



# Fundraising Methods (& Typical Results) for Christian Organizations/Ministries/Missions

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*God will be the sure foundation for your times, a rich store of salvation and wisdom and knowledge; the fear of the LORD is the key to this treasure.* Isaiah 33:6

<b>FUNDING METHODS</b>	<b>COMMON GIFT RANGES</b> <i>(i.e. - 80% of the gifts received will generally fall within this \$ range)</i>	<b>SUCCESS RATIO</b> <i>(% of people who commonly respond)</i>
<b>Bulk Rate Appeal Letters</b>	\$10-\$50	1-3%
<b>Segmented Mail Appeals</b>	\$10-\$100	2-7%
<b>Monthly Donor Clubs</b>	\$120-\$1800/year	
<b>Fundraising Banquets</b>	\$20-\$200 ea.	85-95% of participants
<b>Premiums/Appreciation Gifts</b>	\$5-\$25	
<b>Offerings taken during public events</b>	\$1-\$20	50%
<b>Appeals in Newsletters</b>	\$10-\$50	< 1%
<b>Golf Tournaments &amp; misc. "thons"</b>	\$25-\$200	95% of participants
<b>One-on-one personal presentations</b>	\$500-\$5000/yr. <i>(some larger gifts)</i>	75-90%
<b>Mailed Proposals w/Phone Call Follow-Up by Leadership Staff</b>	\$100-\$1500/yr	50-75%
<b>Media Sharathons</b>	\$10-\$100 <i>(some larger gifts)</i>	
<b>Missionary Staff Support</b>	\$120-\$1800/year	
<b>Individual Churches</b>	\$100-\$5000/year per church	
<b>Designated or Capital Gifts/Pledges for Building or Equipment Projects</b>	\$50-\$250 <i>(\$100-\$1500 if pledge -- "lead" gifts are normally much larger)</i>	
<b>Deferred/Estate/Planned Gifts</b>	\$2500-\$50,000 <i>(many much larger)</i>	
<b>Foundation Grant</b>	\$500-\$5000 <i>(sometimes much larger)</i>	10%-30%
<b>Online &amp; Electronic EFT giving</b>	\$25 to \$1000+	
<b>Donated/Discounted Labor</b>	\$100-\$5000 value <i>(can be much larger)</i>	
<b>Donated/Discounted Gifts-in-Kind</b>	\$100-\$10000 value <i>(can be much larger)</i>	

# FUNDRAISING PLANNING WORKSHEET



**Step #1 - Determine how much you need to raise in annual donation income: \$\_\_\_\_\_**

**Step #2 - Analyze/pray/determine which methods God wants you to use to meet your funding needs.**

**Step #3 - Develop your organization's "personalized" 12-month fundraising action plan.**

WHICH METHODS?	WHAT SIZE GIFTS?		WHAT RESULTS?	WHEN?	
Common fundraising methods used by various Christian ministries.	Typical Gift Sizes (~80% of the time)	Success Ratio (~% that usually respond)	Annual \$ Goal	# Gifts Needed to Reach Goal	Month(s) this will be done?
<b>1 - Annual Board Commitments</b> Note: Discuss as a board and then determine at which board meeting an annual commitment will be collected. Send out an annual giving levels form that will be a board agenda item that will be collected at the board meeting.	\$500-\$10,000	90-100%	\$	#	
<b>2 - 1-on-1 personal proposals</b>	\$500-\$10,000	80-90%	\$	#	
<b>3 - Mailed Proposals w/Ldr Phone FU</b>	\$50-\$1500	50-85%	\$	#	
<b>4 - Giving Clubs/Monthly Donor Clubs</b>	\$120-\$10,000	--	\$	#	
<b>5 - Professional Capital Campaign</b>	\$50-\$25,000+	--	\$	#	
<b>6 - Labor/Services (Donated/Discounted)</b>	\$100-\$10,000+	50-95%	\$	#	
<b>7 - Gifts-in-Kind Matl's (Donated/Discounted)</b>	\$100-\$10,000	25-75%	\$	#	
<b>8 - Planned Gifts (Deferred/Estate)</b>	\$2,500-\$50,000	--	\$	#	
<b>9 - Foundation Grants</b>	\$500-\$25,000	10-30%	\$	#	
<b>10 - Fundraising Banquets</b>	\$20-\$200	80-90%	\$	#	
<b>11 - Annual Phonathons</b>	\$20-\$100	20-50%	\$	#	
<b>12 - Online or Electronic EFT Giving</b>	\$25-\$1000+	--	\$	#	
<b>13 - Thons or Sports Tournaments</b>	\$5-\$200	--	\$	#	
<b>14 - Missionary Staff Support</b>	\$120-\$1,200	--	\$	#	
<b>15 - Individual Churches</b>	\$100-\$2,400	--	\$	#	
<b>16 - Media Sharathons</b>	\$10-\$100	--	\$	#	
<b>17 - Offerings at public events</b>	\$1-\$20	25%-50%	\$	#	
<b>18 - Consumer Products/Goods/Sales</b>	\$1-\$10	--	\$	#	
<b>19 - Segmented Mail Appeals</b>	\$5-\$100	2-15%	\$	#	
<b>20 - Bulk Rate Appeal Letters</b>	\$5-\$50	1-3%	\$	#	
<b>21 - Financial Appeals in Newsletters</b>	\$10-\$50	<1%	\$	#	
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