

Table 9.1: Illustration of ROI Analysis

Category of Fund Raising Activity	Fund Raising Investments	Number of Gifts	Amount of Gifts	Average Gift Size	ROI ANALYSIS		
					ROI	Minimum ROI	ROI Variance Above/ (Below)
					D=C/A	F	D-F
<b>I. CAPACITY BUILDING</b> (Not intended to produce NET income)	A	B	C	C/B	D=C/A	F	D-F
1. Non-income producing capacity building	140,000	N/A	N/A	N/A	N/A	N/A	N/A
2. Donor acquisition (List or constituency building)	430,000	12,000	300,000	25.00	69.77%	50.00%	19.8%
3. Special Events-public relations (Marketing/PR programs)	40,000	500	27,000	54.00	67.50%	130.0 %	-62.5%
Total Capacity Building	610,000	12,500	327,000	26.16	53.61%	N/A	N/A
Fund Raising Costs %	186.5%						
<b>II. NET INCOME PRODUCING</b>							
4. Donor renewal, soliciting prior donors under \$1000	200,000	25,000	1,000,000	40.00	500.0%	300.0%	200.0%
5. Special events - fundraising	200,000	500	400,000	800	200.0%	200.0%	0%
6. Major individual gifts (soliciting prior donors, \$1000 & up)	410,000	1,500	2,000,000	1333	487.8%	400.0%	87.8%

7. Planned giving/estate planning (After 4 to 7 years of losses!)	250,000	18	800,000	44,444	320%	500.0%	-180%
8. Capital and endowment campaigns	250,000	170	2,500,000	14,705	1000%	650.0%	350%
9. Corporate and foundation grant seeking	100,000	20	500,000	25,000	500%	650.0%	-150%
10. Government grant seeking	40,000	3	200,000	66,667	500%	650.0%	150%
Total NET Income Producing	1,450,000	27,111	7,400,000	272.95	510.3%	N/A	NA
Fund Raising Cost %	19.6%						
Grandtotal	2,060,000	39,611	7,727,000	195	375.1%	N/A	N/A
Fund Raising Cost %	26.7%						