

Your Favorite Charity
Motivation Code Response Analysis from Jan-01-2004 to Dec-31-2008

Code	Description	Date	Count	Cost Each	Total Cost	Gift Count	Total Gifts	Net	R.O.I.	Average Gift	Pct. Resp.
AD03-07	Advance Summer 2003	Jun-15-2003	1900	1.16	2212.36	61	1250.00	-962.36	0.57	20.49	3.2%
AD06-08	Advance Summer 2006	Jul-11-2006	1204	0.81	975.00	78	26715.00	25740.00	27.40	342.50	6.5%
AD07-07	Advance Summer 2007	Jun-20-2007	739	0.58	430.02	43	7400.00	6969.98	17.21	172.09	5.8%
AD08-04	Advance Spring 2008	Apr-03-2008	251	5.90	1480.00	24	13116.00	11636.00	8.86	546.50	9.6%
LIFE0312	Your Charity Newsletter Dec 2003	Dec-01-2003	929	1.67	1550.04	87	11628.00	10077.96	7.50	133.66	9.4%
LIFE0402	Your Charity Newsletter Feb 2004	Mar-09-2004	6000	0.81	4890.00	1	25.00	-4865.00	0.01	25.00	0.0%
LIFE0505	Your Charity Newsletter May 2005	May-16-2005	3129	0.79	2484.11	2	300.00	-2184.11	0.12	150.00	0.1%
LIFE0511	Your Charity Newsletter Nov 2005	Oct-04-2005	3061	0.65	2000.06	10	2950.00	949.94	1.47	295.00	0.3%
LIFE0607	Your Charity Newsletter July 2006	Jun-30-2006	2984	0.84	2500.00	5	635.00	-1865.00	0.25	127.00	0.2%
LIFE0701	Your Charity Newsletter Jan 2007	Jan-10-2007	2967	0.68	2024.98	4	1090.00	-934.98	0.54	272.50	0.1%
LIFE0801	Your Charity Newsletter Jan 2008	Jan-31-2008	2832	0.87	2449.96	1	2000.00	-449.96	0.82	2000.00	0.0%
NEW08/08	News Release August 2008	Sep-16-2008	856	0.11	89.97	61	59137.55	59047.58	657.34	969.47	7.1%
PP05/08	Presidents Letter August 2005	Jul-08-2005	3086	0.73	2242.29	37	7321.31	5079.02	3.27	197.87	1.2%
PP05/12	Presidents Letter December 2005	Dec-01-2005	3047	0.15	450.04	70	10842.00	10391.96	24.09	154.89	2.3%
PP06/01	Presidents Letter January 2006	Dec-29-2005	3034	0.17	510.02	75	8451.00	7940.98	16.57	112.68	2.5%
PP06/04	Presidents Letter April 2006	Apr-07-2006	3004	0.58	1745.02	47	11033.00	9287.98	6.32	234.74	1.6%
PP06/12	Presidents Letter December 2006	Nov-07-2006	2974	0.27	789.00	67	5991.21	5202.21	7.59	89.42	2.3%
PP07/02	Presidents Matching Gift Feb 2007	Feb-14-2007	2970	1.37	4065.04	98	30860.00	26794.96	7.59	314.90	3.3%
PP07/06	Presidents Matching Gift June 2007	May-30-2007	2982	0.18	522.15	87	15686.00	15163.85	30.04	180.30	2.9%
PP07/08	Presidents Matching Gift Aug 2007	Aug-30-2007	2921	0.15	434.94	60	7650.00	7215.06	17.59	127.50	2.1%
PP07/11	Presidents Letter Nov 2007	Nov-07-2007	2852	0.39	1106.86	35	4490.00	3383.14	4.06	128.29	1.2%
PP07/12	Presidents Letter December 2007	Nov-27-2007	2840	0.11	310.13	46	9260.00	8949.87	29.86	201.30	1.6%
PP08/03	Presidents Letter Spring 2008	Mar-07-2008	5560	0.16	867.92	35	6355.00	5487.08	7.32	181.57	0.6%
PP08/05	Presidents Letter May 2008	May-11-2008	2417	0.16	379.95	77	8205.00	7825.05	21.59	106.56	3.2%
PP08/06	Presidents Letter June 2008	Jun-07-2008	2916	0.23	668.93	23	2793.50	2124.57	4.18	121.46	0.8%
PP08/07	Presidents Letter July 2008	Jul-07-2008	2907	0.62	1795.94	30	24358.00	22562.06	13.56	811.93	1.0%
PP08/10	Presidents Letter Fall 2008	Oct-15-2008	928	1.03	955.00	25	6695.00	5740.00	7.01	267.80	2.7%
PP08/12	Presidents Letter Christmas 2008	Dec-02-2008	928	1.08	1000.01	72	31328.50	30328.49	31.33	435.12	7.8%
Totals			72218	0.57	40929.73	1261	317566.07	276636.34	7.76	251.84	1.7%