

SOURCES OF CONTRIBUTIONS

Giving by Individuals

Cost of fundraising averages 24 cents to raise one dollar

The Nonprofit Fundraising and Administrative Cost Project found that on average, for all types and sizes of nonprofit organizations, it cost 24 cents to raise \$1 in 2001. However, there are variations based on organizational size, age, and subsector. For the most recent information, see the articles posted at www.coststudy.org.⁴³

The same project surveyed 1,540 organizations to examine the cost of fundraising by tactic and found a wide range of tactics used and costs for each. Table 4 summarizes

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the results that apply to individual donors. The project also asked about participation in federated fundraising campaigns, foundation proposals, requests for corporate funding, and government grant proposals.

Table 4
Fundraising yield by tactic used

Tactic	Percent using tactic	Amount raised per \$1 spent		
		Median amount raised per \$1 spent	Highest value among lowest 25% of responses	Lowest value among top 25% of responses
Direct mail	43	\$10	\$4.50	\$25.90
Telephone calls	9	\$11.90	\$2.60	\$42.00
Door-to-door	3	\$10*	—	—
Internet-web	4	\$7.50*	—	—
Special events	62	\$3.20	\$2.00	\$6.30
Major gifts	66	\$24	\$8.40	\$100
Capital campaign	16	\$20	\$8.00	\$53.80
Planned giving	20	\$20	\$7.80	\$100
Solicitation from or at congregations	16	\$18	\$6.10	\$60.30

* Very few responses so figures are indicative only. Too few responses to report amount.

Data: Patrick Rooney, Mark Hager, and Tom Pollak.

- 43 Patrick Rooney, Mark Hager, and Thomas Pollak, *Fundraising tactics and efficiency: Results from a national survey*, working paper, The Urban Institute and the Center on Philanthropy at Indiana University, April 2003.