

Gift of Travel

Together we can make a difference



Donation Chart

Travel as a fundraiser

Organization size	# Supporters	% conversion to bookings	Annual bookings*	Average booking Pre-tax	Bookings per year per partner	4% to organization
Large	50000	1.0%	750	\$ 3,400	\$ 2,550,000	\$ 102,000
Mid-size	10000	3.0%	450	\$ 3,400	\$ 1,530,000	\$ 61,200
Small	2000	4.0%	120	\$ 3,400	\$ 408,000	\$ 16,320

*Assumption: charity supporters average 1.5 bookings / year

Real success with any fundraising program is in how it is marketed and how your organization "Spreads the Word" to your members.