

THE IMPORTANCE OF THE PERSONAL VISIT

SOME VERY GENERAL ESTIMATIONS OF SOLICITATION RESULTS FROM:

PERSONAL VISITS

70% WILL GIVE ABOUT 50% OF THE RATED AMOUNT

TELEPHONE CALLS

25% WILL GIVE ABOUT 25% OF THE ASKED AMOUNT

PERSONALIZED MAIL

10% WILL GIVE 2.5% OF THE SUGGESTED AMOUNT

DIRECT MAIL REQUESTS

2% WILL GIVE GIFTS IN THE RANGE OF \$10-\$25

**INTERNET SOLICITATIONS FROM A NON-PROFIT'S OWN WEBSITE OR
THROUGH A "PORTAL" HOST SITE**

NO RELIABLE DATA IS KNOWN TO BE CURRENTLY AVAILABLE