

Appeal Performance Analysis 2011 - Date Santiago Canyon College Foundation

| Appeal | No. Sols | Gifts | Total Given | Avg/Gift | Goal | Cost/Gift |
|-------------------------|--------------|-----------|-------------------|---------------|-------------------|---------------|
| Package | % Resp | Donors | Total Cost | Avg/Donor | Over(Under) | Cost/Donor |
| Annual2011YE | 100 | 8 | \$1,600.00 | \$200.00 | \$0.00 | \$0.00 |
| | 8.00% | 8 | \$0.00 | \$200.00 | \$1,600.00 | \$0.00 |
| Annual2012FA | 178 | 10 | \$1,425.00 | \$142.50 | \$0.00 | \$0.00 |
| | 5.62% | 10 | \$0.00 | \$142.50 | \$1,425.00 | \$0.00 |
| Annual2012SP | 178 | 3 | \$400.00 | \$133.33 | \$0.00 | \$0.00 |
| | 1.69% | 3 | \$0.00 | \$133.33 | \$400.00 | \$0.00 |
| Annual2012YE | 200 | 7 | \$2,275.00 | \$325.00 | \$0.00 | \$0.00 |
| | 3.50% | 7 | \$0.00 | \$325.00 | \$2,275.00 | \$0.00 |
| Annual2013YE | 325 | 3 | \$2,650.00 | \$883.33 | \$0.00 | \$0.00 |
| | 0.92% | 3 | \$0.00 | \$883.33 | \$2,650.00 | \$0.00 |
| Business2013FA | 7 | 0 | \$0.00 | \$0.00 | \$0.00 | \$0.00 |
| | 0.00% | 0 | \$0.00 | \$0.00 | \$0.00 | \$0.00 |
| Annual2013FA | 250 | 4 | \$650.00 | \$162.50 | \$0.00 | \$0.00 |
| | 1.60% | 4 | \$0.00 | \$162.50 | \$650.00 | \$0.00 |
| Annual2013SP | 200 | 5 | \$650.00 | \$130.00 | \$0.00 | \$0.00 |
| | 2.50% | 5 | \$0.00 | \$130.00 | \$650.00 | \$0.00 |
| Annual2014SP | 250 | 3 | \$1,450.00 | \$483.33 | \$0.00 | \$0.00 |
| | 1.20% | 3 | \$0.00 | \$483.33 | \$1,450.00 | \$0.00 |
| Annual2015Report | 225 | 2 | \$2,000.00 | \$1,000.00 | \$1,000.00 | \$0.00 |
| | 0.89% | 2 | \$0.00 | \$1,000.00 | \$1,000.00 | \$0.00 |
| Annual2015SU | 1,178 | 15 | \$4,675.00 | \$311.67 | \$2,500.00 | \$7.62 |
| | 1.27% | 15 | \$114.23 | \$311.67 | \$2,175.00 | \$7.62 |
| 2015 Summer DM | 518 | 14 | \$4,525.00 | \$323.21 | \$0.00 | \$8.16 |
| | 2.70% | 14 | \$114.23 | \$323.21 | \$4,525.00 | \$8.16 |
| 2015 Summer Email | 660 | 0 | \$0.00 | \$0.00 | \$0.00 | \$0.00 |
| | 0.00% | 0 | \$0.00 | \$0.00 | \$0.00 | \$0.00 |
| <i>Packages Totals:</i> | <i>1,178</i> | <i>14</i> | <i>\$4,525.00</i> | <i>\$0.00</i> | <i>\$0.00</i> | <i>\$0.00</i> |
| | <i>1.19%</i> | <i>14</i> | <i>\$114.23</i> | <i>\$0.00</i> | <i>\$4,525.00</i> | <i>\$0.00</i> |
| Annual2015YE | 1,566 | 9 | \$875.00 | \$97.22 | \$2,500.00 | \$0.00 |
| | 0.57% | 9 | \$0.00 | \$97.22 | (\$1,625.00) | \$0.00 |

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| Appeal | No. Sols | Gifts | Total Given | Avg/Gift | Goal | Cost/Gift |
|-------------------------|--------------|------------|--------------------|-----------------|---------------------|---------------|
| Package | % Resp | Donors | Total Cost | Avg/Donor | Over(Under) | Cost/Donor |
| 2015YEAcquisitionDM | 1,191 | 5 | \$325.00 | \$65.00 | \$1,000.00 | \$0.00 |
| | 0.42% | 5 | \$0.00 | \$65.00 | (\$675.00) | \$0.00 |
| 2015YERenewalDM | 375 | 4 | \$550.00 | \$137.50 | \$1,500.00 | \$0.00 |
| | 1.07% | 4 | \$0.00 | \$137.50 | (\$950.00) | \$0.00 |
| <i>Packages Totals:</i> | <i>1,566</i> | <i>9</i> | <i>\$875.00</i> | <i>\$97.22</i> | <i>\$2,500.00</i> | <i>\$0.00</i> |
| | <i>0.57%</i> | <i>9</i> | <i>\$0.00</i> | <i>\$97.22</i> | <i>(\$1,625.00)</i> | <i>\$0.00</i> |
| Annual2016Report | 231 | 3 | \$210.00 | \$70.00 | \$0.00 | \$0.00 |
| | 1.30% | 3 | \$0.00 | \$70.00 | \$210.00 | \$0.00 |
| Annual2016SP | 451 | 7 | \$1,730.00 | \$247.14 | \$2,500.00 | \$0.00 |
| | 1.55% | 7 | \$0.00 | \$247.14 | (\$770.00) | \$0.00 |
| 2016 SP DM | 414 | 6 | \$1,630.00 | \$271.67 | \$0.00 | \$0.00 |
| | 1.45% | 6 | \$0.00 | \$271.67 | \$1,630.00 | \$0.00 |
| 2016SP DM ALUMNI | 37 | 1 | \$100.00 | \$100.00 | \$0.00 | \$0.00 |
| | 2.70% | 1 | \$0.00 | \$100.00 | \$100.00 | \$0.00 |
| <i>Packages Totals:</i> | <i>451</i> | <i>7</i> | <i>\$1,730.00</i> | <i>\$247.14</i> | <i>\$0.00</i> | <i>\$0.00</i> |
| | <i>1.55%</i> | <i>7</i> | <i>\$0.00</i> | <i>\$247.14</i> | <i>\$1,730.00</i> | <i>\$0.00</i> |
| Annual2016YE | 1,688 | 21 | \$3,025.00 | \$144.05 | \$5,000.00 | \$0.00 |
| | 1.18% | 20 | \$0.00 | \$151.25 | (\$1,975.00) | \$0.00 |
| 2016YEDMALUMNI | 810 | 3 | \$225.00 | \$75.00 | \$0.00 | \$0.00 |
| | 0.37% | 3 | \$0.00 | \$75.00 | \$225.00 | \$0.00 |
| 2016YEDMRENEWALS | 819 | 11 | \$2,075.00 | \$188.64 | \$0.00 | \$0.00 |
| | 1.34% | 11 | \$0.00 | \$188.64 | \$2,075.00 | \$0.00 |
| 2016YEDMRETIREE | 55 | 1 | \$25.00 | \$25.00 | \$0.00 | \$0.00 |
| | 1.82% | 1 | \$0.00 | \$25.00 | \$25.00 | \$0.00 |
| <i>Packages Totals:</i> | <i>1,684</i> | <i>15</i> | <i>\$2,325.00</i> | <i>\$155.00</i> | <i>\$0.00</i> | <i>\$0.00</i> |
| | <i>0.89%</i> | <i>15</i> | <i>\$0.00</i> | <i>\$155.00</i> | <i>\$2,325.00</i> | <i>\$0.00</i> |
| GRAND TOTALS: | 7,027 | 100 | \$23,615.00 | \$236.15 | \$13,500.00 | \$1.14 |
| | 1.41% | 99 | \$114.23 | \$238.54 | \$10,115.00 | \$1.15 |
| Actual Counts: | | 100 | | \$236.15 | | \$1.14 |
| | | 49 | | \$481.94 | | \$2.33 |

A Total of 15 Appeal(s) Listed