

TR1

DETAILED TOTALS FOR SOURCE CODE: M1407 July 2014 Pledge dri RES. METHOD: ALL

	DOLLAR AMOUNTS						PLEDGE COUNTS				
	TOT. PLEDGED	TOT. PAID	DIFFERENCE	RATE	AVG. PLEDGE	AVG. PAID	PLEDGED	PAID	DIFF.	% TOT.	RATE
TOTAL for M1407 :	321,773.22	165,252.44	-156520.78	51.3%	132.03	119.22	2,437	1,386	-1,051	100.0%	56.8%
Sustaining roll-overs:		0.00									
Grand Total:		165,252.44									
BY PURPOSE...											
Acquisitions	84,232.60	45,222.84	-39,009.76	53.6%	140.62	125.27	599	361	-238	26.1%	60.2%
Renewals	55,179.60	27,758.00	-27,421.60	50.3%	126.84	112.83	435	246	-189	17.1%	56.5%
Rejoins	64,820.60	32,971.00	-31,849.60	50.8%	124.89	111.38	519	296	-223	20.1%	57.0%
Additional Gifts	117,540.42	59,300.60	-58,239.82	50.4%	132.96	122.77	884	483	-401	36.5%	54.6%
Other	0.00	0.00	0.00	0.0%	0.00	0.00	0	0	0	0.0%	0.0%
BY RESPONSE METHOD...											
EVE: Event	25.00	25.00	0.00	100.0%	25.00	25.00	1	1	0	0.0%	100.0%
PLG: On-air Pledge	282,385.30	142,625.60	-139759.70	50.5%	131.34	118.95	2,150	1,199	-951	87.7%	55.7%
WEB: Web Site	39,362.92	22,601.84	-16,761.08	57.4%	137.63	121.51	286	186	-100	12.2%	65.0%
by PLAN TYPE...											
Lump-Sum Payments	255,339.94	165,252.44	-90,087.50	64.7%	121.01	119.22	2,110	1,386	-724	79.3%	65.6%
Install Plans	64,648.24	0.00	-64,648.24	0.0%	200.14	0.00	323	0	-323	20.0%	0.0%
E.F.T. Plans	1,785.04	0.00	-1,785.04	0.0%	446.26	0.00	4	0	-4	0.5%	0.0%
Payroll Plans	0.00	0.00	0.00	0.0%	0.00	0.00	0	0	0	0.0%	0.0%
Credit Cards	246,461.02	162,182.84	-84,278.18	65.8%	132.71	117.69	1,857	1,378	-479	76.5%	74.2%
Non-Card	75,312.20	3,069.60	-72,242.60	4.0%	129.84	383.70	580	8	-572	23.4%	1.3%
Premiums Requested	250,817.86	127,999.00	-122818.86	51.0%	152.47	141.74	1,645	903	-742	77.9%	54.8%
No Premiums	70,955.36	37,253.44	-33,701.92	52.5%	89.59	77.12	792	483	-309	22.0%	60.9%
BY GIFT SIZE...											
#1 \$1.00 to 24.99	889.44	719.44	170.00	80.8%	14.82	15.64	60	46	14	0.2%	76.6%
#2 \$25.00 to 44.99	7,093.50	4,337.00	-2,756.50	61.1%	27.70	27.62	256	157	-99	2.2%	61.3%
#3 \$45.00 to 59.99	12,201.00	8,151.00	-4,050.00	66.8%	50.00	50.00	244	163	-81	3.7%	66.8%
#4 \$60.00 to 74.99	6,504.00	3,455.00	-3,049.00	53.1%	60.78	60.61	107	57	-50	2.0%	53.2%
#5 \$75.00 to 99.99	29,711.93	16,985.00	-12,726.93	57.1%	79.65	79.36	373	214	-159	9.2%	57.3%
#6 \$100.00 to 249.99	146,070.12	78,530.00	-67,540.12	53.7%	132.55	128.52	1,102	611	-491	45.3%	55.4%
#7 \$250.00 to 499.99	82,870.51	39,980.00	-42,890.51	48.2%	335.50	335.96	247	119	-128	25.7%	48.1%
#8 \$500.00 to 999.99	19,031.64	8,095.00	-10,936.64	42.5%	543.76	539.66	35	15	-20	5.9%	42.8%
#9 \$1000.00 or more	17,401.08	5,000.00	-12,401.08	28.7%	1,338.54	1,250.00	13	4	-9	5.4%	30.7%

MEDIANS - Amount Pledged: 100.00 Median amount is the midpoint in a sorted list of dollar amounts
 Amount Paid: 100.00 for pledges audited by this report. for example in a list of 2,437
 Balance Due: 100.00 pledges sorted by pledge amount the 1218th record is a pledge for \$100.00