Fundraising Strategy Review Template

{Insert Organization Name}  
**{Name of Campaign}**

{Campaign Date}

### Campaign Overview

|  |  |  |  |
| --- | --- | --- | --- |
|  | **2023** | **2022** | **2021** |
| Campaign Annual Goal | $ | $ | $ |
| **Campaign Donations** | $ | $ | $ |
| * Direct Mail | $ | $ | $ |
| * Online | $ | $ | $ |
| * Other | $ | $ | $ |
| All Donations  (during time frame) | $ | $ | $ |
| **Campaign Costs** | $ | $ | $ |
| * Design | $ | $ | $ |
| * Printing | $ | $ | $ |
| * Postage | $ | $ | $ |
| * Facebook | $ | $ | $ |
| * Adwords | $ | $ | $ |
| **Cost/$1 Raised** | $ | $ | $ |

### 

### CONCLUSIONS & QUESTIONS

Lessons Learned:



Changes from last year:

Outside Factors:



Successes:

Suggestions for 2024:

### Print Quantities

1. Materials:
   * Quantity Ordered:
   * Number Mailed:
   * Sent to office for extras:

### Direct Mail Distribution & Results

1. Segment One
   * Criteria: Major Donor
   * Package: rack card, #9 return envelope, #10 outside envelope
   * # mailed:
   * # gifts:
   * Income/cost/net:
   * Average Gift:
   * Response Rate:
   * Cost/$ raised: $0.06 to raise a dollar
   * Takeaway:
2. Segment Two
   * Criteria:
   * Package: rack card, #9 return envelope, #10 outside envelope
   * # mailed:
   * # gifts:
   * Income/cost/net:
   * Average Gift:
   * Response Rate:
   * Cost/$ raised:
   * Takeaway:
   * average gift. This may speak to the content not giving them enough info to be compelled to return.

### Online Donation Forms & Results

1. Email form
   * Audience/location:
   * # gifts:
   * Revenue:
   * Average Gift:
2. Website form
   * Audience/location:
   * # gifts:
   * Revenue:
   * Average Gift:

### Email Campaigns & Results

* + - 1. Email 1:
  + # gifts:
  + Revenue:
  + Average Gift: