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:

1.

Changes from last year:

Outside Factors:

1.

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: