

Jay Reardon Healthcare Direct Mail Program Donor RENEWAL Mailing Performance by Institution - Analysis

March, 2006

	Donors Mailed	Total Pieces Mailed	Gifts	Percent Response	Total Revenue	Average Gift Amount	Total Cost	Net Revenue	Cost/Donor Mailed	Yield/Donor Mailed	Cost/Dollar Raised
Hospital A - Anytown, USA	2,101	4,202	395	18.80%	\$16,376.00	\$41.46	\$1,764	\$14,612	\$0.84	\$7.79	\$0.11
Hospital B - Anytown, USA	517	1,034	159	30.75%	\$5,795.00	\$36.45	\$434	\$5,361	\$0.84	\$11.21	\$0.07
Hospital C - Anytown, USA	1,162	2,324	241	20.74%	\$7,648.00	\$31.73	\$976	\$6,672	\$0.84	\$6.58	\$0.13
Combined Renewal Total	3,780	7,560	795	21.03%	\$29,819.00	\$37.51	\$3,174	\$26,645	\$0.84	\$7.89	\$0.11