

TCY Communication Costs (per year)

Method of Communication	Cost to Produce*	Number of People Reached	Estimated Cost per Person	Success of the Approach
taichiYOUTH.org	\$ _____	_____	\$ _____	Public awareness of TCY programs \$ _____ Donations \$ _____ Membership fees \$ _____ Products sold \$ _____ Downloaded TCY videos \$ _____ Classes and Events of TCY
taichiYOUTH.org	\$ _____ \$ _____	_____	\$ _____ \$ _____	\$ _____ Online group classes \$ _____ Online private lessons
Annual report	\$ _____	_____	\$ _____	Enhances donor awareness Increases donor appreciation \$ _____ Gifts after viewing
Direct mail	\$ _____	_____	\$ _____	Public awareness of TCY programs \$ _____ Donations \$ _____ Memberships \$ _____ Products sold \$ _____ Videos, classes online \$ _____ Classes at Guan \$ _____ Events of TCY
Telephone campaigns	\$ _____	_____	\$ _____	Public awareness of TCY programs \$ _____ Donations \$ _____ Memberships \$ _____ Events of TCY
TCY_eNEWS	\$ _____	_____	\$ _____	Membership updated TCY events \$ _____ Donations \$ _____ Products sold \$ _____ Videos, classes online \$ _____ Events of TCY
TCY Demo Team performances	\$ _____	_____	\$ _____	Public awareness of TCY programs \$ _____ Donations \$ _____ Memberships \$ _____ Products sold \$ _____ Videos, classes online \$ _____ Classes at Guan \$ _____ Events of TCY
TOTALS	\$ _____	_____	\$ _____	\$ _____

*Includes staff time in expense