

The Growth Scorecard

Ten lines, twelve scores. Score yourself in five minutes, and your three lowest are where to start.

Score each line from 1 to 10, and be honest with yourself; a soft score hides the line you'd fix first. A **1 to 4** isn't in place yet, and a **5 to 7** happens when someone remembers to do it. An **8 to 10** runs without you, and you'd show it off to another director or pastor.

Lines 1 to 7 are the outside of your organization, and each one makes every line below it work harder, so a low score near the top is the first place to look. Lines 8 to 10 are the inside of your organization, and they decide whether you can hold onto the growth. If a line isn't offered for your kind of organization, write N/A beside it; it won't count against you.

OUTSIDE: HOW PEOPLE FIND YOU AND REACH YOU

1. Your website. Fast on a phone, kept current, built for the one action you want: a call, a visit, a signup, or a gift. **Test:** go to pagespeed.web.dev, enter your web address, and read the mobile score; under 90 needs improvement.

1 SCORE

2. Your Google Business Profile. Claimed, current, your own photos, right hours and phone, something posted this month, a link to your site. **Test:** search your organization's name on your phone. Is that card right? (Skip if people never come to you and you never go to them.)

2 SCORE

3. Your reviews. A steady stream of recent Google reviews (or the site people use to check you out), each answered by a person. **Test:** is the newest from this month, and did anyone reply to the last three?

3 SCORE

4. Found in search. Every program, every way to get help, and every way to give or serve has its own page, and you appear when someone searches for it near you. **Test:** search what you offer plus your city in a private window. Does the organization above you have a page per program?

4 SCORE

5. The Google Ad Grant, then paid ads. Score only the one that fits you and write N/A beside the other. If yours applies and you are not running it, that is a 3 or lower. **Test:** ask whoever runs your ads which page each one sends people to, then open it on your phone and time how long it takes to find a phone number or a form.

5A SCORE

5a. The Google Ad Grant. Eligible 501(c)(3) nonprofits and churches. \$10,000 a month of free Google search ads, and it should be spent every month.

5B SCORE

5b. Search ads. If you are not eligible, or the Grant is spent to its cap.

6a. Inquiry handling. A new inquiry hears back in minutes, nights and weekends included. Call in 5 minutes, not 30: 21 times more likely to qualify. **Test:** your last 8 pm Friday message. What happened?

6A SCORE

6b. Follow-up that does not quit. People who reached out but never came in hear from you again on a schedule. **Test:** how many of last month's first-time inquiries have heard from you since?

6B SCORE

7. Your tracking. You can say where each new visitor, family, member, or donor came from, and what it cost to reach them. If nothing's measured, every marketing dollar and every volunteer hour is a guess, and so is every score above this line. **Test:** name where your last five new visitors, families, or donors came from. Could you?

7 SCORE

INSIDE: HOW YOUR ORGANIZATION RUNS

8. Culture people can say. Your staff and volunteers can tell a stranger what you stand for, why you exist, and where you're headed, in their own words. **Test:** ask your newest volunteer, today.

8 SCORE

9. Accountability and meetings. Every inquiry, project, and goal has one named owner, and the team meets on a rhythm with numbers on the table. **Test:** where did the last person who reached out go, and who owns that right now? If it's "it depends," score it low.

9 SCORE

10. Processes and room to grow. The way you do things is written down where a new staff member or volunteer could follow it, and you could serve more people without dropping quality. **Test:** if the people reaching out doubled next month, what breaks first?

10 SCORE

How to read it. Any line at 7 or under isn't bringing you the people you're here to reach yet. Fix it, and it will, which is why the low scores matter more than the high ones. Circle your three lowest, then go to page 2, where every line has a first move you can make this week without hiring anyone. And if line 7 is low, add it to the three, because until you can say where new people come from, every other score on the sheet is a guess.

Your first move on each line.

Do the one under your lowest score this week.

- 1 Website.** Run the PageSpeed test; under 50 on a phone is almost always big images and scripts that load first, so ask whoever built the site to shrink the images and defer the scripts, then test again.
- 2 Profile.** Sign in at business.google.com, fix the hours and phone, add five photos you took, and post once, then put a monthly reminder on your calendar for the next post.
- 3 Reviews.** Ask the people you serve and the people who give, when a good moment happens, with a direct link to your review page, and reply to every review inside a week, by name.
- 4 Search.** Write one page for each program and each way to give or serve, with the city in the title and a real photo, and start with the one you'd most like to grow.
- 5 The Ad Grant.** If you don't have it and you're a 501(c)(3) (schools and hospitals don't qualify), apply at google.com/grants this week. If you do, send every ad to a page about that one program, with a phone number and a form at the top, and look up how much of the \$10,000 you spent last month.
- 6 Inquiry handling.** Forward web forms to a phone someone carries after hours, and follow up on every first-time inquiry on day 3 and again on day 7.
- 7 Your tracking.** Turn on call tracking and a thank-you page for forms, then ask "how did you hear about us?" at every first contact and write it down; a spreadsheet beats nothing.
- 8 Culture.** Put your values, your mission, and where you're headed on one page in plain words, then read it at the next staff and volunteer meeting and ask what's wrong with it.
- 9 Accountability.** Put one name next to every inquiry, project, and goal in a shared list, and meet for 30 minutes every week on the numbers, same day, same time.
- 10 Processes.** Take the one task you redo most and write it as a checklist a new volunteer could follow, and do the next one next month.

Bring your three lowest scores to a free 30-minute Growth Plan session with Miguel, and book it while the scores are fresh: cal.com/miguel-thorpe-mpznww/30min?ref=checklist_np_0, or scan the code.



What happens next: before the call we check your website, your Google profile, your reviews, and your search results all from public data; we don't touch your accounts. On the call you'll see your scores next to what we found, and you'll leave with your first three fixes in the order we'd make them. If you don't have the Google Ad Grant yet, we'll go through whether you qualify and how to apply. You keep the plan, and if one of your three fixes is work we do, we'll say which one and ask whether you'd like a second session on it.

Know another director or pastor who'd want this? Pass it on; the session and the plan are free for them too.



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