

# Cost-and-Benefit Chart of Select Media

*Matching the right tools to the right job takes some planning. The following chart will give you some ideas about the cost, reach, and best use of various media. It's all about finding the most effective ways of reaching your target audiences with the appropriate media for your message and within your budget.*

VEHICLE	REACH	COST	BEST USE
Annual report	targeted	mid to high	steward and attract donors, foundations, partners, etc.
Magazine	targeted	mid to high	build awareness/steward and attract partners, etc.
Major event (black-tie fundraiser, annual conference)	targeted	high	steward and attract donors, partners, and media
Minor event (open house, lecture)	targeted/general population	low	attract new constituents and donors
Case for support (print)	targeted	high	attract donors and prospects
Case for support (digital)	targeted	low	attract donors and prospects
Direct-mail appeal	targeted	low to high	attract donors
Website	general population	low to high	promotional/informational
E-newsletter	targeted	low	reach constituents and donors
Viral marketing	general population	low	reach new supporters and constituents
Media distribution	media/general population	low to mid	build awareness/reach new audiences
Public opinion poll	general population	mid to high	benchmark/testing
Advertising	ranges based on ad type (digital, radio, etc.)	mid to high	build awareness/reach new audiences
Branded promotional items	general population	low	reach new supporters and constituents
Social media	general population	low	reach new supporters and constituents