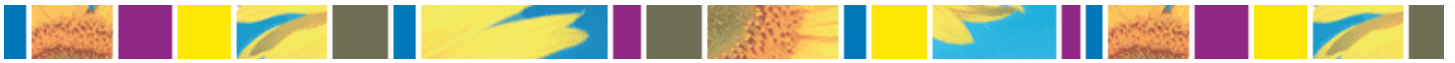


FundRaising: Expected Results



JUST WHAT KIND OF RESULTS CAN YOU EXPECT? HERE'S AN EXAMPLE ...

For example ... you send out one mailing of 100,000 pieces for a cost of 45 cents each

- The total cost is \$45,000
- You receive a 1.3% response with an average gift of \$35
- You have 1,300 new donors
- This gives you a total income of \$45,500

You have broken even. Plus, you have 1,300 new donors.

- When you send a receipt to those donors with a way for them to give again, some of them will send another gift right away.
- And, when you mail them additional appeals throughout the year, and an occasional newsletter to tell them how their gift is helping people, some will want to give more.
- About 50% of the 1,300 new donors will eventually give you a second gift over the next 12 months. That would be 650 new donors with an average second gift of \$50, adding up to \$32,500.

Your cost to mail to them through the year will be around \$12,000 for a year's worth of mailings, giving you a profit of \$20,000.

- The next year, some of these 650 will give again, and so on for future years. Each year you add more new donors and your pool of repeat donors continues to grow.
- One of our clients worked out that over a six-year period, every dollar they spent on new donor acquisition returned \$6 to the mission. Another said they value each donor they acquire at \$150 each.

After the cost of continued marketing, the net value is around \$100.

One or two of those new donors you acquire each year will go on to become board members, or include you in their will, or volunteer, or invite you to their church to speak, or pray for you, and introduce you to their friends. They are true treasures of great value.

FundRaising: Expected Results



ACTUAL RESULTS #1

Over a four-year period, a **fund-raising client** doubled the number of new donors acquired per year. At the same time, gift income exceeded marketing costs for the first time in many years.

Overall, combined new donor and cultivation income increased 43% over a four-year period.

ACTUAL RESULTS #2

In Year 1, a **well-established mission** received their best-ever new-donor acquisition.

In Year 2, the number of new donors acquired over the previous 'best ever' year increased by 60%.

Changes in marketing strategy
can bring dramatic improvements
to your results and growth.