# A close up of a sign  Description automatically generated

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| **ViTreo Group Inc Fundraising Programs Matrix** |
| Program: | *Example: Direct mail #1* | **Program #2** | **Program #N** |
| Date of program  | *April 2, 2020* |  |  |
| Expected net revenue | *$22,000* |  |  |
| **New Scenario Revenues** |
| Keep program in place, no change | *$5,000 - 10,000 estimate* |  |  |
| Move program | *$15,000**But will affect other planned mailings* |  |  |
| Cancel program (which you shouldn’t do) | *Loss of $8,000**Already designed, and materials ordered* |  |  |
| **Innovation** |
| Opportunity to innovate! | *Can repurpose to client and immediate needs – focus on converting to monthly and on-line**net impact: $10,000* |  |  |
| **Next Steps** |