

2017-18 Direct Mail Appeals - Performance Data

Direct Mail Appeals Report - Core operations and Special appeals

Project Name (FY2018)	Appeals for (Designation)	Impacts Synod Net Assets	Number of packages mailed	Design, Printing, Postage Costs	Gift Count	Response Rate (Target is 2.0%)	Gross Gifts (\$)	Net \$s to Program	Avg Gift	Cost per \$1 raised (gCPDR)	NET Yield per 1,000 mailed	NET revenue per piece MAILED
June 2018 Appeal	Global Mission Fund	Y	34,845	\$ 20,212	1,240	3.56%	\$ 125,074	\$ 104,862	\$ 100.87	\$ 0.16	3,009	3.01
May 2018 Appeal	LCMS Joint Seminary Fund	N	34,332	\$ 16,438	693	2.02%	\$ 118,927	\$ 102,489	\$ 171.61	\$ 0.14	2,985	2.99
April 2018 Appeal	Global Mission Fund	Y	21,259	\$ 19,142	703	3.31%	\$ 76,330	\$ 57,188	\$ 108.58	\$ 0.25	2,690	2.69
March 2018 Appeal	Global Mission Fund	Y	52,994	\$ 23,257	1,157	2.18%	\$ 99,200	\$ 75,943	\$ 85.74	\$ 0.23	1,433	1.43
February 2018 Appeal	Lutheran Center for Religious Liberty	N	51,089	\$ 25,904	1,691	3.31%	\$ 147,355	\$ 121,451	\$ 87.41	\$ 0.18	2,377	2.38
<i>February Stewardship and EOY Statements (BRE only)</i>	<i>Not technically an appeal</i>	<i>P</i>	<i>43,572</i>	<i>\$ 23,137</i>	<i>720</i>	<i>1.65%</i>	<i>\$ 84,064</i>	<i>\$ 60,927</i>	<i>\$ 116.76</i>	<i>\$ 0.28</i>	<i>1,398</i>	<i>1.40</i>
January 2018 JSF Appeal	LCMS Joint Seminary Fund	N	5,253	\$ 4,719	566	10.77%	\$ 65,454	\$ 60,735	\$ 115.64	\$ 0.07	11,562	11.56
January 2018 Appeal	World Relief & Human Care / Soldiers of the Cross	N	20,534	\$ 14,130	876	4.27%	\$ 91,481	\$ 77,351	\$ 104.43	\$ 0.15	3,767	3.77
December 2017 Appeal	Global Mission Fund	Y	36,845	\$ 20,154	987	2.68%	\$ 130,000	\$ 109,846	\$ 131.71	\$ 0.16	2,981	2.98
November 2017 Disaster Follow-up	Disaster Relief and Response	P	77,763	\$ 29,161	1,729	2.22%	\$ 183,322	\$ 154,161	\$ 106.03	\$ 0.16	1,982	1.98
November 2017 Appeal	LCMS - All Ministries and Programs	P	63,811	\$ 35,439	2,316	3.63%	\$ 302,892	\$ 267,453	\$ 130.78	\$ 0.12	4,191	4.19
October 2017 Appeal	Synod Unrestricted (<i>Together As Synod</i>)	Y	51,661	\$ 24,590	1,551	3.00%	\$ 130,057	\$ 105,467	\$ 83.85	\$ 0.19	2,042	2.04
September 2017 - MAF Appeal	Ministry to the Armed Forces (OIM)	Y	36,733	\$ 19,524	1,591	4.33%	\$ 173,086	\$ 153,562	\$ 108.79	\$ 0.11	4,180	4.18
September 2017 - JSF Congregations Appeal	LCMS Joint Seminary Fund (Congr., Groups)	N	9,464	\$ 6,577	43	0.45%	\$ 13,932	\$ 7,355	\$ 324.00	\$ 0.47	777	0.78
September 2017 Appeal	Global Mission Fund	Y	20,006	\$ 12,320	493	2.46%	\$ 124,872	\$ 112,552	\$ 253.29	\$ 0.10	5,626	5.63
2017 Hurricane Harvey - Air Gram Emergency	Disaster Relief and Response	P	74,348	\$ 33,066	10,333	13.90%	\$ 1,185,489	\$ 1,152,423	\$ 114.73	\$ 0.03	15,500	15.50
August - Giving Programs	Giving programs (AR, Senders, Messengers)	Y	15,509	\$ 13,354	211	1.36%	\$ 9,991	\$ (3,363)	\$ 47.35	\$ 1.34	(217)	(0.22)
August 2017 - Renewal/Recruitment	Global Mission Fund and Joint Seminary Fund	Y	35,975	\$ 13,778	235	0.65%	\$ 7,896	\$ (5,882)	\$ 33.60	\$ 1.74	(164)	(0.16)
August 2017 Appeal	Global Mission Fund and Joint Seminary Fund	N	57,291	\$ 24,294	1,272	2.22%	\$ 110,487	\$ 86,193	\$ 86.86	\$ 0.22	1,504	1.50
July 2017 Appeal	Global Mission Fund	Y	19,812	\$ 12,854	678	3.42%	\$ 69,629	\$ 56,775	\$ 107.45	\$ 0.18	2,866	2.87
Total			763,096	\$ 392,050	29,085	3.81%	\$ 3,249,538	\$ 2,857,488	\$ 111.73	\$ 0.12	3,745	3.74
Active contributors and renewals			711,612	\$ 364,918	28,639	4.02%	\$ 3,231,651	\$ 2,866,733	\$ 112.84	\$ 0.11	4,029	4.03
Acquisition and reactivation			51,484	\$ 27,132	446	0.87%	\$ 17,887	\$ (9,245)	\$ 40.11	\$ 1.52	(180)	(0.18)