

Comparing PowerBase Fundraising Activities

Fundraising Approaches	Direct Mail	Phone Bank	Email Appeals	Personal Asks	Peer to Peer: Personal Campaign Pages	Gala Events	Proposals	Convert to Sustainers
The Amount of Effort	Moderate to Intensive	Intensive	Light	Intensive	Intensive	Intensive	Moderate	Moderate
Who	Staff or Vendor	Staff; Members; Board	Staff	Staff; Members; Board	Members with Staff Support	Staff; Members; Board	Staff	Staff
Additional Cost	Expensive	Cheap	Cheap	Cheap	Cheap	Expensive	Cheap	Cheap
Conversion Rate	Low	Moderate	Low	High	High	Moderate	Depends	Moderate
Payback for Effort and Cost	Low	Low	High	Moderate	High	Low	High	High
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