COUNTER APP — TALLY & CLICKER · PRINTABLE SHEET

Visits vs Unique People

Count every visit and, separately, people new this period

HOW TO USE

1. Decide the reporting period (month, quarter) and write it above.
2. Each session: Visits = everyone served. New this period = people not seen before in this period. Returning = visits − new.
3. Unique people for the period = total of the New column. Report both numbers; funders often ask for each.

Programme / site _____ Reporting period _____

Recorded by _____ Funder / report _____

Date	Session / location	Visits	New this period	Returning	Volunteers	Volunteer hours	Note
Total							

Do not write names on this sheet. If you need to know whether someone is new, use your own sign-in or ID process and follow your organisation's data policy.

© 2026 GiveMeMood