1. Budget

- What is your overall 2010 budget? - 2.5M
- What expenses are allocated for your website? - ~170k
- How many total individual donors do you have? - 175
- What is the average amount of individual donations you receive online a month? - $100
- What is the average amount of individual donations you receive online for a year? - $1300
- How often do you implement fundraising campaigns online? - 2x/mo
- Do you use your social networks to support your fundraising campaigns? - yes
- How much revenue did you generate through your website (combining advertising and editorial) in 2009? - $20k