

Figure I.A.4.d. Effort/Return Evaluation Matrix

An effort vs. return matrix shows where most attention should be focused to generate maximum returns. “Effort” includes expenditures of both time and funds. Programs are located on the matrix relative to each other, i.e. they are ranked from least effort to most effort, and from generating the least amount of return to the most.

This matrix is a useful analytical tool for evaluating many types of efforts. It is particularly useful for evaluating where scarce fundraising resources are most effectively invested. This example analyzes a few different types of fundraising programs.

