

Reasonable Cost Guidelines for Solicitation Activities	
Solicitation Activity	Reasonable Cost Guidelines
Direct Mail (acquisition)	\$1.25 to \$1.50 per \$1.00 raised
Direct Mail (renewal)	\$0.20 to \$0.25 per \$1.00 raised
Membership associations	\$0.20 to \$0.30 per \$1.00 raised
Activities, benefits, and special events	\$0.50 per \$1.00 raised (gross revenue and direct costs only)
Donor clubs and support group organizations	\$0.20 to \$0.30 per \$1.00 raised
Volunteer-led personal solicitation	\$0.10 to \$0.20 per \$1.00 raised
Corporations	\$0.20 per \$1.00 raised
Foundations	\$0.20 per \$1.00 raised
Special projects	\$0.10 to \$0.20 per \$1.00 raised
Capital campaigns	\$0.10 to \$0.20 per \$1.00 raised
Planned giving	\$0.20 to \$0.30 per \$1.00 raised

Source: Lysakowski L. Nonprofit Essentials: The Development Plan. Association of Fundraising Professionals. John Wiley & Sons, Hoboken, New Jersey. 2007. Pg. 182.