



Direct Mail Performance

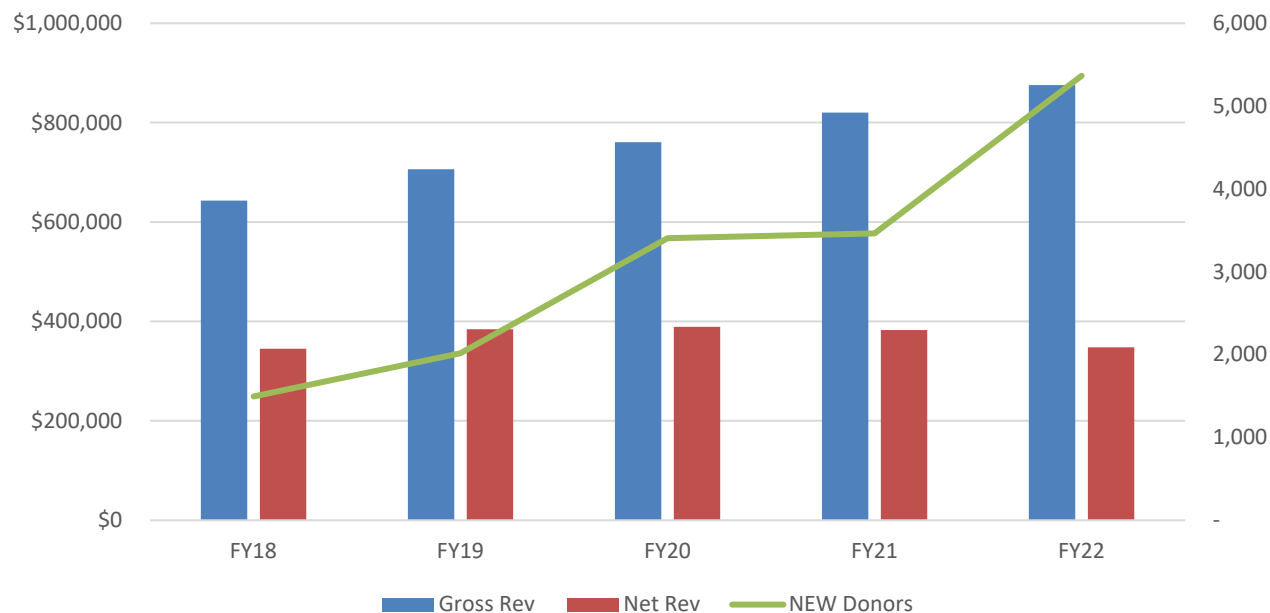
February 2023

FY2022 Results

FY2022	Qty Mailed	# Resp	% Resp	Gross Revenue	Ave. Gift	Total Cost	Net Revenue	Cost to Raise \$1
	746,069	21,430	2.87%	\$875,589	\$40.86	\$527,973	\$347,616	\$0.60
Budget	747,500	22,944	3.07%	\$846,932	\$36.91	\$539,098	\$307,834	\$0.64
<i>Variance</i>	<i>(1,431)</i>	<i>(1,514)</i>	<i>-0.20%</i>	<i>28,657</i>	<i>\$3.95</i>	<i>(11,125)</i>	<i>39,782</i>	<i>(\$0.04)</i>

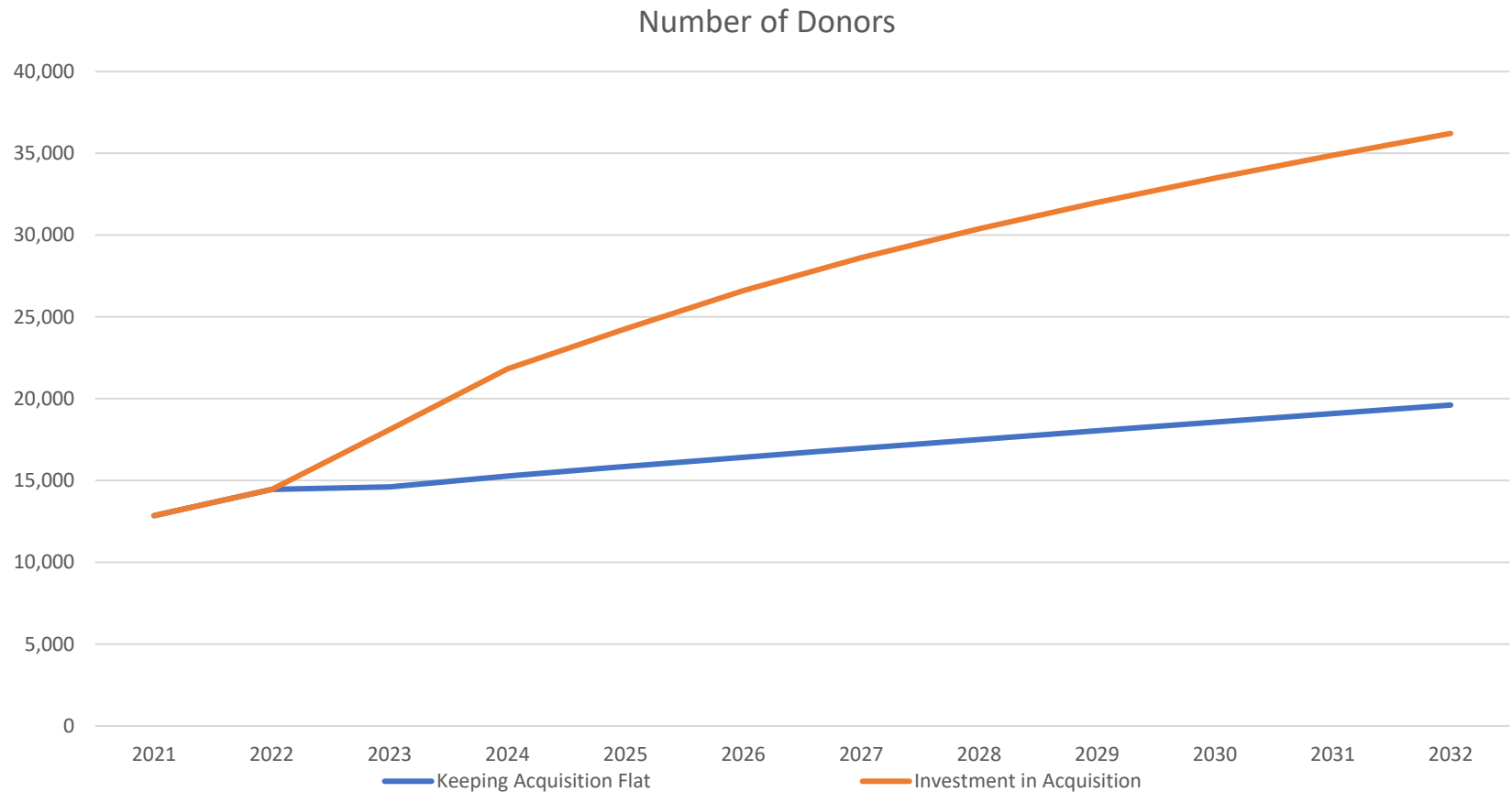
- **\$875,589** in Gross Revenue or **\$28,657 ahead of budget**
- **13% higher net revenue** than projected
- **5,366 new donors! 60% increase over FY21** – beating trends in the industry where acquisition is down
- Response rate for appeals are down due to challenging economic factors

Record Number of New Donors!



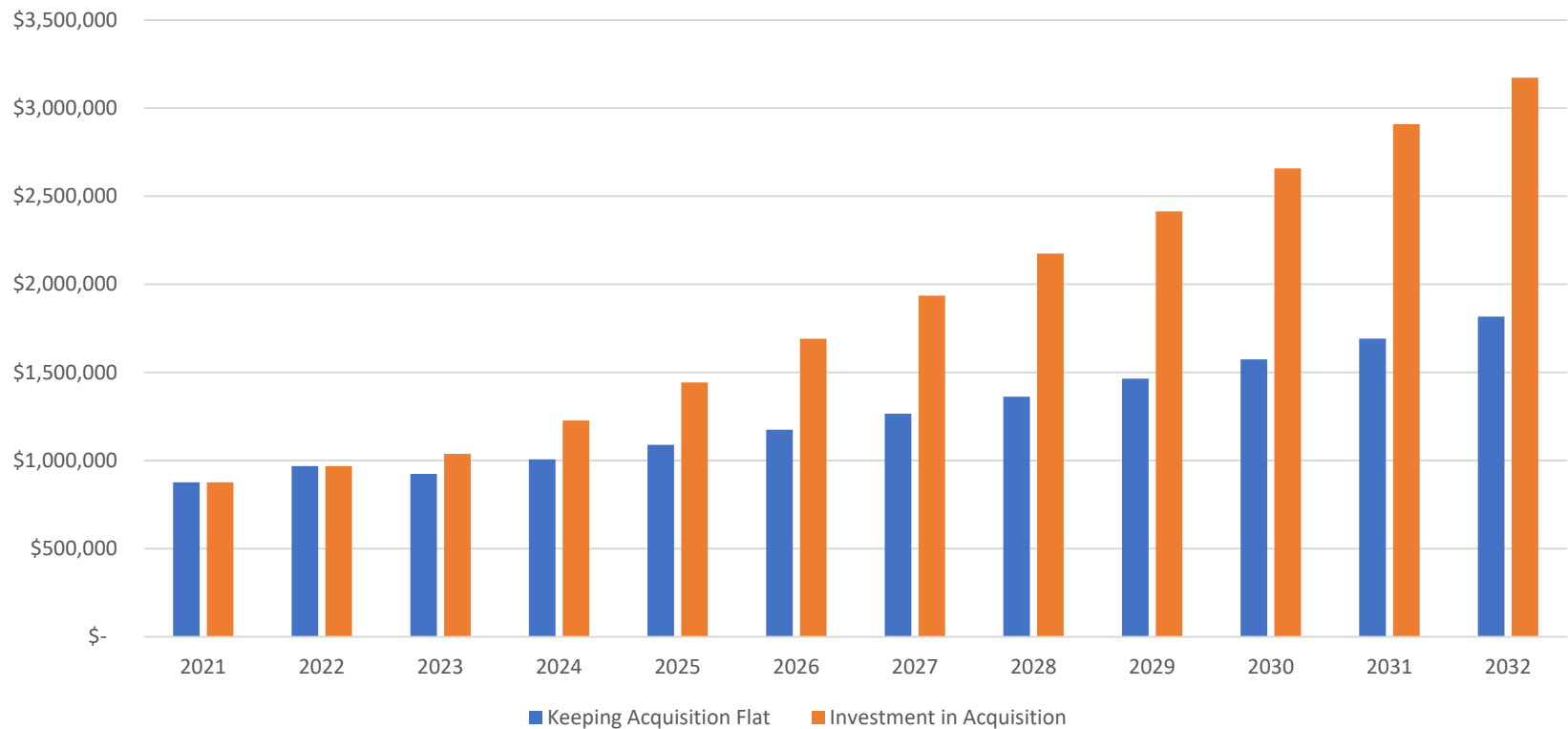
- Increased investment in acquisition + Record high inflation = Net revenue lower than previous years
- **Why is investing in acquisition so important?**

Increasing your investment in acquisition builds your active donor file

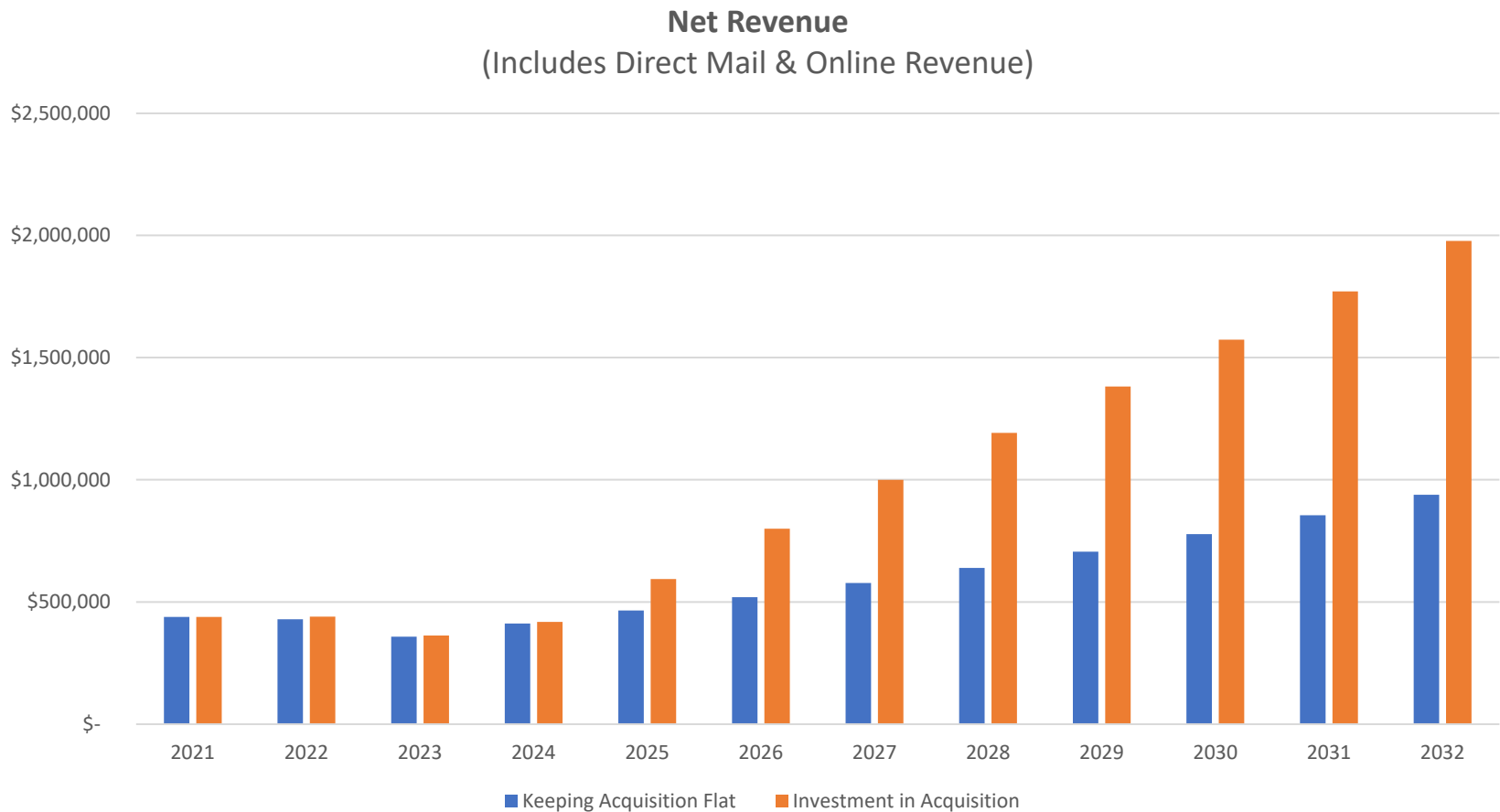


A larger donor file yields more gross revenue

Gross Revenue
(Includes Direct Mail & Online Revenue)

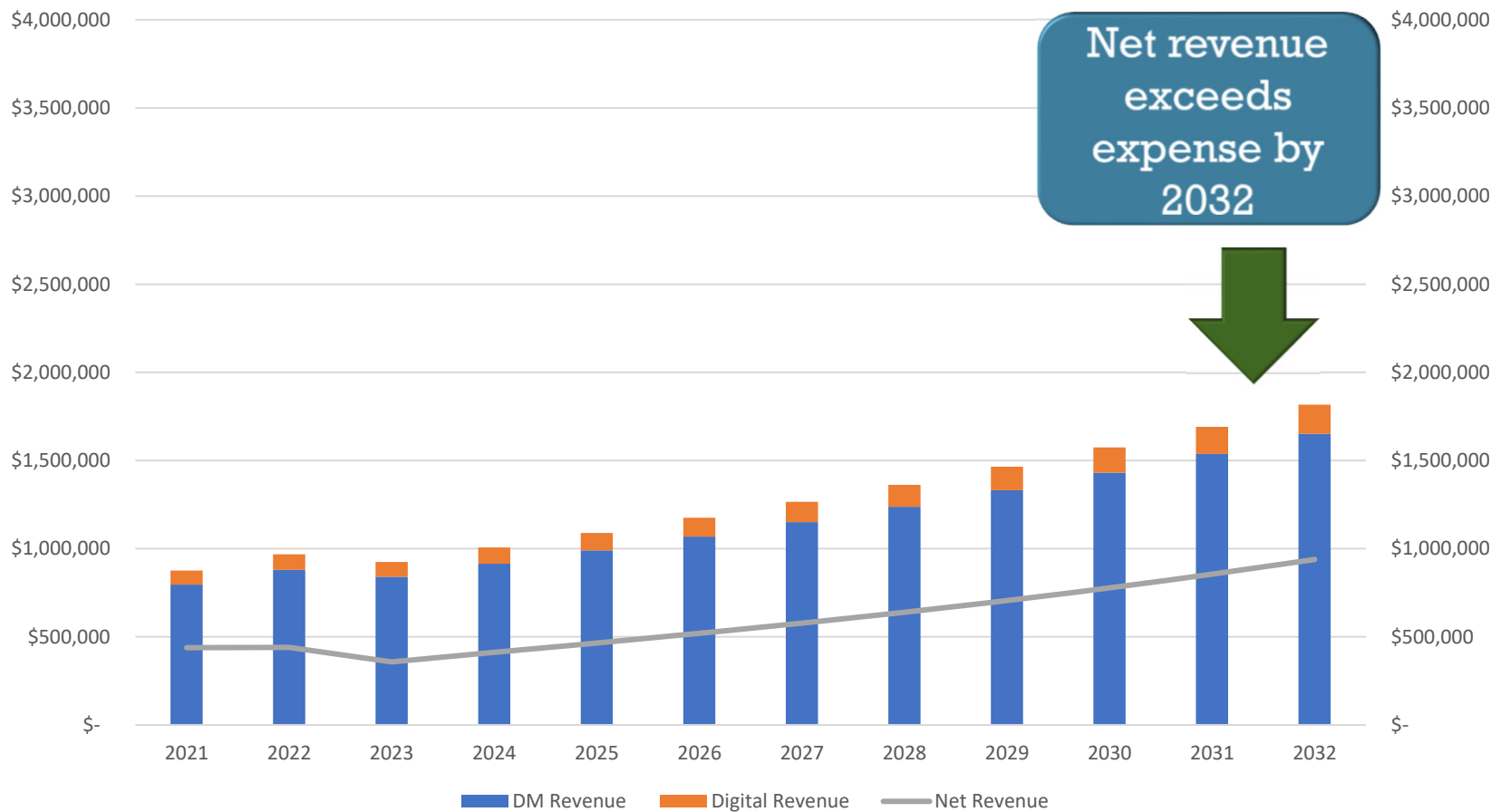


Short term investment in acquisition yields a significantly higher net revenue in the long term



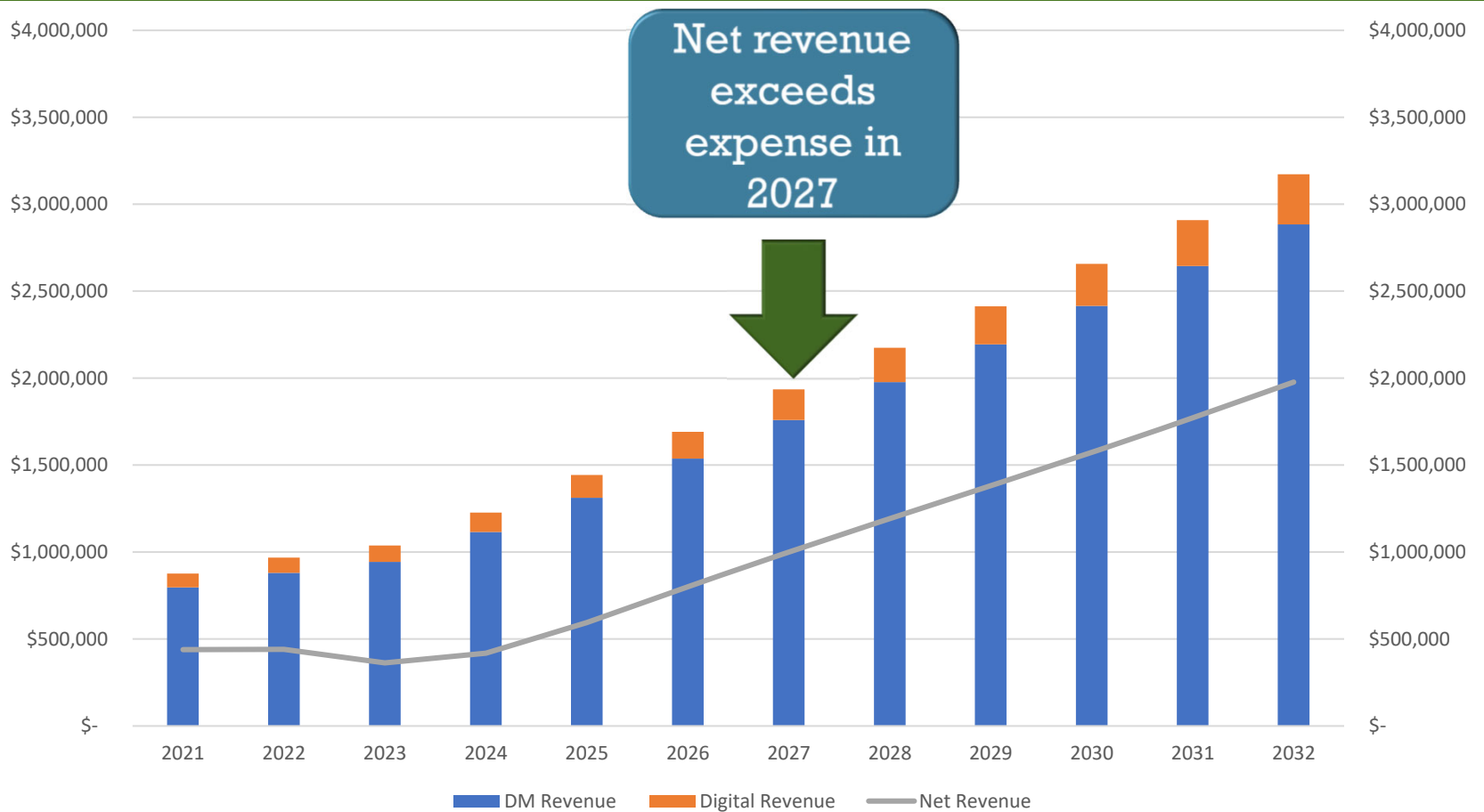
**Assuming a 5% inflation rate*

Keeping Acquisition Quantity Flat

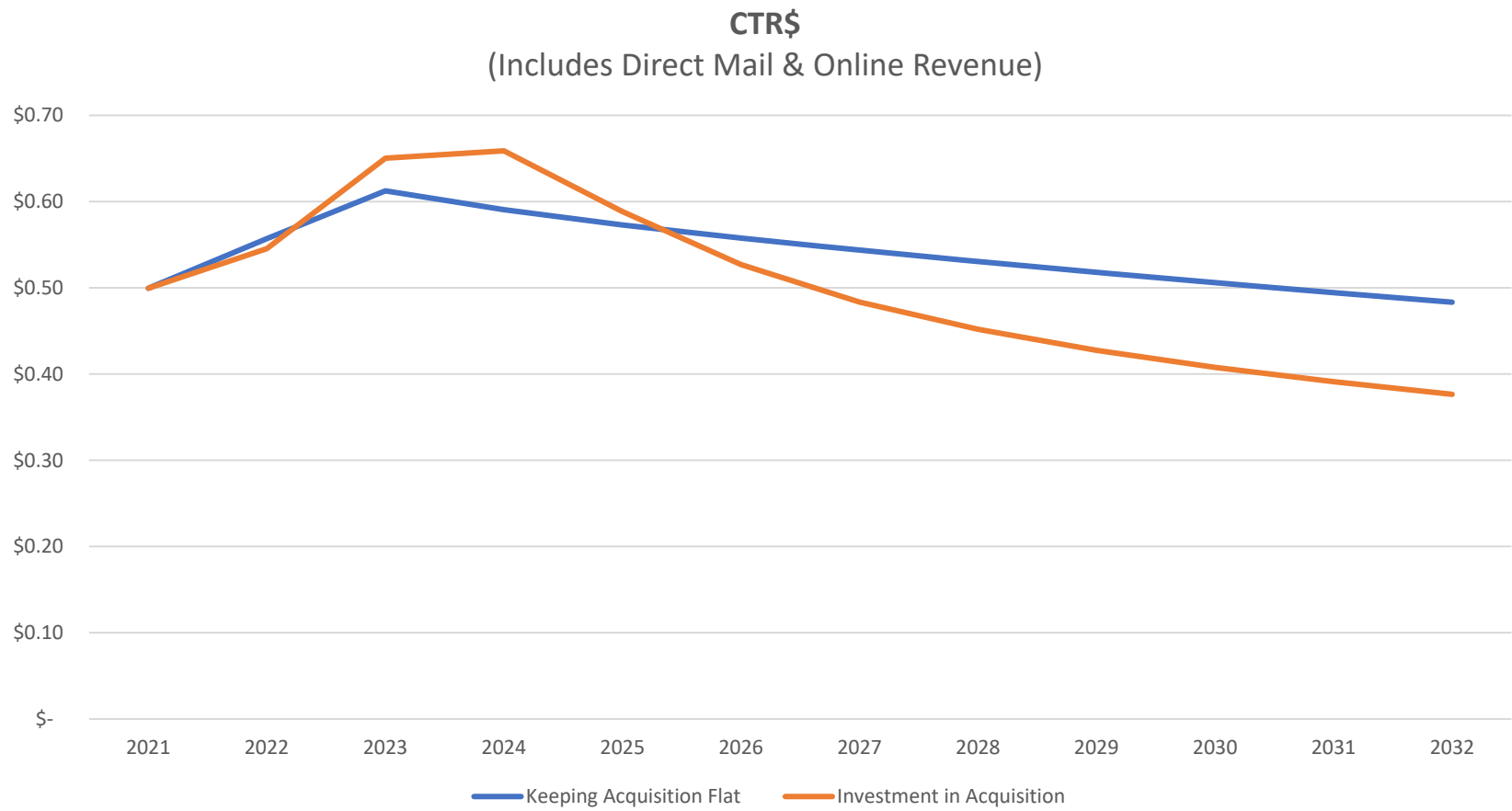


**Assuming a 5% inflation rate*

Increased Investment in Acquisition



Cost to Raise \$1 will decrease over time



Ten year projection assumptions

- Retention rates remain at current levels
- New and first year donor value remain at current levels
- Multi-year donor value steadily increases over time, in line with historical increases
- Costs will increase 5% on an annual basis for inflation*
- Digital revenue added to gross assuming steady 10% of direct mail revenue



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Thank You!