



QUARTERLY MAIL PROCESSING REPORT

Q2 2021 | January 1-June 30, 2021



A NOTE FROM AMY

Vice President, Strategy

In the first quarter of this year, the nonprofit industry continued to ride the wave of an incredible year-end in 2020. In many cases, performance exceeded levels in 2020. As vaccinations rolled out and restrictions lifted in many states, performance in the second quarter slowed. This trend was pronounced in the sectors whose services directly served the needs of those most impacted by the COVID-19 pandemic (human services, societal benefit, etc.).

We are just beginning to see how donors acquired during the pandemic behave. There is still a lot of runway this year and so much to understand around the true impact and sustainability of 2020.

Amy

REPORT METHODOLOGY

The organizations included in this report are a subset of Merkle Response Management's (Merkle RMG) total business to provide the most accurate year-over-year comparison. The nonprofit organizations included in this report are those that were fully onboarded, and mail processed for the full previous calendar year.

This report details mail processing transactions from January 1 through June 30, 2021. Political entities, like party committees, candidate campaigns, and PACs, are not included in this report.

This report shares processed transactions and does not account for changes to business rules, mail dates, mail volumes, or fundraising strategies. The trends reported are directional and not intended to serve as the sole source of information. Any opinions shared are our own and not the views of the organizations included in this report.

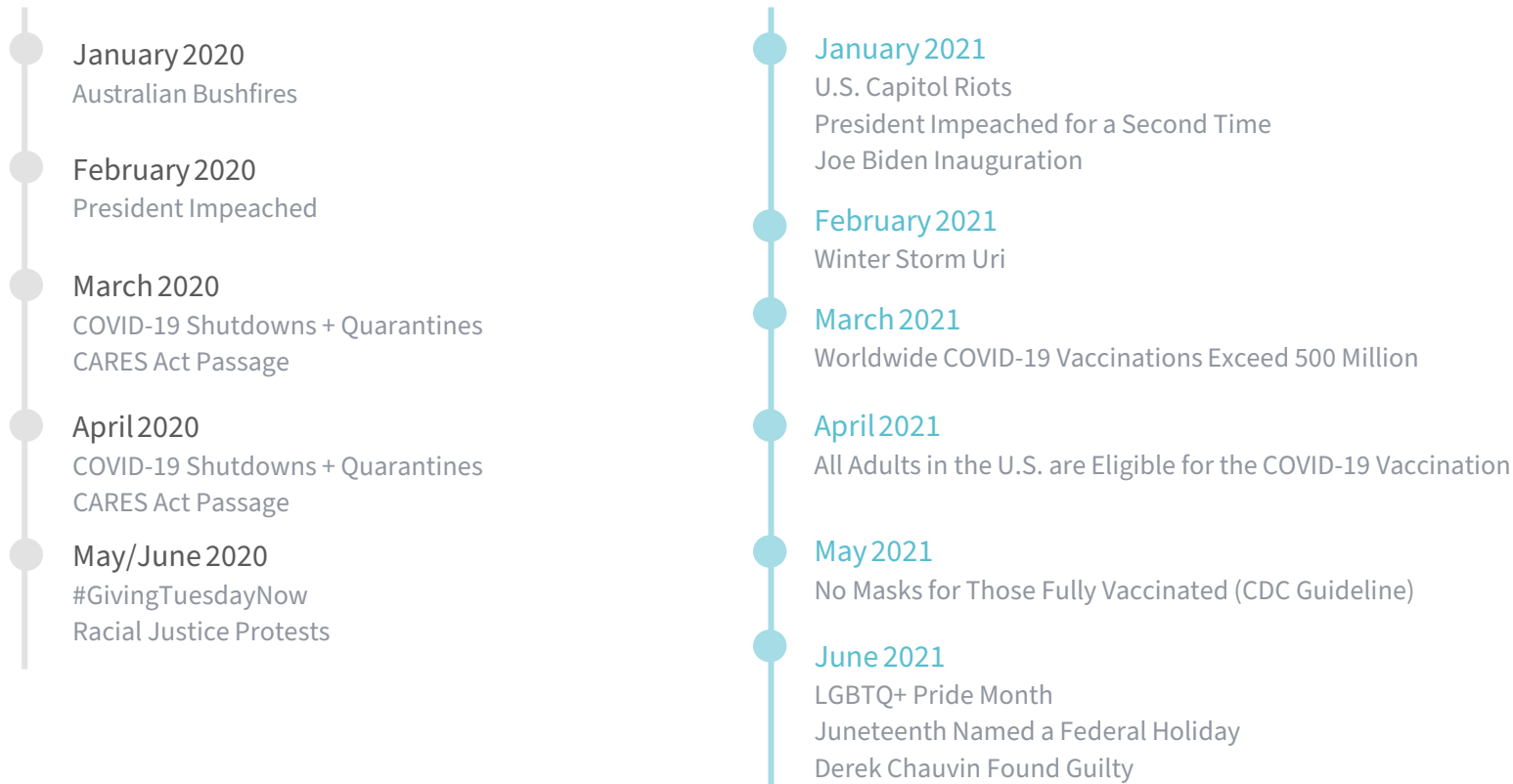
REPORT METHODOLOGY

For this report: **donations** are the number of mail pieces processed with a gift enclosed. **Revenue** refers to the amount of donations processed.



IMPORTANT 2020/2021 EVENTS

The events listed below are major events that may have impacted direct mail fundraising in 2020 and 2021.



NONPROFIT PERFORMANCE

RESPONSE VOLUME

RESPONSES
10.6%
YEAR-OVER-YEAR INCREASE
YTD 2020 TO 2021

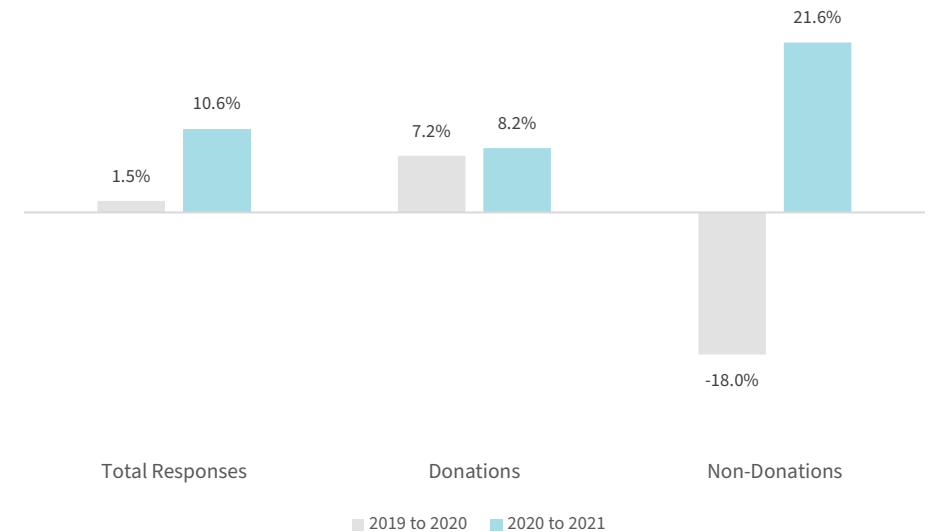
DONATIONS
8.2%
YEAR-OVER-YEAR INCREASE
YTD 2020 TO 2021

NON-DONATIONS
21.6%
YEAR-OVER-YEAR INCREASE
YTD 2020 TO 2021

- Overall responses remain higher in 2021 than in 2020; for the reporting period, responses were 10.6% higher year-over-year. This slowed in Q2, as year-over-year responses were only 2.3% higher than this year compared to last. The higher donations drove this increase during the reporting period.
- Donations were 8.2% higher this year through the end of Q2 than in 2020. This year-over-year was due to Q1, as donations in Q2 were -4.2% behind 2020. Many of the sectors saw donations begin to taper beginning in April. This decline aligns with the rollout of the COVID-19 vaccination and the lifting of restrictions imposed due to the pandemic.
- Non-donations were up 21.6% year-over-year for the period. This increase was driven by a 41.1% year-over-year jump in Q2. In April, non-donations were 68.7% higher in 2021. This trend slowed as the quarter progressed.

RESPONSE VOLUME | YTD Year-Over-Year Comparison

Compares the year-over-year variance year-to-date



Detailed quarterly and monthly views of this data can also be found in Appendix A.

DONATION VOLUME

TOTAL

8.2%

YEAR-OVER-YEAR INCREASE
YTD 2020 TO 2021

CHECK

18.2%

YEAR-OVER-YEAR INCREASE
YTD 2020 TO 2021

CREDIT CARD

2.5%

YEAR-OVER-YEAR INCREASE
YTD 2020 TO 2021

CASH

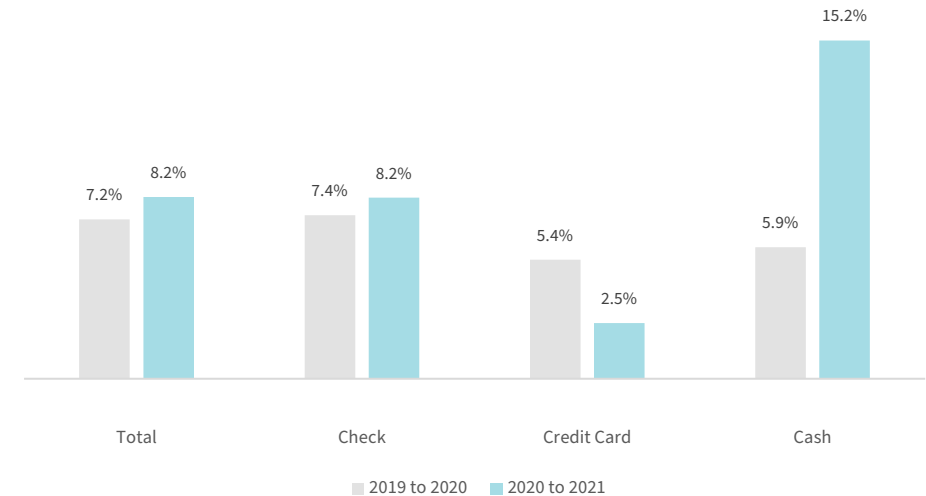
15.2%

YEAR-OVER-YEAR INCREASE
YTD 2020 TO 2021

- An 18.2% increase in checks drove the increase in year-over-year donations for the reporting period. Checks account for 90% of the donations processed.
- Cash donations increased by 15.2% in 2021 compared to 2020 and increased by 11.2% in Q2. There were more cash donations in Q2 this year than there were credit card donations.
- Despite there being more cash donations than credit card donations in Q2, credit card donations were up year-over-year by 2.5% this year compared to last. In Q2, the number of credit card donations dropped by 5.1% compared to 2020.

DONATION VOLUME | YTD Year-Over-Year Comparison

Compares the year-over-year variance year-to-date



Detailed quarterly and monthly views of this data can also be found in Appendix A.

REVENUE

TOTAL

8.8%

YEAR-OVER-YEAR INCREASE
YTD 2020 TO 2021

CHECK

13.9%

YEAR-OVER-YEAR INCREASE
YTD 2020 TO 2021

CREDIT CARD

-44.9%

YEAR-OVER-YEAR INCREASE
YTD 2020 TO 2021

CASH

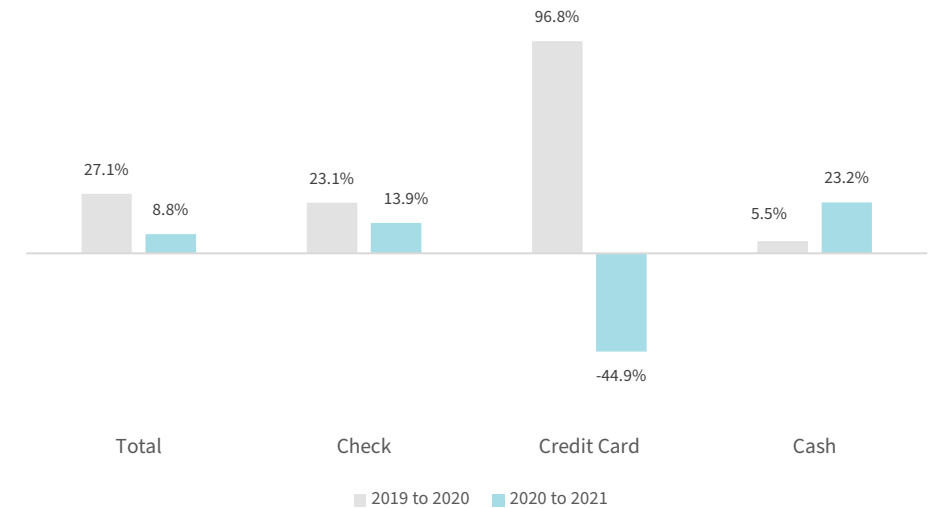
23.2%

YEAR-OVER-YEAR INCREASE
YTD 2020 TO 2021

- Year-to-date revenue was 8.8% higher this year compared to 2020. This increase in revenue was primarily driven by the increase in donation volume and strong year-over-year performance in Q1. In Q2, revenue dropped by -5.6% this year compared to last. Again, this was due to the lower year-over-year donations.
- As anticipated, revenue from check donations increased year-over-year by 13.9% through the end of June. The higher revenue in Q1 drove the year-to-date improvement, as revenue for this payment type declined year-over-year in Q2 (-5.9%).
- Credit card revenue declined by -44.9% year-to-date in 2021 compared to 2020. This is primarily due to the international relief sector, as there was a substantial increase in February 2020. When compared against 2019, credit card donations were up by 8.4% through the end of June.
- Cash donations were up 23.2% year-over-year for the reporting period. And these donations were up by 29.1% in Q2. However, cash donations account for less than 1% of the revenue processed.

REVENUE | YTD Year-Over-Year Comparison

Compares the year-over-year variance year-to-date



Detailed quarterly and monthly views of this data can also be found in Appendix A.

AVERAGE GIFT

TOTAL

0.6%

YEAR-OVER-YEAR INCREASE
YTD 2020 TO 2021

CHECK

5.3%

YEAR-OVER-YEAR INCREASE
YTD 2020 TO 2021

CREDIT CARD

-46.3%

YEAR-OVER-YEAR INCREASE
YTD 2020 TO 2021

CASH

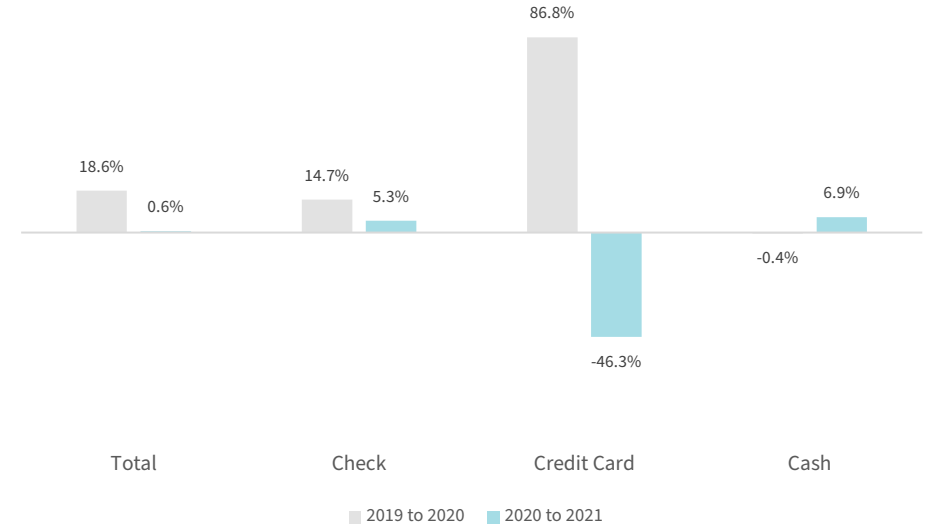
6.9%

YEAR-OVER-YEAR INCREASE
YTD 2020 TO 2021

- The average gift for the reporting period was flat year-over-year. There was a slight increase in Q1, but Q2 was down by -0.7%. In April, the average gift dropped -12.8% year-over-year. It bounced back in May (4.7%) and June (8.2%).
- Through the end of June, the average gift for check donations increased by 5.3% in 2021 compared to 2020. This increase was due to gains in Q1, as the average gift in Q2 was flat with last year.
- The -46.3% year-over-year decline in the average gift for credit card donations is misleading. As mentioned on the previous page, in February 2020, the international relief sector experienced an incredible infusion of donations. This event skews the year-over-year comparison. Q2 of this year was 2.9% higher than last, with varying modest gains in each month of the quarter.
- The average gift for cash donations was up 6.9% this year compared to last. In Q2, the average gift increased by 7.3%, with a 9.9% increase in April and a 9.2% increase in June. To put this in perspective, the average cash gift is less than \$10.00 year-to-date.

AVERAGE GIFT | YTD Year-Over-Year Comparison

Compares the year-over-year variance year-to-date



Detailed quarterly and monthly views of this data can also be found in Appendix A.

SECTOR PERFORMANCE

ANIMAL WELFARE

DONATIONS

13.6%

YEAR-OVER-YEAR INCREASE
YTD 2020 TO 2021

REVENUE

13.7%

YEAR-OVER-YEAR INCREASE
YTD 2020 TO 2021

AVG. GIFT

0.1%

YEAR-OVER-YEAR INCREASE
YTD 2020 TO 2021

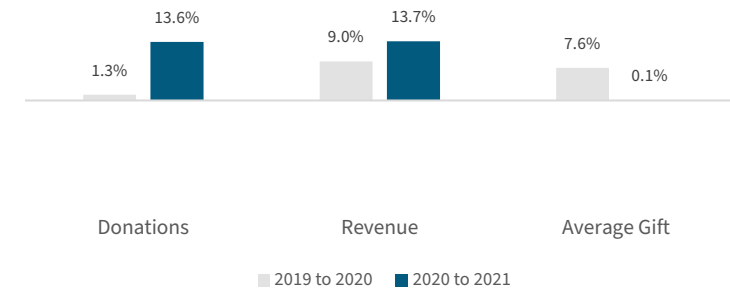
- Donations through the second quarter are 13.6% higher this year than in 2020. Increased in Q1 drove this up-tick. April was 14.1% this year than last, but donations fell by -8.6% and -0.2% in May and June.
- Revenue in this sector is up 13.7% for the year compared to the same period in 2020. Again, this increase was due to strong performance in Q1, as revenue in Q2 mirrored donations—a 16.2% increase in May and declines in May (-10.7) and June (-10.6%). However, compared to Q2 2019, revenue in those months was 3.0% and 32.6% higher in 2021.
- The year-to-date average gift was virtually flat compared to last year. In April, like donations and revenue, there was a year-over-year increase (1.8%). In May, the average gift dropped compared to 2020 but recovered in June (-0.5% year-over-year variance).

SECTOR METRICS

Detailed quarterly and monthly views of this data can also be found in Appendix B.

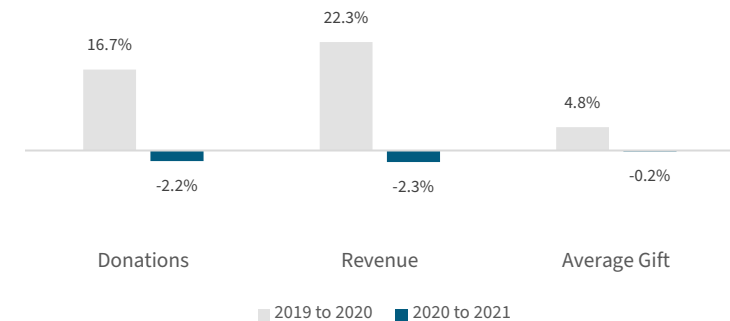
YTD Year-Over-Year Comparison

Compares the year-over-year variance year-to-date



Q2 Year-Over-Year Comparison

Compares the year-over-year variance for Q2



ARTS + CULTURE

DONATIONS

-1.7%

YEAR-OVER-YEAR INCREASE
YTD 2020 TO 2021

REVENUE

4.7%

YEAR-OVER-YEAR INCREASE
YTD 2020 TO 2021

AVG. GIFT

6.5%

YEAR-OVER-YEAR INCREASE
YTD 2020 TO 2021

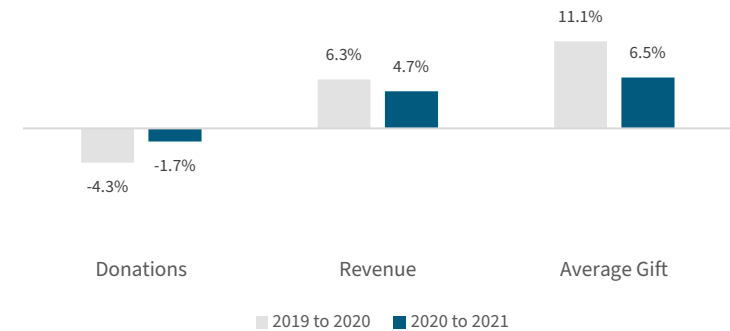
- Year-to-date, this sector is down -1.7% in donations compared to this reporting period last year. Q2 declined -18.2% year-over-year. All months in the quarter experienced a downturn, with May having the steepest of -26.7%. Shifts in giving last year due to COVID-19 may have caused the swing in these year-over-year metrics.
- Despite the decrease in donations, year-over-year revenue was 4.7% higher through the end of June. This increase was driven by significant year-over-year increases in February and March. Revenue in Q2 was down -17.5% in 2021 compared to 2020. However, when compared to 2019, revenue is only -0.8% down.
- The average gift through Q2 was 6.5% higher this year than last. In 2021, Q2 was nearly flat with the average gift in 2020. There was a slight year-over-year increase in April (3.5%), which helped offset the -2.2% decline in May.

SECTOR METRICS

Detailed quarterly and monthly views of this data can also be found in Appendix B.

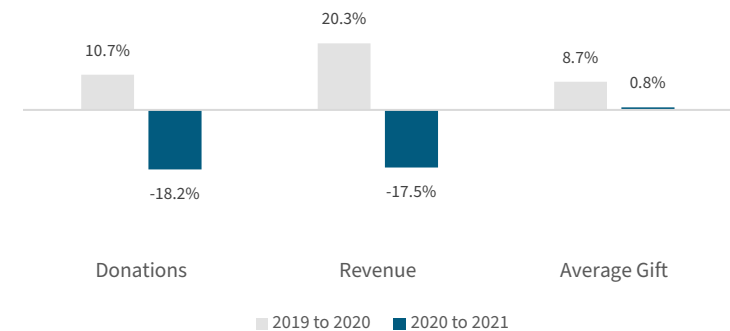
YTD Year-Over-Year Comparison

Compares the year-over-year variance year-to-date



Q2 Year-Over-Year Comparison

Compares the year-over-year variance for Q2



ENVIRONMENTAL

DONATIONS

8.7%

YEAR-OVER-YEAR INCREASE
YTD 2020 TO 2021

- Donations in this sector were 8.7% higher through the end of the quarter compared to this period in 2020, and donations in Q2 were even with last year. Like other sectors, this sector had a 20.3% year-over-year increase in April but saw declines in May (-6.6%) and June (-8.7%).

REVENUE

23.9%

YEAR-OVER-YEAR INCREASE
YTD 2020 TO 2021

- Revenue for the reporting period was 23.9% higher this year compared to last. This increase was driven by both an overall increase in donations and the average gift. In Q2, year-over-year revenue improved by 9.3%. Despite a decline in donations in May, revenue in that month was 7.1% due to a significant increase in the average gift.

AVG. GIFT

14.0%

YEAR-OVER-YEAR INCREASE
YTD 2020 TO 2021

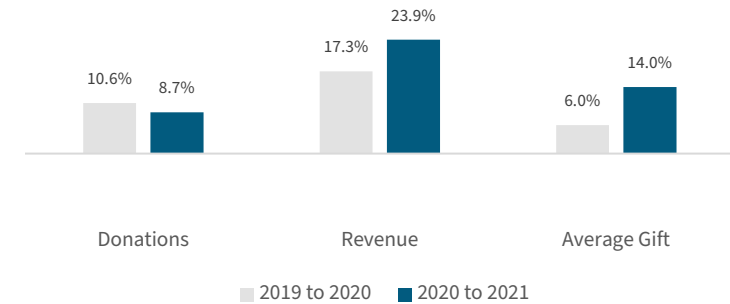
- For the first half of the year, the average gift was 14.0% higher year-over-year. While Q1 was the primary driver for the increase, Q2 had a 9.5% increase, and each month in the quarter was higher in 2021 than in 2020.

SECTOR METRICS

Detailed quarterly and monthly views of this data can also be found in Appendix B.

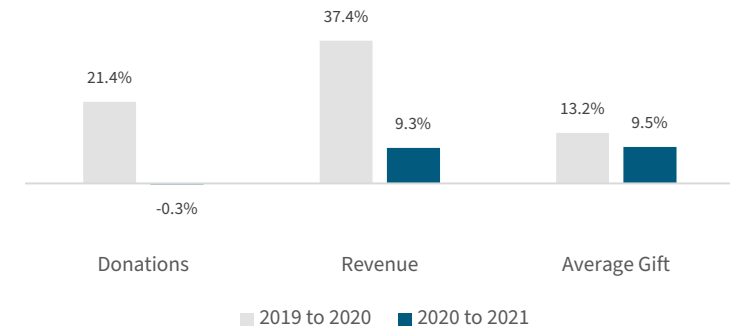
YTD Year-Over-Year Comparison

Compares the year-over-year variance year-to-date



Q2 Year-Over-Year Comparison

Compares the year-over-year variance for Q2



HEALTH

DONATIONS

12.1%

YEAR-OVER-YEAR INCREASE
YTD 2020 TO 2021

REVENUE

16.8%

YEAR-OVER-YEAR INCREASE
YTD 2020 TO 2021

AVG. GIFT

4.2%

YEAR-OVER-YEAR INCREASE
YTD 2020 TO 2021

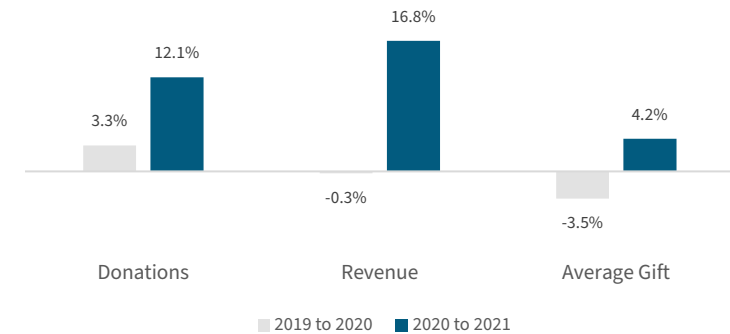
- Donations were 12.1% higher through the end of June in 2021 than during that time in the prior year. In Q2, the year-over-year increase was only 3.6%—April and June were 8.8% and 10.5% higher this year than last. In May, there was a -9.1% decrease in donations.
- Collectively, revenue was 16.8% higher this year than last. Revenue across both quarters was up in 2021 compared to 2020—a 17.3% increase in Q1 and a 16.3% increase in Q2. Where revenue in Q1 was driven by volume, the increase in Q2 revenue was due to a higher average gift.
- The average gift in this sector was up 4.2% year-over-year for the reporting period. In Q2, the average gift was 12.2% higher. There were year-over-year increases in each month in the quarter; May had the most significant year-over-year increase of 20.9%. This jump in the average gift mitigated the decline in donations on revenue in that month.

SECTOR METRICS

Detailed quarterly and monthly views of this data can also be found in Appendix B.

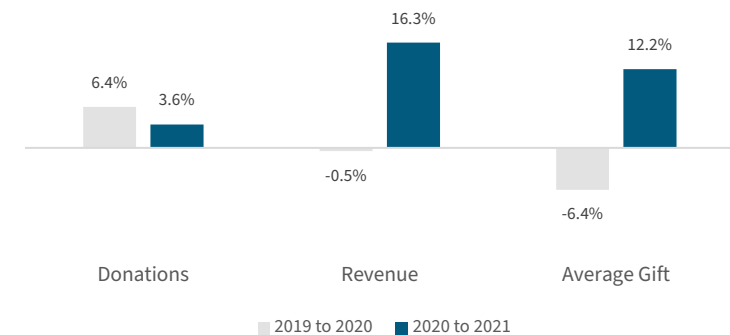
YTD Year-Over-Year Comparison

Compares the year-over-year variance year-to-date



Q2 Year-Over-Year Comparison

Compares the year-over-year variance for Q2



HUMAN SERVICES

DONATIONS

4.2%

YEAR-OVER-YEAR INCREASE
YTD 2020 TO 2021

REVENUE

17.6%

YEAR-OVER-YEAR INCREASE
YTD 2020 TO 2021

AVG. GIFT

12.9%

YEAR-OVER-YEAR INCREASE
YTD 2020 TO 2021

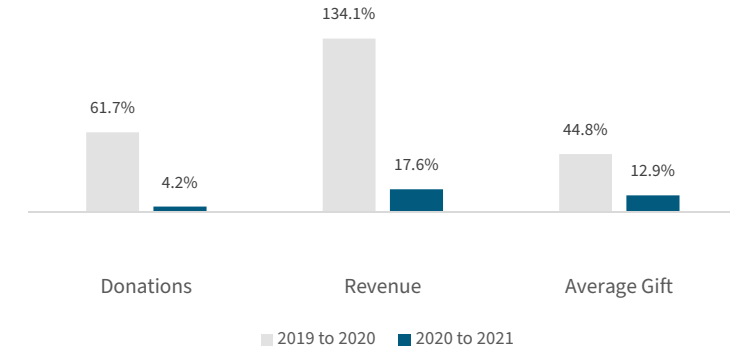
- Overall, donations were up year-over-year by 4.2% in 2021 compared to 2020. However, in Q2, donations declined by -26.8%. This year-over-year drop started in April (-4.9%) and sharply declined in May (-38.5%) and June (-35.6%). However, keep in mind the extraordinary increases in 2020 due to COVID-19. When compared in 2019, Q2 was 37.9% higher in 2021.
- Similar story as donations—through the end of June, revenue was 17.6% higher year-over-year. Where Q1 revenue was higher this year, Q2 revenue was -37.1% lower this year. The decline started in April (-19.5%) and continued through the quarter, May (-50.2%) and June (-39.8%). Again, when compared to 2019, revenue in Q2 was 107.5% higher.
- Year-to-date, the average gift was 12.9% higher this year compared to 2020. Q1 carried this improvement, as Q2 was -14.1% lower this year than last. The average gift in Q2 this year was 50.4% than the average gift in 2019.

SECTOR METRICS

Detailed quarterly and monthly views of this data can also be found in Appendix B.

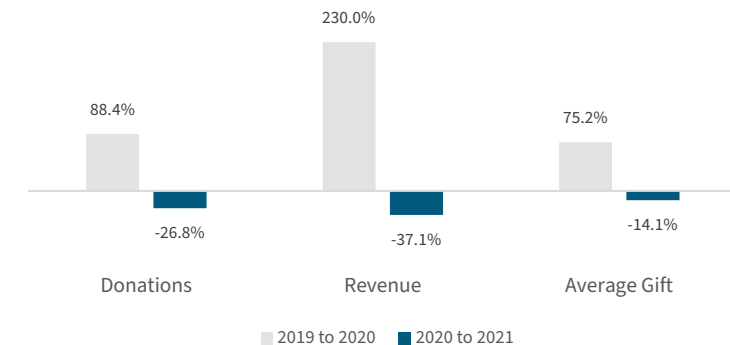
YTD Year-Over-Year Comparison

Compares the year-over-year variance year-to-date



Q2 Year-Over-Year Comparison

Compares the year-over-year variance for Q2



INTERNATIONAL RELIEF

DONATIONS

-8.5%

YEAR-OVER-YEAR INCREASE
YTD 2020 TO 2021

REVENUE

-5.8%

YEAR-OVER-YEAR INCREASE
YTD 2020 TO 2021

AVG. GIFT

3.0%

YEAR-OVER-YEAR INCREASE
YTD 2020 TO 2021

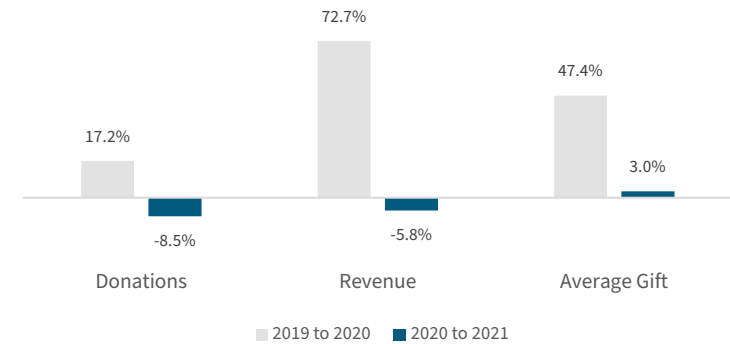
- While year-to-date donations are down by -8.5% in 2021 compared to 2020, when compared to 2019, donations are up by 7.2%. In Q2, donations declined year-over-year by -21.8%. In April, donations dropped by -25.5% year-over-year, and improved only slightly in May (-19.4%) and June (-19.7%).
- Revenue for the reporting period was down -5.8% this year compared to last. February 2020, there was an extraordinary increase at the onset of the pandemic, which in part contributed to this year-over-year decline. Q2 revenue was down by -12.8% in 2021 with declines in April (-31.4%) and May (-2.7%). June was up year-over-year with an increase of 5.6% due to an increase in the average gift.
- The year-over-year average gift was 3.0% higher through the end of June. In Q2, this metric was 11.5% higher this year, which helped offset the decline in donations on revenue. In May and June, the average gift increased by 20.8% and 31.4%, respectively.

SECTOR METRICS

Detailed quarterly and monthly views of this data can also be found in Appendix B.

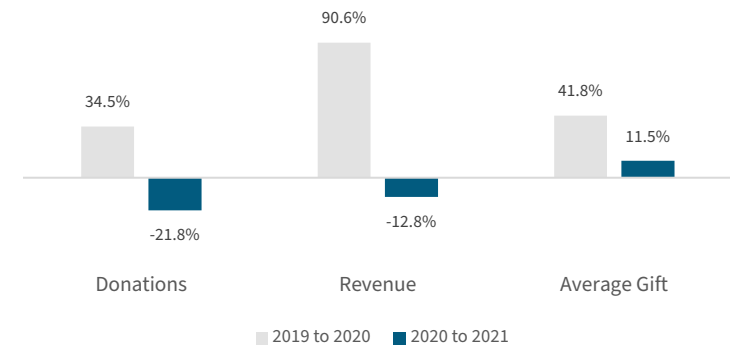
YTD Year-Over-Year Comparison

Compares the year-over-year variance year-to-date



Q2 Year-Over-Year Comparison

Compares the year-over-year variance for Q2



SOCIETAL BENEFIT

DONATIONS

11.1%

YEAR-OVER-YEAR INCREASE
YTD 2020 TO 2021

REVENUE

14.7%

YEAR-OVER-YEAR INCREASE
YTD 2020 TO 2021

AVG. GIFT

3.2%

YEAR-OVER-YEAR INCREASE
YTD 2020 TO 2021

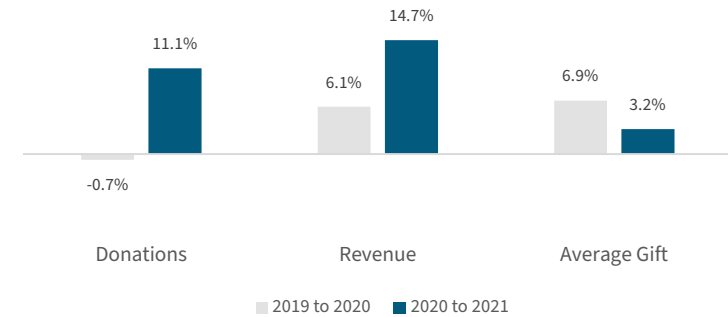
- Donations were up by 11.1% through June this year compared to last, and they were up by 3.8% in Q2. In April, year-over-year donations were up by 16.0 and tapered through the rest of the period—May (2.1%) and June (-4.7%).
- Revenue was still 14.7% higher year-to-date in 2021 than in 2020. The boost coming from Q1, as revenue in Q2 was only 5.2% higher year-over-year. In April, year-over-year revenue was 4.6% higher due to the higher number of donations. In June, revenue increased by 8.1% year-over-year because of a jump in the average gift.
- The average gift was 3.2% in 2021 compared to the prior year for this reporting period. The average gift in Q2 was slightly higher in 2021 than in 2020 (1.4%). This year-over-year improvement was due to the 13.4% improvement in June, as the average gift in April dropped by -9.9%, and in May, the average gift was virtually flat with 2020.

SECTOR METRICS

Detailed quarterly and monthly views of this data can also be found in Appendix B.

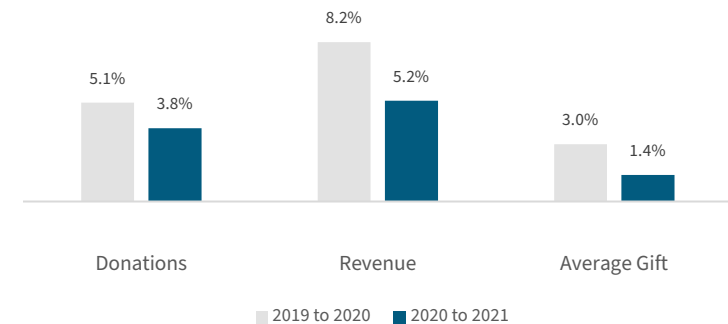
YTD Year-Over-Year Comparison

Compares the year-over-year variance year-to-date



Q2 Year-Over-Year Comparison

Compares the year-over-year variance for Q2



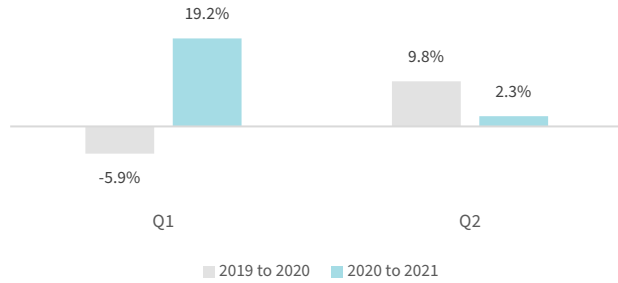
APPENDIX A

NONPROFIT PERFORMANCE

RESPONSE VOLUME

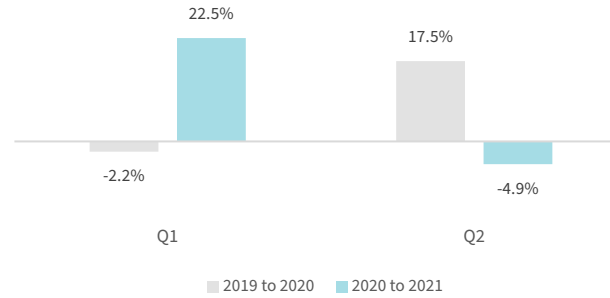
TOTAL RESPONSES | Quarterly Year-Over-Year Comparison

Compares the year-over-year variance by quarter



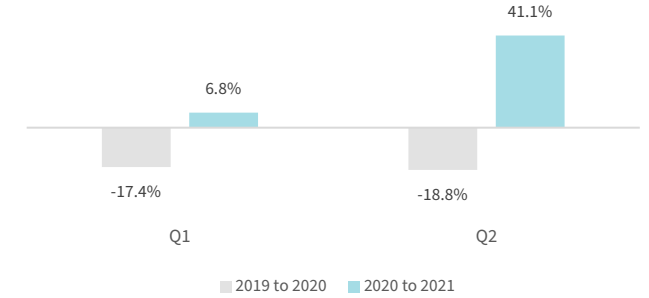
DONATIONS | Quarterly Year-Over-Year Comparison

Compares the year-over-year variance by quarter



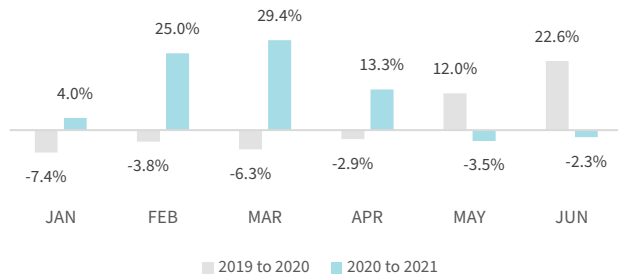
NON-DONATIONS | Quarterly Year-Over-Year Comparison

Compares the year-over-year variance by quarter



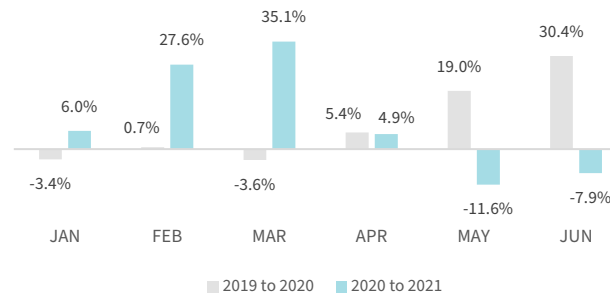
TOTAL RESPONSES | Monthly Year-Over-Year Comparison

Compares the year-over-year variance by month



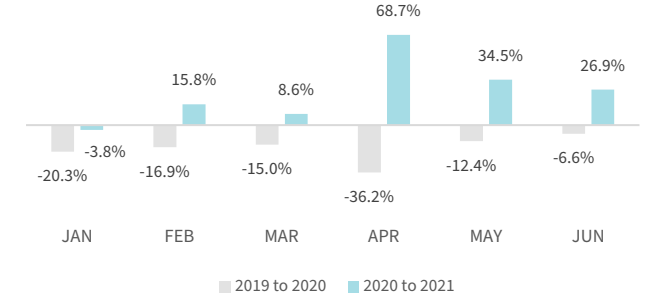
DONATIONS | Monthly Year-Over-Year Comparison

Compares the year-over-year variance by month



NON-DONATIONS | Monthly Year-Over-Year Comparison

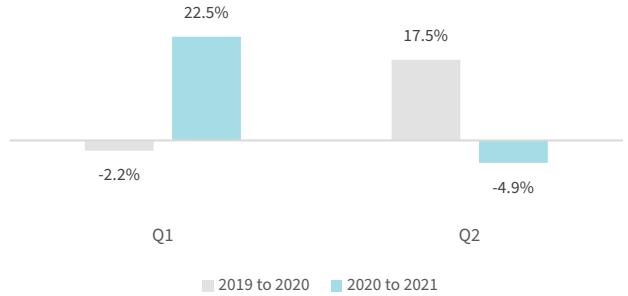
Compares the year-over-year variance by month



DONATION VOLUME

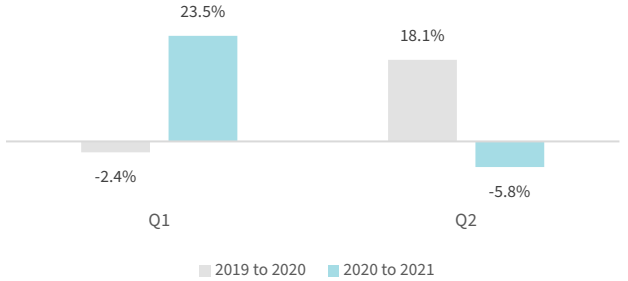
DONATIONS | Quarterly Year-Over-Year Comparison

Compares the year-over-year variance by quarter



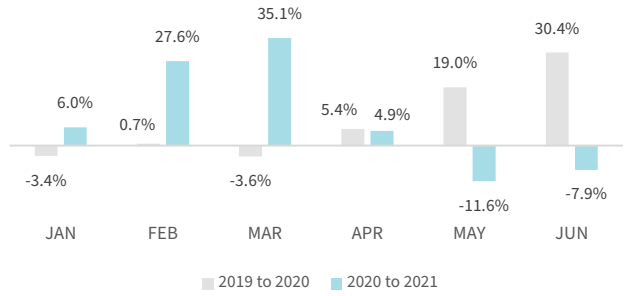
CHECK DONATIONS | Quarterly Year-Over-Year Comparison

Compares the year-over-year variance by quarter



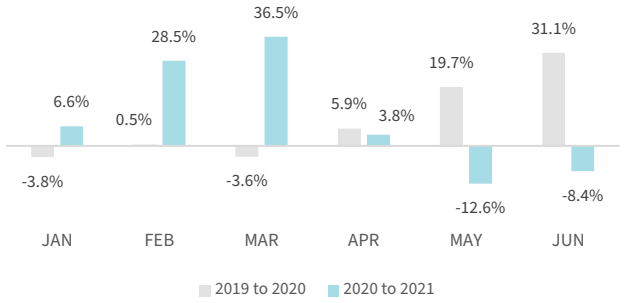
DONATIONS | Monthly Year-Over-Year Comparison

Compares the year-over-year variance by month



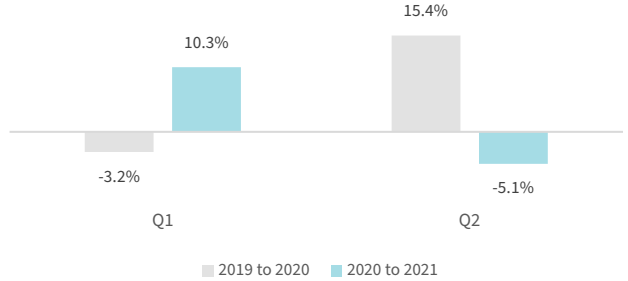
CHECK DONATIONS | Monthly Year-Over-Year Comparison

Compares the year-over-year variance by month

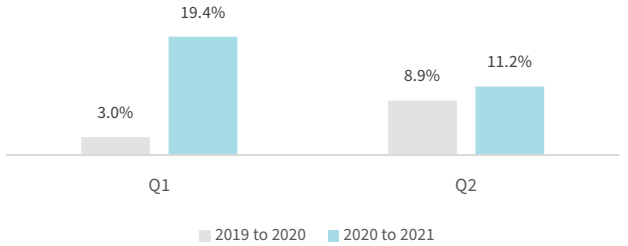


DONATION VOLUME

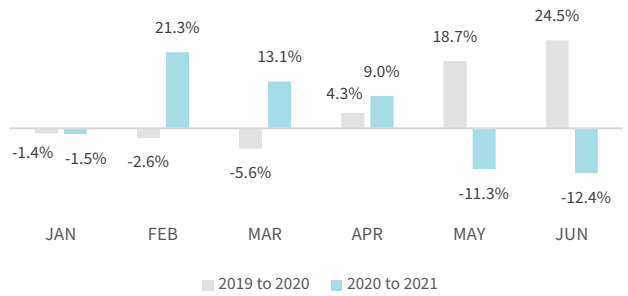
CREDIT CARD DONATIONS | Quarterly Year-Over-Year Comparison
Compares the year-over-year variance by quarter



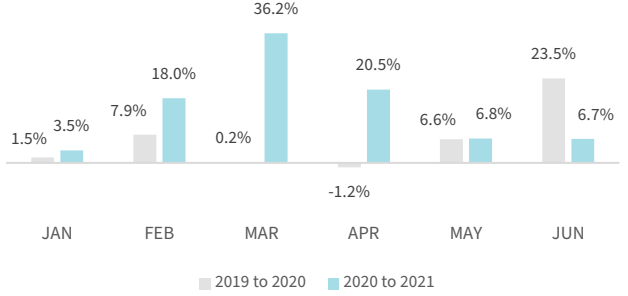
CASH DONATIONS | Quarterly Year-Over-Year Comparison
Compares the year-over-year variance by quarter



CREDIT CARD DONATIONS | Monthly Year-Over-Year Comparison
Compares the year-over-year variance by month



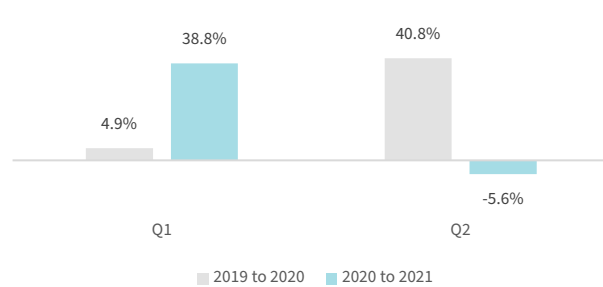
CASH | Monthly Year-Over-Year Comparison
Compares the year-over-year variance by month



REVENUE

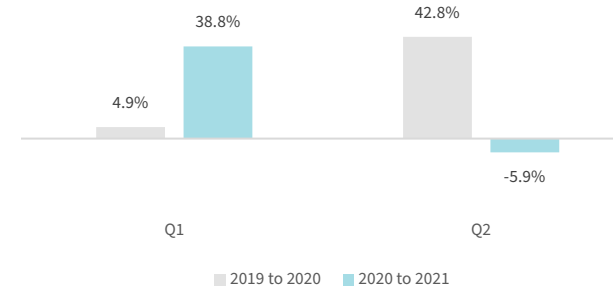
TOTAL REVENUE | Quarterly Year-Over-Year Comparison

Compares the year-over-year variance by quarter



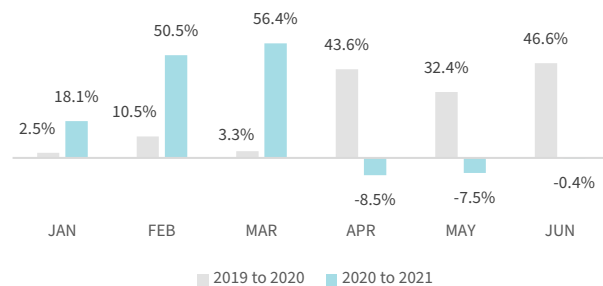
CHECK REVENUE | Quarterly Year-Over-Year Comparison

Compares the year-over-year variance by quarter



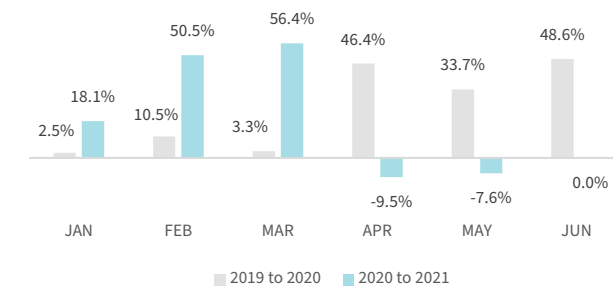
TOTAL REVENUE | Monthly Year-Over-Year Comparison

Compares the year-over-year variance by month



CHECK REVENUE | Monthly Year-Over-Year Comparison

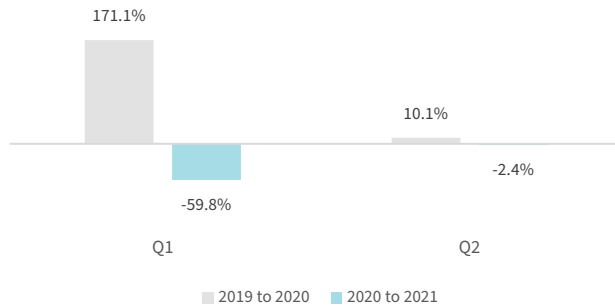
Compares the year-over-year variance by month



REVENUE

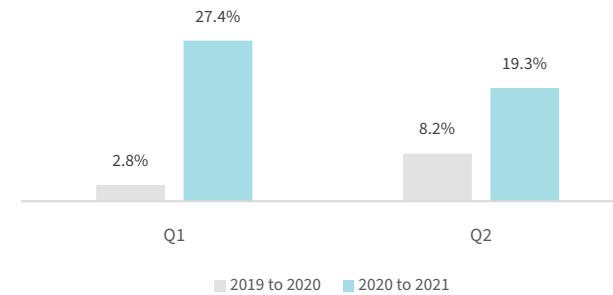
CREDIT CARD REVENUE | Quarterly Year-Over-Year Comparison

Compares the year-over-year variance by quarter



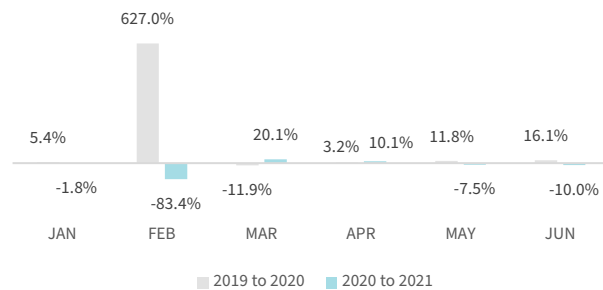
CASH REVENUE | Quarterly Year-Over-Year Comparison

Compares the year-over-year variance by quarter



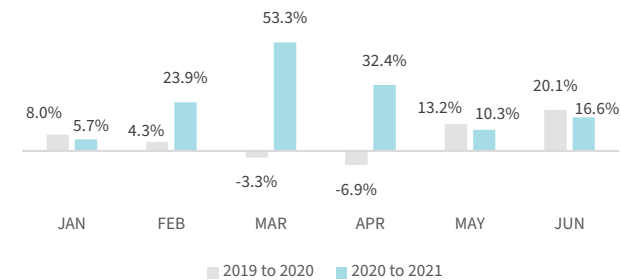
CREDIT CARD REVENUE | Monthly Year-Over-Year Comparison

Compares the year-over-year variance by month



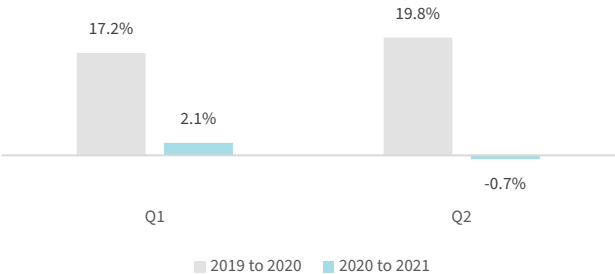
CASH REVENUE | Monthly Year-Over-Year Comparison

Compares the year-over-year variance by month

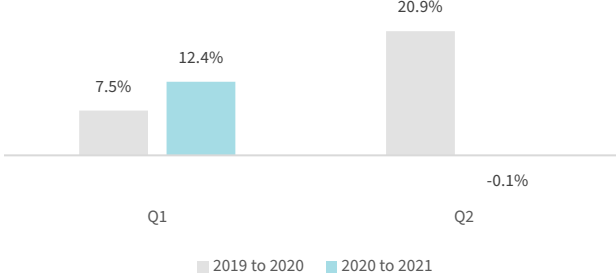


AVERAGE GIFT

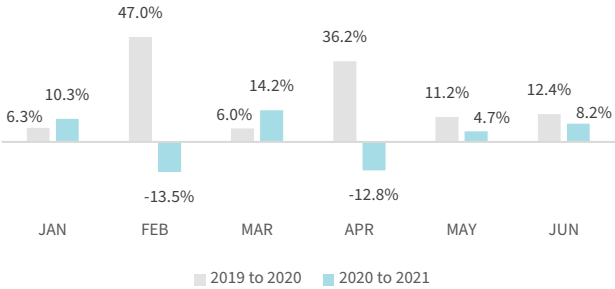
AVERAGE GIFT | Quarterly Year-Over-Year Comparison
Compares the year-over-year variance by quarter



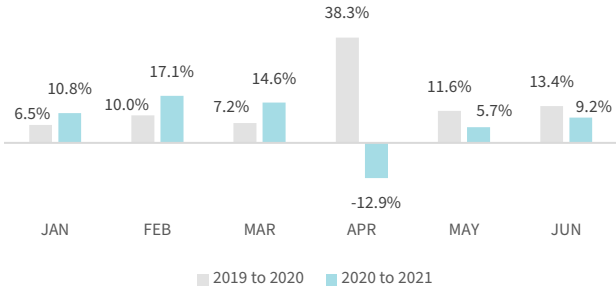
CHECK AVG. GIFT | Quarterly Year-Over-Year Comparison
Compares the year-over-year variance by quarter



AVERAGE GIFT | Monthly Year-Over-Year Comparison
Compares the year-over-year variance by month



CHECK AVG. GIFT | Monthly Year-Over-Year Comparison
Compares the year-over-year variance by month



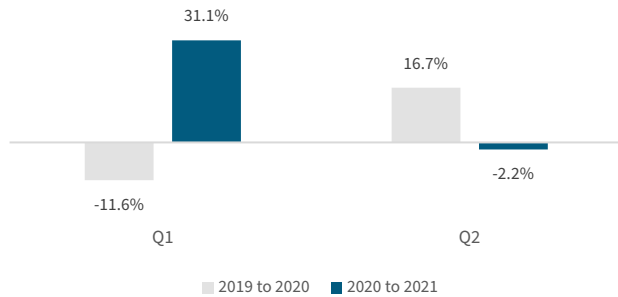
APPENDIX B

SECTOR PERFORMANCE

ANIMAL WELFARE

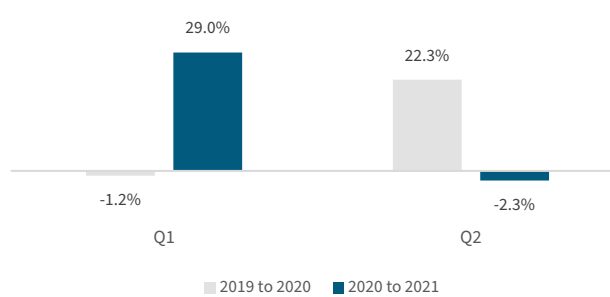
DONATIONS | Quarterly Year-Over-Year Comparison

Compares the year-over-year variance by quarter



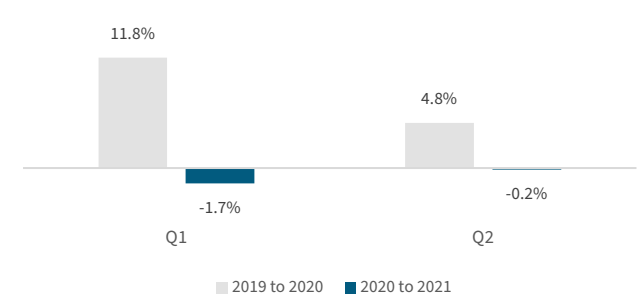
REVENUE | Quarterly Year-Over-Year Comparison

Compares the year-over-year variance by quarter



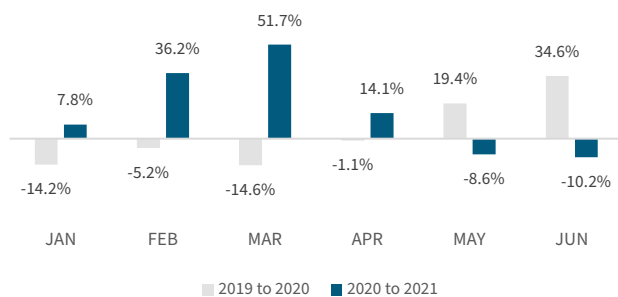
AVERAGE GIFT | Quarterly Year-Over-Year Comparison

Compares the year-over-year variance by quarter



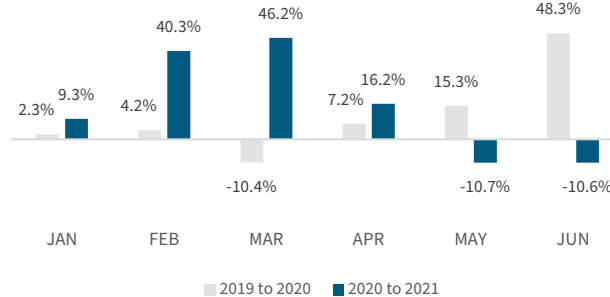
DONATIONS | Monthly Year-Over-Year Comparison

Compares the year-over-year variance by month



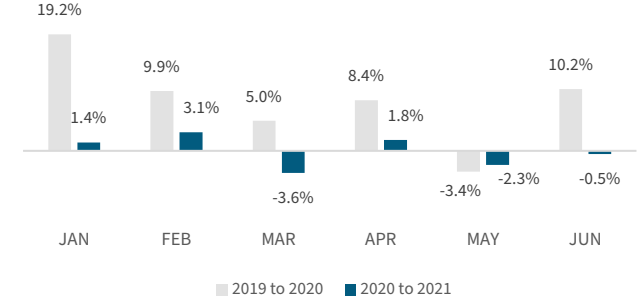
REVENUE | Monthly Year-Over-Year Comparison

Compares the year-over-year variance by month



AVERAGE GIFT | Monthly Year-Over-Year Comparison

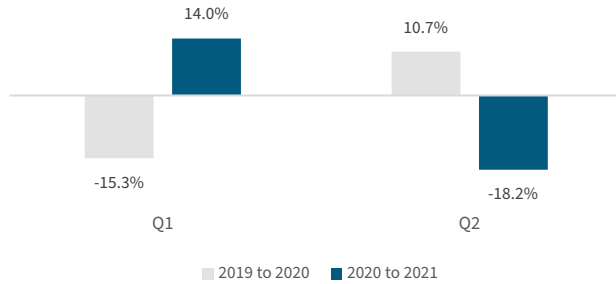
Compares the year-over-year variance by month



ARTS + CULTURE

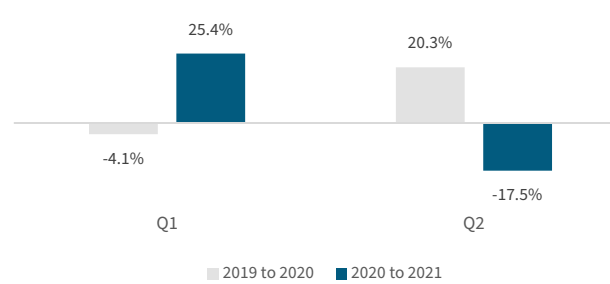
DONATIONS | Quarterly Year-Over-Year Comparison

Compares the year-over-year variance by quarter



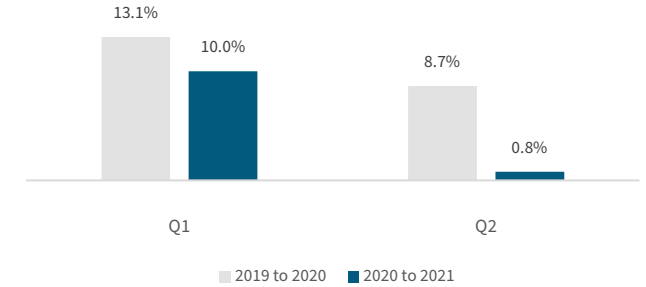
REVENUE | Quarterly Year-Over-Year Comparison

Compares the year-over-year variance by quarter



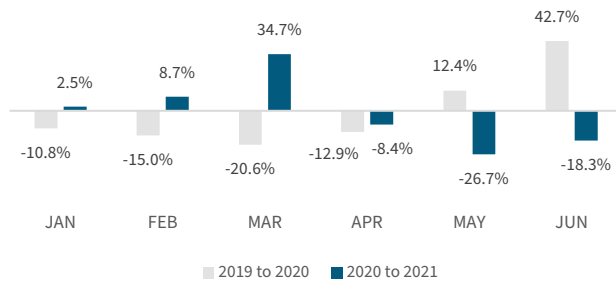
AVERAGE GIFT | Quarterly Year-Over-Year Comparison

Compares the year-over-year variance by quarter



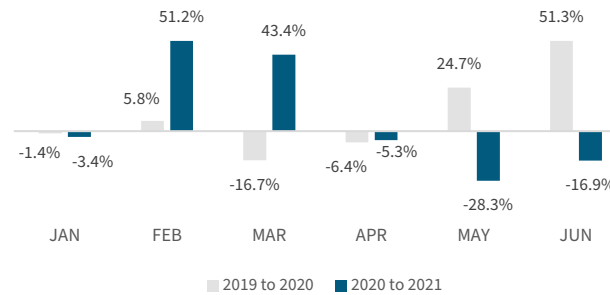
DONATIONS | Monthly Year-Over-Year Comparison

Compares the year-over-year variance by month



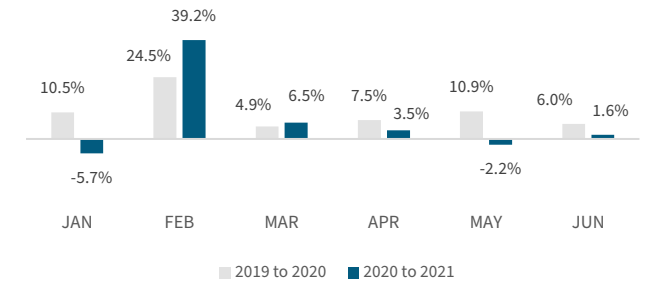
REVENUE | Monthly Year-Over-Year Comparison

Compares the year-over-year variance by month



AVERAGE GIFT | Monthly Year-Over-Year Comparison

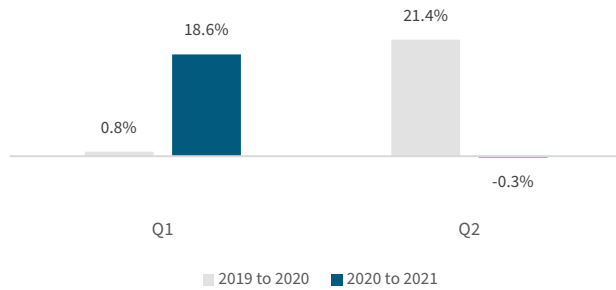
Compares the year-over-year variance by month



ENVIRONMENTAL

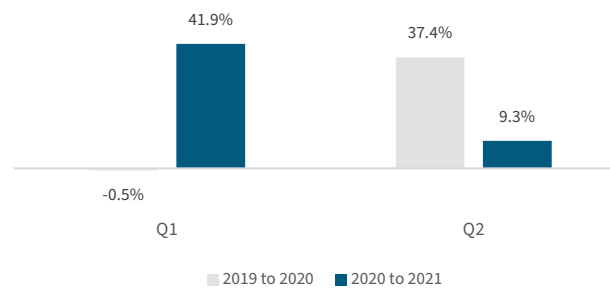
DONATIONS | Quarterly Year-Over-Year Comparison

Compares the year-over-year variance by quarter



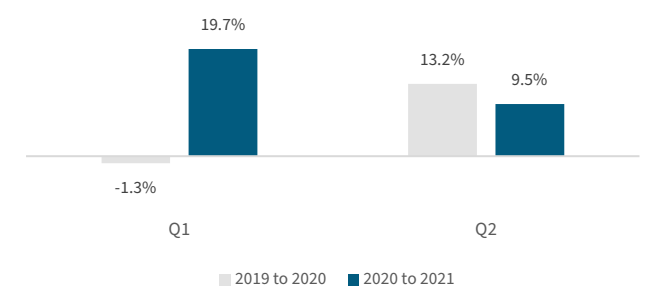
REVENUE | Quarterly Year-Over-Year Comparison

Compares the year-over-year variance by quarter



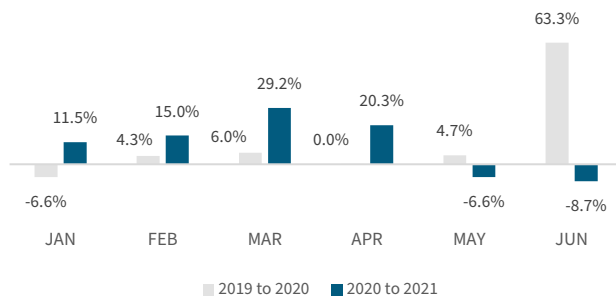
AVERAGE GIFT | Quarterly Year-Over-Year Comparison

Compares the year-over-year variance by quarter



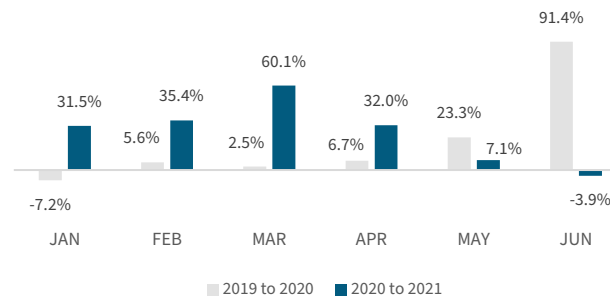
DONATIONS | Monthly Year-Over-Year Comparison

Compares the year-over-year variance by month



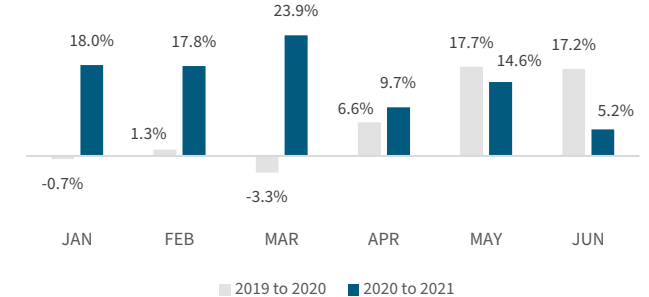
REVENUE | Monthly Year-Over-Year Comparison

Compares the year-over-year variance by month



AVERAGE GIFT | Monthly Year-Over-Year Comparison

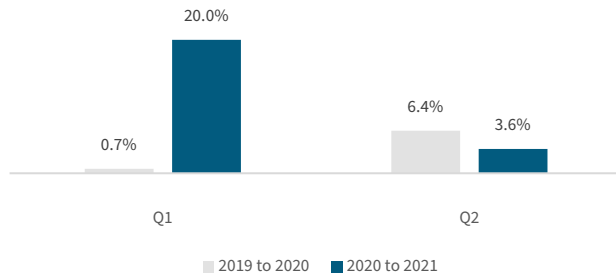
Compares the year-over-year variance by month



HEALTH

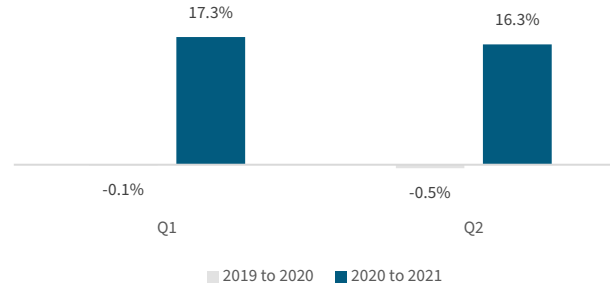
DONATIONS | Quarterly Year-Over-Year Comparison

Compares the year-over-year variance by quarter



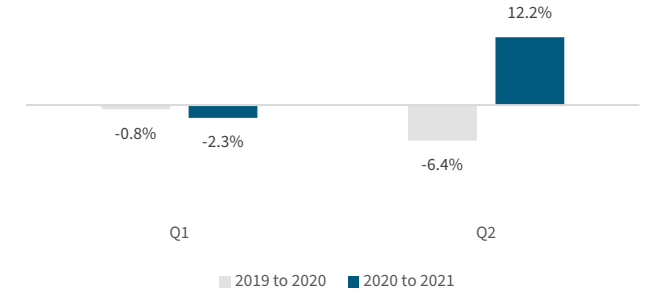
REVENUE | Quarterly Year-Over-Year Comparison

Compares the year-over-year variance by quarter



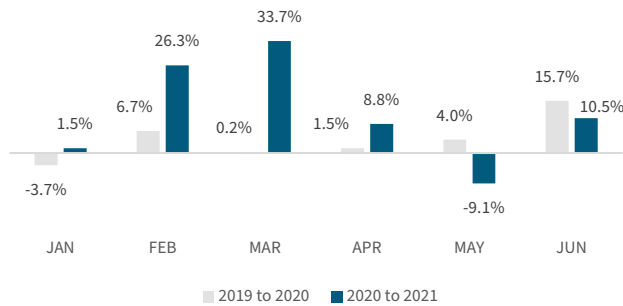
AVERAGE GIFT | Quarterly Year-Over-Year Comparison

Compares the year-over-year variance by quarter



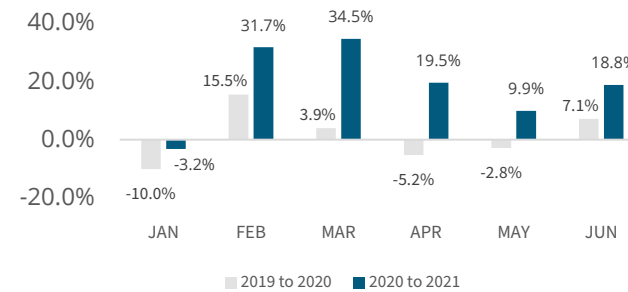
DONATIONS | Monthly Year-Over-Year Comparison

Compares the year-over-year variance by month



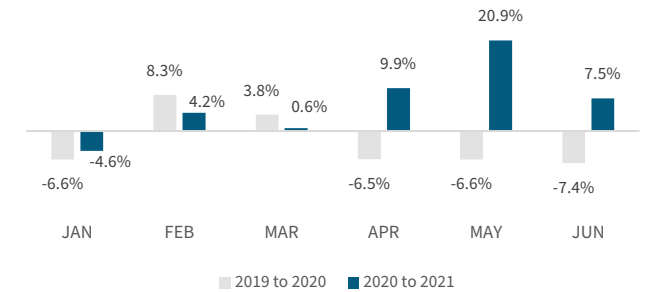
REVENUE | Monthly Year-Over-Year Comparison

Compares the year-over-year variance by month



AVERAGE GIFT | Monthly Year-Over-Year Comparison

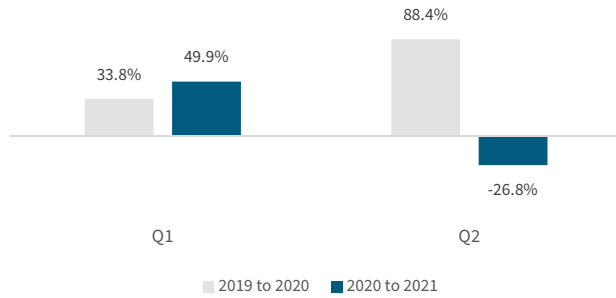
Compares the year-over-year variance by month



HUMAN SERVICES

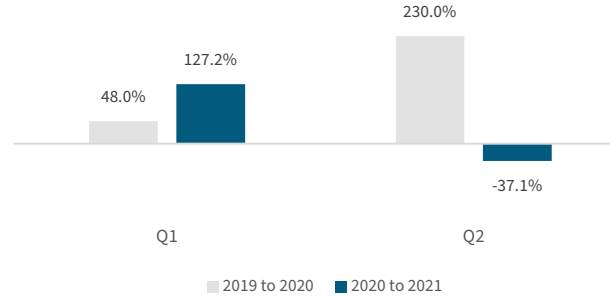
DONATIONS | Quarterly Year-Over-Year Comparison

Compares the year-over-year variance by quarter



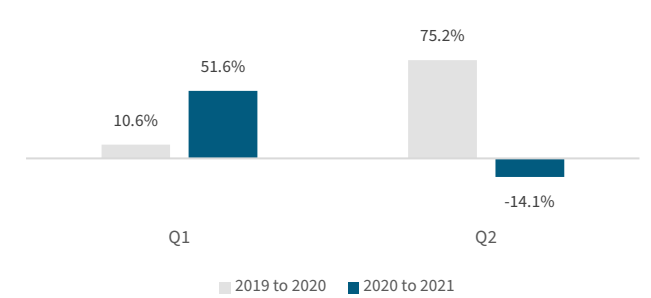
REVENUE | Quarterly Year-Over-Year Comparison

Compares the year-over-year variance by quarter



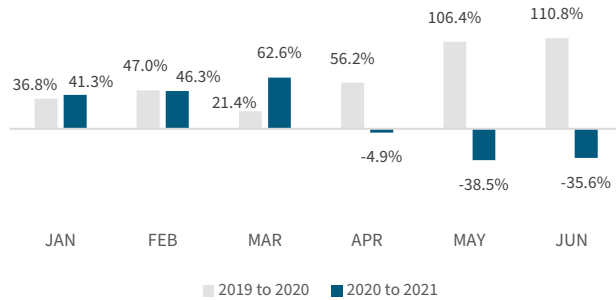
AVERAGE GIFT | Quarterly Year-Over-Year Comparison

Compares the year-over-year variance by quarter



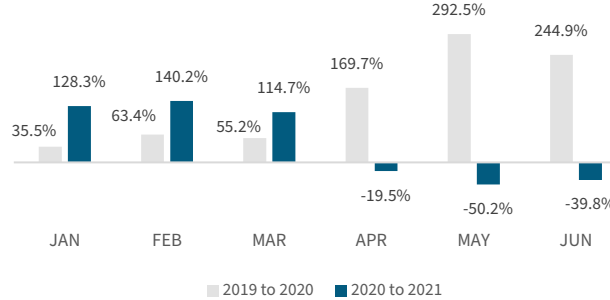
DONATIONS | Monthly Year-Over-Year Comparison

Compares the year-over-year variance by month



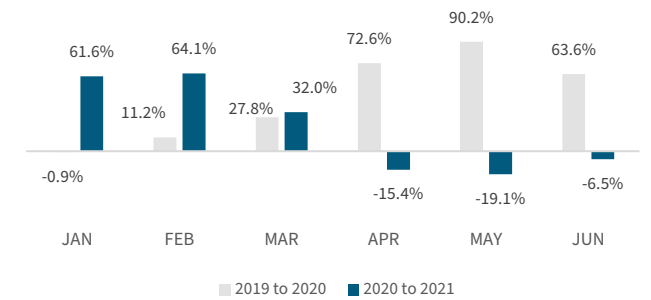
REVENUE | Monthly Year-Over-Year Comparison

Compares the year-over-year variance by month



AVERAGE GIFT | Monthly Year-Over-Year Comparison

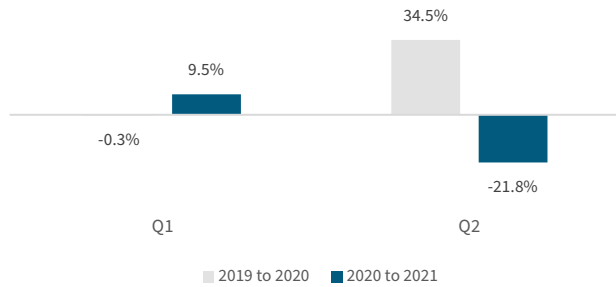
Compares the year-over-year variance by month



INTERNATIONAL RELIEF

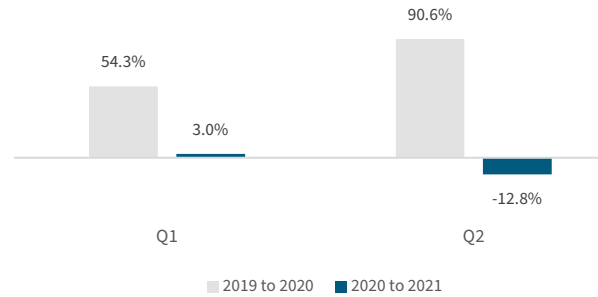
DONATIONS | Quarterly Year-Over-Year Comparison

Compares the year-over-year variance by quarter



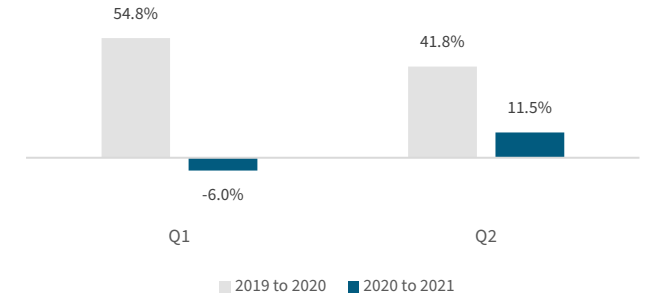
REVENUE | Quarterly Year-Over-Year Comparison

Compares the year-over-year variance by quarter



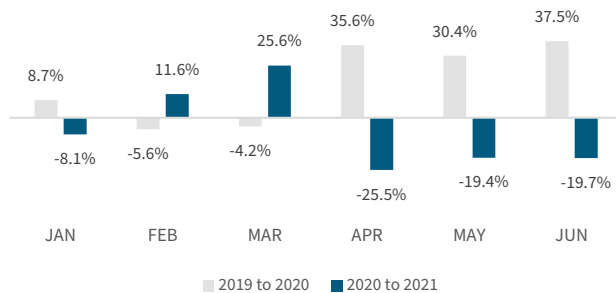
AVERAGE GIFT | Quarterly Year-Over-Year Comparison

Compares the year-over-year variance by quarter



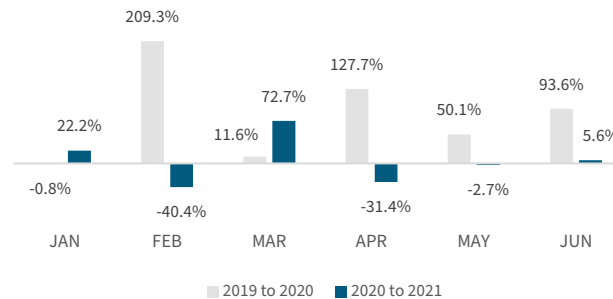
DONATIONS | Monthly Year-Over-Year Comparison

Compares the year-over-year variance by month



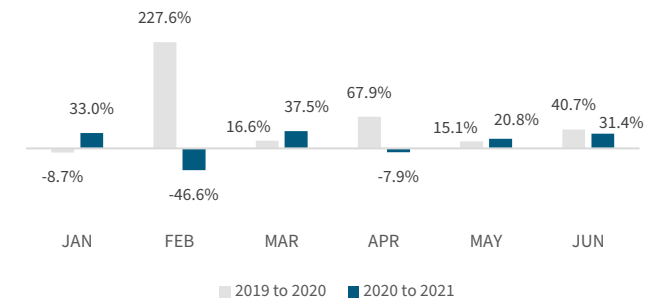
REVENUE | Year-Over-Year Comparison

Compares the year-over-year variance by month



AVERAGE GIFT | Year-Over-Year Comparison

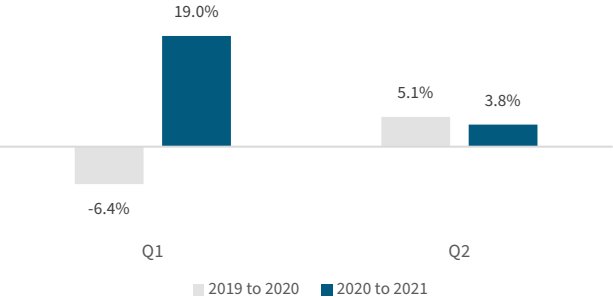
Compares the year-over-year variance by month



SOCIETAL BENEFIT

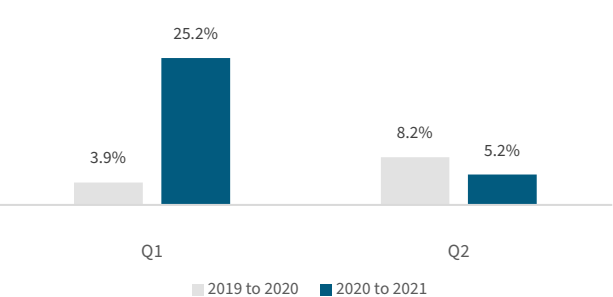
DONATIONS | Quarterly Year-Over-Year Comparison

Compares the year-over-year variance by quarter



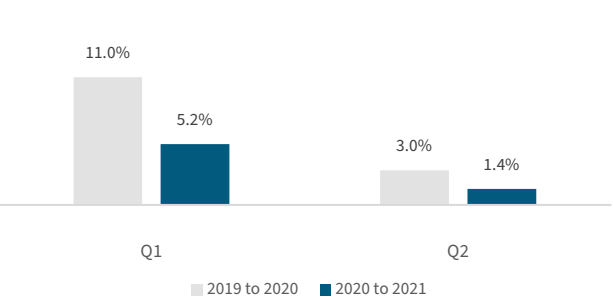
REVENUE | Quarterly Year-Over-Year Comparison

Compares the year-over-year variance by quarter



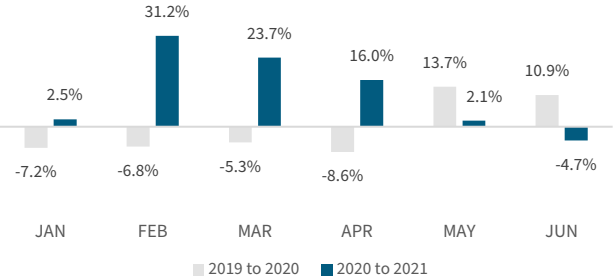
AVERAGE GIFT | Quarterly Year-Over-Year Comparison

Compares the year-over-year variance by quarter



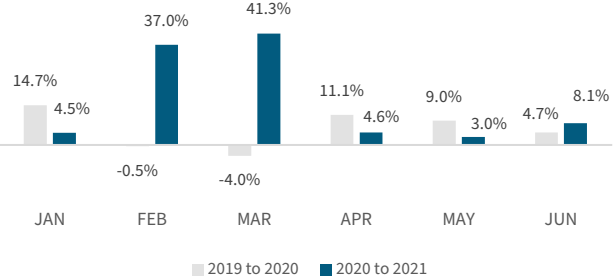
DONATIONS | Monthly Year-Over-Year Comparison

Compares the year-over-year variance by month



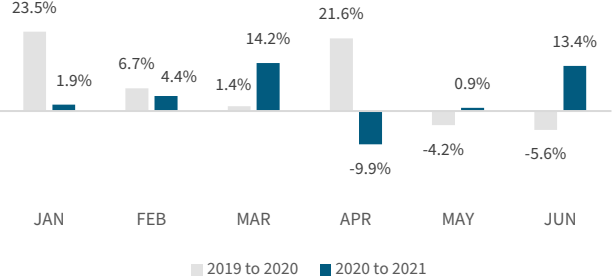
REVENUE | Monthly Year-Over-Year Comparison

Compares the year-over-year variance by month



AVERAGE GIFT | Year-Over-Year Comparison

Compares the year-over-year variance by month



ABOUT MERKLE RESPONSE MANAGEMENT GROUP

www.merkleresponse.com

Merkle Response Management Group (Merkle RMG) is a processing, data, and technology-driven company. By combining best-in-class direct response processing, customer care, and fulfillment solutions with actionable data insights, Merkle RMG drives one-to-one relationships for an improved donor and customer experience that increases retention and revenue.



THANK YOU.

Amy Bobrick, Vice President of Strategy

ambobrick@merkleinc.com

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