



LAPA

ROI REPORT CARD

2018

*"ROI is not just a math exercise.
It's a process to secure a higher return."*

- Laurence A. Pagnoni, Chairman

LAPA is the only fundraising firm that tracks and publicly reports return on investment for each client.

As documented by an outside independent evaluator, for every dollar that clients have expended with LAPA, they have received an average ROI of \$4.25 from private grants, \$27 from government grants, and \$8 from campaigns, higher than industry average.

Process Improvements. Key to our ROI process, we evaluate improvements our consultants made to your fundraising process that are not mathematically reflected in the ROI.

For example, Humane Society of Westchester now has its largest donor pipeline. Riverside Park Conservancy has more foundation prospects than ever in their 33-year history. The community has become more aware of All Saints Church and its programs than ever before.

To see Laurence's video about ROI, visit lapafundraising.com/approach.

Please call us at (212) 932-9008 for a free consultation.

ROI

Return On Investment

LAPA is the only fundraising firm that tracks the ROI we secure for our clients.

Benchmark

set by the Better Business Bureau

The Better Business Bureau considers a 3:1 ROI **very good**.

Grading Criteria:

\$2.00 - \$2.50 = B+

\$2.50 - \$3.00 = A

Over \$3 = A+

A+

Humane Society of Westchester

ROI - 19 : 1

\$19 raised for every dollar spent on LAPA's capital campaign service.

A+

The Fellowship of Reconciliation

ROI - 3.50 : 1

\$3.50 raised for every dollar spent on LAPA's annual fund service.

A+

Riverside Park Conservancy

ROI - 5.46 : 1

\$5.46 raised for every dollar spent on LAPA's private grant service.

B+

All Saints Episcopal Church

ROI - 2.32 : 1

\$2.32 raised for every dollar spent on LAPA's capital campaign service.

A+

Cristo Rey Newark

ROI - 4.28 : 1

\$4.28 raised for every dollar spent on LAPA's private grant service.

A+

Trinity Lutheran Church

ROI - 3.63 : 1

\$3.63 raised for every dollar spent on LAPA's private grant service.

A+

Kings County Hospital

ROI - 87 : 1

\$87 raised for every dollar spent on LAPA's government grant service.

Our Current Clients:

Betances Health Center
Humane Society of Westchester
All Saints Episcopal Church
Trinity Lutheran Church
Lutheran Social Services of New York
Humane Society of Westchester