

**Client Name Year
Results Summary Report**

Package	Mailcode Series	Mail Date	Quantity	Total Cost	Cost /LM	Donors	% Response	Gross	\$ avg	Net	Net /LM	Status	Caged
HOUSEFILE APPEALS													
House 1	A	Aug	98,000	\$ 37,240.00	\$ 0.38	4,135	4.22%	\$ 187,812.00	\$ 45.42	\$ 150,572.00	\$ 1.54	Open	date
House 2	B	Sep	98,000	\$ 38,220.00	\$ 0.39	2,249	2.29%	\$ 78,101.49	\$ 34.73	\$ 39,881.49	\$ 0.41	Open	date
House 3	C	Nov	101,000	\$ 37,370.00	\$ 0.37	2,261	2.24%	\$ 89,417.16	\$ 39.55	\$ 52,047.16	\$ 0.52	Open	date
House 4	D	Jan	103,000	\$ 37,080.00	\$ 0.36	6,032	5.86%	\$ 252,749.66	\$ 41.90	\$ 215,669.66	\$ 2.09	Open	date
House 5	E	Feb	109,000	\$ 43,600.00	\$ 0.40	4,070	3.73%	\$ 172,948.98	\$ 42.49	\$ 129,348.98	\$ 1.19	Open	date
House 6	F	Mar	119,000	\$ 48,790.00	\$ 0.41	1,890	1.59%	\$ 74,773.00	\$ 39.56	\$ 25,983.00	\$ 0.22	Open	date
House 7	J	Apr	127,000	\$ 53,340.00	\$ 0.42	1,881	1.48%	\$ 84,474.88	\$ 44.91	\$ 31,134.88	\$ 0.25	Open	date
House 8	K	May	135,450	\$ 43,344.00	\$ 0.32	3,744	2.76%	\$ 97,729.52	\$ 26.10	\$ 54,385.52	\$ 0.40	Open	date
WHITE MAIL	WM	NA	-	\$ -	\$ -	1,043	0.00%	\$ 29,891.81	\$ 28.66	\$ 29,891.81	#DIV/0!	Open	date
CLOSED CODE	CC	NA	-	\$ -	\$ -	175	0.00%	\$ 8,694.50	\$ 49.68	\$ 8,694.50	#DIV/0!	Open	date
Sub-Total House	-	-	890,450	\$ 338,984.00	\$ 0.38	27,480	3.09%	\$ 1,076,593.00	\$ 39.18	\$ 737,609.00	\$ 0.83		-
THANK YOU PROGRAM													
TKU PROGRAM	TKU		25,458	\$ 25,429.34	\$ 1.00	771	3.03%	\$ 16,341.59	\$ 21.20	\$ (9,087.75)	\$ (0.36)	Open	date
PROSPECTING MEMBERSHIP													
Lapsed	A	Jul	59,144	\$ 19,282.09	\$ 0.33	1,000	1.69%	\$ 39,445.00	\$ 39.45	\$ 20,162.91	\$ 0.34	Open	date
Lapsed	B	Sep	40,987	\$ 15,361.77	\$ 0.37	450	1.10%	\$ 10,720.00	\$ 23.82	\$ (4,641.77)	\$ (0.11)	Open	date
Lapsed	C	Nov	42,506	\$ 12,120.58	\$ 0.29	450	1.06%	\$ 14,990.00	\$ 33.31	\$ 2,869.42	\$ 0.07	Open	date
Lapsed	D	Jan	77,542	\$ 31,119.62	\$ 0.40	1,299	1.68%	\$ 45,633.22	\$ 35.13	\$ 14,513.60	\$ 0.19	Open	date
PR test 1	E	Jan	500,000	\$ 205,000.00	\$ 0.41	5,390	1.08%	\$ 110,567.50	\$ 20.51	\$ (94,432.50)	\$ (0.19)	Open	date
Lapsed	F	Mar	62,176	\$ 21,137.60	\$ 0.34	664	1.07%	\$ 26,461.41	\$ 39.85	\$ 5,323.81	\$ 0.09	Open	date
PR test 1 roll 1	G	Mar	750,000	\$ 330,000.00	\$ 0.44	9,100	1.21%	\$ 241,029.69	\$ 26.49	\$ (88,970.31)	\$ (0.12)	Open	date
Lapsed/PR	H	Apr	650,000	\$ 260,000.00	\$ 0.40	8,700	1.34%	\$ 217,500.00	\$ 25.00	\$ (42,500.00)	\$ (0.07)	Open	date
Lapsed/PR	K	May	759,000	\$ 55,835.04	\$ 0.43	8,540	1.13%	\$ 33,014.16	\$ 23.00	\$ (22,820.88)	\$ (0.03)	Open	date
Sub-Total Prospecting	-	-	2,941,355	\$ 949,856.70	\$ 0.32	35,593	1.21%	\$ 739,360.98	\$ 20.77	\$ (210,495.72)	\$ (0.07)		-
Sub-Total: Housefile			890,450	\$ 338,984.00	\$ 0.38	27,480	3.09%	\$ 1,076,593.00		\$ 737,609.00	\$ 0.83		
TKU Program			25,458	\$ 25,429.34	\$ 1.00	771	3.03%	\$ 16,341.59		\$ (9,087.75)			
Sub-Total: Prospecting			2,941,355	\$ 949,856.70	\$ 0.32	35,593	1.21%	\$ 739,360.98		\$ (210,495.72)	\$ (0.07)		
Caging Estimate				\$ 26,361.19						(\$26,361.19)			
BRE Estimate				\$ 33,965.01						(\$33,965.01)			
GRAND TOTAL			3,857,263	\$ 1,374,596.24	\$ 0.36	63,844	1.66%	\$ 1,832,295.57	\$ 28.70	\$ 457,699.33	\$ 0.12		