



2018 Year End Appeal Data Summary

Data	ALL DATA	Solicited Over 1000	Solicited Under 1000
Number of Responses (of 33 Requested)	21	8	13
Number of Segments			
Mean	3	4	3
Median	3	3	2
Max	8	6	8
Min	1	2	1
Number Solicited			
Mean	2,962	6,982	489
Median	639	3,893	551
Max	21,018	21,018	808
Min	159	2,889	159
Response Rate			
Mean	9.97%	4.45%	13.37%
Median	6.82%	4.24%	10.06%
Max	32%	7.67%	32.00%
Min	1.22%	1.22%	3.00%
Total Gifts Received			
Mean	\$ 42,211.32	\$ 69,296.69	\$ 25,543.40
Median	\$ 2,685.00	\$ 65,660.11	\$ 20,635.00
Max	\$ 119,679.00	\$ 119,679.00	\$ 107,715.00
Min	\$ 1,650.00	\$ 20,505.29	\$ 1,650.00
Average Gift Size			
Mean	\$ 437.19	387.83	\$ 470.10
Median	\$ 355.04	356.95	\$ 355.04
Max	\$ 1,184.64	690.88	\$ 1,184.64
Min	\$ 80.84	80.84	\$ 218.06
Number of Donors			
Mean	146	297	53
Median	59	182	49
Max	1020	1020	114
Min	20	104	20
Cost Per Piece	<i>Based on 14 responses</i>	<i>Based on 6 responses</i>	<i>Based on 8 responses</i>
Mean	\$ 1.17	\$ 1.17	\$ 1.17
Median	\$ 1.04	\$ 1.04	\$ 1.21
Max	\$ 2.06	\$ 2.06	\$ 1.80
Min	\$ 0.55	\$ 0.55	\$ 0.79
Increase/Decrease from 2017	<i>Based on 16 responses</i>	<i>Based on 8 responses</i>	<i>Based on 8 responses</i>
Mean	30.47%	4.18%	56.76%
Median	17.08%	1.69%	44.38%
Max	219.96%	29.51%	219.96%
Min	-16.50%	-16.50%	-10.35%

Mean = Average Value
 Median = Middle Value
 Max = Highest Value
 Min = Lowest Value