

Funding Methods & Funding Vehicles: As Related To Resources

	Return on investment of time & effort	Potential for more \$ per capita	Need for many volunteers	Need for special staff-vol. training	Need for up-front cash re: potential	Need for specialized outside assistance
<u>Funding Methods</u>						
Personal Solicitations	High	High	Medium	High	Low	Low
Mail (Constituents)	Medium	Medium	Low	Low	Low	Low
Mail (Non-constituents)	Low	Low	Low	Low	High	Medium
Tele-Funding	Medium	Medium	High	High	Medium	High
Door-To-Door	Medium	Low	High	Medium	Medium	Low
<u>Funding Vehicles</u>						
Memberships	High	High	Low	Medium	Medium	Low
Sponsorship-Underwriting	High	High	Low	Medium	Low	Medium
Memorials-Tributes	Medium	Low	Low	Low	Low	Low
Special Events-Benefits	Low	Medium	High	High	High	Medium
Deferred-Planned Gifts	High	High	Low	High	Medium	High

Funding Methods & Funding Vehicles: As Related To Campaigns & Applications Of Funds

	Annual & Operating	New & Special Programs	Equipment Remodeling Building	Endowment
<u>Funding Methods</u>				
Personal Solicitations	Yes	Yes	Yes	Yes
Mail (Constituents)	Yes	Yes	Yes	No
Mail (Non-Constituents)	Yes	Yes	Yes	No
Tele-Funding	Yes	Yes	Yes	No
Door-To-Door	Yes	Yes	Yes	No
<u>Funding Vehicles</u>				
Memberships	Yes	No	No	No
Sponsorships-Underwriting	Yes	Yes	Yes	No
Memorials-Tributes	Yes	Yes	Yes	Yes
Special Events-Benefits	Yes	Yes	Yes	Sometimes
Deferred-Planned Giving	Yes	Yes	Yes	Yes