

## Determining Success

These questions reflect some of the key elements for reviewing your fundraising programs. With the data in hand to answer these questions, you will have a fairly good analysis of your programs.

1. Is revenue climbing or falling?
2. Are donors coming back for more?
3. How long can you last without new donors?
4. How much do your donors give?
5. Are they increasing or decreasing their support?
6. How many Major Gift donors do you have?
7. Is your overall donor base growing?
8. What is your fundraising cost ratio?
9. How big a piece of the community pie have you got?
10. What is the long-term value of your donors and your acquisition cost?

How you answer these questions will help you determine the success of your fundraising program.