DIRECT MAIL CAMPAIGN PLANNING WORKSHEET

Campaign Name: ____________________________________________

Primary Goal:  □ Acquisition  □ Renewal  □ Informational  □ Additional Gift

Projected Revenue: ___________________________________________
Projected Response Rate: _______________________________________
Estimated Cost, including postage: _______________________________

List Source(s):    □ In-House    □ External
□ List broker:____________________
□ Exchange from:_________________

Estimated Quantity: ________________________________
List Name(s): _____________________________________________

Target Drop Date: ______________________________
Mail Method:    □ Nonprofit Standard    □ First Class
□ Indicia    □ Presort
□ Bulk Stamp    □ Metered
□ Live stamp

Mailing Service:    □ Mail house    □ Volunteers
Deadline for print goods to mailing service/volunteers scheduled on: ______________________________

Package Contents:
□ Reply device:
□ Return envelope: □ #9 closed face □ wallet
□ Outer envelope: □ window    □ closed face    □ non-standard
□ Letter—specify approximate length:
□ Other inserts:

Copywriter: _____________________________________________
Copy due date:___________________________________________

Designer: ______________________________________________
Initial proof due:________________________________________
Final proof due:_________________________________________

Printer: _______________________________________________
Printing due date:_______________________________________

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# Direct Mail Campaign Analysis

**Campaign Name:**

**Primary Goal:**
- [ ] Acquisition
- [ ] Renewal
- [ ] Informational
- [ ] Additional Gift

**Initially Projected Revenue:**

**Initially Projected Response Rate:**

**Actual Drop Date:**

**Actual Quantity Mailed:**

**Actual Cost, including postage:**

**Date of First Response:**

**Date of ten business days after first response:**
- Dollars received at ten days:  
  - (B)
- Number of gifts received at ten days:  
  - (C)
- Highest two gifts received at ten days:  
- Lowest two gifts received at ten days:  
- Total of two highest and two lowest:  
  - (D)

**Projected Totals for Life of Campaign**
- Dollars: (Line B-Line D) X 2  
  - (E)
- Gifts: Line C X 2  
  - (F)
- Response Rate: Line F/Line A
- Average Gift: Line E/Line F

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