

Strategy	Solicitations	Participants	Income	Expense	% participation	Net Income	Average Gift Size	Average cost per gift	Cost of Fundraising	Return
Board Giving										
Alumni* Campaign										
Major Gifts Individuals										
Civic Clubs/Orgs										
Corporate Campaign										
Foundation Grants										
Direct mail acquisition										
Direct mail Renewal/upgrade										
Event #1										
Event #2:										
Event #3:										

*Substitute key constituency of your organization as applicable: Alumni, Members, Parents, Patients, Grandparents, etc.