

DETAILED TOTALS FOR SOURCE CODE: M1312 2013 December Drive RES. METHOD: ALL  
by CFS

	TOT. PLEDGED	TOT. PAID	DOLLAR AMOUNTS	DIFFERENCE	RATE	AVG. PLEDGE	AVG. PAID	PLEDGED	PAID	PLEDGE COUNTS	DIFF.	% TOT.	RATE
TOTAL for M1312	225,501.20	139,105.00	-86,396.20	61.6%	122.48	113.92	1,841	1,221	-620	100.0%	66.3%		
Sustaining roll-overs:		0.00											
Grand Total:	139,105.00												

BY PURPOSE...

Acquisitions	47,988.00	22,249.00	-25,739.00	46.3%	135.17	121.57	355	183	-172	21.2%	51.5%		
Renewals	52,448.20	38,010.00	-14,438.20	72.4%	120.84	115.88	434	328	-106	23.2%	75.5%		
Rejoins	44,565.00	23,531.00	-21,034.00	52.8%	122.76	106.95	363	220	-143	19.7%	60.6%		
Additional Gifts	80,500.00	55,315.00	-25,185.00	68.7%	116.83	112.88	689	490	-199	35.6%	71.1%		
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	185,640.00	108,406.00	-77,234.00	58.3%	123.84	113.99	1,499	951	-548	82.3%	63.4%		
WEB: Web Site	39,861.20	30,699.00	-9,162.20	77.0%	116.55	113.70	342	270	-72	17.6%	78.9%		

by PLAN TYPE...

Lump-Sum Payments	175,610.00	139,050.00	-36,560.00	79.1%	112.57	114.16	1,560	1,218	-342	77.8%	78.0%		
Install Plans	48,822.20	45.00	-48,777.20	0.0%	178.18	22.50	274	2	-272	21.6%	0.7%		
E.F.T. Plans	1,069.00	10.00	-1,059.00	0.9%	152.71	10.00	7	1	-6	0.4%	14.2%		
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	175,121.20	126,479.00	-48,642.20	72.2%	128.10	115.71	1,367	1,093	-274	77.6%	79.9%		
Premiums Requested	50,380.00	12,626.00	-37,754.00	25.0%	106.28	98.64	474	128	-346	22.3%	27.0%		
No Premiums	205,140.20	122,719.00	-82,421.20	59.8%	136.21	129.45	1,506	948	-558	90.9%	62.9%		

BY GIFT SIZE...

#1	\$1.00 to	24.99	785.00	670.00	115.00	85.3%	15.70	50	43	7	0.3%	86.0%	
#2	\$25.00 to	44.99	6,492.00	4,657.00	-1,835.00	71.7%	27.74	234	168	-66	2.8%	71.7%	
#3	\$45.00 to	59.99	8,490.00	6,945.00	-1,545.00	81.8%	49.94	170	139	-31	3.7%	81.7%	
#4	\$60.00 to	74.99	6,162.00	3,635.00	-2,527.00	58.9%	60.41	102	60	-42	2.7%	58.8%	
#5	\$75.00 to	99.99	18,035.00	11,783.00	-6,252.00	65.3%	78.07	231	152	-79	7.9%	65.8%	
#6	\$100.00 to	249.99	111,531.20	70,415.00	-41,116.20	63.1%	138.37	806	531	-275	49.4%	65.8%	
#7	\$250.00 to	499.99	61,086.00	30,610.00	-30,476.00	50.1%	267.92	228	114	-114	27.0%	50.0%	
#8	\$500.00 to	999.99	7,920.00	6,390.00	-1,530.00	80.6%	565.71	14	11	-3	3.5%	78.5%	
#9	\$1000.00 or more		5,000.00	4,000.00	-1,000.00	80.0%	1,250.00	4	3	-1	2.2%	75.0%	

MEDIANS - Amount Pledged: 100.00  
 Amount Paid: 100.00  
 Balance Due: 120.00

Median amount is the midpoint in a sorted list of dollar amounts  
 for pledges audited by this report. For example in a list of 1,841  
 Pledges sorted by pledge amount the 920th record is a pledge for \$100.00