

FUNDRAISING TACTICS

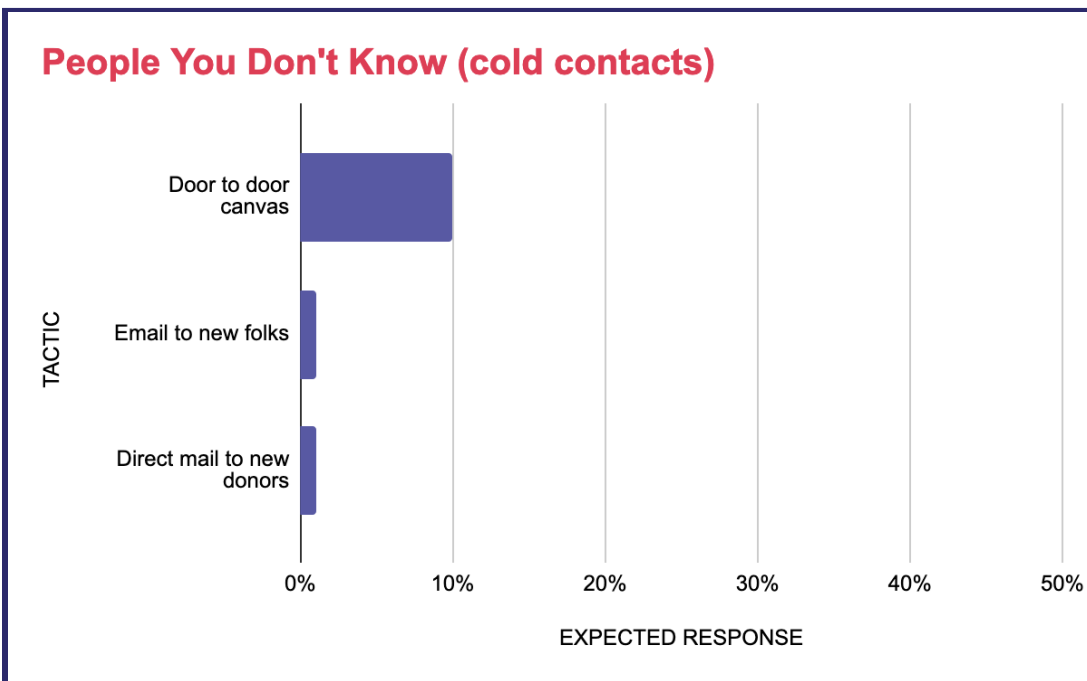
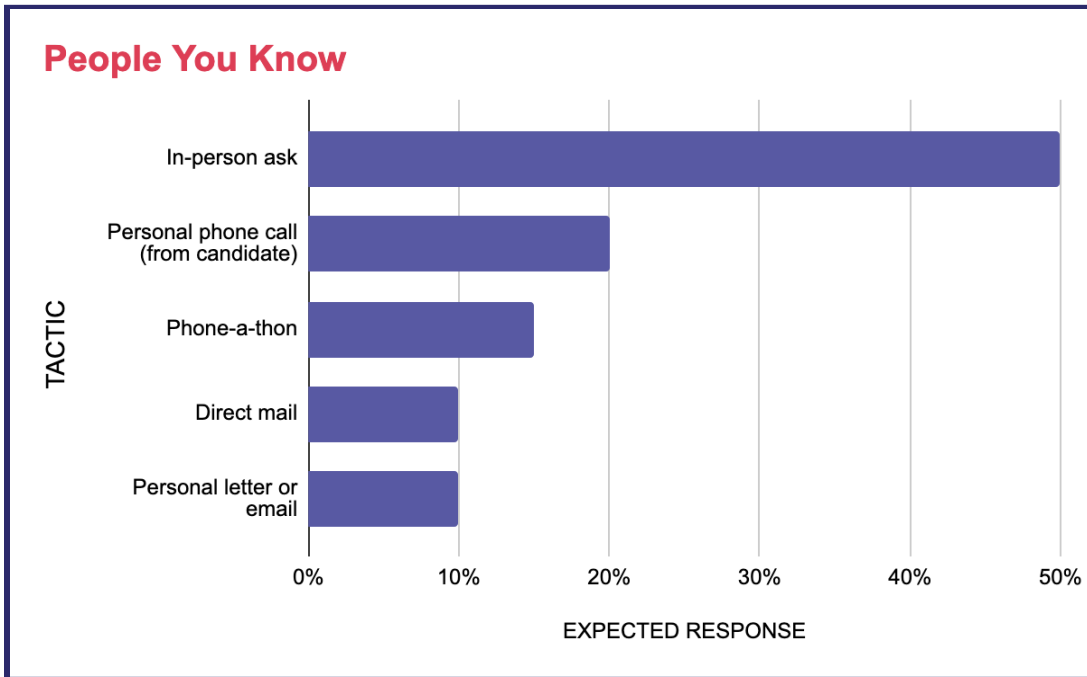
And Their Expected Return on Investment

Version 1.0



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And Their Expected Return on Investment



Note:

People will not donate what you ask for these percentages of the time. In other words, it's not 50% guaranteed that if you ask for \$400, you'll get \$400, but they'll give something.