

FR2

DETAILED TOTALS FOR SOURCE CODE: M1402 February 2014 Pledge RES. METHOD: ALL

		DOLLAR AMOUNTS		PLEDGE COUNTS		%							
TOT. PLEDGED	TOT. PAID	DIFFERENCE	RATE	AVG. PLEDGE	AVG. PAID	PLEDGED	PAID	DIFF.	% TOT.	RATE			
TOTAL for M1402 :	597,440.30	418,699.12	-178741.18	70.0%	123.64	102.52	4,832	4,084	-748	100.0%	84.5%		
Sustaining roll-overs:		0.00											
Grand Total:		418,699.12											
BY PURPOSE...													
Acquisitions	125,085.90	79,255.08	-45,830.82	63.3%	118.67	92.15	1,054	860	-194	20.9%	81.5%		
Renewals	141,879.40	101,272.98	-40,606.42	71.3%	121.36	100.56	1,169	1,007	-162	23.7%	86.1%		
Rejoins	113,792.00	75,142.19	-38,649.81	66.0%	123.15	98.61	924	762	-162	19.0%	82.4%		
Additional gifts	216,683.00	163,028.87	-53,654.13	75.2%	128.59	112.04	1,685	1,455	-230	36.2%	86.3%		
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	519,130.90	356,593.36	-162537.54	68.6%	125.57	103.96	4,134	3,430	-704	86.8%	82.9%		
WEB: Web Site	78,309.40	62,105.76	-16,203.64	79.3%	112.19	94.96	698	654	-44	13.1%	93.6%		
by PLAN TYPE...													
Lump-Sum Payments	485,561.90	407,351.75	-78,210.15	83.8%	114.76	114.39	4,231	3,561	-670	81.2%	84.1%		
Instal1 Plans	107,556.40	11,096.61	-96,459.79	10.3%	184.80	21.50	582	516	-66	18.0%	88.6%		
E.F.T. Plans	4,322.00	250.76	-4,071.24	5.8%	227.47	35.82	19	7	-12	0.7%	36.8%		
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	433,503.40	335,698.61	-97,804.79	77.4%	127.76	101.32	3,393	3,313	-80	72.5%	97.6%		
	163,936.90	83,000.51	-80,936.39	50.6%	113.92	107.65	1,439	771	-668	27.4%	53.5%		
Premiums Requested													
	558,335.40	386,387.72	-171947.68	69.2%	137.28	113.27	4,067	3,411	-656	93.4%	83.8%		
No Premiums	39,104.90	32,311.40	-6,793.50	82.6%	51.11	48.01	765	673	-92	6.5%	87.9%		
BY GIFT SIZE...													
#1	\$1.00 to	24.99	1,743.00	1,493.00	250.00	85.6%	14.40	14.78	121	101	20	0.2%	83.4%
#2	\$25.00 to	44.99	14,501.00	12,324.00	-2,177.00	84.9%	27.30	27.50	531	448	-83	2.4%	84.3%
#3	\$45.00 to	59.99	25,031.00	21,830.17	-3,200.83	87.2%	49.96	49.72	501	439	-62	4.1%	87.6%
#4	\$60.00 to	74.99	19,665.00	14,131.83	-5,533.17	71.8%	60.69	52.73	324	268	-56	3.2%	82.7%
#5	\$75.00 to	99.99	44,536.00	33,298.94	-11,237.06	74.7%	79.10	73.99	563	450	-113	7.4%	79.9%
#6	\$100.00 to	249.99	302,541.40	214,663.81	-87,877.59	70.9%	136.46	113.39	2,217	1,893	-324	50.6%	85.3%
#7	\$250.00 to	499.99	152,621.00	90,825.47	-61,795.53	59.5%	294.63	207.36	518	438	-80	25.5%	84.5%
#8	\$500.00 to	999.99	21,041.00	16,371.00	-4,670.00	77.8%	539.51	481.50	39	34	-5	3.5%	87.1%
#9	\$1000.00 or more		15,760.90	13,760.90	-2,000.00	87.3%	1,212.37	1,058.53	13	13	0	2.6%	100.0%