

Jay Reardon Healthcare Direct Mail Program

Donor ACQUISITION Mailing

Performance by Institution - Analysis

March, 2006

	Households Mailed	Total Pieces Mailed	New Donors	Percent Response	Total Revenue	Average Gift Amount	Total Cost	Net Revenue	Cost Household Mailed	Yield Household Mailed
Hospital A - Anytown, USA	71,013	131,641	1,090	1.53%	\$54,419.00	\$49.93	\$56,039	(\$1,620)	\$0.79	\$0.77
Hospital B - Anytown, USA	7,274	13,510	175	2.41%	\$6,386.00	\$36.49	\$5,924	\$462	\$0.81	\$0.88
Hospital C - Anytown, USA	21,720	40,919	469	2.16%	\$14,783.00	\$31.52	\$17,935	(\$3,152)	\$0.83	\$0.68
Combined Acquisition Total	100,007	186,070	1,734	1.73%	\$75,588.00	\$43.59	\$79,898	(\$4,310)	\$0.80	\$0.76