



**ADVANCEMENT MODULE
COMPASSCARE OPTIMIZATION TOOL
TERMS AND CONDITIONS WITH ROI ANALYSIS**

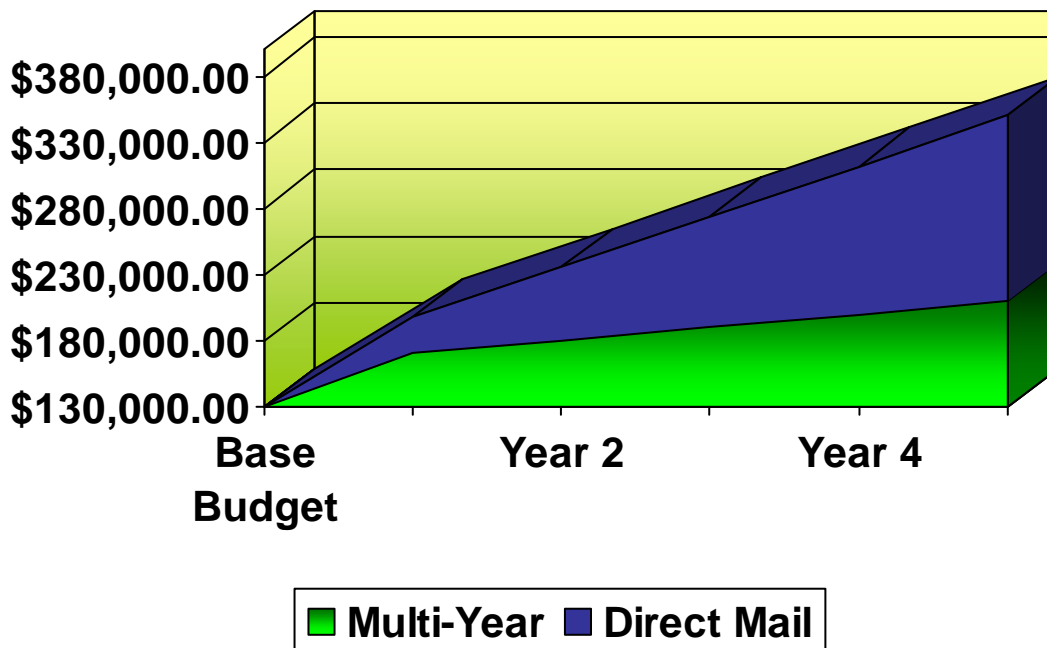
Cost: Approximately \$9,000 year one (Includes \$2500.00 annual OT fee plus 1 time video shoot of \$4000 plus travel expenses)

Advancement Module Includes:

Estimated Value:

Advancement Supplement to CompassCare Optimization Tool Notebook	\$30,000
Training for 4 months and Coaching for 8 months via webinar	
Relationship-based fundraising model	
Volunteer recruitment process	
Advancement organization chart with job descriptions	
Church Development process	
Direct Mail program with first 10 letters	
Promotional Video, professional quality, approx 9 minutes, customized	\$20,000
Estimated Total Value	\$50,000

**Projected New Income
(Over 5 Years)**





**Expectations: CompassCare Advancement
Module Multi-year Commitment
Assumptions**

Event 1:

- 25 Table Captains 15% who do not perform
- 200 Guests 15% no show rate of final guest lists
- 80% of guests present donate
- 12% of guests make multi-year financial commitment
- The result is \$1,000 donation average per guest committed over 5 years (\$200,000.00)

Event 2 and all Subsequent Events:

- 25 Table Captains 15% do not perform
- 200 Guests 15% no show of final guest lists
- 40% of guests present donate
- 5-10% make multi-year financial commitment
- The result is \$250 donation average per guest committed over 5 years (\$50,000.00).

**Expectations: CompassCare Advancement Module
Direct Mail Campaign
Assumptions**

-Database of 4000 Donors

-16% Response Rate Annually at an average of \$44 per gift per year

-Average amount given per person per year doubles

Actual results cannot be reliably predicted and will vary based on the size of the organization's database, the existing relationship with donors in the database, the receptivity of the local culture, and the speed and effectiveness of implementation and many other factors. A smaller database with donors of weaker commitment could result in less new income. An organization in the Southeast or Midwest with a faster implementation than CompassCare could see better results. The following table calculates the Return on Investment for three response scenarios including CompassCare's actual results, ½ the CompassCare response and ¼ the CompassCare response. The new expenses are \$24,000 annually for six-tenths Advancement Director, \$10,000 one-time for Advancement OT Training, and \$6,000 in Year 1 and \$3,000 in Years 2 – 5 for a new database.

Return on Investment (Pro Forma)

	CompassCare Actual	½ CompassCare Response	¼ CompassCare Response
1 st Year New Income	\$83,000	\$41,500	\$20,750
1 st Year New Expense (staff, database, OT Training)	\$40,000	\$40,000	\$40,000
1 st Year Return on Investment	2.1X	1.03X	0.52X
5-Year Total New Income	\$845,000	\$422,500	\$211,250
5-Year Total Expense	\$148,000	\$148,000	\$148,000
5-Year Return on Investment	5.7X	2.85X	\$1.43X



**Actual Results and Testimonials
Among Three Pregnancy Resources Centers
having completed the training**

“We started doing direct mail in March of this year, so I looked at Individual Donations and Fundraising (the expense category where we put income from direct mail letters) March thru July of this year vs last year. We have seen a 132% increase in income in these 2 income categories: 120% increase in Individual Donations and a 176% increase in Fundraising over the same period last year.”

-Terry Winship, President/CEO, Care Net Pregnancy and Resource Clinic of Casper, WY

In first four months following completion of CompassCare Advancement OT Training:
Income grew by \$16,203 vs. the same four months a year earlier, an increase of 36%.

-1st Choice Women's Health Center, Leesburg, VA

“This is the first time in nine months that our center has been in the black. All our bills are paid up.”
(Referring to the month following the first Direct Mail appeal.) In four months, income increased more than \$27,000, a 75% increase.

-Becky Wood, ABC Women's Clinic, Dublin, GA