

# Annual Summary

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Fiscal Year 2011

Campaigns mailed between 7/1/2010 and 6/30/2011

## House

Description	Mail Date	Quantity	Gifts	% Resp	Gross	Avg Gift	Gross/M	Cost	Cost/M	Net	Net/M
July 2010 Newsletter	7/13/2010	69,741	2,219	3.18%	\$147,740	\$66.58	\$2,118	\$29,779	\$427	\$117,961	\$1,691
Projections		75,200	1,940	2.58%	\$123,178	\$63.48	\$1,638	\$37,250	\$495	\$85,928	\$1,143
Difference		-5,459	279	0.60%	\$24,562	\$3.10	\$480	(\$7,471)	(\$68)	\$32,033	\$549
August 2010 Appeal	8/9/2010	32,414	1,403	4.33%	\$153,554	\$109.45	\$4,737	\$18,359	\$566	\$135,196	\$4,171
Projections		23,200	674	2.91%	\$94,850	\$140.62	\$4,088	\$15,380	\$663	\$79,470	\$3,425
Difference		9,214	729	1.42%	\$58,704	(\$31.18)	\$649	\$2,979	(\$97)	\$55,726	\$745
September 2010 Appeal	9/14/2010	59,714	3,082	5.16%	\$232,383	\$75.40	\$3,892	\$26,398	\$442	\$205,985	\$3,450
Projections		63,200	2,021	3.20%	\$141,735	\$70.13	\$2,243	\$26,360	\$417	\$115,375	\$1,826
Difference		-3,486	1,061	1.96%	\$90,648	\$5.27	\$1,649	\$38	\$25	\$90,610	\$1,624
October 2010 Appeal	10/25/2010	19,984	1,693	8.47%	\$200,529	\$118.45	\$10,034	\$21,341	\$1,068	\$179,188	\$8,967
Projections		22,200	1,283	5.78%	\$103,350	\$80.55	\$4,655	\$20,225	\$911	\$83,125	\$3,744
Difference		-2,216	410	2.69%	\$97,179	\$37.89	\$5,379	\$1,116	\$157	\$96,063	\$5,222
October 2010 Newsletter	10/14/2010	86,421	2,361	2.73%	\$166,994	\$70.73	\$1,932	\$37,831	\$438	\$129,163	\$1,495
Projections		67,700	2,320	3.43%	\$187,303	\$80.73	\$2,767	\$32,565	\$481	\$154,738	\$2,286
Difference		18,721	41	-0.70%	(\$20,309)	(\$10.00)	(\$834)	\$5,266	(\$43)	(\$25,575)	(\$791)
November 2010 Appeal	11/10/2010	99,058	4,220	4.26%	\$473,358	\$112.17	\$4,779	\$37,185	\$375	\$436,174	\$4,403
Projections		107,300	3,648	3.40%	\$482,263	\$132.19	\$4,495	\$43,383	\$404	\$438,880	\$4,090
Difference		-8,242	572	0.86%	(\$8,905)	(\$20.02)	\$284	(\$6,198)	(\$29)	(\$2,706)	\$313

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Description	Mail Date	Quantity	Gifts	% Resp	Gross	Avg Gift	Gross/M	Cost	Cost/M	Net	Net/M
December 2010 Appeal	12/6/2010	91,117	2,521	2.77%	\$312,322	\$123.89	\$3,428	\$37,571	\$412	\$274,751	\$3,015
Projections		102,800	2,836	2.76%	\$375,385	\$132.36	\$3,652	\$41,663	\$405	\$333,723	\$3,246
Difference		-11,683	-315	0.01%	(\$63,063)	(\$8.47)	(\$224)	(\$4,092)	\$7	(\$58,971)	(\$231)
January 2011 Renewal	1/15/2011	85,778	2,975	3.47%	\$172,236	\$57.89	\$2,008	\$33,125	\$386	\$139,111	\$1,622
Projections		95,000	2,742	2.89%	\$137,402	\$50.11	\$1,446	\$33,421	\$352	\$103,981	\$1,095
Difference		-9,222	233	0.58%	\$34,834	\$7.79	\$562	(\$296)	\$34	\$35,130	\$527
January 2011 Tax Statement	1/26/2011	55,546	1,647	2.97%	\$104,834	\$63.65	\$1,887	\$26,320	\$474	\$78,513	\$1,413
Projections		45,090	817	1.81%	\$58,570	\$71.67	\$1,299	\$26,004	\$577	\$32,566	\$722
Difference		10,456	830	1.15%	\$46,264	(\$8.02)	\$588	\$317	(\$103)	\$45,947	\$691
<b>Total - House</b>		<b>599,773</b>	<b>22,121</b>	<b>3.69%</b>	<b>\$1,963,951</b>	<b>\$88.78</b>	<b>\$3,274</b>	<b>\$267,909</b>	<b>\$447</b>	<b>\$1,696,042</b>	<b>\$2,828</b>
Projections		601,690	18,283	3.04%	\$1,704,036	\$93.20	\$2,832	\$276,250	\$459	\$1,427,786	\$2,373
Difference		-1,917	3,838	0.65%	\$259,915	(\$4.42)	\$442	(\$8,341)	(\$12)	\$268,256	\$455

## Acquisition

Description	Mail Date	Quantity	Gifts	% Resp	Gross	Avg Gift	Gross/M	Cost	Cost/M	Net	Net/M
August 2010 Acquisition	8/17/2010	483,773	5,079	1.05%	\$193,981	\$38.19	\$401	\$130,428	\$270	\$63,554	\$131
Projections		480,000	3,101	0.65%	\$120,874	\$38.98	\$252	\$157,350	\$328	(\$36,476)	(\$76)
Difference		3,773	1,978	0.40%	\$73,107	(\$0.79)	\$149	(\$26,922)	(\$58)	\$100,030	\$207

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## Client Name

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## Acquisition

Description	Mail Date	Quantity	Gifts	% Resp	Gross	Avg Gift	Gross/M	Cost	Cost/M	Net	Net/M
October 2010 Acquisition	10/5/2010	485,316	3,462	0.71%	\$136,030	\$39.29	\$280	\$168,379	\$347	(\$32,349)	(\$67)
Projections		482,500	2,630	0.55%	\$94,150	\$35.80	\$195	\$172,800	\$358	(\$78,650)	(\$163)
Difference		2,816	832	0.17%	\$41,880	\$3.49	\$85	(\$4,421)	(\$11)	\$46,301	\$96
November 2010 Acquisition	11/9/2010	551,191	5,094	0.92%	\$224,484	\$44.07	\$407	\$170,172	\$309	\$54,312	\$99
Projections		552,500	3,172	0.57%	\$123,223	\$38.85	\$223	\$182,075	\$330	(\$58,852)	(\$107)
Difference		-1,309	1,922	0.35%	\$101,261	\$5.22	\$184	(\$11,903)	(\$21)	\$113,164	\$205
January 2011 Acquisition	1/10/2011	509,275	2,677	0.53%	\$97,630	\$36.47	\$192	\$144,747	\$284	(\$47,117)	(\$93)
Projections		507,500	2,805	0.55%	\$104,035	\$37.09	\$205	\$168,550	\$332	(\$64,515)	(\$127)
Difference		1,775	-128	-0.03%	(\$6,405)	(\$0.62)	(\$13)	(\$23,803)	(\$48)	\$17,398	\$35
<b>Total - Acquisition</b>		<b>2,029,555</b>	<b>16,312</b>	<b>0.80%</b>	<b>\$652,125</b>	<b>\$39.98</b>	<b>\$321</b>	<b>\$613,726</b>	<b>\$302</b>	<b>\$38,399</b>	<b>\$19</b>
Projections		2,022,500	11,708	0.58%	\$442,282	\$37.78	\$219	\$680,775	\$337	(\$238,493)	(\$118)
Difference		7,055	4,604	0.22%	\$209,843	\$2.20	\$103	(\$67,049)	(\$34)	\$276,892	\$137

## Sustainer

Description	Mail Date	Quantity	Gifts	% Resp	Gross	Avg Gift	Gross/M	Cost	Cost/M	Net	Net/M
August 2010 PIM Invitation	8/9/2010	19,277	617	3.20%	\$13,096	\$21.23	\$679	\$8,484	\$440	\$4,613	\$239
Projections		28,000	1,162	4.15%	\$19,418	\$16.71	\$694	\$19,600	\$700	(\$182)	(\$7)
Difference		-8,723	-545	-0.95%	(\$6,322)	\$4.52	(\$14)	(\$11,116)	(\$260)	\$4,795	\$246
<b>Total - Sustainer</b>		<b>19,277</b>	<b>617</b>	<b>3.20%</b>	<b>\$13,096</b>	<b>\$21.23</b>	<b>\$679</b>	<b>\$8,484</b>	<b>\$440</b>	<b>\$4,613</b>	<b>\$239</b>
Projections		28,000	1,162	4.15%	\$19,418	\$16.71	\$694	\$19,600	\$700	(\$182)	(\$7)

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## Sustainer

Description	Mail Date	Quantity	Gifts	% Resp	Gross	Avg Gift	Gross/M	Cost	Cost/M	Net	Net/M
Difference		-8,723	-545	-0.95%	(\$6,322)	\$4.52	(\$14)	(\$11,116)	(\$260)	\$4,795	\$246
<b>Total - All Programs</b>		<b>2,648,605</b>	<b>39,050</b>	<b>1.47%</b>	<b>\$2,629,172</b>	<b>\$67.33</b>	<b>\$993</b>	<b>\$890,119</b>	<b>\$336</b>	<b>\$1,739,053</b>	<b>\$657</b>
Projections		2,652,190	31,153	1.17%	\$2,165,736	\$69.52	\$817	\$976,625	\$368	\$1,189,111	\$448
Difference		-3,585	7,897	0.30%	\$463,436	(\$2.19)	\$176	(\$86,507)	(\$32)	\$549,943	\$208