

**RATE YOUR DEVELOPMENT ACTIVITIES**

**Criteria for Evaluation:**

1. **Mission Fit:** Does it align with our mission?
2. **Retention/Attrition:** What does this look like for this activity?
3. **CDR (Expense/Revenue):** Is it below .30?
4. **Staff time:** Is this the best use of staff time?
5. **We have always done "it":**

	Mission Fit	Retention/Attrition	CDR	Staff Time	"Always Done It"	Rating
Gala	No	No	No	No	Yes	
Major Donor	Yes	Yes	Yes	Yes	Yes	

Use this worksheet to review your plans for the upcoming year....