

Comparing Fundraising Activities

Fundraising Approaches	Direct Mail	Phone Bank	Email Appeals	Personal Asks	Peer to Peer: Personal Campaign Pages	Gala Events	Proposals	Convert to Sustainers	Canvass
The Amount of Effort	Moderate to Low	High	Low	High	High	High	Low	Low	High
Who	Staff or Vendor	Staff; Members; Board	Staff	Staff; Members; Board	Members with Staff Support	Staff; Members; Board	Staff	Staff	Staff
Coordination Required	Low	High	Low	High	High	High	Low	Low	High
Additional Cost	Expensive	Cheap	Cheap	Cheap	Cheap	Expensive	Cheap	Cheap	Expensive
Organizational Visibility	Moderate	Low	Moderate	Low	High	High	Low	Low	Very High
Conversion Rate	Low	Moderate	Low	High	High	Moderate	Depends	Moderate	Low
Payback for Effort and Cost	Low	Moderate	Moderate	Moderate	High	Low	High	High	Moderate
Frequency	Quarterly or less often	Can be annual, quarterly or monthly	Quarterly or more often	Annual	Annual or semi-annual	Annual	On going	On going	On going