

Return on Investment (ROI) on fundraising and communications activities

Name of activity	Your newsletter	Your fundraising appeal	Your regular giving ask
Mailing date			
People mailed (nr)			
Respondents (nr)			
Respondents (%)			
Total received (cumulative)			
Total received with Gift Aid (£)			
Total activity costs (£)			
Average gift (£)			
First time donors (nr)			
Multi-year donors (nr)			
Standing order donors (nr)			
Average STO gift (£)			
Net gain or loss (£)			
Return on Investment (ROI)			

(If you need further assistance with reports and analysis [email us](#))

