase in DGR	4 time increase in DGR	7	
	Number of yearly Increases in Unique Donors over a 5 year period (2016-2020)	No increase in Donors	1 time increase in Donors	2 time Increase in Donors	3 time increase in Donors	4 time increase in Donors	5	
	Designated Cash Reserve: Balance plus EDY Cash Position as a % of Expense Amount	Less than 66%	67-77%	78-88%	89-99%	Greater than 100%	1	

Each individual square on this page is scored independently through submission of Board Meeting Minutes, Network Survey, and HQ audits.
Each square is worth up to 2 points.



2 Points – Satisfies Requirements



1 Point – Partially Satisfies Requirements



0 Points – Does not Satisfy Requirements

Category IV		Points Earned	2	2	2	2	2	Score	Category Score
Network Involvement	Salesforce Adoption	90% of licensed users login to Salesforce regularly (at least once a month)	Chapter responds to 75% (emails or calls) to cases within two business days	Chapter uses parent registration portal for 75% LSE program registrations	Chapter assigns coaches to 75% curriculum listing sessions and tracks curriculum hours	Chapter tracks all NSP, DRIVE and Chapter-Led partnerships		10	16
	Chapter Communication with Headquarters/Constituents	Chapter submits year-end Survey, 990s, Balance Sheet, Statement of Financial Activity & Board Meeting Minutes by deadline	ED, Board Chair and DCR conduct at least two calls per year to discuss progress to goals	Website is content-rich, up-to-date, and has spring/summer registrations published by Mar. 10	Social Media follower increase of at least 5% across all active platforms	Brand expressions are consistent with new brand standards within deadlines specified in the roll out schedule		6	
Category V		Points Earned	2	2	2	2	2	Score	Category Score
Board Governance	Create a Culture of Philanthropy	Board has a Give and Get policy and tracks compliance	Board members engage in an exercise to articulate Case for Support	Board participates in cultivation and stewardship activities	ED and a Board member review opportunities for major gift collaboration with HQ	Board develops, submits and executes annual Fundraising Plan		6	22
	Board Oversight / Evaluation	Board annually and in writing reviews ED performance	Board conducts an annual risk assessment of the business	All Board Members sign a Board Expectation Worksheet	Board monitors meeting attendance which is supported by Bylaws or policy	Board members complete at least two exercises to improve Governance working from a list of exercises shared on-line		6	
	Board Engagement and Education	Board uses a Scorecard to track board engagement	The Board witnesses the delivery of a LSE class OR participant testimonial at a board meeting	80% Board members complete First Tee ACT course or board orientation course	Board representatives participate in at least two First Tee HQ update phone conferences	The ED and at least one Board Member attend the 2020 Network Meeting		6	
	Board Structure, Recruiting and Onboarding	Chapter utilizes a recruitment matrix to assess current make up and areas of need (diversity, skills, etc.)	Board Committee discusses Board building at a majority of the meetings and has a written succession plan for Officers	Board utilizes materials to introduce Board service to prospects	All Board members go through an Orientation with the ED within the first 60 days of service	Board conducts an annual assessment to evaluate Board culture and functionality		4	
	Board Planning	Chapter dedicates time to a focused planning meeting/retreat discussing Benchmarking as a component	Board adopts a Culture of Diversity, Inclusion and Equity	Board utilizes an outside facilitator to conduct annual Planning meeting/retreat	Board reviews progress against goals and objectives at each board meeting	Board submits Chapter Plan to DCR by Nov. 30		0	
								Total Score out of 200	121

Peer Group Ranking

Chapter Name	Program Participation	Program Delivery	Financial Performance	Network Involvement	Governance	TOTAL SCORE	PEER GROUP RANK
Central Coast	39	21	23	16	22	121	1
	32	25	37	15	6	115	2
	41	21	32	12	6	112	3
	33	21	21	14	20	109	4
	17	25	26	12	26	106	5
	31	5	36	10	14	96	6
	9	21	26	15	16	87	7
	9	22	26	16	12	85	8
	18	18	17	15	8	76	9
	11	3	32	0	0	46	10
	5	12	21	5	0	43	11

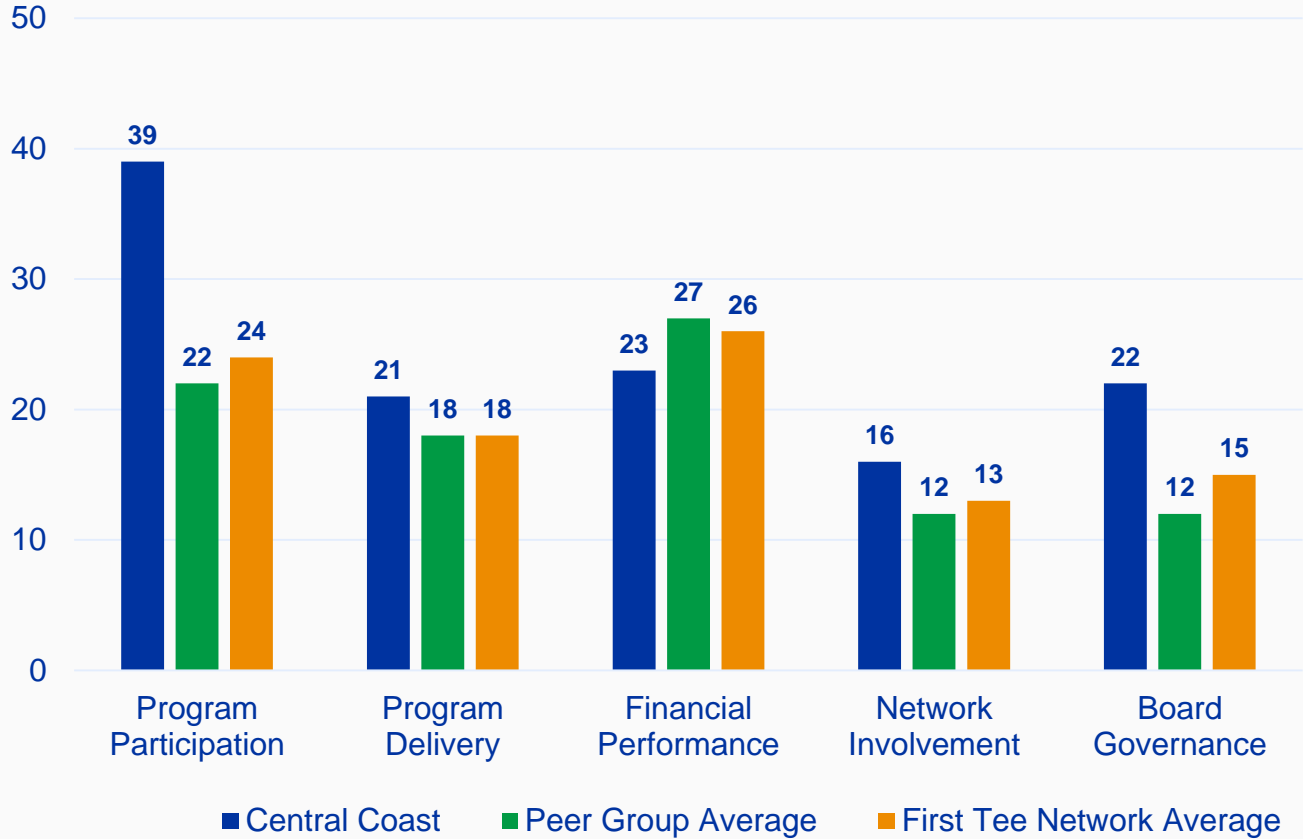
Peer Group Rank	11	9	9	10	10	11
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Median	18	21	26	14	12	96
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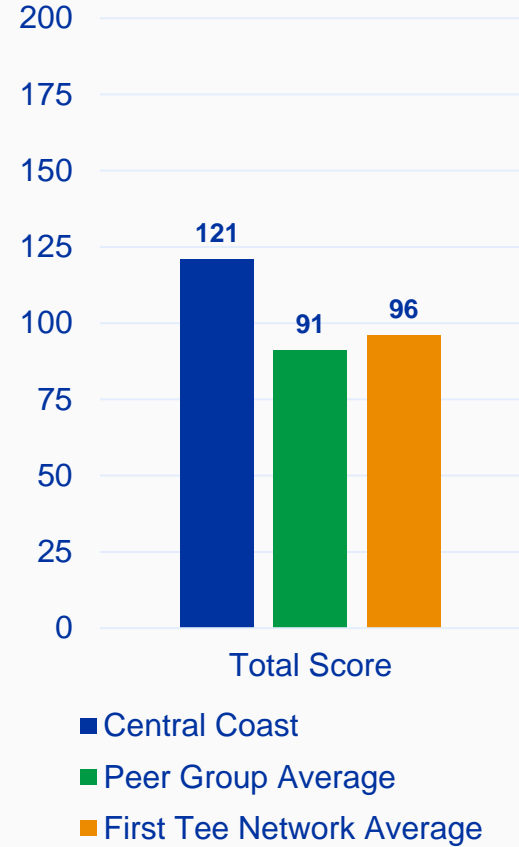
Peer Average	22	18	27	12	12	91
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First Tee Network	24	18	26	13	15	96
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Category Comparison



Total Comparison



Chapter Strengths

- Coaches and Bench Strength
- Diversity of participants (teen and female)
- Growth of programs

Strategic Areas of Focus

- Board Governance and Oversight
- Fundraising
- Coach & LSE growth need to equal
- Designated Cash Reserve

Action Items

- Review [2020 Benchmarking Tool](#) to identify key priorities throughout the remainder of 2020 and 2021.
- Submit Board Minutes and supporting materials within 30 days of meeting to First Tee HQ, highlighting governance actions discussed.

Help inspire the First Tee Network

- [Submit Best Practices](#)

Resources to continue to inspire success

- [Building a Cash Reserve](#)
- [Board Source - Recommended Board Best Practices](#)
- [First Tee Chapter Intranet – Board Education and Resources](#)