



QUARTERLY MAIL PROCESSING REPORT

Q3 2021 | January 1-September 30, 2021



A NOTE FROM AMY

Vice President, Strategy

We started to see the incredible year-over-year performance taper in quarter two. And unfortunately, that trend continued in the third quarter. However, for most sectors, performance began to pick up in September. Overall donation volume remains a challenge, but the increase in the average gift has lessened some of that impact on revenue. With the exception of the arts + culture sector, year-to-date revenue was higher in 2021 than 2020.

I am cautiously optimistic that the turnaround that started in September will continue into the fourth quarter. One can only hope that our industry has another stellar year-end, like was experienced in 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 September 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 Q1 AND Q2 2020/2021 EVENTS

The events listed below are major events that may have impacted direct mail fundraising in Q1 and Q2 of 2020 and 2021.



IMPORTANT Q3 2020/2021 EVENTS

The events listed below are major events that may have impacted direct mail fundraising in Q3 of 2020 and 2021.



NONPROFIT PERFORMANCE

RESPONSE VOLUME

RESPONSES

6.8%

YEAR-OVER-YEAR INCREASE
YTD 2020 TO 2021

DONATIONS

2.7%

YEAR-OVER-YEAR INCREASE
YTD 2020 TO 2021

NON-DONATIONS

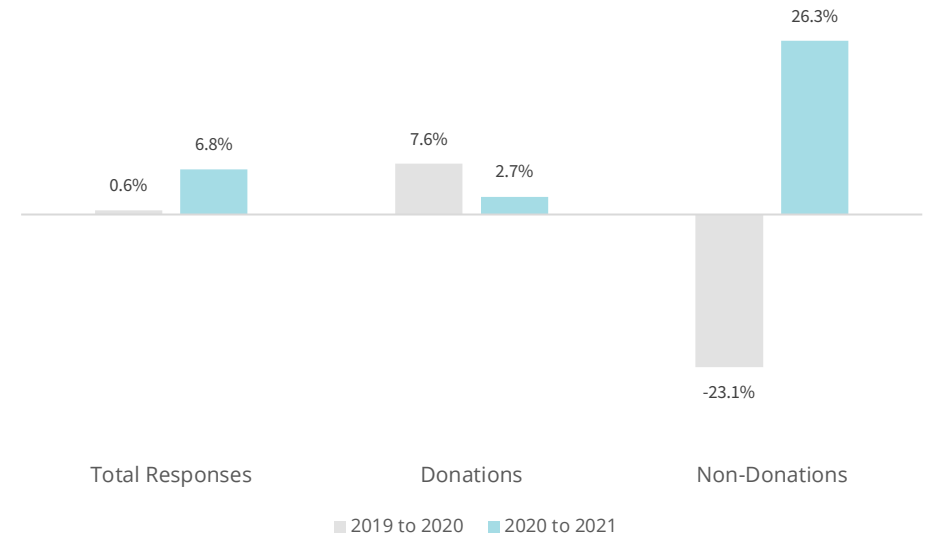
26.3%

YEAR-OVER-YEAR INCREASE
YTD 2020 TO 2021

- Overall responses remain higher in 2021 than in 2020. Through the end of the reporting period, responses were 6.8% higher year-over-year. This began to slow in Q2 and continued into Q3, as responses in this quarter were down -1.3% this year compared to 2020.
- Donations were 2.7% higher this year through the end of Q3 than last year. This year-over-year increase was due to Q1, as donations in Q2 (-4.2%) and Q3 (-8.5%) were behind 2020. Across the quarter, year-over-year volume was down in 2021 than the previous year. August had the largest decline of -12.3%.
- Non-donations were up 26.3% year-over-year for the period. This increase was driven by a 41.1% year-over-year jump in Q2, and a 37.9% increase in Q3. August had the largest year-over-year growth (52.1%). September also experienced a sizeable increase (40.7%).

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

2.7%

YEAR-OVER-YEAR INCREASE
YTD 2020 TO 2021

CHECK

2.5%

YEAR-OVER-YEAR INCREASE
YTD 2020 TO 2021

CREDIT CARD

-1.9%

YEAR-OVER-YEAR INCREASE
YTD 2020 TO 2021

CASH

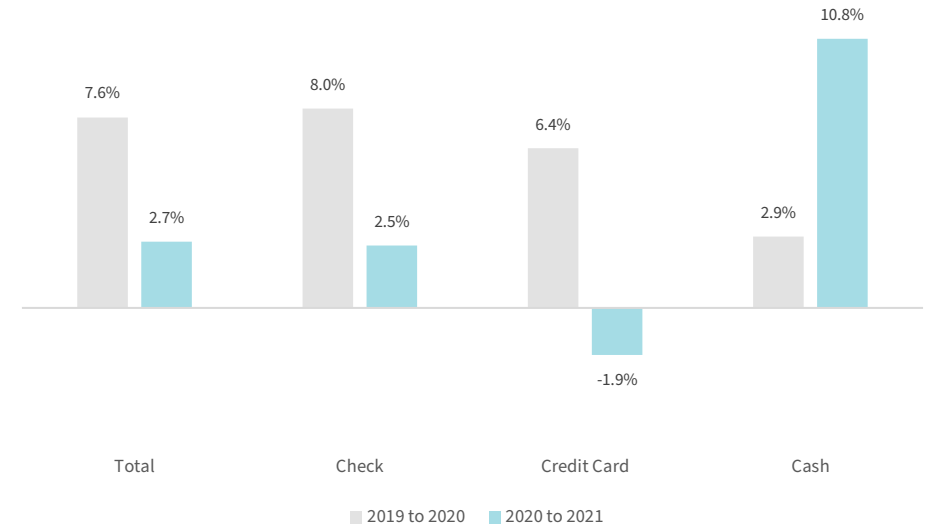
10.8%

YEAR-OVER-YEAR INCREASE
YTD 2020 TO 2021

- A 2.5% increase in checks drove the bump in year-over-year donations for the reporting period. Checks account for 90% of the donations processed.
- Credit card donations were down -11.1% in Q3 of 2021 compared to 2020. August was down -18.0%, and September was declined -10.6%. Overall, credit card donations were down -1.9% year-to-date compared to last year.
- July and September both increased this quarter compared to 2020; July was up 4.4%, and September was up 8.3%. August contracted a bit compared to last year, falling -5.4%. For the quarter, credit card donations were up 2.4% over 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
11.7%
 YEAR-OVER-YEAR INCREASE
 YTD 2020 TO 2021

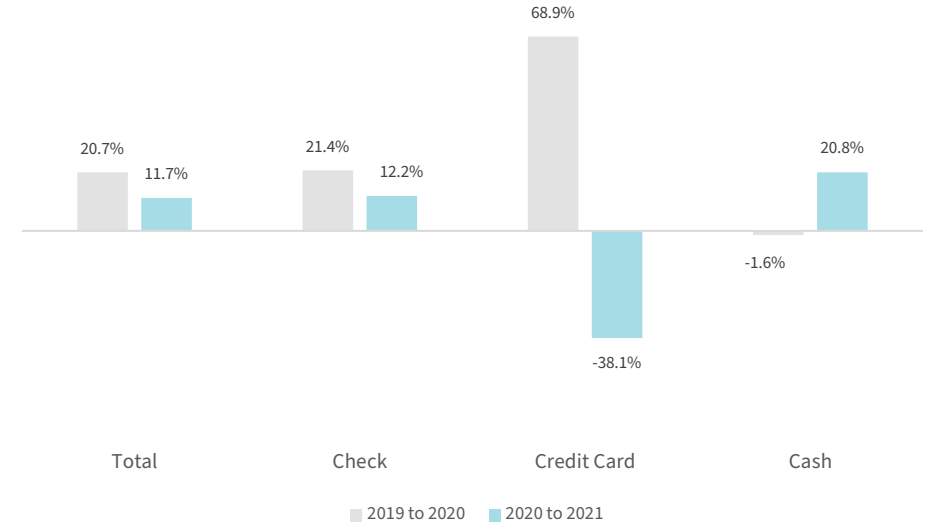
CHECK
12.2%
 YEAR-OVER-YEAR INCREASE
 YTD 2020 TO 2021

CREDIT CARD
-38.1%
 YEAR-OVER-YEAR INCREASE
 YTD 2020 TO 2021

CASH
20.8%
 YEAR-OVER-YEAR INCREASE
 YTD 2020 TO 2021

- Year-to-date revenue was 11.7% higher this year compared to 2020. This increase in revenue was primarily driven by an increase in average gift, and strong year-over-year performance in Q1. In Q3, revenue increased 7.8% compared to the prior year—July was virtually flat (-0.6%), August increased 7.1%, and September jumped 16.8%. These increases were due to a higher average gift.
- Revenue from check donations increased year-over-year by 12.2% through the end of September. For the quarter, Q3 had an 8.3% increase in check donation revenue. August was 8.3% in 2021 than 2020, and September increased 18.1%. Again, this was due to a higher average gift.
- Credit card revenue declined by -38.1% 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. Q3 credit card donation revenue was down -9.3% with the greatest year-over-year loss in August (-15.5%).
- Cash donation revenue was up 20.8% year-over-year for the reporting period and was 16.5% higher for the quarter than the prior year. Both July (16.8%) and September (24.3%) had strong year-over-year growth. Keep in mind, these donations account for only 5% of the total donations reported.

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

8.8%

YEAR-OVER-YEAR INCREASE
YTD 2020 TO 2021

CHECK

9.5%

YEAR-OVER-YEAR INCREASE
YTD 2020 TO 2021

CREDIT CARD

-36.9%

YEAR-OVER-YEAR INCREASE
YTD 2020 TO 2021

CASH

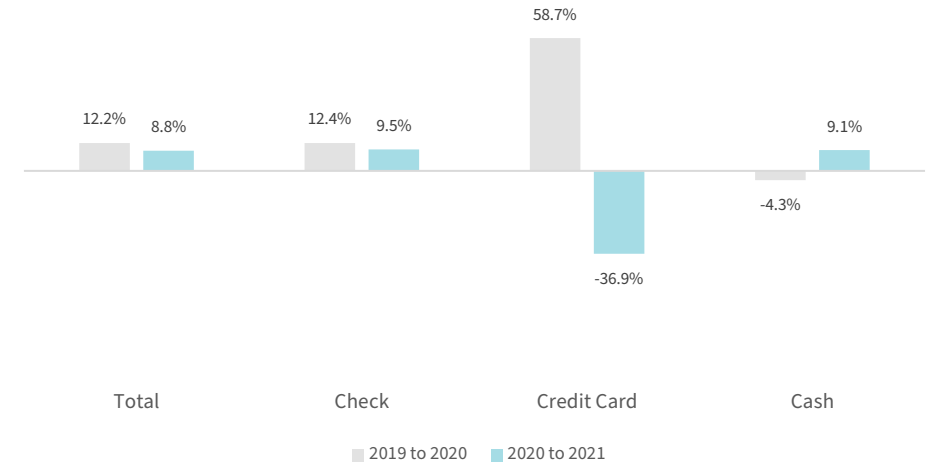
9.1%

YEAR-OVER-YEAR INCREASE
YTD 2020 TO 2021

- The average gift for the reporting period was up 17.8% year-over-year. Year-to-date, the average gift was 8.8% higher than in 2020. This metric increased each month in Q3—July (6.0%), August (22.1%), and September (25.3%).
- Through the end of September, the average gift for check donations increased by 9.5% in 2021 compared to 2020. In Q3, the average gift for check donations was 19.2% higher this year compared to last with the greatest increases in August (23.5%) and September (27.5%).
- The -36.9% year-over-year decline in the average gift for credit card donations is misleading. As a reminder, in February 2020, the international relief sector experienced an incredible infusion of donations. This event skews the year-over-year comparison. Q3 of this year was 2.1% higher than last, with varying modest gains in each month of the quarter.
- The average gift for cash donations was up 9.1% this year compared to last. In Q3, the average gift increased 13.8%, with an 11.9% increase in July, a 14.6% increase in August, and a 14.8% increase in September. To put this in perspective, the average cash gift remains 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

4.1%

YEAR-OVER-YEAR INCREASE
YTD 2020 TO 2021

- Donations through the third quarter were down -13.6% this year than in 2020; overall, donations were 4.1% year-to-date. There were significant decreases in donations each month of Q3—July dropped -17.6%, August and September were down, roughly, -11.0%.

REVENUE

7.3%

YEAR-OVER-YEAR INCREASE
YTD 2020 TO 2021

- Revenue in this sector is up 7.3% for the year compared to the same period in 2020. Again, this increase was due to strong performance in Q1. Revenue in Q3 was -6.6% lower this year compared to last. July (-15.9%) and August (-7.2%) declined; September increased 5.3% compared to 2020 due to average gift.

AVG. GIFT

3.1%

YEAR-OVER-YEAR INCREASE
YTD 2020 TO 2021

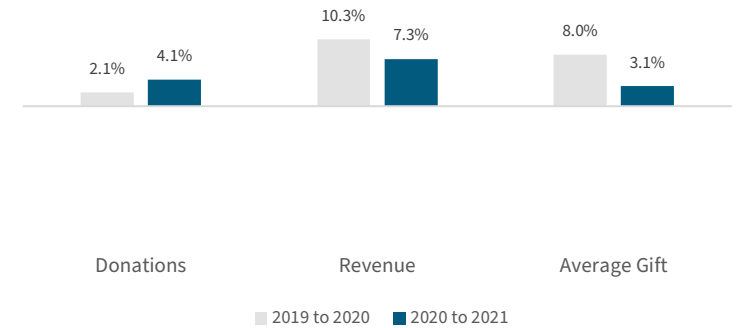
- The year-to-date average gift was slightly higher than last year. For the quarter, the average gift was 8.1% higher. There were modest year-over-year increases in July (2.1%) and August (4.4%), while September experienced the most substantial growth with an increase of 18.6%.

SECTOR METRICS

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

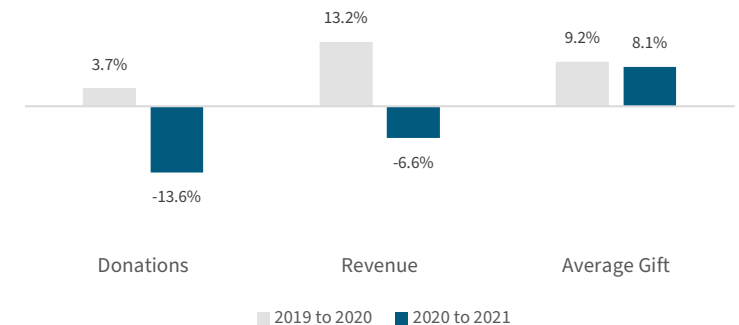
YTD Year-Over-Year Comparison

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



Q3 Year-Over-Year Comparison

Compares the year-over-year variance for Q3



ARTS + CULTURE

DONATIONS

-6.3%

YEAR-OVER-YEAR INCREASE
YTD 2020 TO 2021

REVENUE

-0.3%

YEAR-OVER-YEAR INCREASE
YTD 2020 TO 2021

AVG. GIFT

6.4%

YEAR-OVER-YEAR INCREASE
YTD 2020 TO 2021

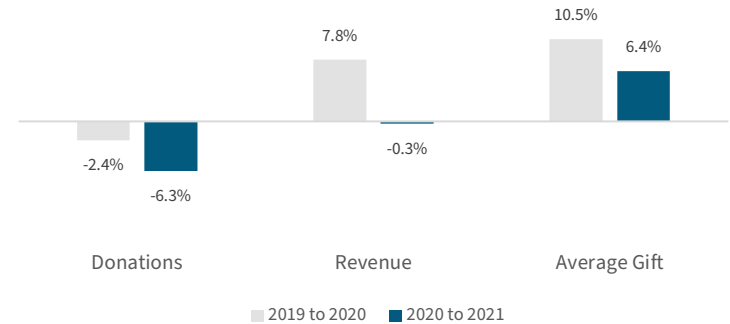
- Year-to-date, this sector is down -6.3% in donations compared to this reporting period last year. Q3 declined -17.0% year-over-year. All months in the quarter experienced a downturn, September had the steepest of -23.5%, July was close behind with a -19.4% year-over-year drop. Shifts in giving last year due to COVID-19 may have caused the dramatic swing in these year-over-year metrics.
- Revenue was virtually flat with 2020 through the end of September. Despite strong Q1 performance, revenue has declined the last two quarters. Q3 revenue was down -12.9% in 2021 compared to 2020 with declines each month. These declines were driven by the drop in donations.
- The average gift through Q3 was 6.4% higher this year than last. In 2021, Q3 the average gift was 5.0% higher than in 2020. There were increases in this metric each month, September had the most significant year-over-year increase of 9.2%.

SECTOR METRICS

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

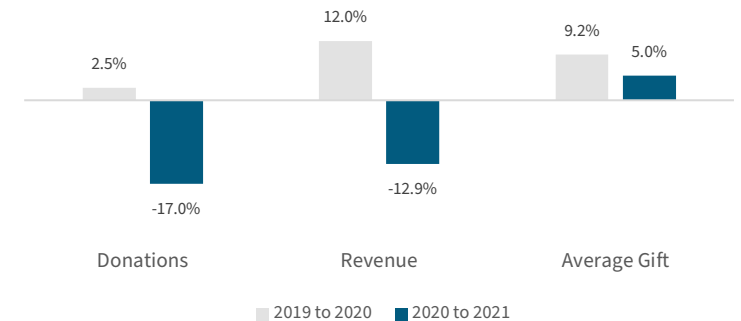
YTD Year-Over-Year Comparison

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



Q3 Year-Over-Year Comparison

Compares the year-over-year variance for Q3



ENVIRONMENTAL

DONATIONS

4.2%

YEAR-OVER-YEAR INCREASE
YTD 2020 TO 2021

REVENUE

16.6%

YEAR-OVER-YEAR INCREASE
YTD 2020 TO 2021

AVG. GIFT

11.9%

YEAR-OVER-YEAR INCREASE
YTD 2020 TO 2021

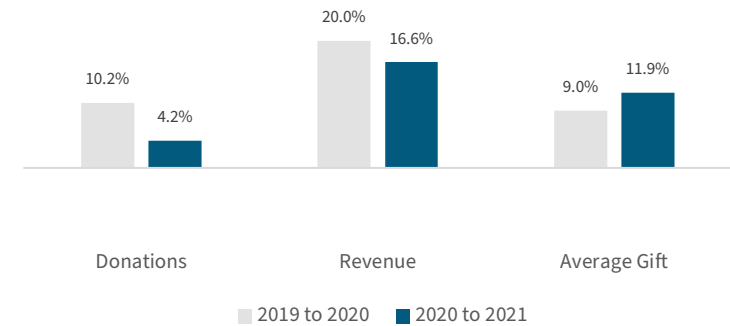
- Donations in this sector were 4.2% higher through the end of the quarter compared to this period in 2020. However, this growth was primarily due to Q1, as Q2 was basically flat compared to last year, and Q3 was -3.1% down year-over-year. July was 11.4% this year compared to 2020, unfortunately, August (-10.0%) and September (-11.8%) declined.
- Revenue for the reporting period was 16.6% higher this year compared to last. In Q3, year-over-year revenue improved 3.2%. July was 9.4% higher than 2020 due to the increase in donations. August increased 1.8% year-over-year due to average gift.
- Through the third quarter, the average gift was 11.9% higher year-over-year. While Q1 (19.75) was the primary driver for the increase, Q2 (9.5%) and Q3 (6.5%) were higher this year compared to last. In August, the average gift was 13.1% higher than in 2020, and in September it was 11.2% higher.

SECTOR METRICS

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

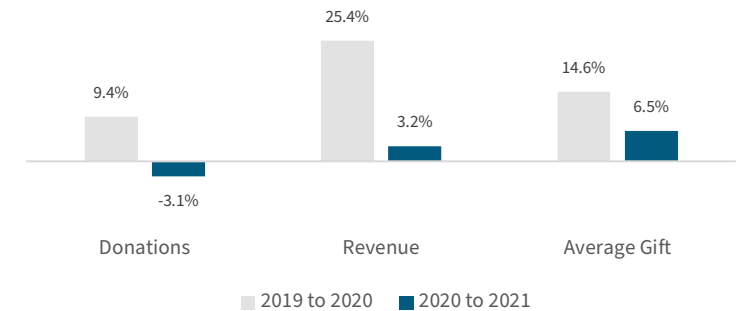
YTD Year-Over-Year Comparison

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



Q3 Year-Over-Year Comparison

Compares the year-over-year variance for Q3



HEALTH

DONATIONS

8.1%

YEAR-OVER-YEAR INCREASE
YTD 2020 TO 2021

REVENUE

13.6%

YEAR-OVER-YEAR INCREASE
YTD 2020 TO 2021

AVG. GIFT

5.1%

YEAR-OVER-YEAR INCREASE
YTD 2020 TO 2021

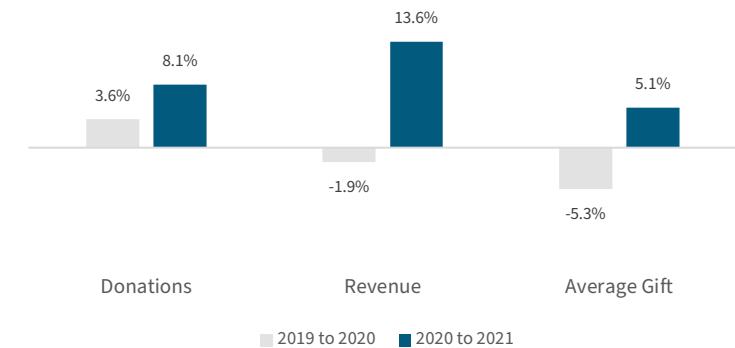
- Donations were 8.1% higher through the end of September in 2021 than 2020. However, this has been steadily declining since Q2. The year-over-year donation volume dropped -1.0% in Q3. This was due to a -13.8% year-over-year decline in August. Donations were up in July (4.3%) and September (6.0%).
- Year-to-date revenue was 13.6% higher this year than last. Revenue has been higher in all quarters, but this growth is slowing—a 17.3% increase in Q1, a 16.3% increase in Q2, and a 5.6% increase in Q3. Revenue in Q1 was driven by volume, the increases in Q2 and Q3 were due to an increase in the average gift.
- The average gift in this sector was up 5.1% year-over-year through September. In Q3, the average gift was 6.6% higher. There were year-over-year increases in each month in the quarter; August has the most significant year-over-year increase of 13.4%. This increase helped mitigate the impact of the lower donations on revenue.

SECTOR METRICS

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

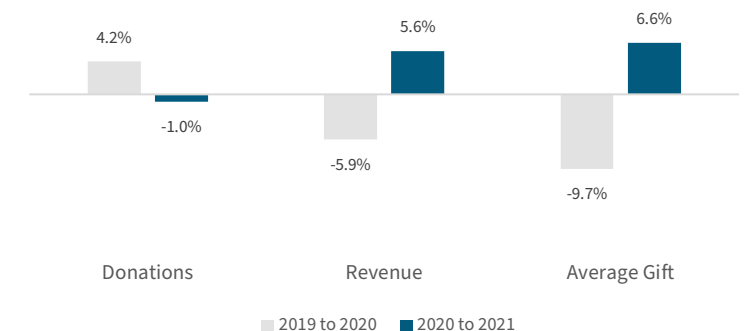
YTD Year-Over-Year Comparison

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



Q3 Year-Over-Year Comparison

Compares the year-over-year variance for Q3



HUMAN SERVICES

DONATIONS

-6.8%

YEAR-OVER-YEAR INCREASE
YTD 2020 TO 2021

REVENUE

4.7%

YEAR-OVER-YEAR INCREASE
YTD 2020 TO 2021

AVG. GIFT

12.3%

YEAR-OVER-YEAR INCREASE
YTD 2020 TO 2021

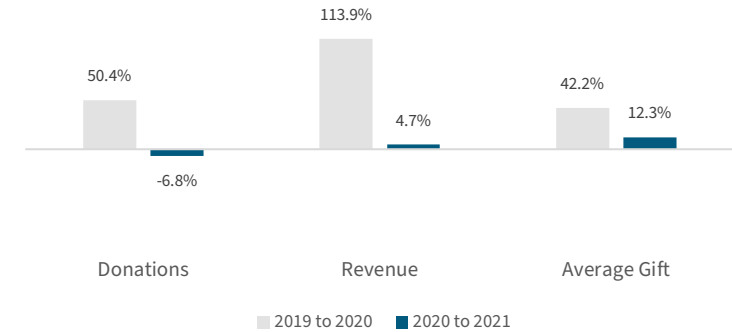
- Overall, donations were down -6.8% year-over-year in 2021 compared to 2020. Donations in Q2 were down -26.8%, and in Q3 donations were down -26.9%. There were significant declines each month in Q3; July (-16.1%), August (-33.2%), and September (-29.5%). Keep in mind that there were extraordinary increases in 2020 due to COVID-19. When compared in 2019, Q3 was 3.2% higher in 2021.
- Similar story as donations—through the end of September, year-over-year revenue was 4.7% higher. Revenue this quarter was -23.6% lower than in 2020. Year-over-year revenue was lower every month in Q3 with August (-29.7%) and September (-27.3%) experiencing the greatest declines. These declines were due to lower donation volume as the average gift was higher year-over-year.
- Year-to-date, the average gift was 12.3% higher this year compared to 2020. Q1 (51.6%) carried this improvement, as Q2 was -14.1% lower than in 2020, but this metric rebounded in Q3 with a year-over-year gain of 4.5%. The improvements were modest each month across the quarter.

SECTOR METRICS

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

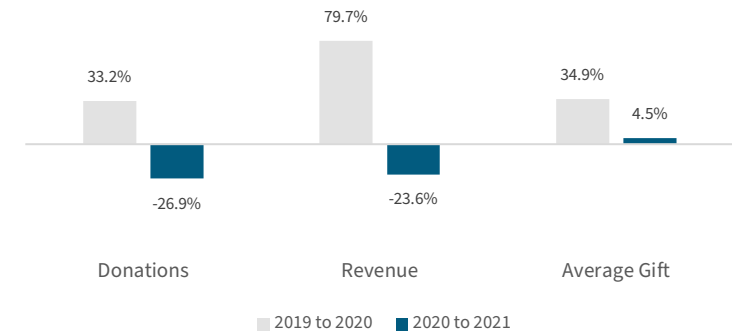
YTD Year-Over-Year Comparison

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



Q3 Year-Over-Year Comparison

Compares the year-over-year variance for Q3



INTERNATIONAL RELIEF

DONATIONS

-11.2%

YEAR-OVER-YEAR INCREASE
YTD 2020 TO 2021

REVENUE

3.9%

YEAR-OVER-YEAR INCREASE
YTD 2020 TO 2021

AVG. GIFT

17.0%

YEAR-OVER-YEAR INCREASE
YTD 2020 TO 2021

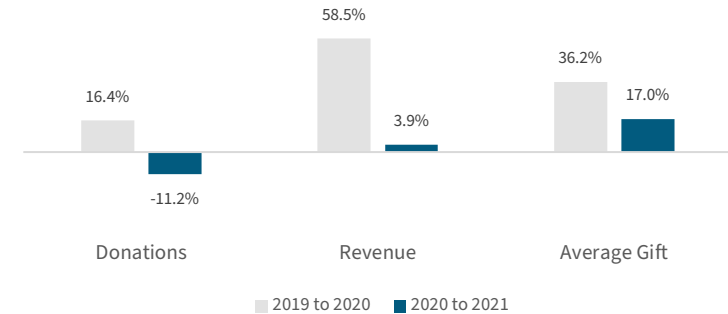
- While year-to-date donations were down -11.2% in 2021 compared to 2020, when compared to 2019, donations are up by 3.4%. In Q3, year-over-year donations declined -16.4%. Donations dropped each month of the quarter; July (-15.5%), August (-14.8%), and September (-19.7%).
- Revenue for the reporting period was up 3.9% this year compared to last. Year-over-year revenue in Q3 was 28.3% in 2021. July was virtually flat compared to 2020. However, August (32.0%) and September (55.2%) experienced significant increases, which were due to the higher average gifts in these months.
- The year-over-year average gift was 17.0% higher through the end of September. In Q3, this metric was 54.1% higher this year, which helped offset the impact of declines in donations on revenue. July's average gift was 19.4% higher this year compared to last, August was 55.0% higher, and September was an astonishing 93.2% higher.

SECTOR METRICS

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

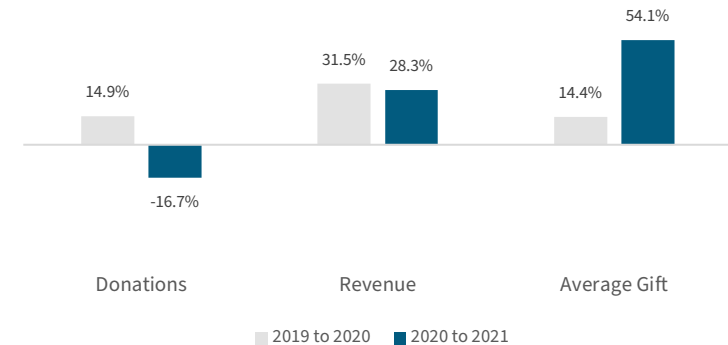
YTD Year-Over-Year Comparison

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



Q3 Year-Over-Year Comparison

Compares the year-over-year variance for Q3



SOCIETAL BENEFIT

DONATIONS

7.0%

YEAR-OVER-YEAR INCREASE
YTD 2020 TO 2021

REVENUE

12.7%

YEAR-OVER-YEAR INCREASE
YTD 2020 TO 2021

AVG. GIFT

5.3%

YEAR-OVER-YEAR INCREASE
YTD 2020 TO 2021

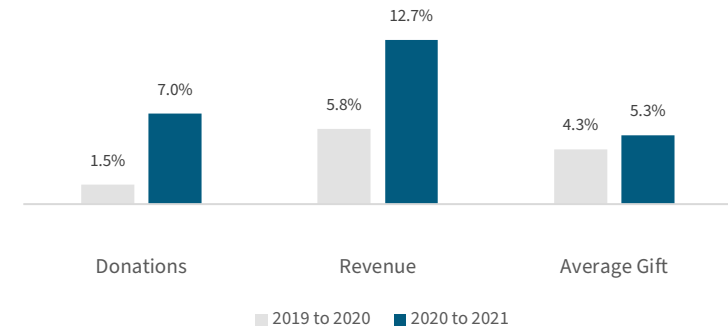
- Donations were up by 7.0% through September this year compared to last. Unfortunately, in Q3 there was a slight decline in year-over-year volume (-1.2%). Both July (-4.7%) and August (-2.2%) were down in 2021 compared to 2020. Year-over-year donation volume bounced back in September with a 3.2% increase.
- Revenue was 12.7% higher year-to-date this year compared to last. The boost coming from Q1 (25.2%), as revenue in Q2 was only 5.2% higher year-over-year, and Q3 was 8.6% higher. Year-over-year revenue was higher in each month throughout the quarter; July (2.8%), August (8.9%), and September (13.7%). These increases were due to the higher year-over-year average gift.
- The average gift was 5.3% higher in 2021 compared to the prior year for this reporting period. In Q3, the average gift increased 9.9%. August had the greatest year-over-year increase of 11.3%. July (7.8%) and September (10.2%) were also up in 2021 compared to 2020.

SECTOR METRICS

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

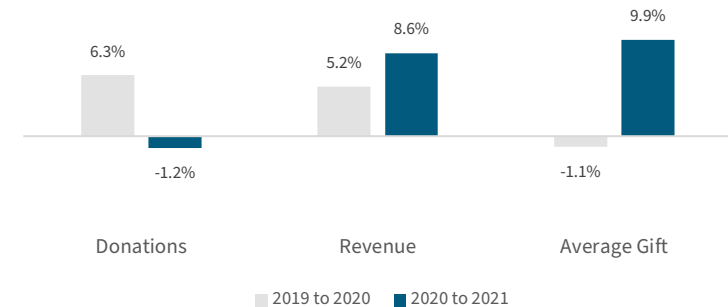
YTD Year-Over-Year Comparison

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



Q3 Year-Over-Year Comparison

Compares the year-over-year variance for Q3



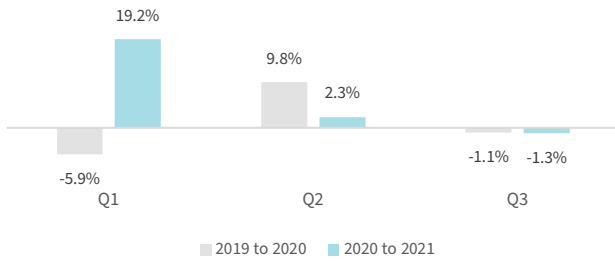
APPENDIX A

NONPROFIT PERFORMANCE

RESPONSE VOLUME

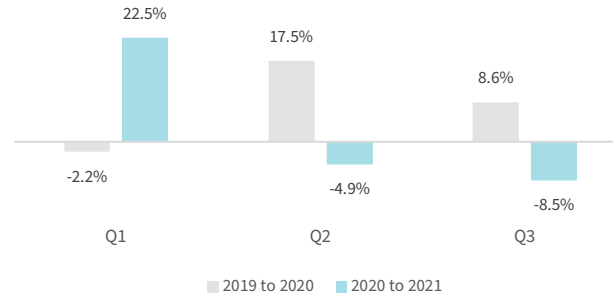
TOTAL RESPONSES | Quarterly Year-Over-Year Comparison

Compares the year-over-year variance by quarter



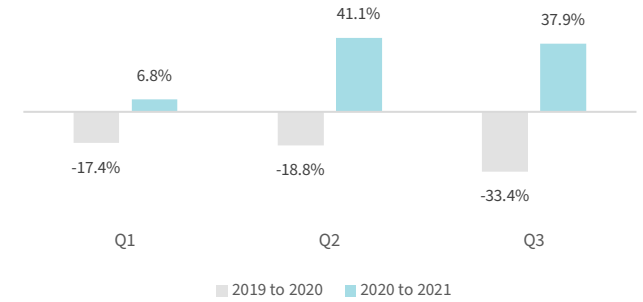
DONATIONS | Quarterly Year-Over-Year Comparison

Compares the year-over-year variance by quarter



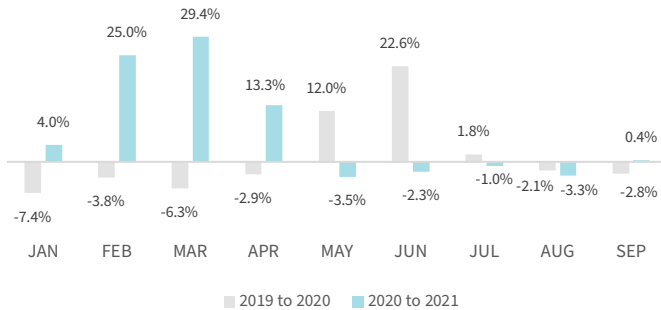
NON-DONATIONS | Quarterly Year-Over-Year Comparison

Compares the year-over-year variance by quarter



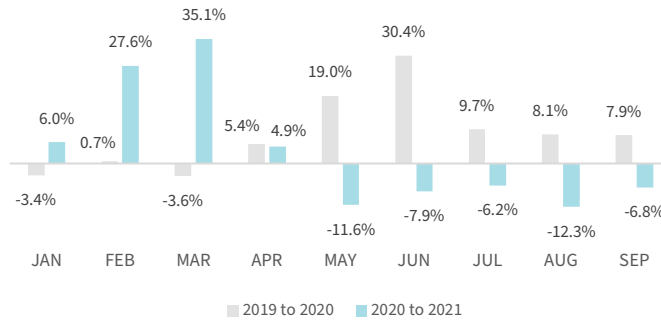
TOTAL RESPONSES | Monthly Year-Over-Year Comparison

Compares the year-over-year variance by month



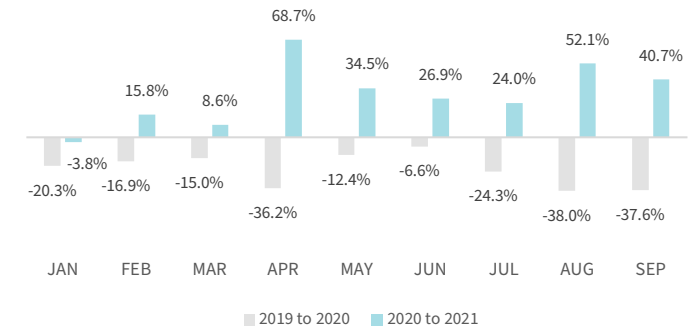
DONATIONS | Monthly Year-Over-Year Comparison

Compares the year-over-year variance by month



NON-DONATIONS | Monthly Year-Over-Year Comparison

Compares the year-over-year variance by month

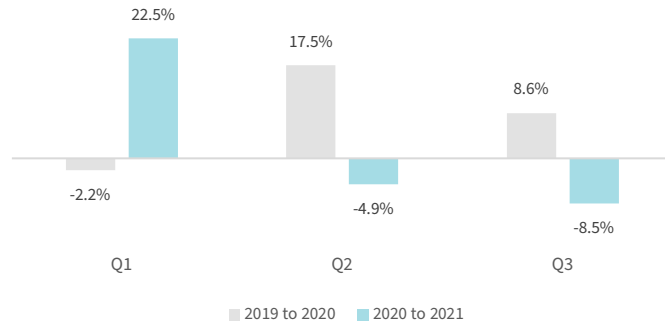


DONATION VOLUME

TOTAL AND CHECKS

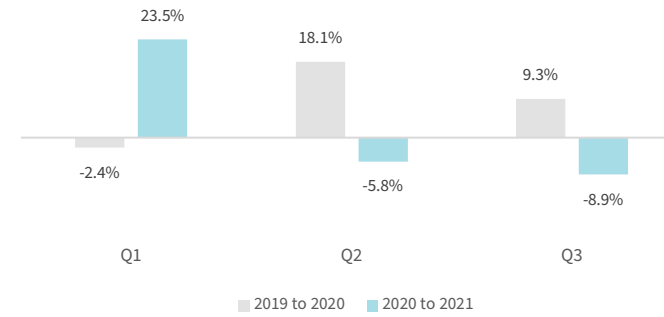
DONATIONS | Quarterly Year-Over-Year Comparison

Compares the year-over-year variance by quarter



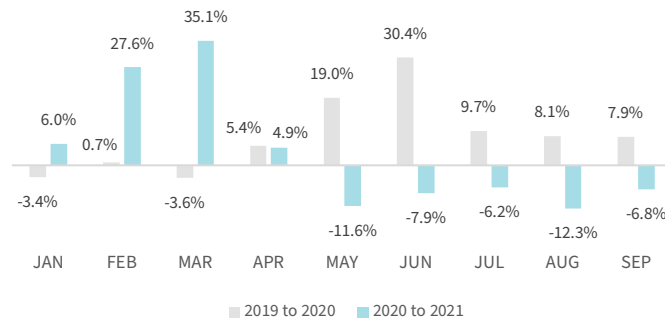
CHECK DONATIONS | Quarterly Year-Over-Year Comparison

Compares the year-over-year variance by quarter



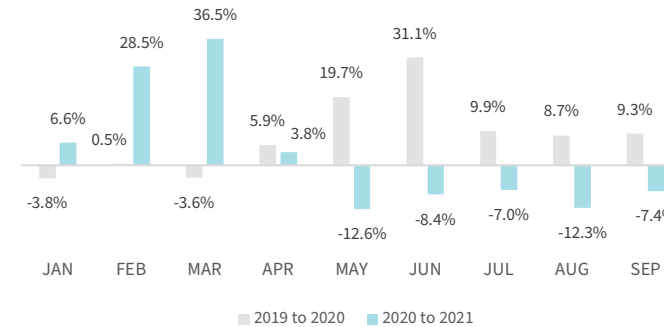
DONATIONS | Monthly Year-Over-Year Comparison

Compares the year-over-year variance by month



CHECK DONATIONS | Monthly Year-Over-Year Comparison

Compares the year-over-year variance by month

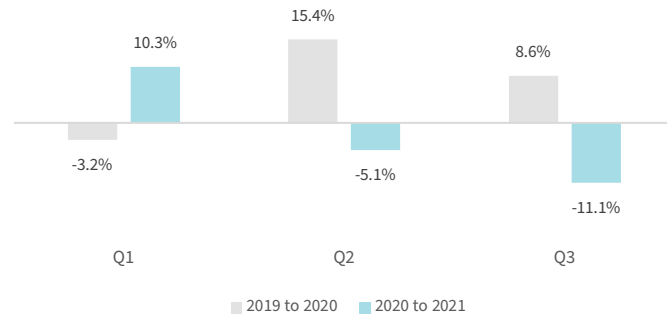


DONATION VOLUME

CREDIT CARDS AND CASH

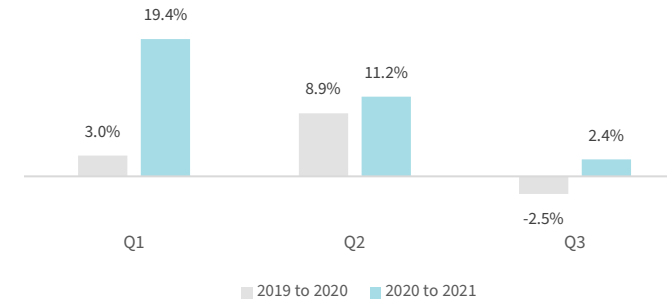
CREDIT CARD DONATIONS | Quarterly Year-Over-Year Comparison

Compares the year-over-year variance by quarter



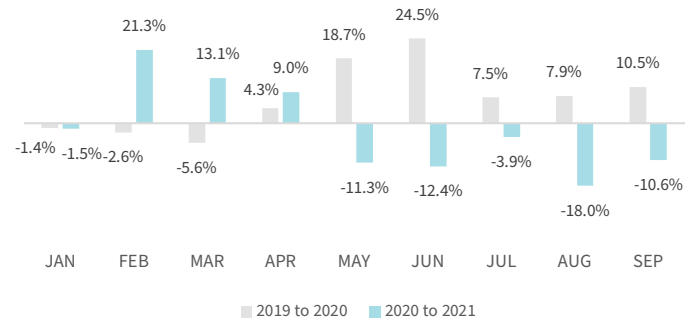
CASH DONATIONS | Quarterly Year-Over-Year Comparison

Compares the year-over-year variance by quarter



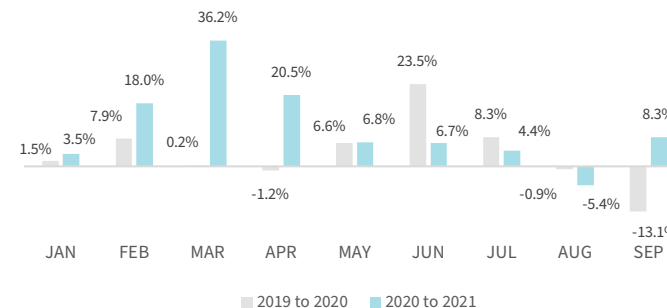
CREDIT CARD DONATIONS | Monthly Year-Over-Year Comparison

Compares the year-over-year variance by month



CASH | Monthly Year-Over-Year Comparison

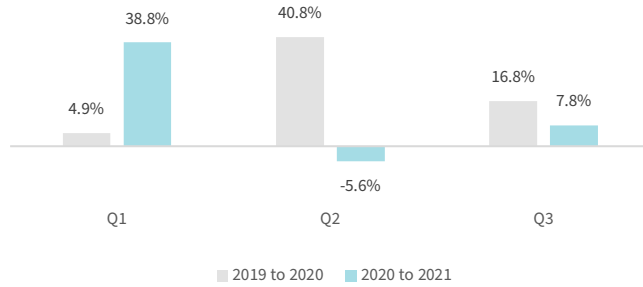
Compares the year-over-year variance by month



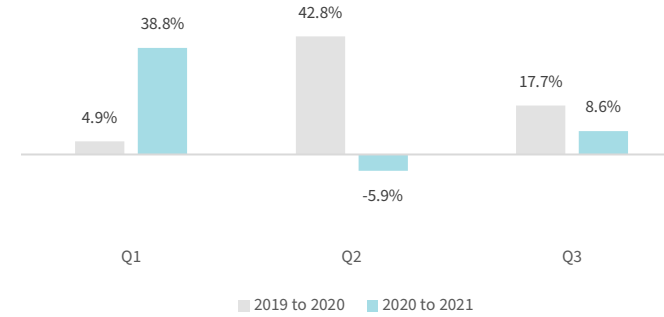
REVENUE

TOTAL AND CHECKS

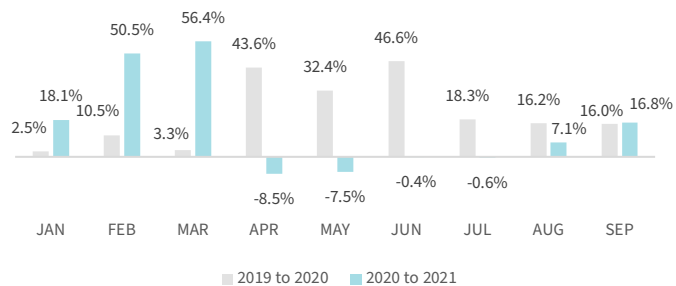
TOTAL REVENUE | Quarterly Year-Over-Year Comparison
Compares the year-over-year variance by quarter



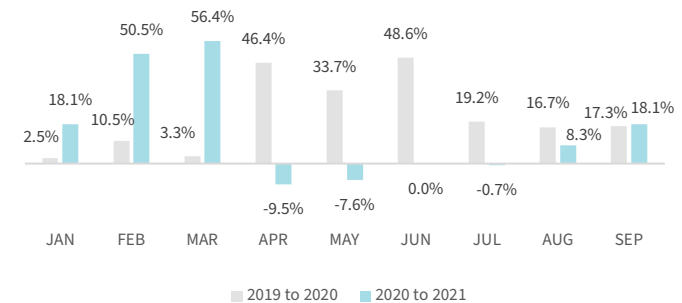
CHECK REVENUE | Quarterly Year-Over-Year Comparison
Compares the year-over-year variance by quarter



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

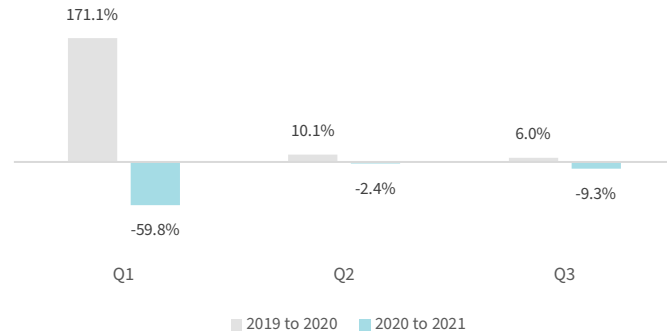


REVENUE

CREDIT CARDS AND CASH

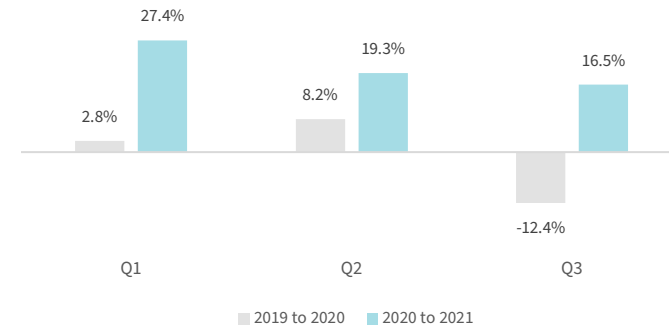
CREDIT CARD REVENUE | Quarterly Year-Over-Year Comparison

Compares the year-over-year variance by quarter



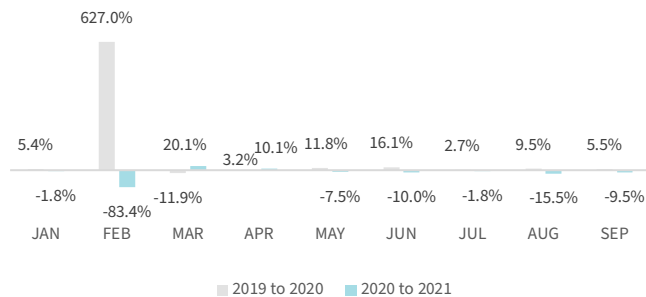
CASH REVENUE | Quarterly Year-Over-Year Comparison

Compares the year-over-year variance by quarter



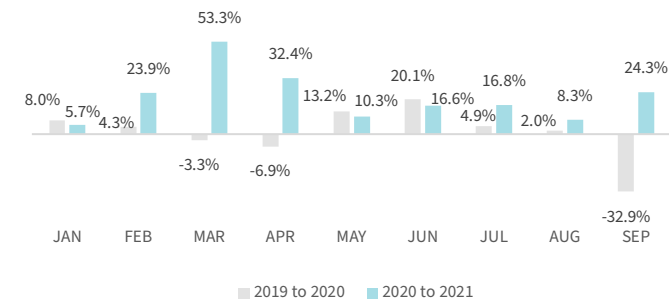
CREDIT CARD REVENUE | Monthly Year-Over-Year Comparison

Compares the year-over-year variance by month



CASH REVENUE | Monthly Year-Over-Year Comparison

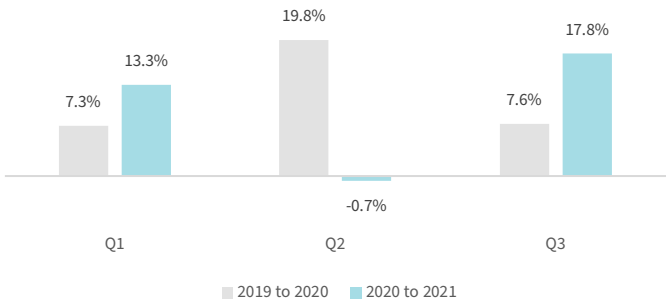
Compares the year-over-year variance by month



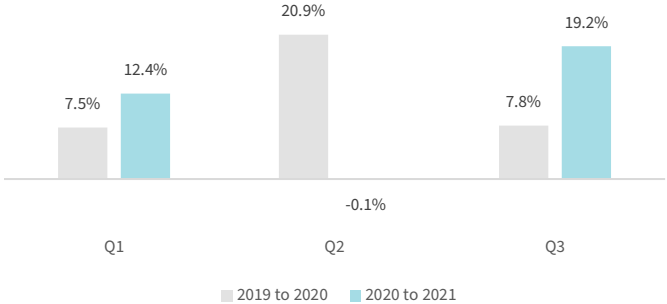
AVERAGE GIFT

TOTAL AND CHECKS

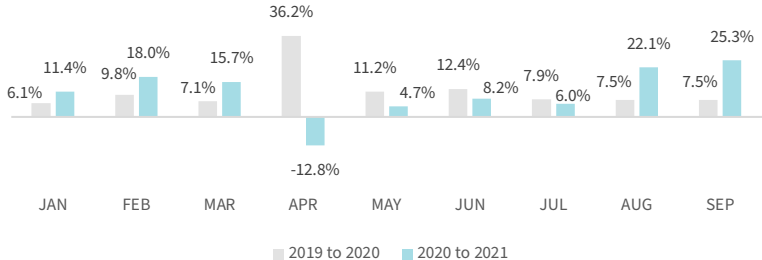
AVERAGE GIFT | Quarterly Year-Over-Year Comparison
Compares the year-over-year variance by quarter



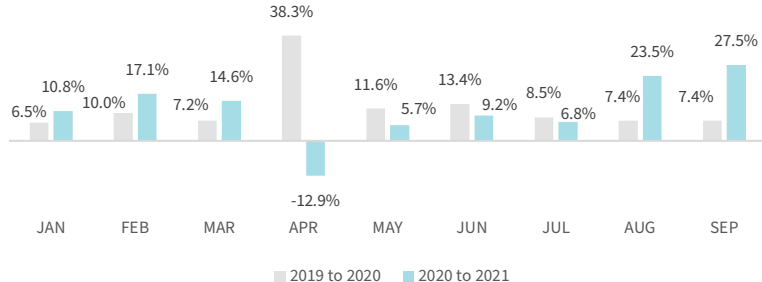
CHECK AVG. GIFT | Quarterly Year-Over-Year Comparison
Compares the year-over-year variance by quarter



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

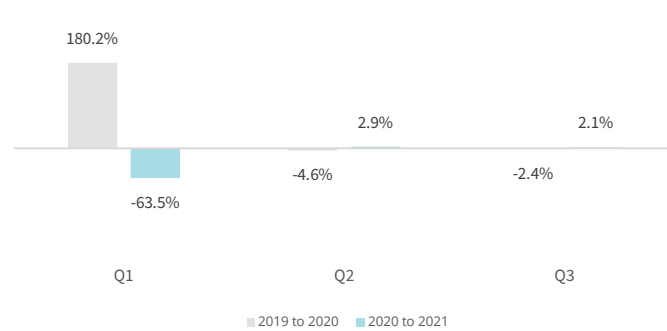


AVERAGE GIFT

CREDIT CARDS AND CASH

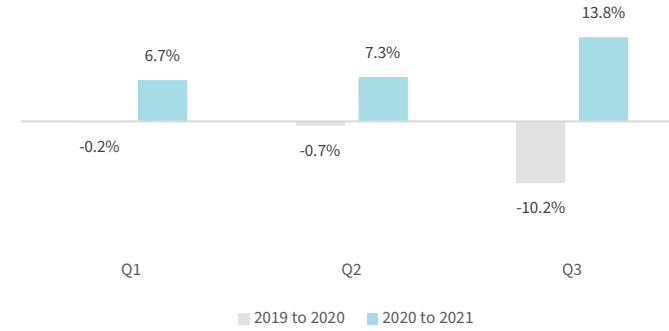
CREDIT CARD AVG. GIFT | Quarterly Year-Over-Year Comparison

Compares the year-over-year variance by quarter



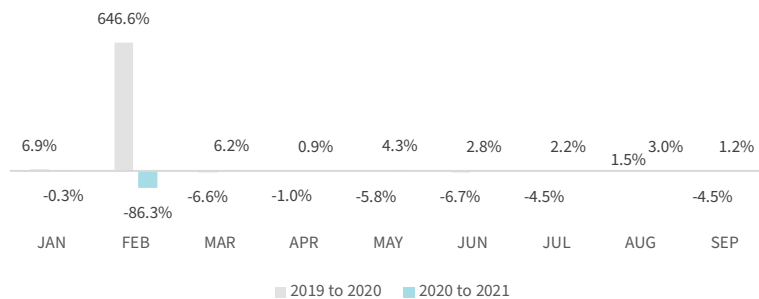
CASH AVG. GIFT | Quarterly Year-Over-Year Comparison

Compares the year-over-year variance by quarter



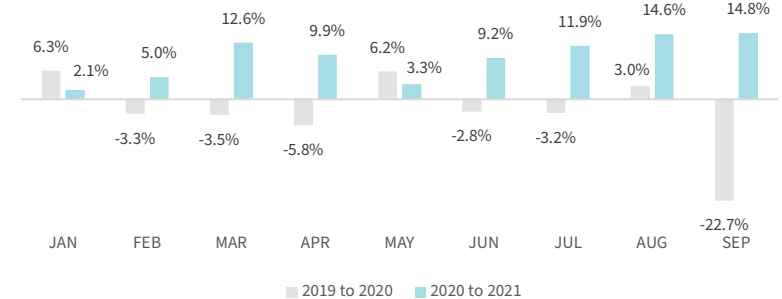
CREDIT CARD AVG. GIFT | Monthly Year-Over-Year Comparison

Compares the year-over-year variance by month



CASH AVG. GIFT | Monthly Year-Over-Year Comparison

Compares the year-over-year variance by month



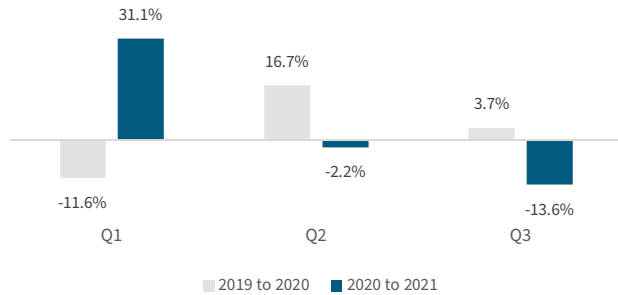
APPENDIX B

SECTOR PERFORMANCE

ANIMAL WELFARE

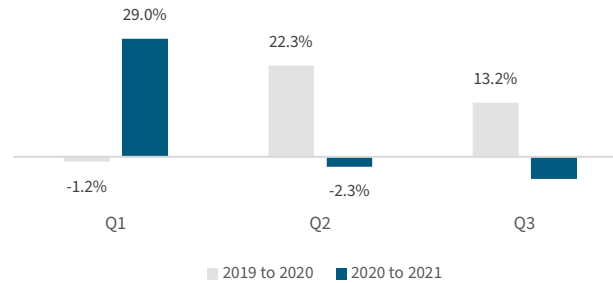
DONATIONS | Quarterly Year-Over-Year Comparison

Compares the year-over-year variance by quarter



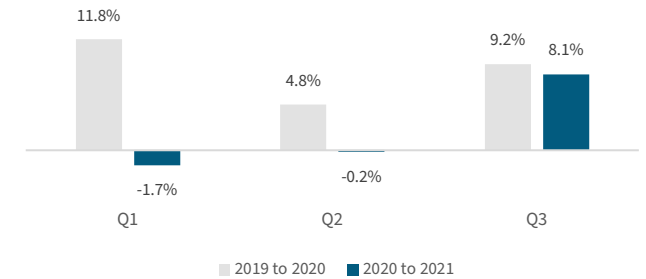
REVENUE | Quarterly Year-Over-Year Comparison

Compares the year-over-year variance by quarter



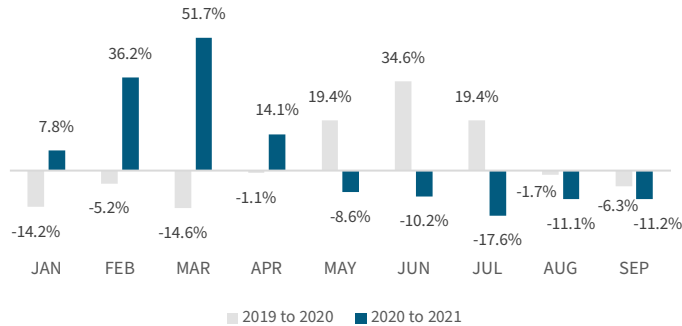
AVERAGE GIFT | Quarterly Year-Over-Year Comparison

Compares the year-over-year variance by quarter



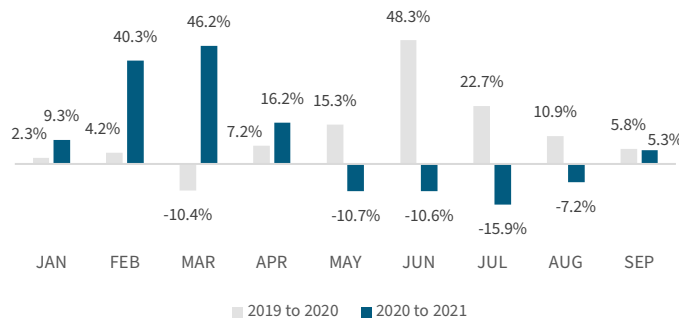
DONATIONS | Monthly Year-Over-Year Comparison

Compares the year-over-year variance by month



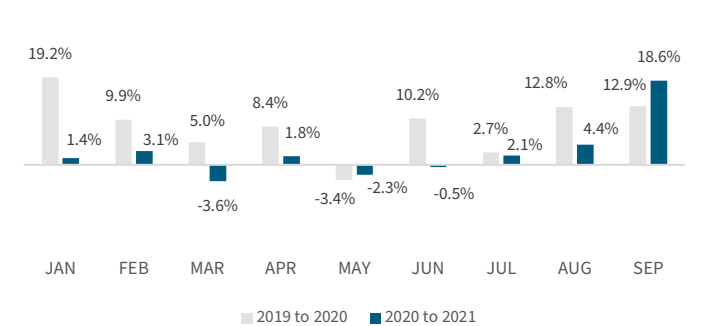
REVENUE | Monthly Year-Over-Year Comparison

Compares the year-over-year variance by month



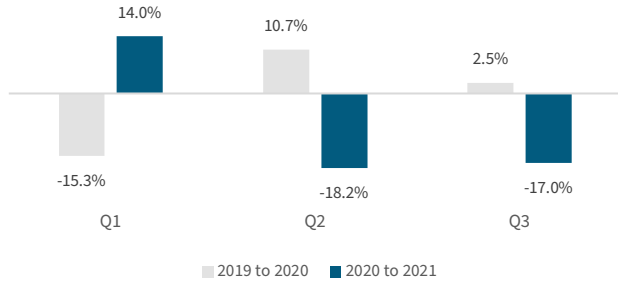
AVERAGE GIFT | Monthly Year-Over-Year Comparison

Compares the year-over-year variance by month

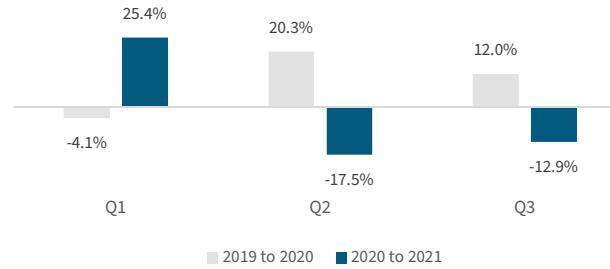


ARTS + CULTURE

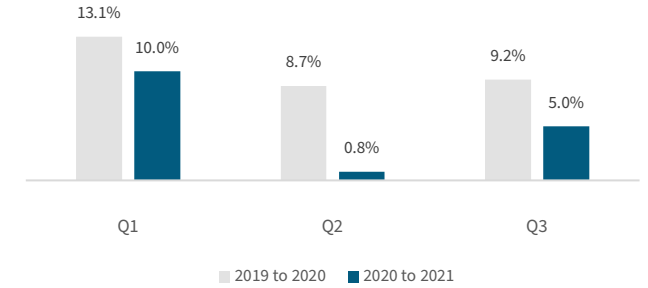
DONATIONS | Quarterly Year-Over-Year Comparison
Compares the year-over-year variance by quarter



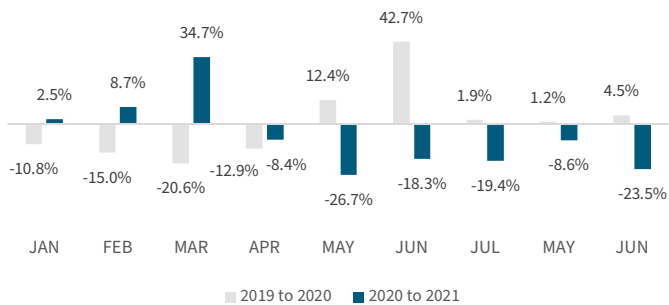
REVENUE | Quarterly Year-Over-Year Comparison
Compares the year-over-year variance by quarter



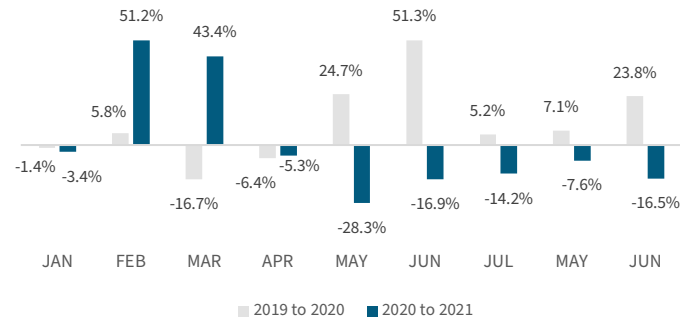
AVERAGE GIFT | Quarterly Year-Over-Year Comparison
Compares the year-over-year variance by quarter



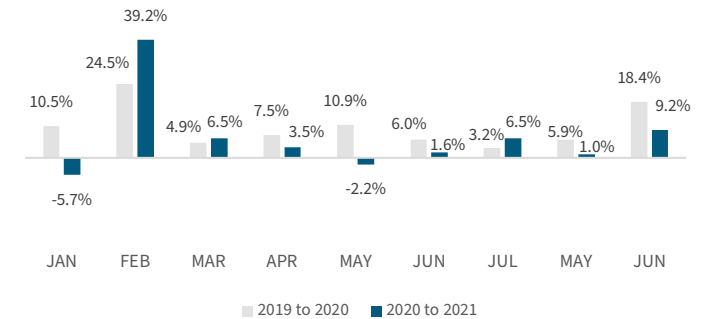
DONATIONS | Monthly Year-Over-Year Comparison
Compares the year-over-year variance by month



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



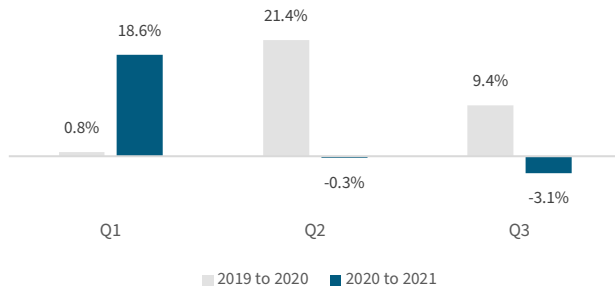
AVERAGE GIFT | Monthly Year-Over-Year Comparison
Compares the year-over-year variance by month



ENVIRONMENTAL

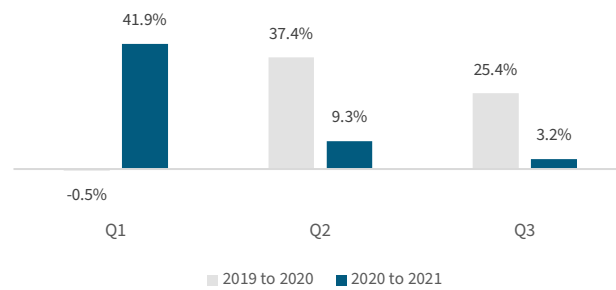
DONATIONS | Quarterly Year-Over-Year Comparison

Compares the year-over-year variance by quarter



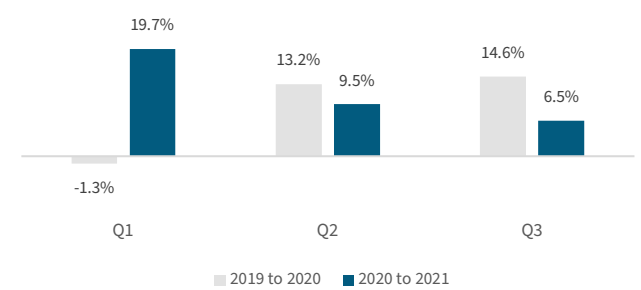
REVENUE | Quarterly Year-Over-Year Comparison

Compares the year-over-year variance by quarter



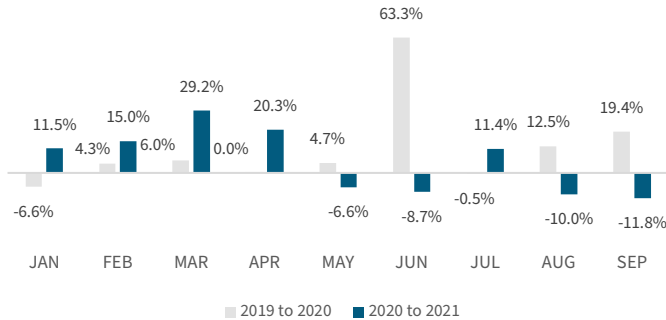
AVERAGE GIFT | Quarterly Year-Over-Year Comparison

Compares the year-over-year variance by quarter



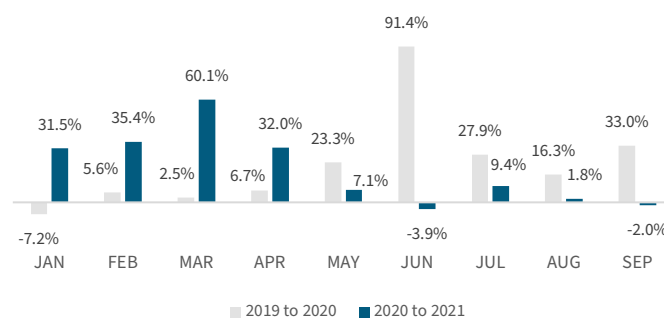
DONATIONS | Monthly Year-Over-Year Comparison

Compares the year-over-year variance by month



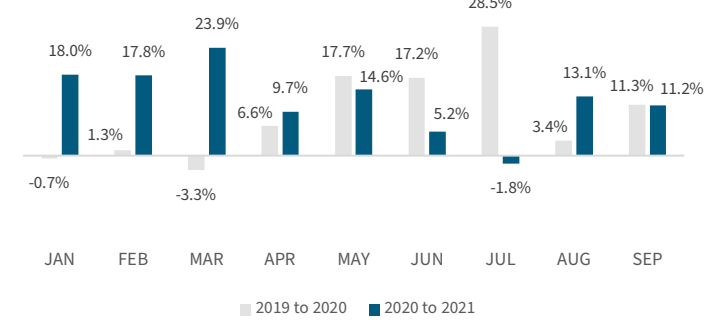
REVENUE | Monthly Year-Over-Year Comparison

Compares the year-over-year variance by month



AVERAGE GIFT | Monthly Year-Over-Year Comparison

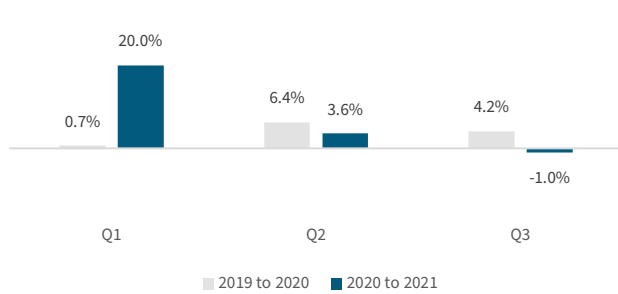
Compares the year-over-year variance by month



HEALTH

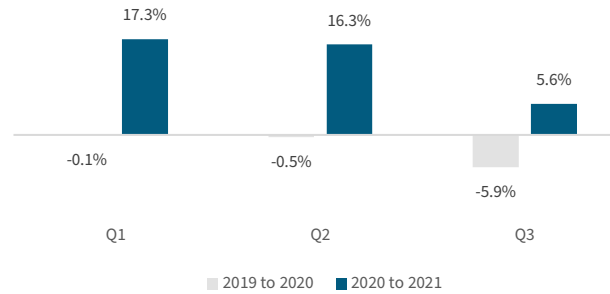
DONATIONS | Quarterly Year-Over-Year Comparison

Compares the year-over-year variance by quarter



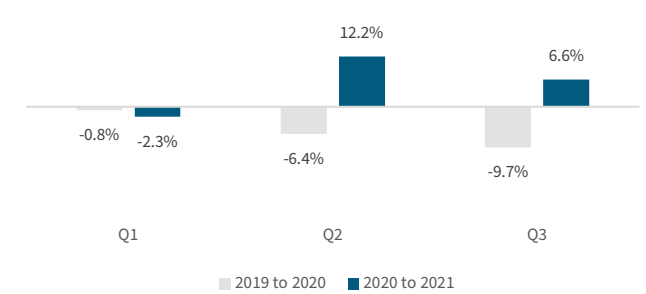
REVENUE | Quarterly Year-Over-Year Comparison

Compares the year-over-year variance by quarter



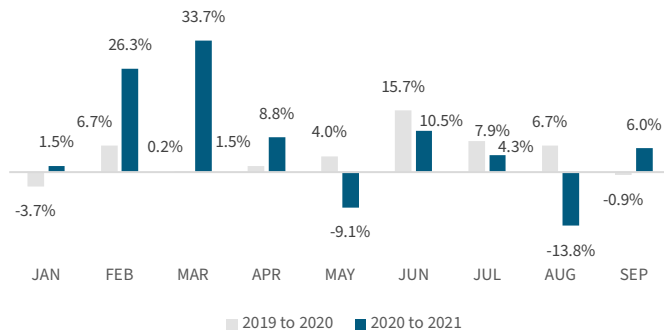
AVERAGE GIFT | Quarterly Year-Over-Year Comparison

Compares the year-over-year variance by quarter



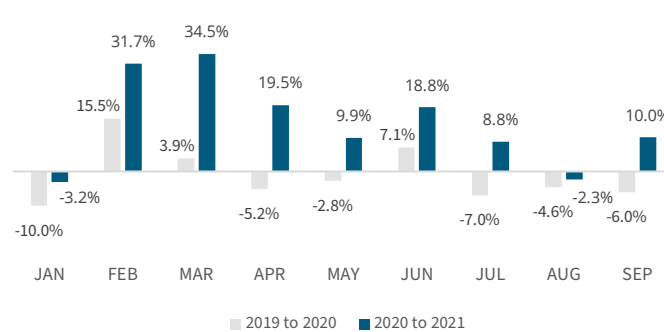
DONATIONS | Monthly Year-Over-Year Comparison

Compares the year-over-year variance by month



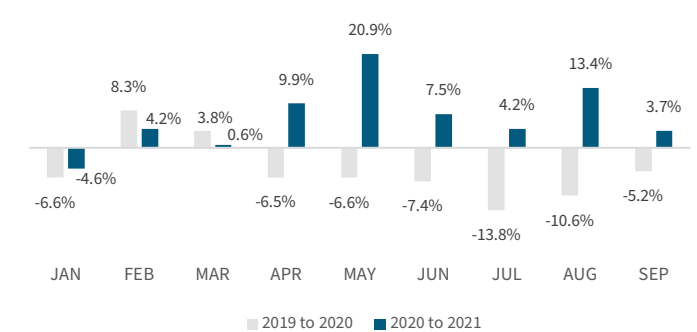
REVENUE | Monthly Year-Over-Year Comparison

Compares the year-over-year variance by month



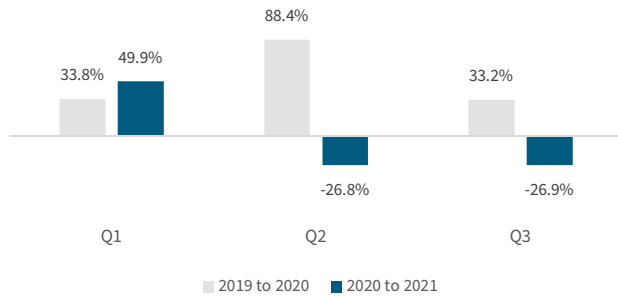
AVERAGE GIFT | Monthly Year-Over-Year Comparison

Compares the year-over-year variance by month

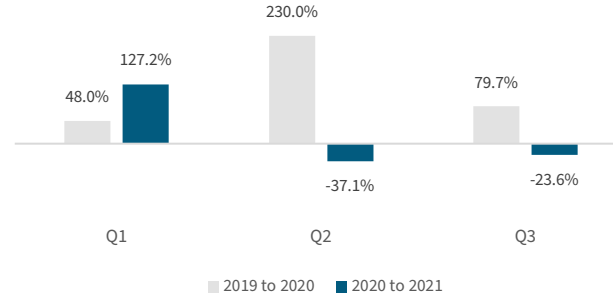


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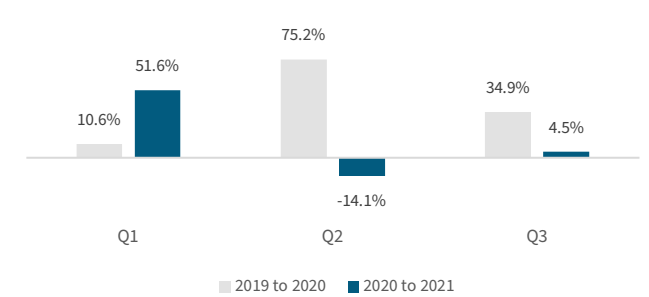
DONATIONS | Quarterly Year-Over-Year Comparison
Compares the year-over-year variance by quarter



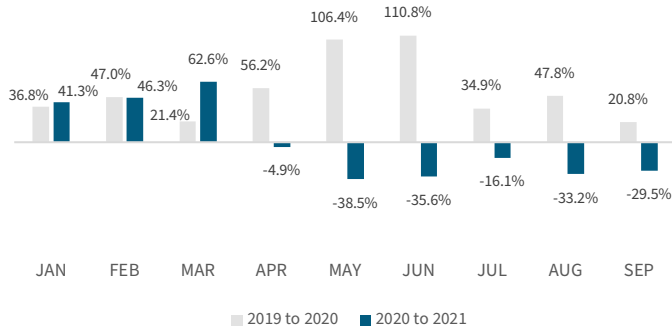
REVENUE | Quarterly Year-Over-Year Comparison
Compares the year-over-year variance by quarter



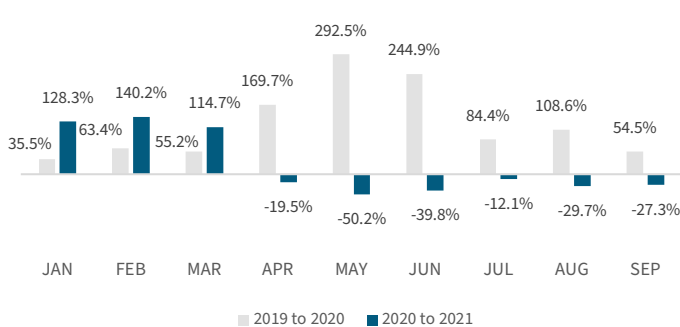
AVERAGE GIFT | Quarterly Year-Over-Year Comparison
Compares the year-over-year variance by quarter



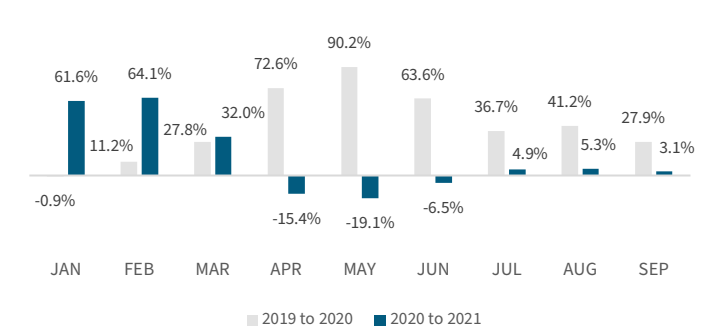
DONATIONS | Monthly Year-Over-Year Comparison
Compares the year-over-year variance by month



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



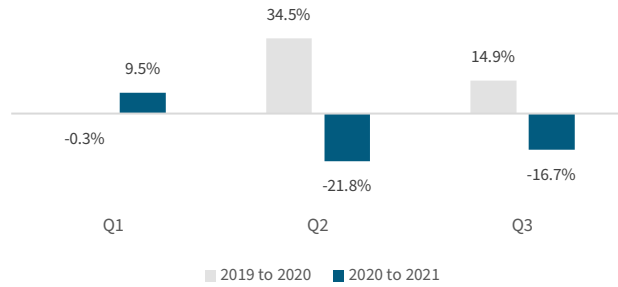
AVERAGE GIFT | Monthly Year-Over-Year Comparison
Compares the year-over-year variance by month



INTERNATIONAL RELIEF

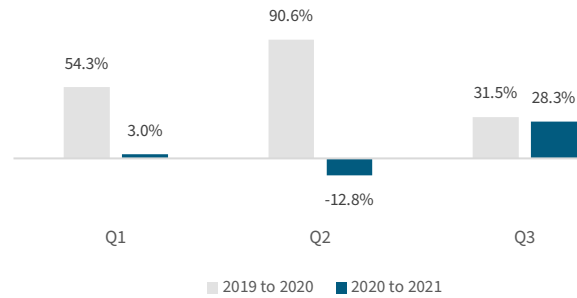
DONATIONS | Quarterly Year-Over-Year Comparison

Compares the year-over-year variance by quarter



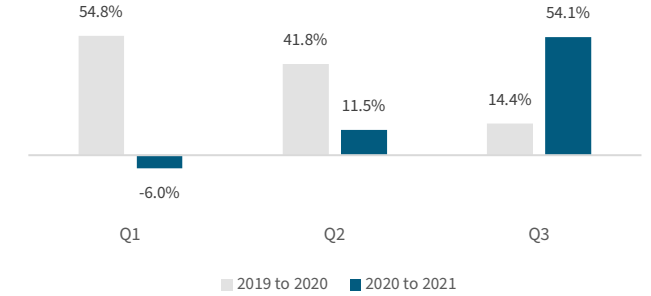
REVENUE | Quarterly Year-Over-Year Comparison

Compares the year-over-year variance by quarter



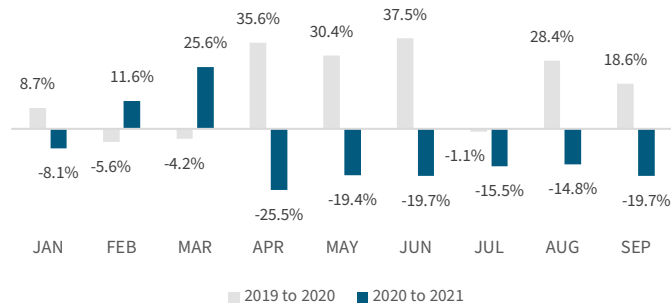
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Compares the year-over-year variance by quarter



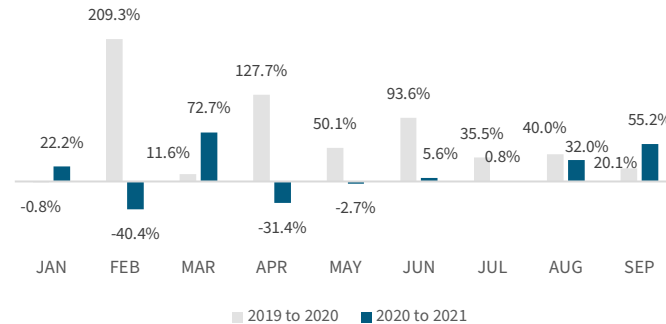
DONATIONS | Monthly Year-Over-Year Comparison

Compares the year-over-year variance by month



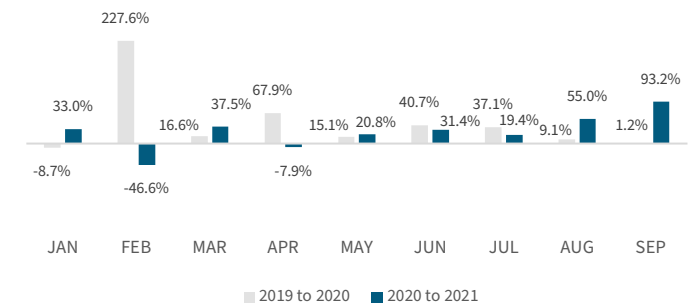
REVENUE | Year-Over-Year Comparison

Compares the year-over-year variance by month



AVERAGE GIFT | Year-Over-Year Comparison

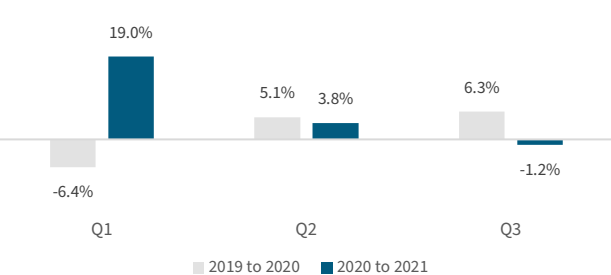
Compares the year-over-year variance by month



SOCIETAL BENEFIT

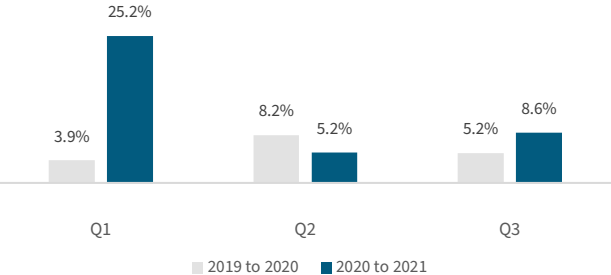
DONATIONS | Quarterly Year-Over-Year Comparison

Compares the year-over-year variance by quarter



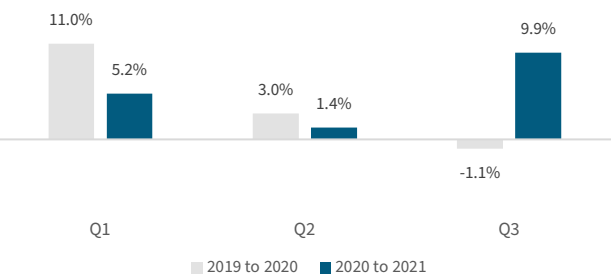
REVENUE | Quarterly Year-Over-Year Comparison

Compares the year-over-year variance by quarter



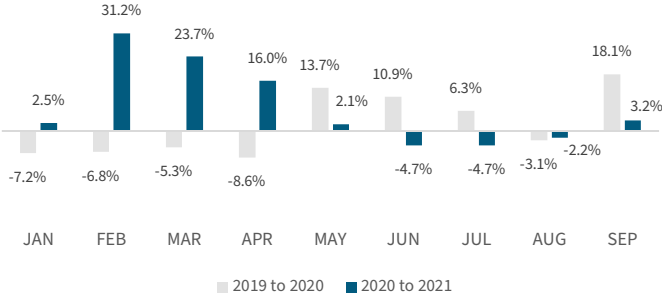
AVERAGE GIFT | Quarterly Year-Over-Year Comparison

Compares the year-over-year variance by quarter



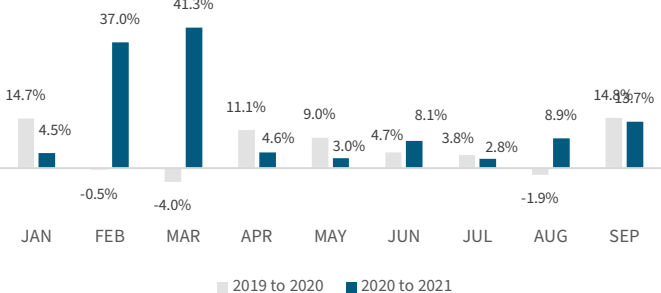
DONATIONS | Monthly Year-Over-Year Comparison

Compares the year-over-year variance by month



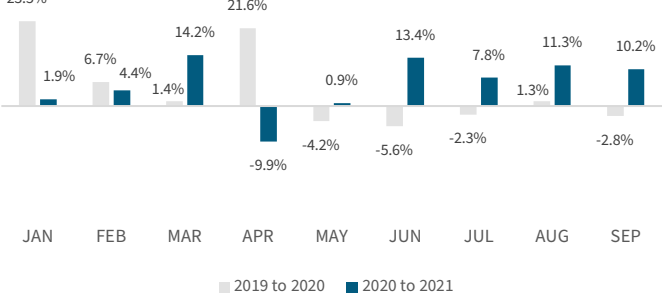
REVENUE | Monthly Year-Over-Year Comparison

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

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