

### Fundraising Tool Effectiveness Ratings

Approach	Included in TCY Annual Fund Plan?	RATING* (1 to 10)	Next Step to Take
Face To Face	_____	_____	
Personal Calls	_____	_____	
Personal Letters	_____	_____	
Email	_____	_____	
TCY_eNEWS	_____	_____	
Press Releases	_____	_____	
Special Events	_____	_____	
Door-to-Door	_____	_____	
Direct Mail	_____	_____	
TV and Radio	_____	_____	
Social Media	_____	_____	
TCY Board Ready	_____	_____	
Dev. Committee	_____	_____	
Fundraising Committee	_____	_____	
Campaign Leader	_____	_____	
Team Leaders	_____	_____	
Promo Materials	_____	_____	
Experienced Volunteers	_____	_____	
Volunteer Training	_____	_____	
Campaign Budget	_____	_____	
Campaign PLAN	_____	_____	

*\*RATINGS: 1 = Not developed or planned 5 = developed but not effective 10 = Used it and it works well*