If calculating an effective ROI figure was easy, we wouldn't need to have this conversation. We're all aware that planned gift revenue often comes after years-long waiting, making it difficult to report efficacy and success along the way. It's an enduring issue that can be fixed though; but the lag time between marketing and revenue-receipt makes it critical to adopt common data tracking and reporting methods that prove our marketing approaches are performing. We'll discuss a variety of topics like marketing segmentation strategies by prospect group, appeal code data entry, simple calculations that inform leaders of our progress - all important information that proves an exceptional return-on-investment is being achieved.