

Annual Fund Direct Mail Tracking
Fiscal Year 2012 - 2013

Date Sent	Mailing	Code	Type	# Sent	Cost					Returned			Return	% Return	
					Paper	Envelopes	Printing	Postage	Total	Donors	Gifts	Amount			
	Unspecified										30	30	\$ 2,048.92	\$ 2,048.92	
8/28/2012	Pre-Call Email	n/a	Email	11933	n/a	n/a	n/a	n/a	\$ -		6	6	\$ 325.00	\$ 325.00	n/a
10/11/2012	Anniversary Year 2&7 (MCR)	Anniver27	Self-Mailer	6,056	n/a	\$ 260.41	\$ 3,425.00	\$ 836.31	\$ 4,521.72		6	6	\$ 378.41	\$ (4,143.31)	0.10%
10/15/2012	Anniversary Years Follow Up Email	n/a	Email	2,303	n/a	n/a	n/a	n/a	\$ -		4	4	\$ 315.84	\$ 315.84	n/a
10/12/2012	President Norton Letter (MCR)	Pres12	Letter	21,000	\$ 905.65	\$ 1,806.00	\$ 3,175.00	\$ 3,388.27	\$ 9,274.92		222	222	\$ 17,742.00	\$ 8,467.08	1.06%
10/25/2012	AF101 Postcard	AF101	Postcard	2,636	n/a	n/a	\$ 332.80	\$ 95.59	\$ 428.39		0	0	\$ -	\$ (428.39)	0.00%
11/1/2012	AF101 Follow Up Email	n/a	Email	698	n/a	n/a	n/a	n/a	n/a		0	0	\$ -	n/a	n/a
11/1/2012	Fall DNC Donors (MCR)	Fall DNC12	Letter	3,908	\$ 168.54	\$ 336.09	\$ 2,083.35	\$ 619.68	\$ 3,207.66		109	111	\$ 8,195.00	\$ 4,987.34	2.79%
11/1/2012	Fall NPN Donors (MCR)	Fall NPN12	Letter	594	\$ 25.62	\$ 51.08	\$ 316.66	\$ 94.19	\$ 487.55		11	11	\$ 835.00	\$ 347.45	1.85%
11/15/2012	DNC/NPN Follow Up emails	n/a	Email	12,357	n/a	n/a	n/a	n/a	\$ -		1	1	\$ 25.00	\$ 25.00	n/a
11/13/2012	iGive	n/a	Email	11,592	n/a	n/a	n/a	n/a	n/a		0	0	\$ -	n/a	n/a
11/20/2012	Recurring Gift Program	Recurring	Invitation Size	878	n/a	\$ 105.36	\$ 290.30	\$ 21.35	\$ 417.01		31	57	\$ 5,795.00	\$ 5,377.99	3.53%
12/4/2012	Recurring gift follow up email	n/a	Email	670	n/a	n/a	n/a	n/a	\$ -		2	2	\$ 110.00	\$ 110.00	n/a
12/17/2012	Holiday eCard	n/a	Email	20,480	n/a	n/a	n/a	n/a	\$ -		1	1	\$ 25.00	\$ 25.00	n/a
1/3/2013	Outstanding Considering	F12FUOXCP	Card	205	n/a	\$ 17.63	\$ 20.50	\$ 9.82	\$ 47.95					\$ (47.95)	
1/8/2013	Fall Not Reached by Phone (MCR)	F12NRBPD	Letter	2,806	\$ 121.01	\$ 241.32	\$ 982.10	\$ 477.02	\$ 1,821.45		92	92	\$ 5,588.00	\$ 3,766.55	3.28%
2/6/2013	FNRBPD	n/a	email	1,433	n/a	n/a	n/a	n/a	\$ -		0	0	\$ -	n/a	n/a
2/1/2013	Valentine's Day	M2A13	Invitation Size	2,682	n/a	\$ 321.84	\$ 20.50	\$ 9.82	\$ 352.16		23	23	\$ 1,255.05	\$ 902.89	0.86%
4/15/2013	Spring DNC/NPN (MCR)	SDNC13/SNPN13	Letter	1,543	\$ 66.54	\$ 185.16	\$ 796.47	\$ 262.31	\$ 1,048.17		142	145	\$ 16,377.00	\$ 15,328.83	9.20%
5/3/2013	DNC/NPN Follow up to Nondonors	n/a	Email	7,992	n/a	n/a	n/a	n/a	\$ -		1	1	\$ 50.00	\$ 50.00	n/a
4/30/2013	LYBUNT Phonathon Donors Email	n/a	Email	736	n/a	n/a	n/a	n/a	\$ -		2	2	\$ 75.00	\$ 75.00	n/a
6/3/2013	Peridot Move Up	Peridot13	Letter	40		\$ 1.72	n/a	\$ 18.00	\$ 19.72		6	6	\$ 955.00	\$ 935.28	15.00%
6/7/2013	Peridot Move Up Follow up email	n/a	Email	25	n/a	n/a	n/a	n/a	n/a		0	0	\$ -	n/a	n/a
6/4/2013	Outstanding Considering Postcard	n/a	Postcard	354	n/a	n/a	\$ 46.35	\$ 9.57	\$ 55.92		0	0	\$ -	\$ (55.92)	n/a
6/14/2013	Outstanding Considering Follow Up Email	n/a	Email	141	n/a	n/a	n/a	n/a	n/a		0	0	\$ -	n/a	n/a
6/4/2013	24 Hour Giving Challenge - Save the Date	n/a	Email	22,457	n/a	n/a	n/a	n/a	\$ -		0	0	\$ -	n/a	n/a
6/5/2013	Outstanding Pledges (MCR)	1213RP	Letter	969	\$ 41.79	\$ 83.33	\$ 516.57	\$ 164.73	\$ 989.58					\$ (989.58)	0.00%
6/14/2013	Outstanding Pledge Follow Up Email	n/a	Email	472	n/a	n/a	n/a	n/a	n/a		0	0	\$ -	n/a	n/a
6/11/2013	SYBUNT Mailing	SY13	Letter	1,872	n/a	\$ 80.50	\$ 563.76	\$ 89.16	\$ 652.92		22	23	\$ 2,255.00	\$ 1,602.08	1.18%
6/19/2013	SYBUNT follow up email	n/a	Email	697	n/a	n/a	n/a	n/a	n/a		0	0	\$ -	n/a	n/a
6/11/2013	Spring Not Reached by Phone (MCR)	S13NRBPD	Letter	2,850	\$ 122.91	\$ 245.10	\$ 1,519.34	\$ 484.50	\$ 1,777.96		138	140	\$ 7,617.00	\$ 5,839.04	4.84%
6/19/2013	SNRBPD Follow up email	n/a	Email	1,759	n/a	n/a	n/a	n/a	n/a		0	0	\$ -	n/a	n/a
6/24/2013	24 Hour Giving Challenge	n/a	Email	19,723	n/a	n/a	n/a	n/a	\$ -		43	43	\$ 3,170.00	\$ 3,170.00	n/a
											31	35	\$ 3,765.76		
F12	Fall Unfulfilled										1	1	\$ 100.00	\$ 100.00	n/a
FY12	Comm Donors (FY12)										4	4	\$ 1,120.00	\$ 1,120.00	n/a
				151,928	\$ 1,452.05	\$ 3,735.54	\$ 14,088.71	\$ 6,580.32	\$ 25,103.08		911	949	\$ 77,197.14	\$ 52,094.06	0.60%

Fiscal Year Rate of Return	2009-2010	2010-2011	2011-2012	2012-2013
Total Return From Mailings	\$ 34,934.00	\$ 41,960.79	\$ 57,893.92	\$ 77,197.14
Total Cost of Mailings	\$ 3,978.09	\$ 2,677.90	\$ 11,973.28	\$ 25,103.08
Difference	\$ 30,955.91	\$ 39,282.89	\$ 45,920.64	\$ 52,094.06
Rate of Return	88.50%	93.62%	79.32%	67.48%