05/24/2006

## **Appeal Performance Analysis**

Appeal	No. Sols	Gifts	Total Given	Avg/Gift	Goal	Cost/Gift
Package	% Resp	Donors	Total Cost	Avg/Donor	Over(Under)	Cost/Donor
Annual Exhibit	660	1	\$2,000.00	\$2,000.00	\$50,000.00	\$0.00
	0.15%	1	\$0.00	\$2,000.00	(\$48,000.00)	\$0.00
Proposal Appeal	14	1	\$10,000.00	\$10,000.00	\$10,000,000.00	\$0.00
	7.14%	1	\$0.00	\$10,000.00	(\$9,990,000.00)	\$0.00
Unsolicited	69	2	\$23,500.00	\$11,750.00	\$0.00	\$0.00
	2.90%	2	\$0.00	\$11,750.00	\$23,500.00	\$0.00
GRAND TOTALS:	743	4	\$35,500.00	\$8,875.00	\$10,050,000.00	\$0.00
	0.54%	4	\$0.00	\$8,875.00	(\$10,014,500.00)	\$0.00
Actual Counts:		4		\$8,875.00		\$0.00
		4		\$8,875.00		\$0.00

A Total of 3 Appeal(s) Listed