

Qualification of Fundraising Methods

Method of Fundraising	potential financial return	potential spiritual impact factor	cultivation time required	other time required	cost to conduct	emotional risk factor	expertise required	frequency required	notes/x factor
person-to-person request for major gift/remembrance in will	highest	High	most	moderate	minimal	highest	maximum	rare	Is priest involved? Training received?
person-to-person request for a special gift and special purpose	excellent	High	moderate	minimal	minimal	quite high	maximum	rare	above and beyond stewardship
person-to-person request for a stewardship commitment	highest return for annual gift	High	informed, involved	get appt and meet	minimal	still high	moderate	every few years	personally ask % of parish each year
person-to-person ticket sales	modest	none	little	modest	modest	moderate	little	yearly?	extroverts needed
personal letter with call follow up	moderate	moderate	send material	moderate	minimal	moderate	moderate	moderate	stewardship effort
personal letter no call follow up	less successful	minimal	little to none	moderate	minimal	minimal	minimal	yearly?	stewardship effort
personal call with letter follow up	moderate	moderate	little	moderate	minimal	moderate	moderate	yearly?	stewardship effort
personal call no letter follow up	less successful	minimal	little to none	moderate	minimal	minimal	minimal	yearly?	stewardship effort
small group gathering with request for a gift	moderate	moderate	moderate	moderate	minimal	moderate	moderate	rare	many asked but much smaller gifts
large event with request	moderate	moderate	minimal	maximim	high	low	moderate	yearly?	stewardship effort
appeal from the amvon	minimal	none	none	little	none	little	little	weekly?	not the way to do it
mailing to parish stewards	modest	minimal	little	moderate	moderate	none	minimal	yearly?	small gifts or rollover stewardship pledge
mailing to all affiliates	less successful	minimal	none	moderate	moderate	none	minimal	rare	shotgun method
parish festival	low to high	modest for parishioners	none	maximim	low to high	none	moderate	yearly	commercial event - value for \$
item sales	modest	minimal	none	varies	minimal	none	minimal	yearly	ubiquitous
social media	modest	minimal	none	modest	minimal	none	moderate	frequent	increasingly present
advertising	very minimal	none	none	modest	moderate	none	modest	frequent	not advised