

Fall and Christmas Direct Mail Appeal Overview

As has been previously communicated to the board, we are currently in the process of implementing the annual mailing strategy developed to increase response rates and the number of donors elevating their gifts in response to a direct ask. Annual appeals are delivered quarterly each year.

Fall Appeal

- Fall appeal letter delivered to approximately 4,000 donors.
- Total gifts - 200
- A response rate of 4.98% - national direct mail response average 5%.
- Total of contributions - \$29,762.

Christmas Appeal

- Christmas card and appeal letter delivered to approximately 7,500 donors including all three schools and parish.
- Christmas cards and appeal letters posted on December 1, 2020.
- Total gifts - 528
- A response rate of 7.2% - national direct mail response average 5%.
- Total of contributions - \$136,706.