

DETAILED TOTALS FOR SOURCE CODE: M1310 Fall Pledge Drive 20 RES. METHOD: ALL

TOTAL FOR M1310		DOLLAR AMOUNTS										PLEDGE COUNTS				
Sustaining roll-overs:	672,980.89	TOT. PLEDGED	TOT. PAID	DIFFERENCE	RATE	AVG. PLEDGE	AVG. PAID	PLEDGED	PAID	DIFF.	% TOT.	RATE				
Grand Total:	446,636.03	672,980.89	446,636.03	-226,344.86	66.3%	123.73	117.50	5,439	3,801	-1,638	100.0%	69.8%				

BY PURPOSE...

Acquisitions	134,448.08	75,895.99	-58,552.09	56.4%	119.50	108.73	1,125	698	-427	19.9%	62.0%
Renewals	107,416.37	75,534.67	-31,881.70	70.3%	126.37	123.42	850	612	-238	15.9%	72.0%
Rejoins	121,471.36	77,976.00	-43,495.36	64.1%	115.79	110.13	1,049	708	-341	18.0%	67.4%
Additional Gifts	309,645.08	217,229.37	-92,415.71	70.1%	128.21	121.83	2,415	1,783	-632	46.0%	73.8%
Other	0.00	0.00	0.00	0.0%	0.00	0.00	0	0	0	0.0%	0.0%

BY RESPONSE METHOD...

PLG: On-air Pledge	569,435.37	367,264.78	-202,170.59	64.4%	121.57	114.51	4,684	3,207	-1,477	84.6%	68.4%
WEB: Web Site	103,545.52	79,371.25	-24,174.27	76.6%	137.14	133.62	755	594	-161	15.3%	78.6%

by PLAN TYPE...

Lump-Sum Payments	562,732.37	446,080.12	-116,652.25	79.2%	117.43	118.19	4,792	3,774	-1,018	83.6%	78.7%
Install Plans	107,020.24	497.91	-106,522.33	0.4%	170.68	21.64	627	23	-604	15.9%	3.6%
E.F.T. Plans	3,228.28	58.00	-3,170.28	1.7%	161.41	14.50	20	4	-16	0.4%	20.0%
Payroll Plans	0.00	0.00	0.00	0.0%	0.00	0.00	0	0	0	0.0%	0.0%

Credit Cards

Non-Card	475,763.16	372,326.83	-103,436.33	78.2%	128.86	119.95	3,692	3,104	-588	70.6%	84.0%
Premiums Requested	197,217.73	74,309.20	-122,908.53	37.6%	112.88	106.61	1,747	697	-1,050	29.3%	39.8%

Premiums Requested

No Premiums	631,730.52	415,121.03	-216,609.49	65.7%	133.02	126.83	4,749	3,273	-1,476	93.8%	68.9%
BY GIFT SIZE...	41,250.37	31,515.00	-9,735.37	76.3%	59.78	59.68	690	528	-162	6.1%	76.5%

MEDIANS - Amount Pledged:

#1	\$1.00 to 24.99	2,120.37	1,620.00	500.37	76.4%	16.06	16.03	132	101	31	0.3%	76.5%
#2	\$25.00 to 44.99	15,725.00	11,335.00	-4,390.00	72.0%	27.88	28.05	564	404	-160	2.3%	71.6%
#3	\$45.00 to 59.99	31,137.00	24,660.00	-6,477.00	79.1%	49.97	49.91	623	494	-129	4.6%	79.2%
#4	\$60.00 to 74.99	18,830.00	12,655.00	-6,175.00	67.2%	60.35	60.26	312	210	-102	2.7%	67.3%
#5	\$75.00 to 99.99	33,671.00	24,861.71	-8,809.29	73.8%	78.48	77.93	429	319	-110	5.0%	74.3%
#6	\$100.00 to 249.99	388,494.36	252,151.82	-136,342.54	64.9%	137.18	131.39	2,832	1,919	-913	5.7%	67.7%
#7	\$250.00 to 499.99	133,728.16	83,872.50	-49,855.66	62.7%	278.60	273.20	480	307	-173	19.8%	63.9%
#8	\$500.00 to 999.99	24,965.00	16,480.00	-8,485.00	66.0%	531.17	499.39	47	33	-14	3.7%	70.2%
#9	\$1000.00 or more	24,310.00	19,000.00	-5,310.00	78.1%	1,430.00	1,357.14	17	14	-3	3.6%	82.3%

Median amount is the midpoint in a sorted list of dollar amounts for pledges audited by this report. for example in a list of 5,439 pledges sorted by pledge amount the 2719th record is a pledge for \$100.00