Classy 100

FAQ

One Hundred Nonprofits That Grew on Classy in 2016

I was on the Classy 100 list last year but not this year. What gives?

This year, Classy made a strategic move away from recognizing our top transacting clients to instead recognizing organizations that were consistently growing their online fundraising YoY and MoM growth on Classy.

How can I get on the Classy 100 list next year?

Great question! On the profile page of every organization recognized this year, we've included a "how they did it" paragraph that describes how they approached growing their donations and revenue, and levers that contributed to their consistent monthly growth on Classy. Coupled with this statement is a resource guide, webinar, or checklist that matches a topic they refer to. This resource is free to anyone to download, and is included to help you apply growth best practices to your own organization.

I'm on the Classy 100. How will my organization be showcased?

Congratulations! We are excited to celebrate your achievements publicly. The Classy 100 is a year-long marketing campaign that will leverage multiple channels, including the Classy blog, email, social media, video, partners, and through digital efforts, to tell the stories of the organizations featured on the Classy 100 list and share them with the world. You can expect to receive assets and information that will help you share this with your networks as well.

How is the Classy 100 different than the Classy Awards?

Great question! Classy proudly celebrates the organization's included in the Classy 100 and the Classy Awards, but there are distinct differences in the methods and criteria used to generate these lists. This table clearly lays out the differences:

CLASSY 100	CLASSY AWARDS
The top 100 clients as determined by **Classy Growth Score**	The top 100 nonprofits voted on by **Leadership Council**
Main focus is on consistent **MoM** and **YoY growth** on Classy	Main focus is on **impact** and **innovation**
Only Classy clients	Not necessary to be client

What were Classy's goals when creating the growth score used to determine the Classy 100?

We had three main goals:

1	2	3
Emphasize organizations with **consistent, month-over-month growth** on Classy.	Of those organizations, highlight ones that had the **highest year-over-year growth** on Classy.	Give extra credit to organizations that are **transacting more** on Classy.

How did Classy calculate the growth score?

With the help of our data science team, we developed the growth score to reflect 3 important factors, described below. For a more detailed explanation, please **read this full description here**.

1. For each month, **count the number of months that the organization's revenue growth was higher** than the seasonal fluctuations we've seen historically across Classy for that month. Donations are highly seasonal, and so we expect month-over-month changes, even if an organization didn't increase usage of Classy. We define "true" growth in platform usage as exceeding that seasonal fluctuation.

2. Add in **annual year-over-year revenue growth** (up to 8x). We chose 8x as the maximum to add in, to avoid year-over-year growth potentially overwhelming our monthly counts above (which cannot exceed 12, and no organizations exceeded a count of 8 for 2016).

3. **Add the two quantities above** (# of months an organization's revenue + YoY growth), then **multiply that value by the logarithmic value of the organization's revenue at the end of December 2016**. By using the logarithm of the revenue, we give some credit to larger organizations—but not too much. For example, organizations with similar scores for (1) and (2), but with $1M and $10M revenue, respectively, at the end of December 2016, would have multiples of 5 and 6, or a 1.2x difference (instead of a 10x difference if we used the raw revenue.

REVENUE	FACTOR	FACTOR ABOVE $100,000
$100,000	5	1x
$1,000,000	6	1.2x
$10,000,000	7	1.2x

For the math-inclined:

*Growth score = ([monthly growth] + [YoY growth]) * log([2016 revenue]) / [median score]*

How did you determine the seasonal fluctuation that's included in the score?

For every year from 2011–2016, we computed what % of Classy's yearly gross donation volume was raised in each month. Then we averaged this over all years.We excluded a historical outlier campaign from this data, to more accurately compute this baseline.
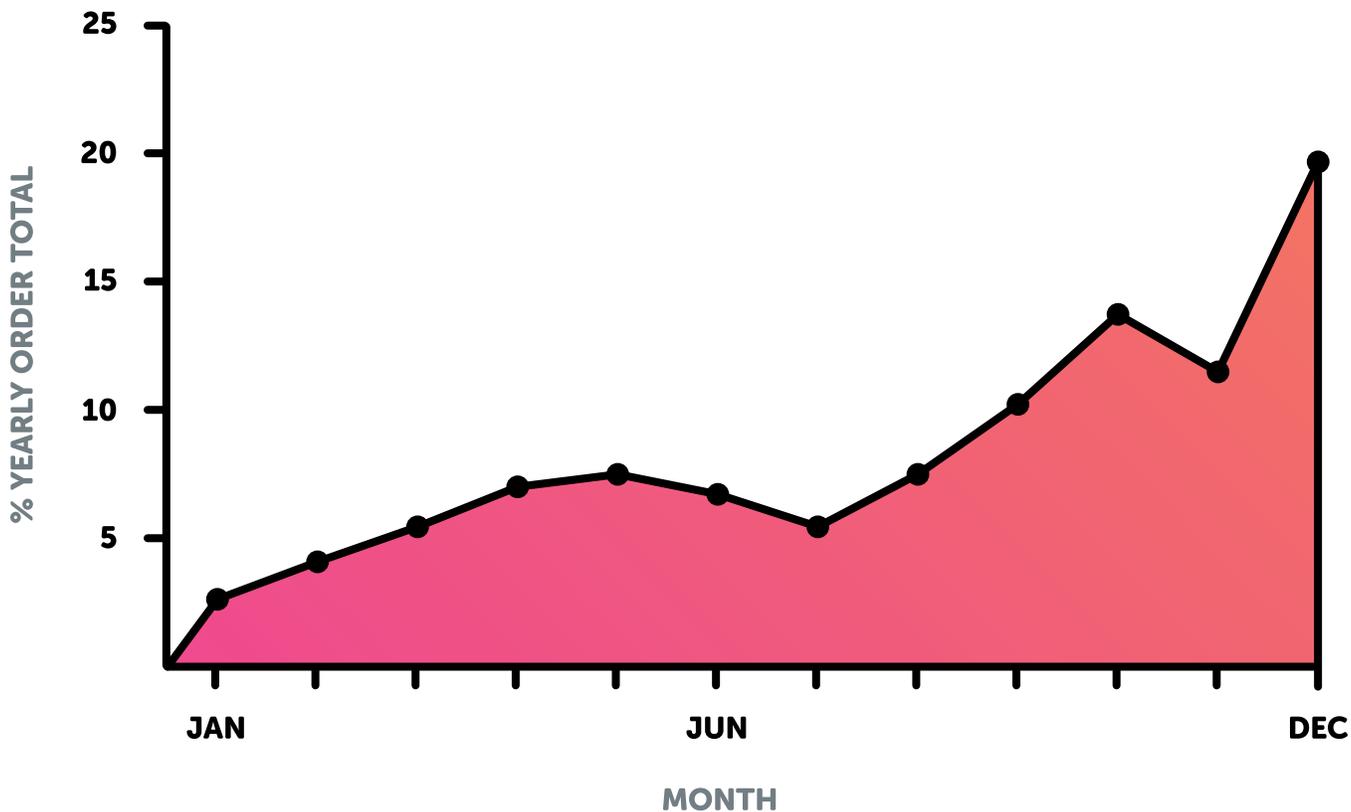
Are organizations who joined Classy in 2016 included in the Classy 100?

To be included for consideration in the Classy 100, an organization needed to be transacting on Classy for the last 12 months (January 2016–December 2016), and at least some level of platform usage in 2015.

If an organization was using Classy for a partial year in 2015, can they be included in the list?

Yes, as long as that org anization raised over $10,000 on Classy in 2015. If yes, their 2015 revenue was used as-is to compute YoY growth.

When was the data pulled for the Classy 100?

The top 100 organizations reflect data from January 1, 2015 at 12:00:00am–December 31, 2016 at 11:59:59pm CT.

How did you determine segment sizes?

Segment sizes are based on an organization's overall revenue as defined by their Form 990. Revenue size is not limited to their use of Classy, but is reflective of the organization's size as a whole. We feel this best represents the full scope of an organization regardless of their transaction data on Classy.

Does Classy endorse the mission and work of all organizations on this list?

We're happy you asked! The short answer is no, we do not endorse their work or any organization on the Classy 100 for that matter. We do, however, choose to support the growth of all organizations regardless of their mission, political stance, religious beliefs, etc.

The long answer is, the only requirement to fundraise on Classy is to be a verified nonprofit organization, and so organizations of all types use our platform to fund their efforts. The Classy 100 list was built without prejudice as well. Whether we personally the support the work of the organizations featured on this list, we cannot refute their success or the data that supports the existence of it.

We love that the Classy 100 reflects the diverse work and efforts of organizations of all walks of life. What they share is a commitment to growth and if only for their success, we believe there is something we can all learn from them.

Do you have to pay to be on this list? Or, do you have to be a paying client to be on this list?

Organizations included in the Classy 100 use Classy's fundraising platform, but they did not pay to be featured on the Classy 100. The Classy 100 is generated purely by the data calculated within the Growth Score formula.

Meet the Classy 100