

COST PER DOLLAR RAISED (CDR) WORKSHEET
Total Expenses / Total Revenue = CDR
Target Range: < .30

| Initiative | Gross Revenue | Total Expenses (not including staff time) | Cost Per Dollar Raised |
|-----------------|---------------|---|------------------------|
| Golf Tournament | \$85,5000 | \$35,000 | \$0.41 |
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Evaluation:

Golf Tournament:

This initiative is at .41, well above the recommended .30. To continue this as a viable fundraising opportunity, the CDR needs to come down closer to or below .30. There are two ways to do this: lower expenses or increase revenue. Before proceeding with the golf tournament again next year, this should be examined. And, then ask the question: “Do we love a golf tournament more than we love our mission?”

Now evaluate your initiatives.....