

PSA PROGRAM PERFORMANCE



There are at least a dozen different ways to demonstrate if your campaign is performing well. [Click here](#) to read the article entitled: *How You Can Use Evaluation Data to Fine Tune Your PSA Program.*

SUPPORTING YOUR CRITICAL MISSION

Only you, and your non-profit management, know what your critical mission is, but you should know if your PSA campaign is supporting it or not. You can [Click here](#) to see various case histories showing how PSA campaigns have helped nonprofits attain their critical mission.

RETURN ON INVESTMENT

Surely, one of the things your management is going to want to know is: “what was our return on investment?” This is a very easy number to calculate, but there is no standard to determine if you are above or below the norm. It is calculated by dividing your PSA values by the cost (both production and distribution) and arriving at an ROI. Typically, this number will be 100+ to 1, meaning, that for every dollar invested in your PSA program, you received \$100+ in value.

RECOMMENDATIONS FOR IMPROVEMENT

Finally, and perhaps the most important aspect of our PSA Audit, are recommendations for how you can improve your PSA program, based on what we learned from the PSA Audit.

What does this process cost? **Zip...nada...nyente. In other words nothing.** We are willing to do a very thorough analysis of your PSA program at no cost whatsoever to your non-profit.

Too good to be true? Not really, because we want you to use your donor dollars intelligently, so that you can achieve your organizational objectives. Perhaps more importantly, we share your passion for making our world a better place.

To schedule a PSA Audit, contact Bill Goodwill at Goodwill Communications at: bill@goodwillcommunications.com.

