

# *Industry Standards for Fundraising*

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## **Reasonable Cost Guidelines for Solicitation Activities\***

<b>Solicitation Activity</b>	<b>Reasonable Cost Guidelines*</b>
Direct mail (acquisition)	\$1.25 to \$1.50 per \$1.00 raised
Direct mail (renewal)	\$0.20 to \$0.25 per \$1.00 raised
Membership associations	\$0.20 to \$0.30 per \$1.00 raised
Activities, benefits and special events	\$0.50 per \$1.00 raised (gross revenue & direct costs only)
Donor clubs and support group organizations	\$0.20 to \$0.30 per \$1.00 raised
Volunteer led personal solicitation	\$0.10 to \$0.20 per \$1.00 raised
Corporation	\$0.20 per \$1.00 raised
Foundations	\$0.20 per \$1.00 raised
Special projects	\$0.10 to \$0.20 per \$1.00 raised
Capital campaigns	\$0.10 to \$0.20 per \$1.00 raised
Planned giving	\$0.20 to \$0.30 per \$1.00 raised

*\*Should be applied to fundraising programs only after three years of active operation and consistent data collection.*

## **Rule of Thumb for Solicitation Response Rates**

40-50%	In person one-to-one contact in which the prospect meets with leadership or a known contact.
15-25%	Telephone contact with leadership or someone known to the prospect
15-30%	Prospect attends an event with leadership or known contact
10-15%	Current donor/member of organization will upgrade gift
10-20%	Personalized letter or email from someone known to the prospect
6-20%	Special appeal to current donor/member of organization
6-16%	Phone-a-thon in which the prospect is a current donor to the organization but may not know the caller.
4-7%	Phone-a-thon in which the prospect does not know the caller and is not associated with the organization.
0.5-1.5%	Letter that has not been personalized to a prospect who has never given to the organization or is long lapsed (have not given for over 2 years)

## **Donor and Fundraising Insights**

90%	of donors disappear within 5 renewal campaigns
88%	of corporate donors and 85% of individual donors would be influenced to give again if they received a thank you call from a Board member.
69%	of corporate donors want to be recognized
67%	of corporate donors and 47% of individual donors would be willing to see more money spent on fundraising if it meant that donors would be provided with more useful information on their gifts at work, especially measurable results
44%	of donors are influenced in future giving decisions by prompt gift acknowledgements
42%	of donors were influenced by their parents to give gifts to charities
33%	of charities have staff dedicated to donor relations
20%	of monies raised are spent on fundraising expenses (on an average)