

Client Name

December 2012 Appeal

Mail Date:	12/3/2012	Campaign Qty:	7,509	Projected Qty:	7,000
First Gift:	12/13/2012	Campaign Gifts to Date:	313	Projected Gifts:	315
Last Gift:	3/29/2013	Campaign Gross to Date:	\$23,043	Projected Gross:	\$23,625
Days of Returns:	107	Campaign Cost:	\$9,820	Projected Cost:	\$8,400
		Campaign Net to Date:	\$13,223	Projected Net:	\$15,225

Gift Amount	Gifts	% of total	Cum Gifts	Cum % of total	Gross	% of total	Cum Gross	Cum % of total
\$1.00	2	0.64%	2	0.64%	\$2.00	0.01%	\$2.00	0.01%
\$2.00	1	0.32%	3	0.96%	\$2.00	0.01%	\$4.00	0.02%
\$3.00	1	0.32%	4	1.28%	\$3.00	0.01%	\$7.00	0.03%
\$5.00	10	3.19%	14	4.47%	\$50.00	0.22%	\$57.00	0.25%
\$10.00	28	8.95%	42	13.42%	\$280.00	1.22%	\$337.00	1.46%
\$12.00	2	0.64%	44	14.06%	\$24.00	0.10%	\$361.00	1.57%
\$15.00	7	2.24%	51	16.29%	\$105.00	0.46%	\$466.00	2.02%
\$18.00	60	19.17%	111	35.46%	\$1,080.00	4.69%	\$1,546.00	6.71%
\$20.00	14	4.47%	125	39.94%	\$280.00	1.22%	\$1,826.00	7.92%
\$24.00	1	0.32%	126	40.26%	\$24.00	0.10%	\$1,850.00	8.03%
\$25.00	28	8.95%	154	49.20%	\$700.00	3.04%	\$2,550.00	11.07%
\$30.00	6	1.92%	160	51.12%	\$180.00	0.78%	\$2,730.00	11.85%
\$35.00	1	0.32%	161	51.44%	\$35.00	0.15%	\$2,765.00	12.00%
\$36.00	38	12.14%	199	63.58%	\$1,368.00	5.94%	\$4,133.00	17.94%
\$40.00	2	0.64%	201	64.22%	\$80.00	0.35%	\$4,213.00	18.28%
\$50.00	30	9.58%	231	73.80%	\$1,500.00	6.51%	\$5,713.00	24.79%
\$54.00	8	2.56%	239	76.36%	\$432.00	1.87%	\$6,145.00	26.67%
\$60.00	3	0.96%	242	77.32%	\$180.00	0.78%	\$6,325.00	27.45%
\$72.00	1	0.32%	243	77.64%	\$72.00	0.31%	\$6,397.00	27.76%
\$75.00	9	2.88%	252	80.51%	\$675.00	2.93%	\$7,072.00	30.69%

Client Name

December 2012 Appeal

Gift Amount	Gifts	% of total	Cum Gifts	Cum % of total	Gross	% of total	Cum Gross	Cum % of total
\$95.00	1	0.32%	253	80.83%	\$95.00	0.41%	\$7,167.00	31.10%
\$100.00	30	9.58%	283	90.42%	\$3,000.00	13.02%	\$10,167.00	44.12%
\$101.00	1	0.32%	284	90.73%	\$101.00	0.44%	\$10,268.00	44.56%
\$125.00	1	0.32%	285	91.05%	\$125.00	0.54%	\$10,393.00	45.10%
\$150.00	4	1.28%	289	92.33%	\$600.00	2.60%	\$10,993.00	47.71%
\$180.00	1	0.32%	290	92.65%	\$180.00	0.78%	\$11,173.00	48.49%
\$200.00	8	2.56%	298	95.21%	\$1,600.00	6.94%	\$12,773.00	55.43%
\$250.00	7	2.24%	305	97.44%	\$1,750.00	7.59%	\$14,523.00	63.03%
\$300.00	1	0.32%	306	97.76%	\$300.00	1.30%	\$14,823.00	64.33%
\$360.00	2	0.64%	308	98.40%	\$720.00	3.12%	\$15,543.00	67.45%
\$500.00	3	0.96%	311	99.36%	\$1,500.00	6.51%	\$17,043.00	73.96%
\$1,000.00	1	0.32%	312	99.68%	\$1,000.00	4.34%	\$18,043.00	78.30%
\$5,000.00	1	0.32%	313	100.00%	\$5,000.00	21.70%	\$23,043.00	100.00%

Client Name

December 2012 Appeal