



Fundraising Cost/Benefit Analysis

Total To Be Contacted	<i>Total of all who were solicited, invited, or contacted</i>
Attendees	<i>Number of those who did what you asked them to do</i>
Income	<i>Total dollars collected as a result of the activity or program</i>
Expense	<i>Direct costs only</i>
Percent Participation	<i>Divide donors/attendees by total contacted</i>
Average Gift/Guest Income	<i>Divide income received by number of gifts/guests</i>
Net Income	<i>Subtract expenses from income received</i>
Average Cost per Guest	<i>Divide expenses by gifts/guests</i>
Cost of Event	<i>Divide expenses by income received</i>
Return	<i>Divide net income by expenses</i>

1. Expenses are only those directly incurred with the conduct of the activity or event.
2. This nine-point performance index was developed by James Greenfield and published in his book: *Fund-Raising Cost Effectiveness*. Fund-raising practice does not have a uniform standard measurement, although many solicitation methods use similar ingredients. The index can be used to evaluate the unique performance of each fund-raising method based on its results. Measuring each solicitation activity with the same index provides a uniform grid for comparative analysis. Each of these nine elements is, in itself, an indicator of performance success. Together, they provide more than adequate detail to allow your organization to interpret their results and estimate future income and viability with reliability based on how well each event has proven its mix of ingredients for success.