

LADDER OF EFFECTIVENESS

The more personal the solicitation, the greater its chances of success. However, more personal solicitations require more organizational resources. Balancing these factors is important in determining your overall fundraising strategy. The following methods of solicitations are ranked in order of their effectiveness.

	<i>% of prospects who will give</i>
1. Personal face-to-face solicitation	50%
2. Personal Phone Call	25%
3. Personal Letter	15%
4. Phone-a-thon	10%
5. Direct Mail	1 - 3%