

DETAILED TOTALS FOR SOURCE CODE: M1402		DOLLAR AMOUNTS		PLEDGE COUNTS		DIFF. % TOT. RATE					
TOT. PLEDGED	TOT. PAID	DIFFERENCE	RATE	AVG. PLEDGE	AVG. PAID	PLEDGED	PAID	DIFF.	% TOT.	RATE	
TOTAL for M1402	596,985.30	337,211.99	-259,773.31	56.4%	123.65	113.73	4,828	2,965	-1,863	100.0%	61.4%
Sustaining roll-overs:		0.00									
Grand Total:		337,211.99									

BY PURPOSE...

Acquisitions	124,685.90	70,705.57	-53,980.33	56.7%	118.41	107.29	1,053	659	-394	20.8%	62.5%
Renewals	141,209.40	77,411.42	-63,797.98	54.8%	121.00	110.58	1,167	700	-467	23.6%	59.9%
Rejoins	113,702.00	62,052.00	-51,650.00	54.5%	123.05	112.20	924	553	-371	19.0%	59.8%
Additional Gifts	217,388.00	127,043.00	-90,345.00	58.4%	129.09	120.64	1,684	1,053	-631	36.4%	62.5%
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	517,775.90	282,587.99	-235,187.91	54.5%	125.36	116.24	4,130	2,431	-1,699	86.7%	58.8%
Web Site	79,209.40	54,624.00	-24,585.40	68.9%	113.48	102.29	698	534	-164	13.2%	76.5%

BY PLAN TYPE...

Lump-Sum Payments	488,241.90	336,882.90	-151,359.00	68.9%	115.12	114.39	4,241	2,945	-1,296	81.7%	69.4%
Install Plans	104,491.40	229.09	-104,262.31	0.2%	183.96	12.05	568	19	-549	17.5%	3.3%
E.F.T. Plans	4,252.00	100.00	-4,152.00	2.3%	223.78	100.00	19	1	-18	0.7%	5.2%
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	428,733.40	319,071.09	-109,662.31	74.4%	127.59	115.35	3,360	2,766	-594	71.8%	82.3%
Premiums Requested	168,251.90	18,140.90	-150,111.00	10.7%	114.61	91.16	1,468	199	-1,269	28.1%	13.5%
No Premiums	557,770.40	310,305.09	-247,465.31	55.6%	137.11	128.22	4,068	2,420	-1,648	93.4%	59.4%

BY GIFT SIZE...

#1	\$1.00 to	24.99	1,733.00	1,267.00	466.00	73.1%	14.44	14.39	120	88	32	0.2%	73.3%
#2	\$25.00 to	44.99	14,456.00	10,293.00	-4,163.00	71.2%	27.27	27.44	530	375	-155	2.4%	70.7%
#3	\$45.00 to	59.99	25,026.00	18,791.00	-6,235.00	75.0%	49.95	49.97	501	376	-125	4.1%	75.0%
#4	\$60.00 to	74.99	19,795.00	10,948.00	-8,847.00	55.3%	60.72	59.82	326	183	-143	3.3%	56.1%
#5	\$75.00 to	99.99	44,541.00	29,112.00	-15,429.00	65.3%	79.11	78.89	563	369	-194	7.4%	65.5%
#6	\$100.00 to	249.99	301,761.40	169,979.09	-131,782.31	56.3%	136.35	131.15	2,213	1,296	-917	50.5%	58.5%
#7	\$250.00 to	499.99	151,871.00	69,960.00	-81,911.00	46.0%	294.89	290.29	515	241	-274	25.4%	46.7%
#8	\$500.00 to	999.99	21,041.00	13,301.00	-7,740.00	63.2%	539.51	511.57	39	26	-13	3.5%	66.6%
#9	\$1000.00 or more		16,760.90	13,560.90	-3,200.00	80.9%	1,197.20	1,232.80	14	11	-3	2.8%	78.5%

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