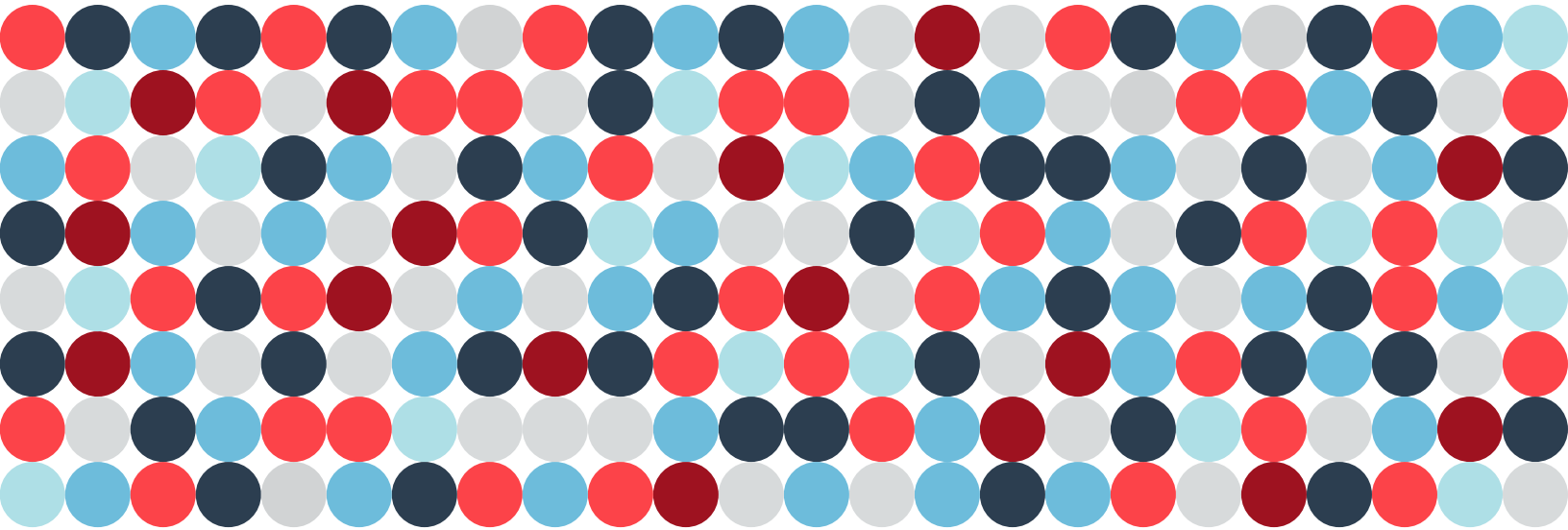


# COVID-19 IMPACT REPORT

## How the Coronavirus Pandemic is Impacting Direct Mail Fundraising

2019 and 2020 Transactions February 1 through May 17



# MERKLE RMG'S COVID-19 IMPACT REPORT

This is the tenth installment of Merkle Response Management Group's (Merkle RMG) **Impact Report**. This updated report includes transactions deposited between February 1–May 17 of 2019 and 2020. Our report shares transactional data reflecting the mail pieces processed at our facility during the stated reporting period. We do our best to update and post this report every Monday evening, and we appreciate your patience and understanding when we are delayed. Each weekly update adds transactions from the prior week (Monday–Sunday). All reports are available on our website ([www.merkleresponse.com/covid-19reports](http://www.merkleresponse.com/covid-19reports)).

## REPORT METHODOLOGY

- The organizations included in this report are a subset of Merkle RMG's total business.
  - These organizations are those who were fully onboarded by January 1, 2019, and remain a client as of February 1, 2020.
  - The report includes 135 nonprofit organizations.
  - Political organizations, like party committees, campaigns, and PACs, are not included in this report.
- The industry sectors reported follow those traditionally used in Target Analytics' *donorCentrics*® *Index of Direct Marketing Fundraising Report*.
  - The sectors included are:
    - Animal Welfare (8 organizations)
    - Arts & Culture (24 organizations)
    - Environmental (11 organizations)
    - Health (25 organizations)
    - Human Services (16 organizations)
    - International Relief (15 organizations)
    - Societal Benefit (36 organizations)
- The 2020 weekly volumes may be impacted by processing delays due to COVID-19 that cannot be quantified.
- This report shares transactions processed by Merkle RMG 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 a sole source of information. Any opinions shared are our own and not the views of the organizations included in this report.

# THE NONPROFIT INDUSTRY

**THE UPWARD TRENDS CONTINUES THIS WEEK.** Nearly all sectors reported revenue higher than in 2019 for this reporting period. These year-over-year gains were due to a mix of increases in donations and average gift. The **arts & culture sector** has not yet exceeded last year's revenue, it was virtually even with 2019—an impressive feat, as this sector was hit the hardest at the onset of the pandemic and was slower to bounce back compared to others. Some year-over-year improvements may be due to changes in fundraising strategies, which are not account for in this report. Many of our nonprofit partners have included COVID-19 messaging in recent appeals; this includes copy, new inserts, and other creative elements.

4.2%  
DONATIONS

YEAR-OVER-YEAR CHANGE

- Donations in the second week of May were 31.0% higher than this week in 2019. All sectors **except animal welfare and environmental** experienced significant year-over-year donation increases.
- The **human services sector** had the largest year-over-year variance in donations this year compared to last. The sector continued a trend that started the fourth week of April—weekly donations more than double those of 2019.

32.2%  
REVENUE

YEAR-OVER-YEAR CHANGE

- The higher average gift continued to drive the year-over-year revenue increase within the reporting period.
- Starting with the third week of April, each week had sizable year-over-year revenue increases. In the second week of May, revenue was 52.8% higher this year compared to the same week last. The **human services, international relief, and societal benefit sectors** drove this higher year-over-year revenue.

26.9%  
AVERAGE GIFT

YEAR-OVER-YEAR CHANGE

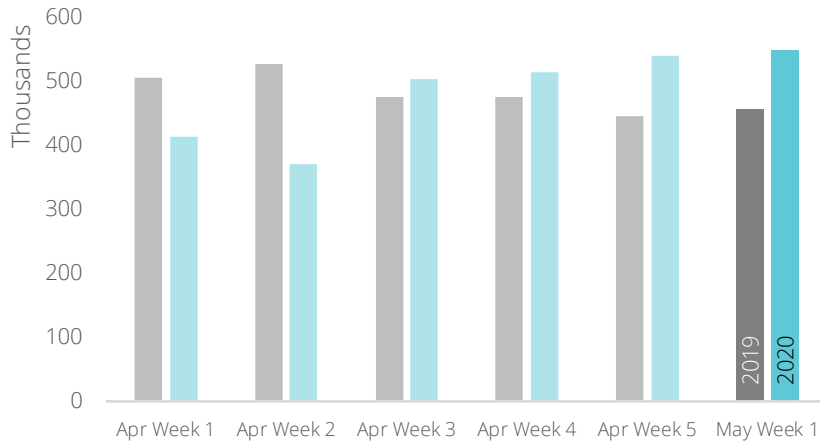
- The year-over-year increase in the average gift was the driver for the substantial year-over-year increase in revenue for this reporting period.
- **Human services and international relief** had the greatest year-over-year increase in this metric. These sectors had the most significant impact on the year-over-year increase in revenue for the nonprofit industry.

# NONPROFIT INDUSTRY

## YEAR-OVER-YEAR COMPARISON

### TOTAL RESPONSES | Year-Over-Year Comparison

Comparing responses processed weekly for the last 6-weeks



### YEAR-OVER-YEAR VARIANCES

REPORTING PERIOD: **-1.6%**

MAY WEEK 2: **21.8%**

The year-over-year increase in the second week of May was due to donations. Non-donation responses were -6.3% lower this year compared to last.

### WEEK-OVER-WEEK VARIANCE

MAY WEEK 1 TO WEEK 2: **5.0%**

Total responses were up 5.0% week-over-week due to the 33.7% increase in non-donation responses.

### YEAR-OVER-YEAR VARIANCES

REPORTING PERIOD: **4.2%**

MAY WEEK 2: **31.0%**

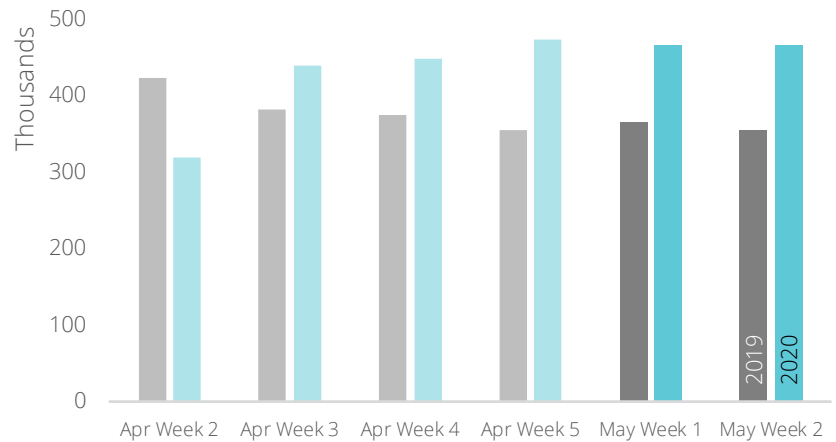
### WEEK-OVER-WEEK VARIANCE

MAY WEEK 1 TO WEEK 2: **0.0%**

Through May 17, the month was 10.5% ahead of donations compared to the same period in May 2019. This improved from last week where the month was -2.2% behind last year.

### TOTAL DONATIONS | Year-Over-Year Comparison

Comparing donations processed weekly for the last 6-weeks



### YEAR-OVER-YEAR VARIANCES

REPORTING PERIOD: **32.2%**

For this reporting period, donations and the average gift were drivers for the year-over-year increase in revenue. The average gift during this period was 26.9% higher than in 2019.

MAY WEEK 2: **52.8%**

Donations were the primary driver for the revenue increase this year compared to the same week last year. The average gift this week increased by 16.7% year-over-year.

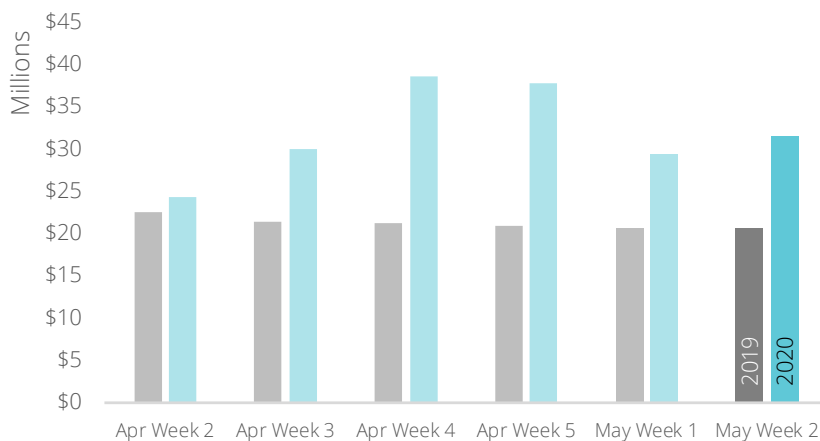
### WEEK-OVER-WEEK VARIANCE

MAY WEEK 1 TO WEEK 2: **7.2%**

Revenue increased week-over-week due to donations and the average gift. For the month, revenue was 25.9% ahead of last year through May 17.

### REVENUE | Year-Over-Year Comparison

Comparing revenue processed weekly for the last 6-weeks

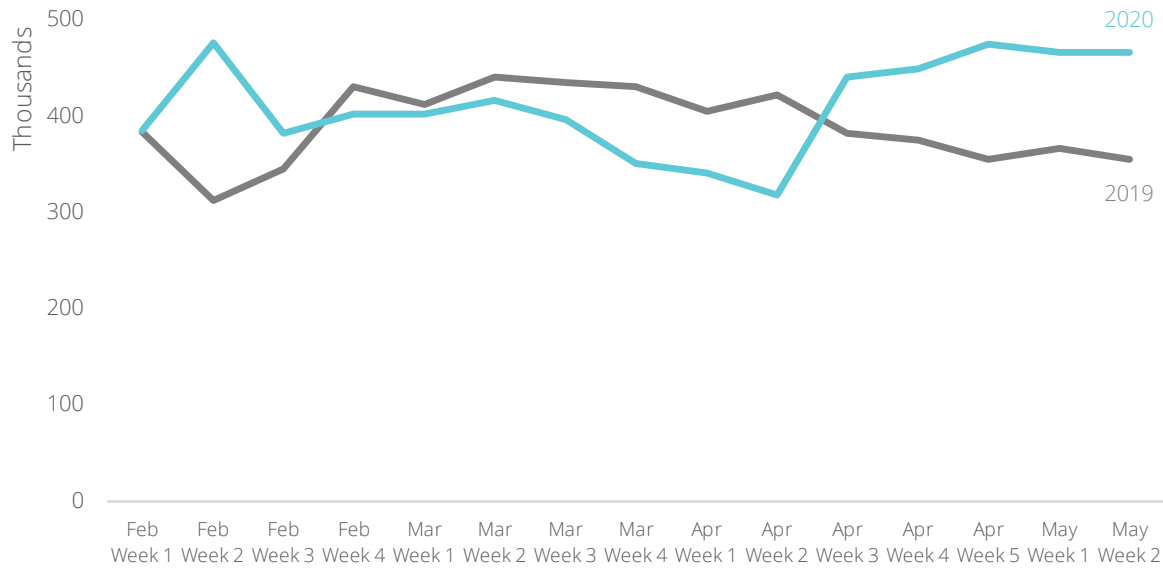


# NONPROFIT INDUSTRY

## WEEKLY YEAR-OVER-YEAR COMPARISON

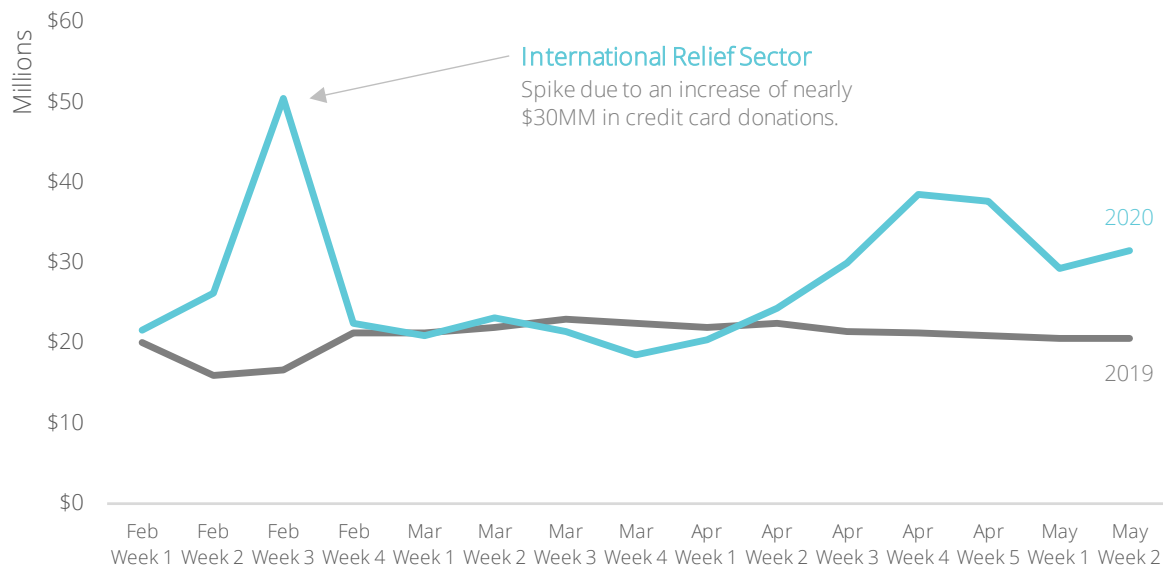
### TOTAL DONATIONS | Weekly Year-Over-Year Comparison

Comparing donations processed weekly within this reporting period



### REVENUE | Weekly Year-Over-Year Comparison

Comparing revenue processed weekly within this reporting period

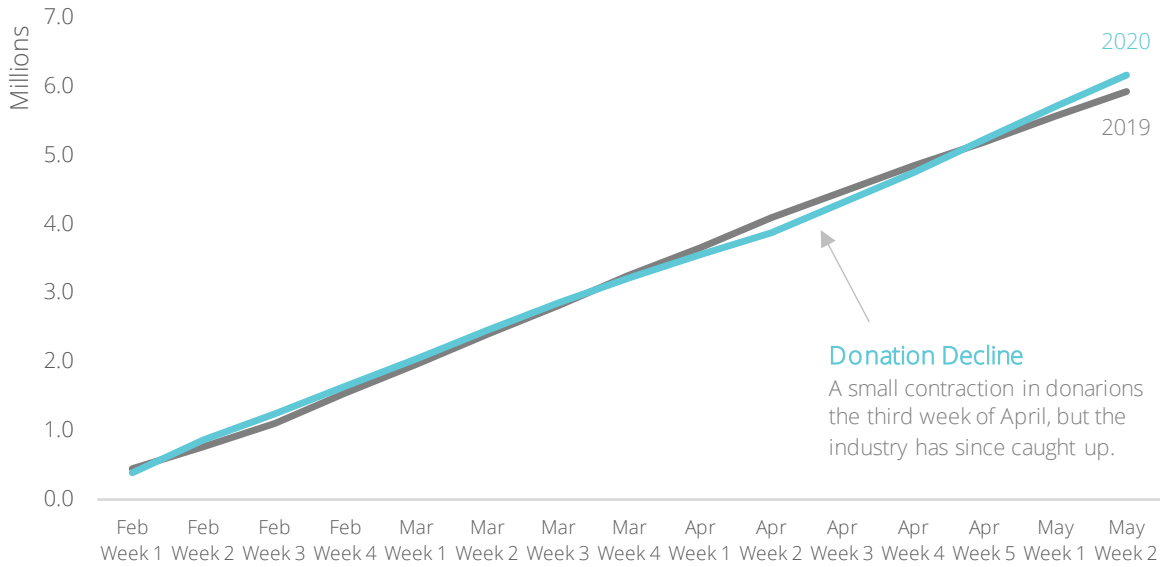


# NONPROFIT INDUSTRY

## YEAR-OVER-YEAR CUMULATIVE COMPARISON

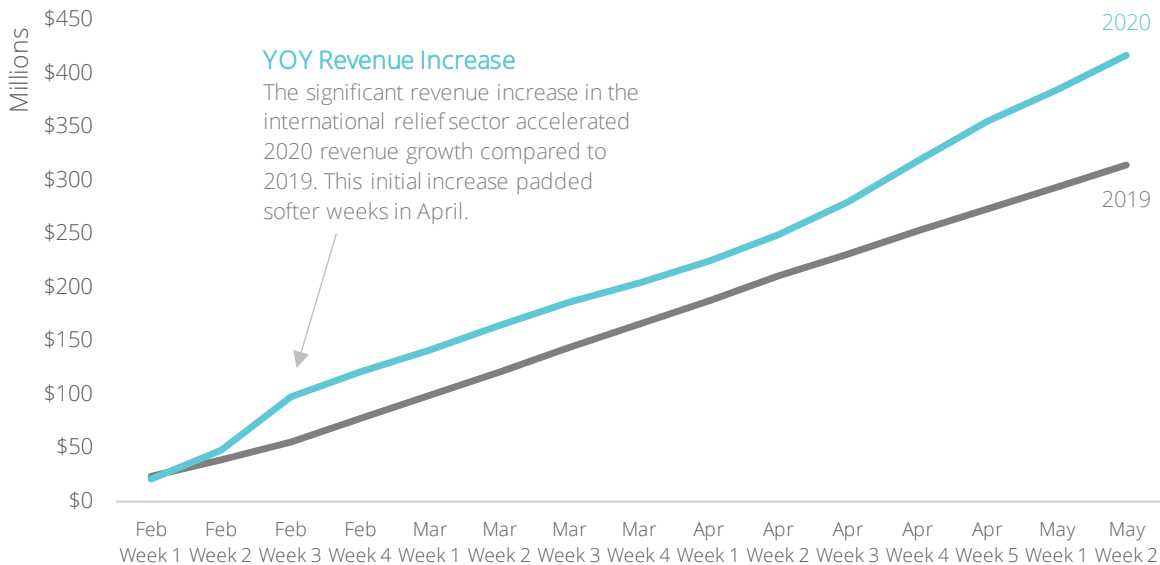
### TOTAL DONATIONS | Year-Over-Year Cumulative Comparison

Comparing the cumulative donations for this reporting period



### REVENUE | Year-Over-Year Cumulative Comparison

Comparing the cumulative revenue processed for this reporting period

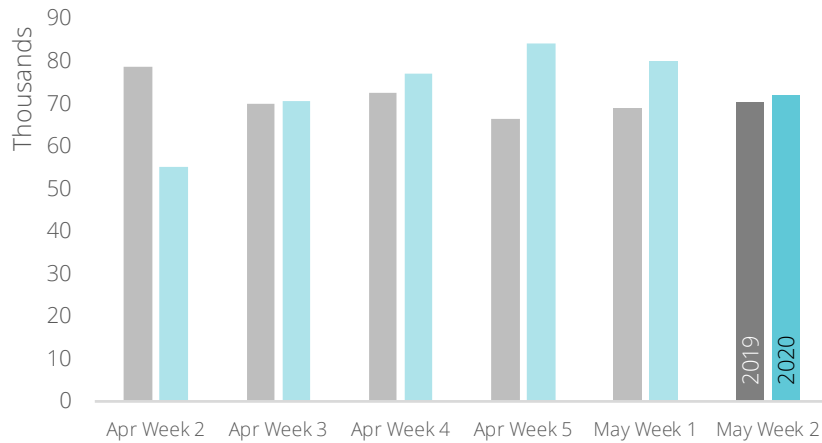


# ANIMAL WELFARE

## YEAR-OVER-YEAR COMPARISON

### TOTAL RESPONSES | Year-Over-Year Comparison

Comparing responses processed weekly for the last 6-weeks



### YEAR-OVER-YEAR VARIANCES

**REPORTING PERIOD: -4.7%**

Total responses for the reporting period improved from -5.1%, as reported in last week's report. This increase was donation-driven.

**MAY WEEK 2: 2.1%**

The increase in total responses was due to donations as non-donation responses were -42.7% lower this week than in 2019.

### WEEK-OVER-WEEK VARIANCE

**MAY WEEK 1 TO WEEK 2: -10.2%**

The week-over-week decline was caused by drops in both donations and non-donation responses.

### YEAR-OVER-YEAR VARIANCES

**REPORTING PERIOD: -2.9%**

Donations made up more ground within the reporting from last week—last week, the variance was -3.8%.

**MAY WEEK 2: 11.1%**

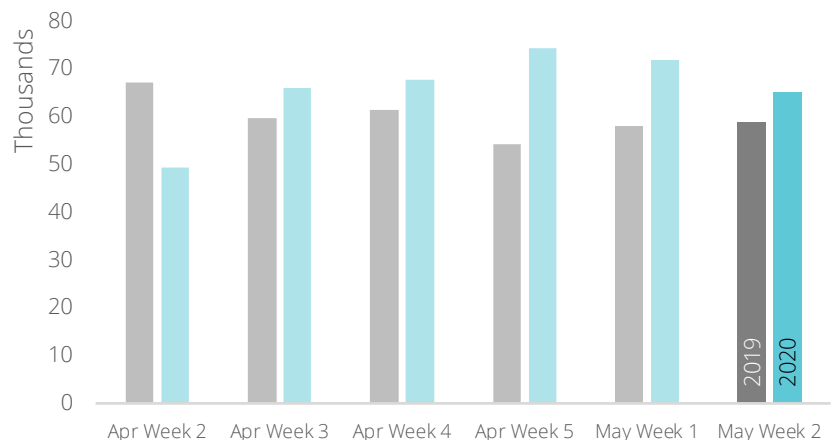
### WEEK-OVER-WEEK VARIANCE

**MAY WEEK 1 TO WEEK 2: -9.0%**

Through May 17, donations were 3.9% ahead of donations through that date last year.

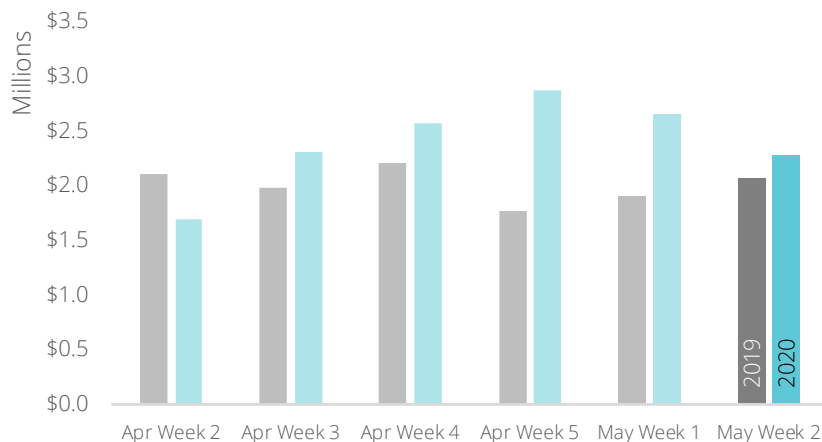
### TOTAL DONATIONS | Year-Over-Year Comparison

Comparing donations processed weekly for the last 6-weeks



### REVENUE | Year-Over-Year Comparison

Comparing revenue processed weekly for the last 6-weeks



### YEAR-OVER-YEAR VARIANCES

**REPORTING PERIOD: 4.8%**

The year-over-year increase in revenue was driven by the average gift, which was 8.0% higher this year compared to 2019.

**MAY WEEK 2: 10.7%**

The year-over-year increase for this week was donation-driven as the average gift was -0.4% lower this year than last.

### WEEK-OVER-WEEK VARIANCE

**MAY WEEK 1 TO WEEK 2: -13.9%**

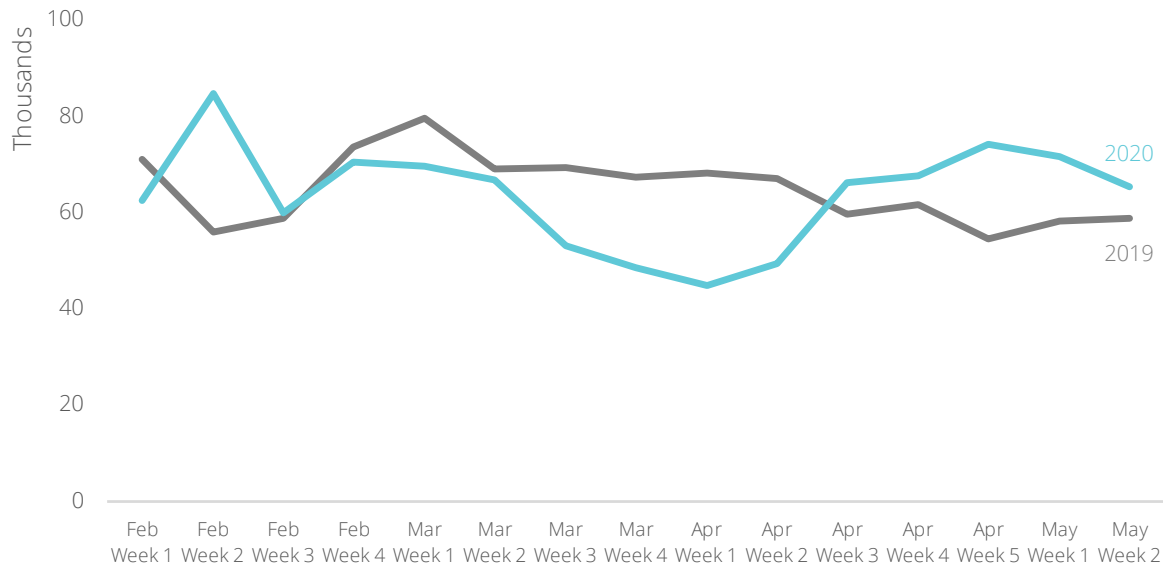
Revenue was 12.0% ahead through May 17 this year compared to the same point in May 2019.

# ANIMAL WELFARE

## WEEKLY YEAR-OVER-YEAR COMPARISON

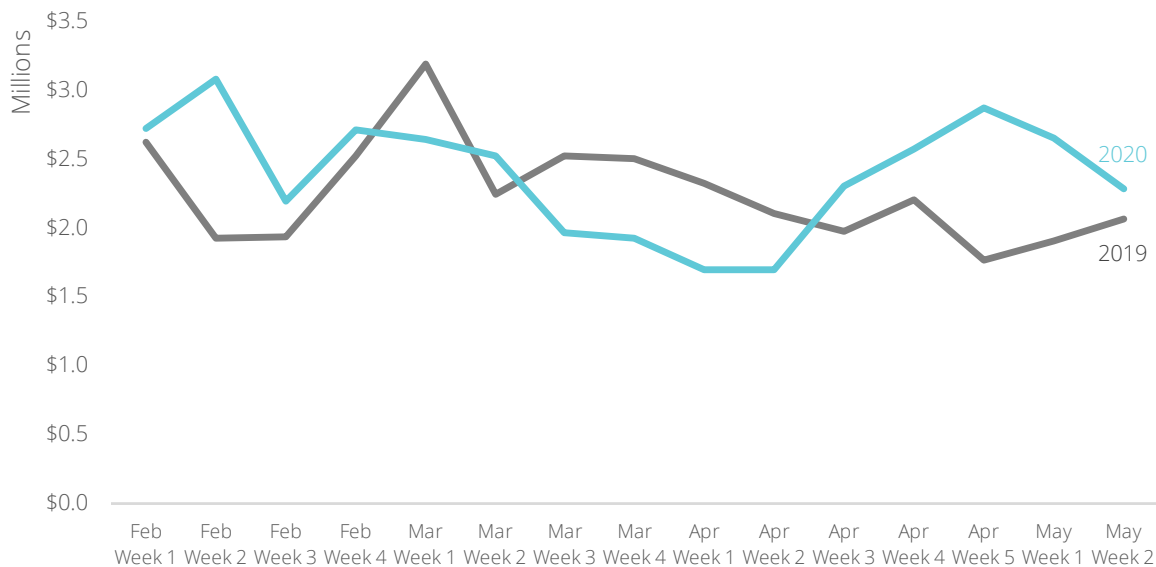
### TOTAL DONATIONS | Weekly Year-Over-Year Comparison

Comparing donations processed weekly within this reporting period



### REVENUE | Weekly Year-Over-Year Comparison

Comparing revenue processed weekly within this reporting period



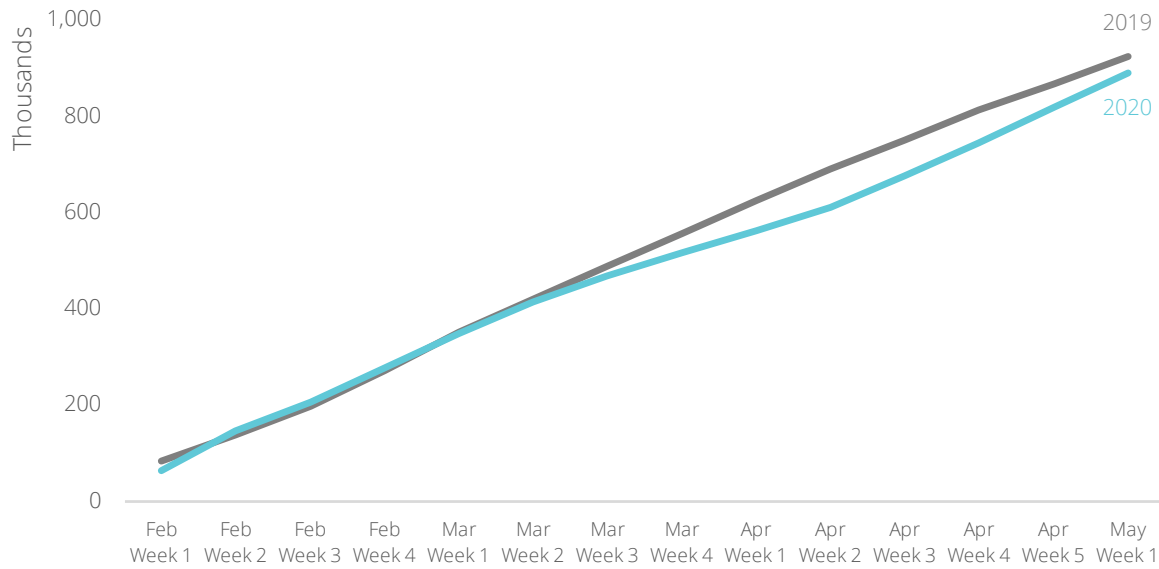


# ANIMAL WELFARE

## YEAR-OVER-YEAR CUMULATIVE COMPARISON

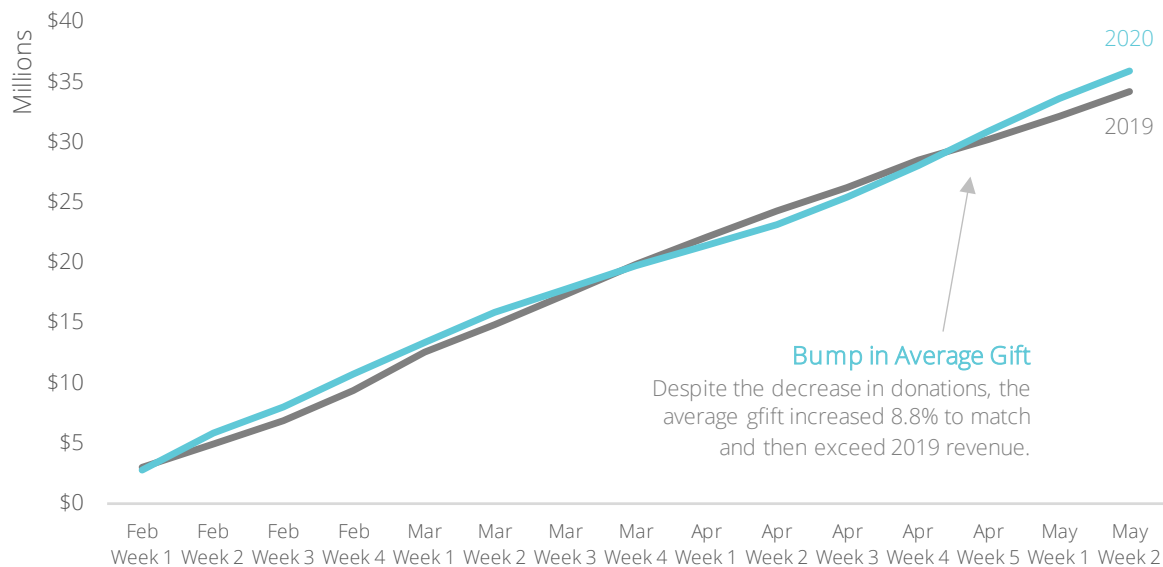
### TOTAL DONATIONS | Year-Over-Year Cumulative Comparison

Comparing the cumulative donations for this reporting period



### REVENUE | Year-Over-Year Cumulative Comparison

Comparing the cumulative revenue for this reporting period



#### Bump in Average Gift

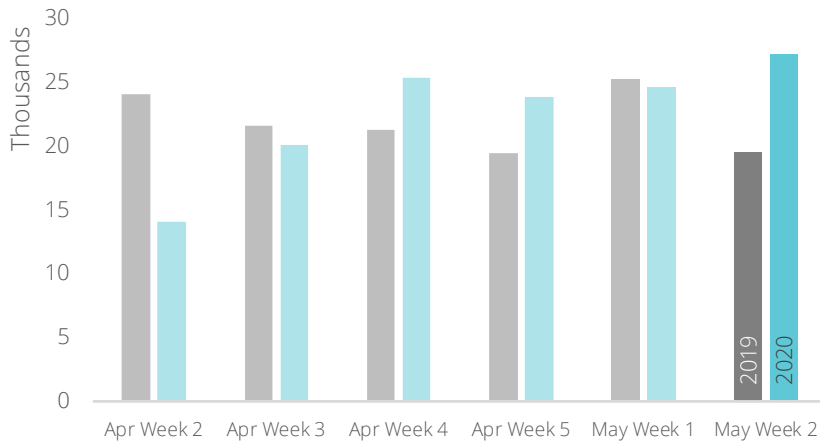
Despite the decrease in donations, the average gift increased 8.8% to match and then exceed 2019 revenue.

# ARTS & CULTURE

## YEAR-OVER-YEAR COMPARISON

### TOTAL RESPONSES | Year-Over-Year Comparison

Comparing responses processed each week for the last 6-weeks



### YEAR-OVER-YEAR VARIANCES

**REPORTING PERIOD: -10.4%**

In last week's report, this year-over-year variance was -13.1%. This week's increase was donation-driven.

**MAY WEEK 2: -39.1%**

Total responses this week compared to the same week in 2019 were higher due to donations. Non-donation responses increased by 74.7% but accounted for only 14% of the total responses this week.

### WEEK-OVER-WEEK VARIANCE

**MAY WEEK 1 TO WEEK 2: 10.6%**

### YEAR-OVER-YEAR VARIANCES

**REPORTING PERIOD: -10.2%**

Donations were reported as -12.7% down in last week's report. This upward trend has continued for five weeks.

**MAY WEEK 2: 34.6%**

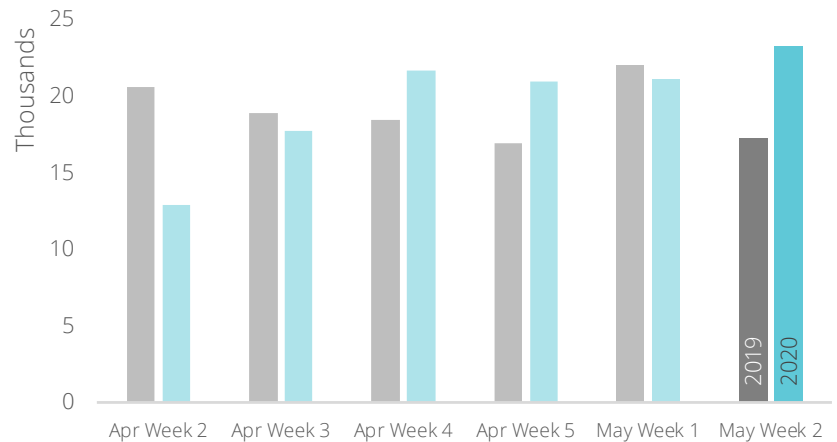
### WEEK-OVER-WEEK VARIANCE

**MAY WEEK 1 TO WEEK 2: 10.6%**

Donations through May 17 were -2.0% behind May 2019 for the same period. This past week helped lessen the month-to-date gap compared to last year.

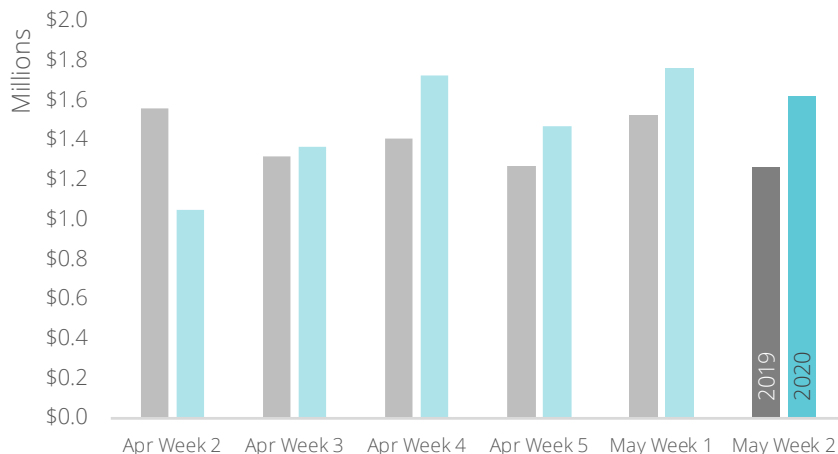
### TOTAL DONATIONS | Year-Over-Year Comparison

Comparing donations processed each week for the last 6-weeks



### REVENUE | Year-Over-Year Comparison

Comparing the revenue processed each week for the last 6-weeks



### YEAR-OVER-YEAR VARIANCES

**REPORTING PERIOD: -0.1%**

The average gift for this reporting period nearly offset the impact of the lower donations this year compared to last.

**MAY WEEK 2: 27.9%**

The year-over-year increase this week was donation-driven as the average gift was -4.9% lower.

### WEEK-OVER-WEEK VARIANCE

**MAY WEEK 1 TO WEEK 2: -8.0%**

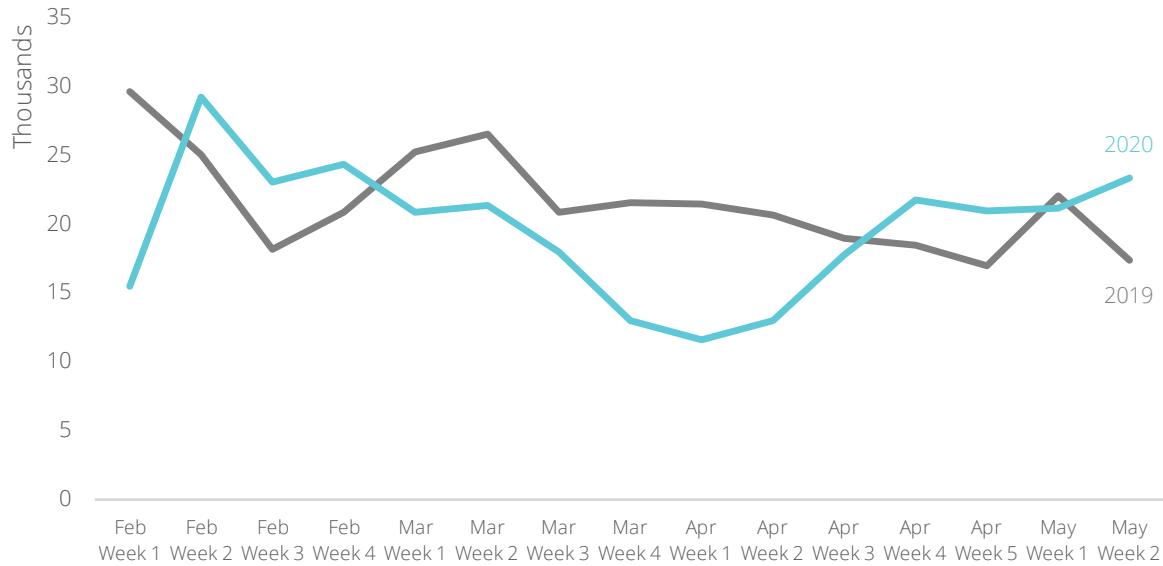
Compared to last year, revenue this month was -2.2% behind last year through the 17th.

# ARTS & CULTURE

## WEEKLY YEAR-OVER-YEAR COMPARISON

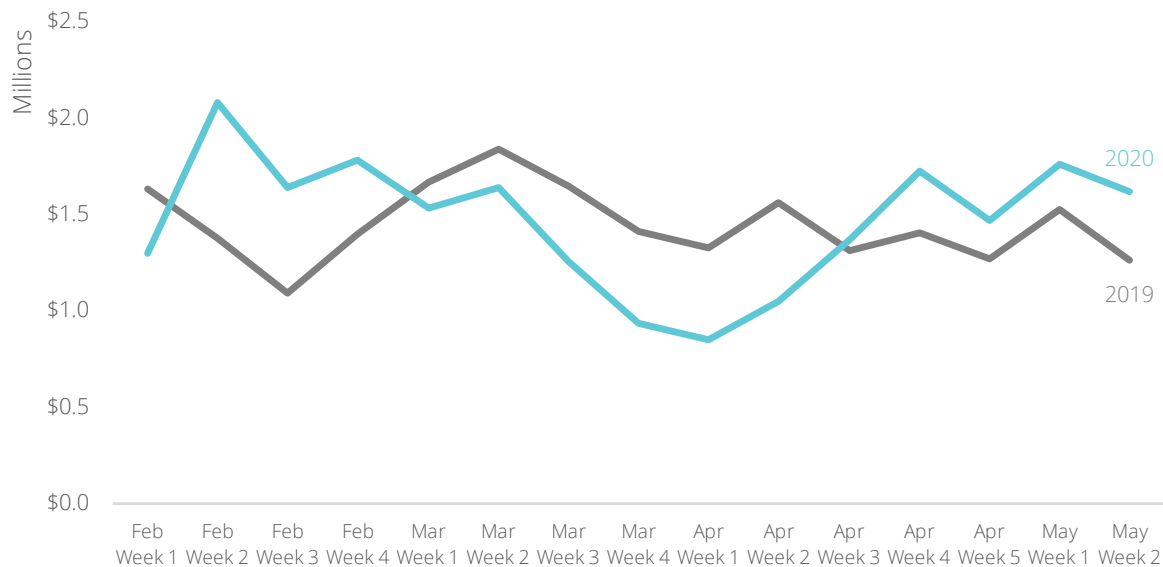
### TOTAL DONATIONS | Weekly Year-Over-Year Comparison

Comparing donations processed each week within this reporting period



### REVENUE | Weekly Year-Over-Year Comparison

Comparing the revenue processed weekly within the reporting period

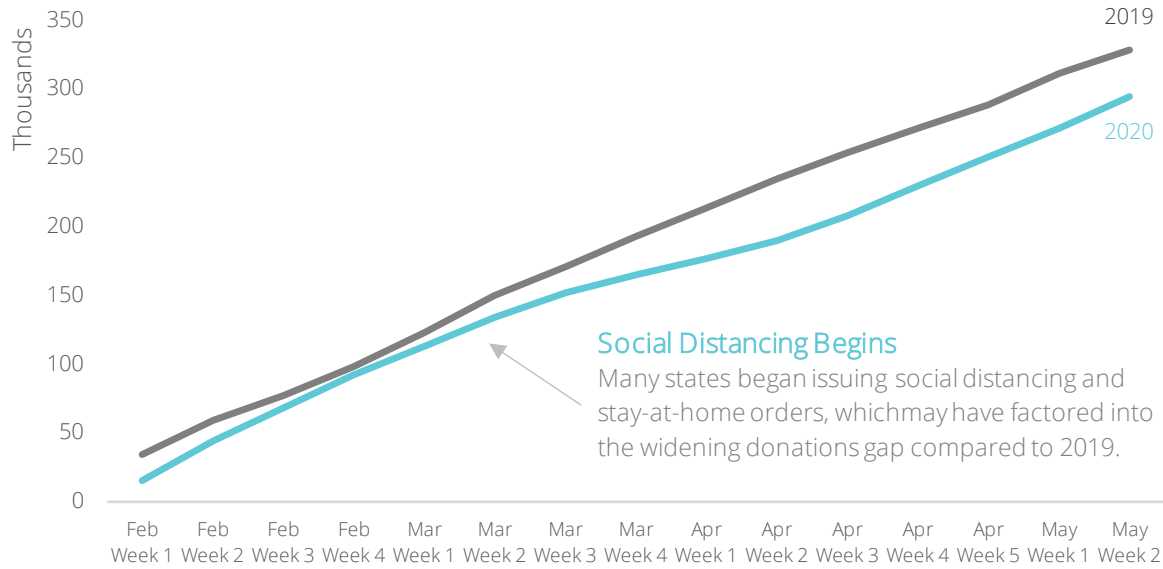


# ARTS & CULTURE

## YEAR-OVER-YEAR CUMULATIVE COMPARISON

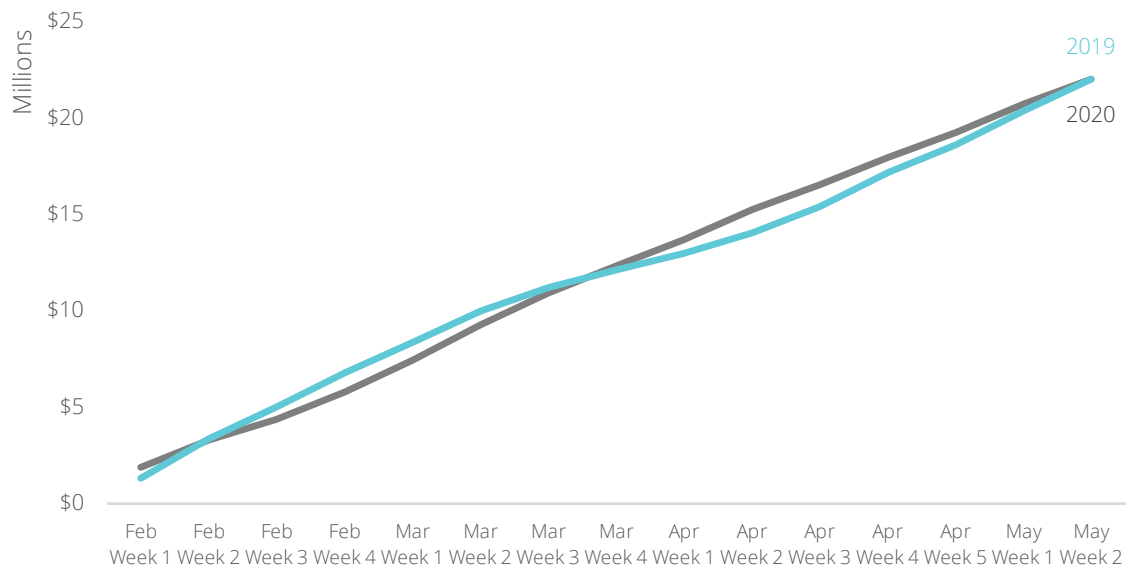
### TOTAL DONATIONS | Year-Over-Year Cumulative Comparison

Comparing the cumulative donations for this reporting period



### REVENUE | Year-Over-Year Cumulative Comparison

Comparing the cumulative revenue for this reporting period

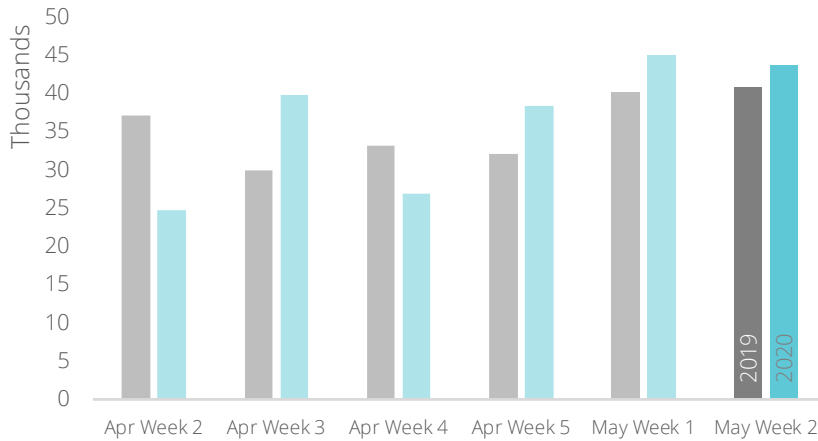


# ENVIRONMENTAL

## YEAR-OVER-YEAR COMPARISON

### TOTAL RESPONSES | Year-Over-Year Comparison

Comparing responses processed weekly for the last 6-weeks



### YEAR-OVER-YEAR VARIANCES

REPORTING PERIOD: **4.9%**

MAY WEEK 2: **6.9%**

*The year-over-year increase this week was due to a 17.0% increase in non-donation responses.*

### WEEK-OVER-WEEK VARIANCE

MAY WEEK 1 TO WEEK 2: **-3.0%**

*Donations were the reason for the week-over-week decline.*

### YEAR-OVER-YEAR VARIANCES

REPORTING PERIOD: **5.1%**

MAY WEEK 2: **2.6%**

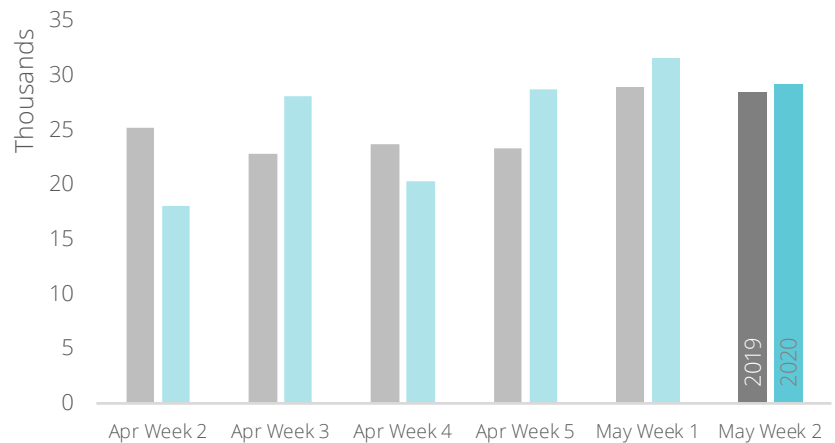
### WEEK-OVER-WEEK VARIANCE

MAY WEEK 1 TO WEEK 2: **-7.6%**

*Donations through May 17 were -5.5% behind last year for that time frame.*

### TOTAL DONATIONS | Year-Over-Year Comparison

Comparing donations processed weekly for the last 6-weeks



### YEAR-OVER-YEAR VARIANCES

REPORTING PERIOD: **8.7%**

*The year-over-year increase for the reporting period was due to donations, and the average gift—the average gift was 3.4% higher than last year.*

MAY WEEK 2: **33.5%**

*The increase in year-over-year revenue this week was due to the 30.1% increase in the average gift.*

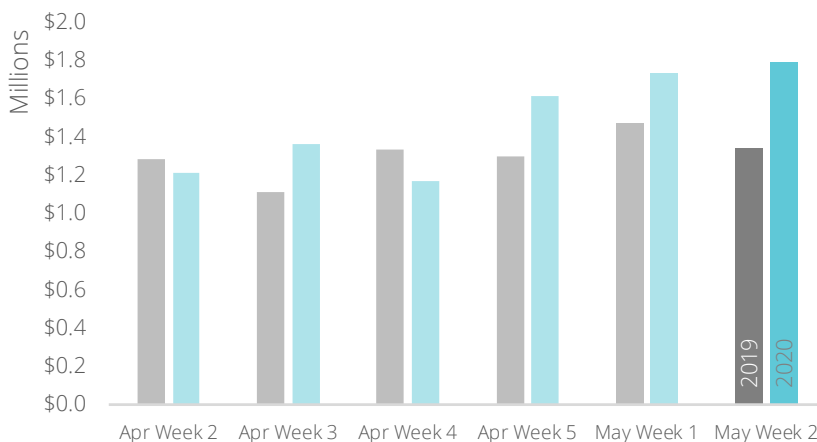
### WEEK-OVER-WEEK VARIANCE

MAY WEEK 1 TO WEEK 2: **11.9%**

*Revenue for the month was 11.3% ahead compared to that point in the month last year.*

### REVENUE | Year-Over-Year Comparison

Comparing the revenue processed weekly for the last 6-weeks

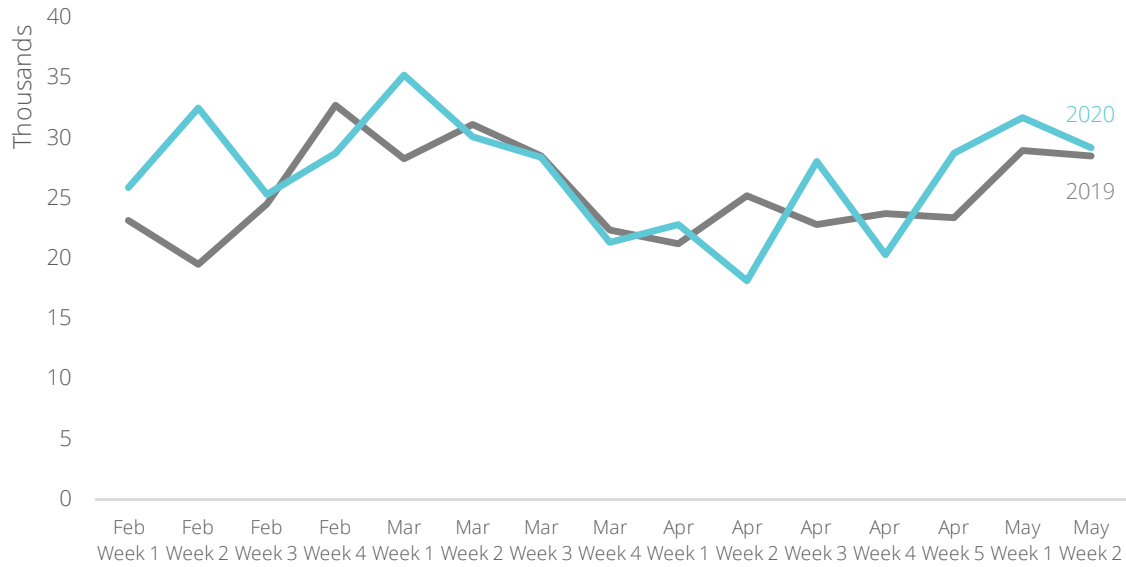


# ENVIRONMENTAL

## WEEKLY YEAR-OVER-YEAR COMPARISON

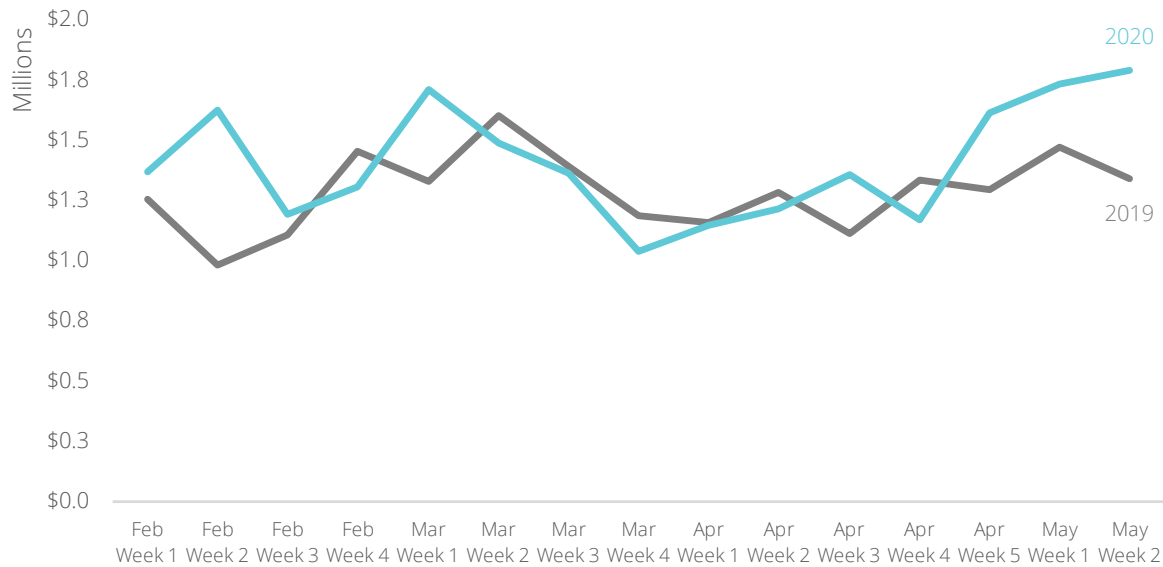
### TOTAL DONATIONS | Weekly Year-Over-Year Comparison

Comparing donations processed weekly within this reporting period



### REVENUE | Weekly Year-Over-Year Comparison

Comparing the revenue processed weekly within this reporting period

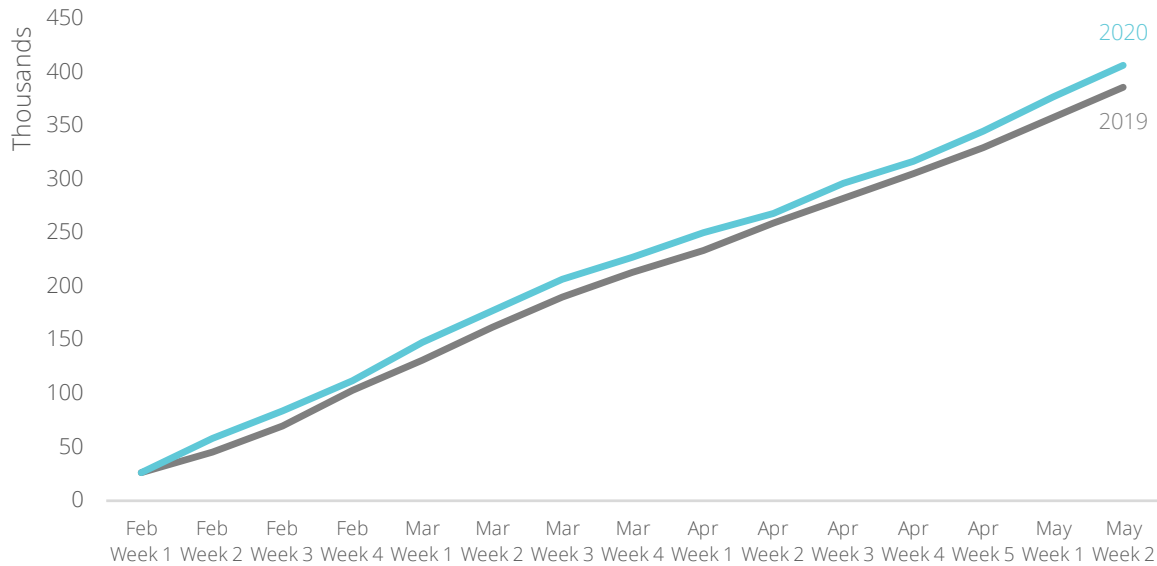


# ENVIRONMENTAL

## YEAR-OVER-YEAR CUMULATIVE COMPARISON

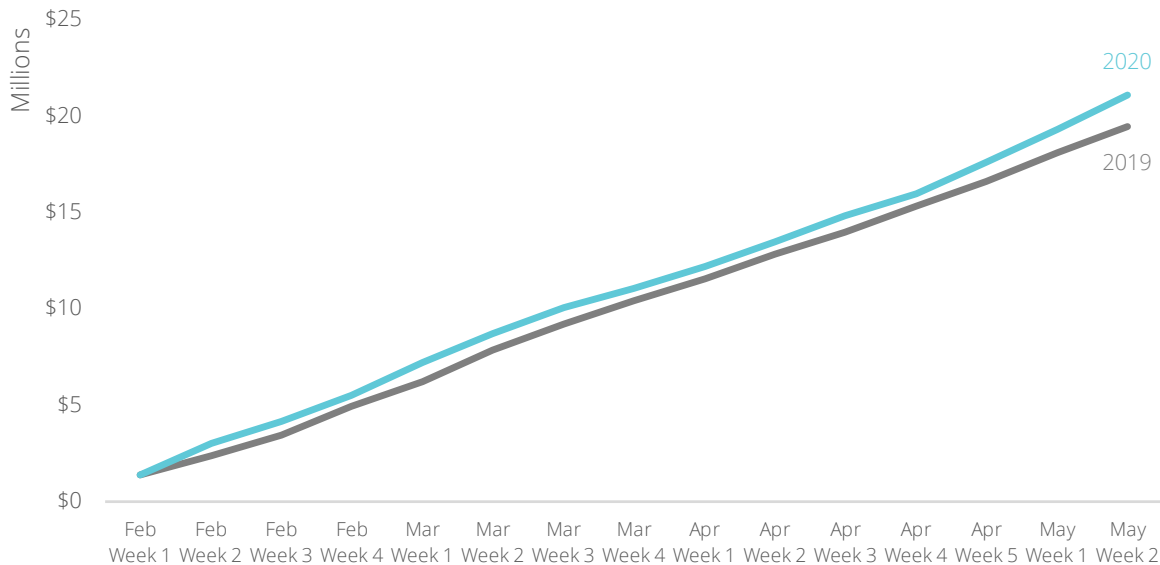
### TOTAL DONATIONS | Year-Over-Year Cumulative Comparison

Comparing the cumulative donations for this reporting period



### REVENUE | Year-Over-Year Cumulative Comparison

Comparing the cumulative revenue for this reporting period

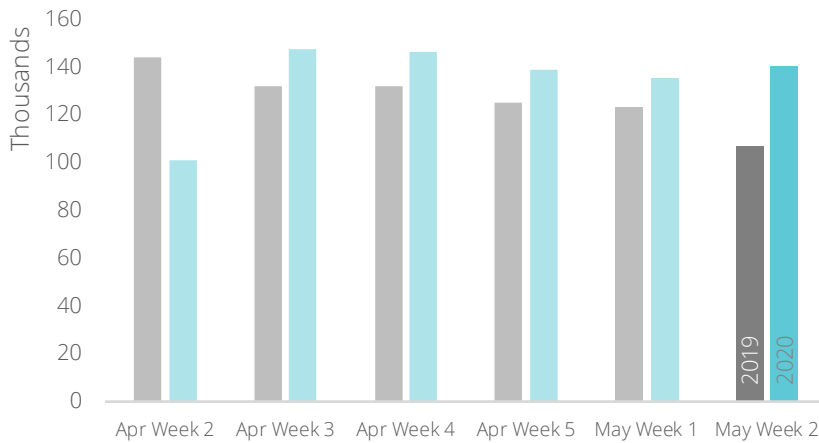


# HEALTH

## YEAR-OVER-YEAR COMPARISON

### TOTAL RESPONSES | Year-Over-Year Comparison

Comparing responses processed weekly for the last 6-weeks



### YEAR-OVER-YEAR VARIANCES

REPORTING PERIOD: **4.3%**

MAY WEEK 2: **10.2%**

The increase in responses this week compared to the same week last year was primarily donation-driven. Non-donation responses increased by 71.6% but accounted for only 11.4% of the total responses.

### WEEK-OVER-WEEK VARIANCE

MAY WEEK 1 TO WEEK 2: **3.8%**

The week-over-week increase was due to the rise in donations.

### YEAR-OVER-YEAR VARIANCES

REPORTING PERIOD: **3.5%**

Since the fourth week of April, the year-over-year variance for the respective reporting period has improved. Last week, this was 2.1%.

MAY WEEK 2: **28.4%**

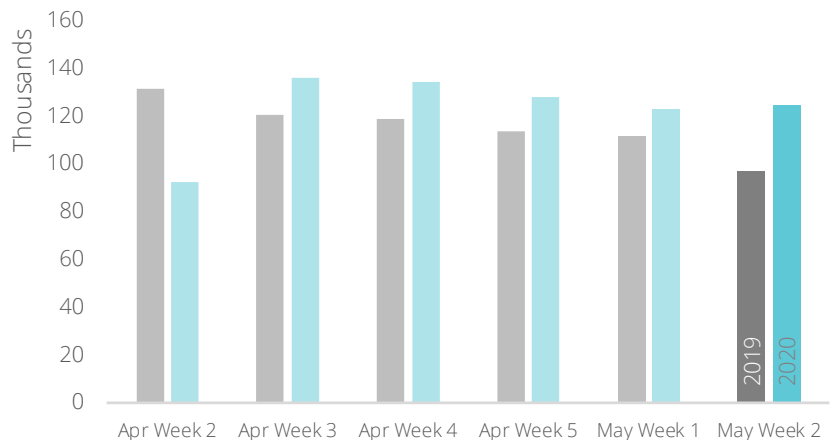
### WEEK-OVER-WEEK VARIANCE

MAY WEEK 1 TO WEEK 2: **1.4%**

Through May 17, donations were flat compared to that same period in May 2019.

### TOTAL DONATIONS | Year-Over-Year Comparison

Comparing donations processed weekly for the last 6-weeks



### YEAR-OVER-YEAR VARIANCES

REPORTING PERIOD: **3.7%**

From last week's report, the year-over-year jumped a full percentage point due to increased donations this year compared to this time frame last year.

MAY WEEK 2: **20.7%**

The year-over-year increase in the second week of May was due to more donations. The average gift was -6.0% lower this year than last.

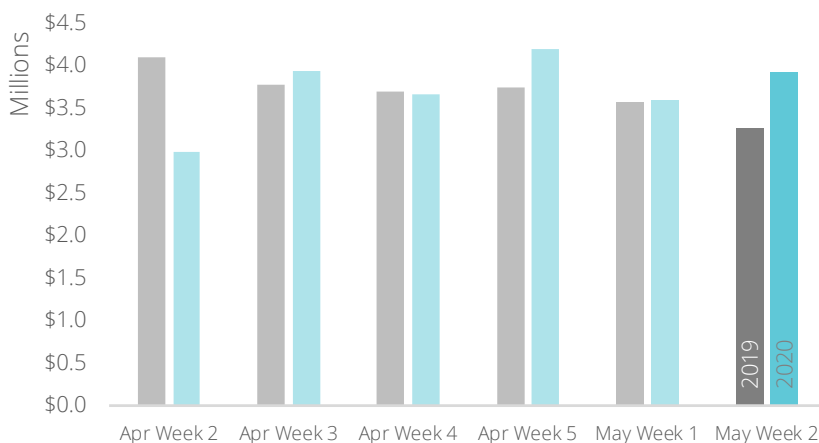
### WEEK-OVER-WEEK VARIANCE

MAY WEEK 1 TO WEEK 2: **8.9%**

The 7.4% higher average gift drove the week-over-week increase. For the month, through the 17th, revenue this year was -2.9% behind where it was at that point in May 2019.

### REVENUE | Year-Over-Year Comparison

Comparing the revenue processed weekly for the last 6-weeks



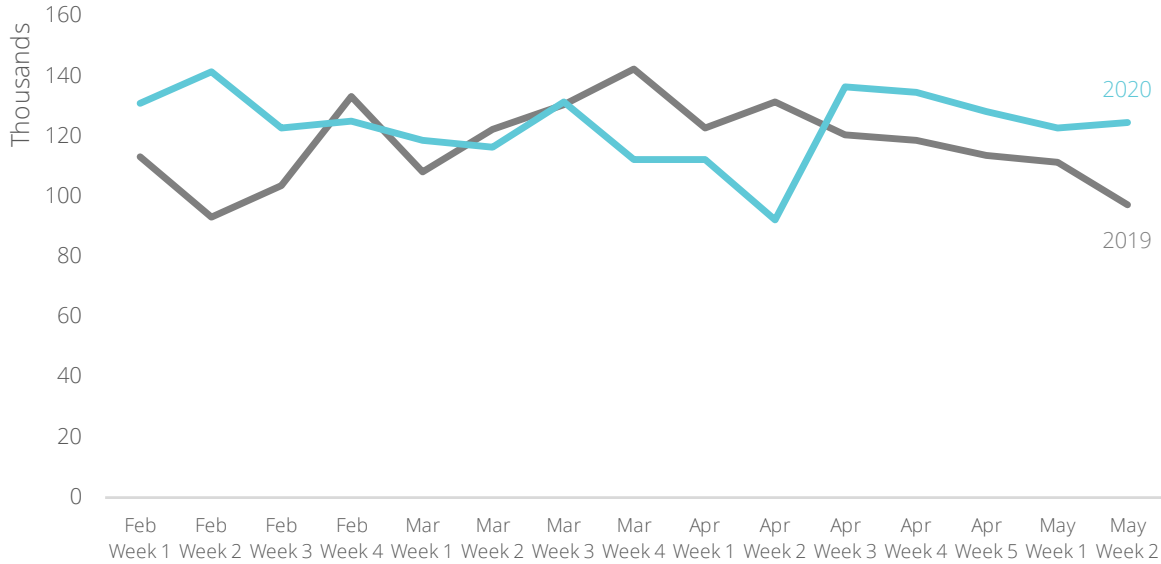


# HEALTH

## WEEKLY YEAR-OVER-YEAR COMPARISON

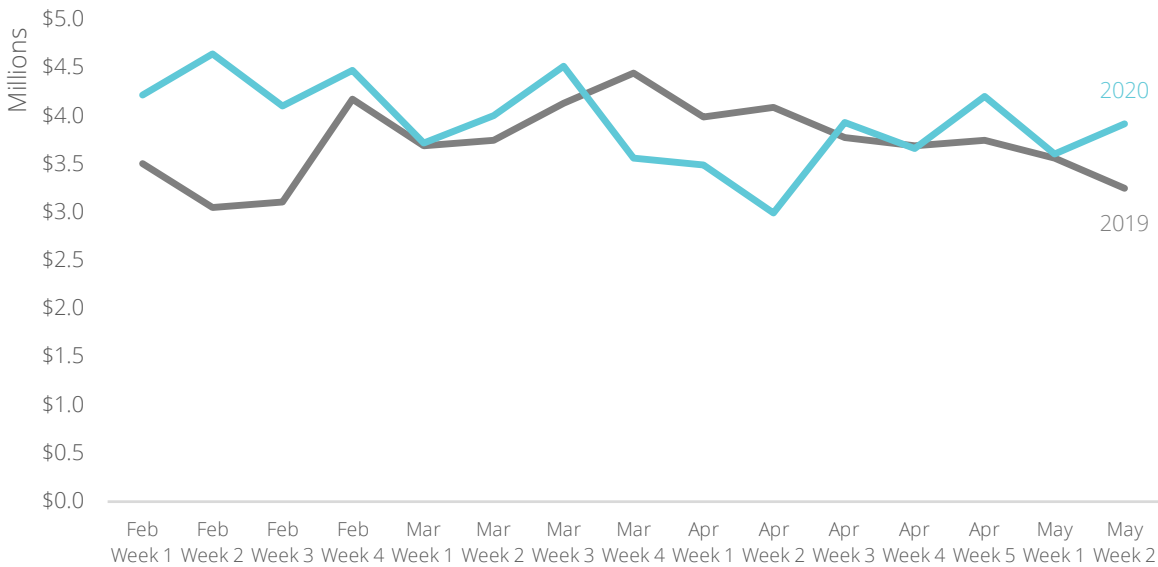
### TOTAL DONATIONS | Weekly Year-Over-Year Comparison

Comparing donations processed weekly within this reporting period



### REVENUE | Weekly Year-Over-Year Comparison

Comparing the revenue processed weekly within this reporting period

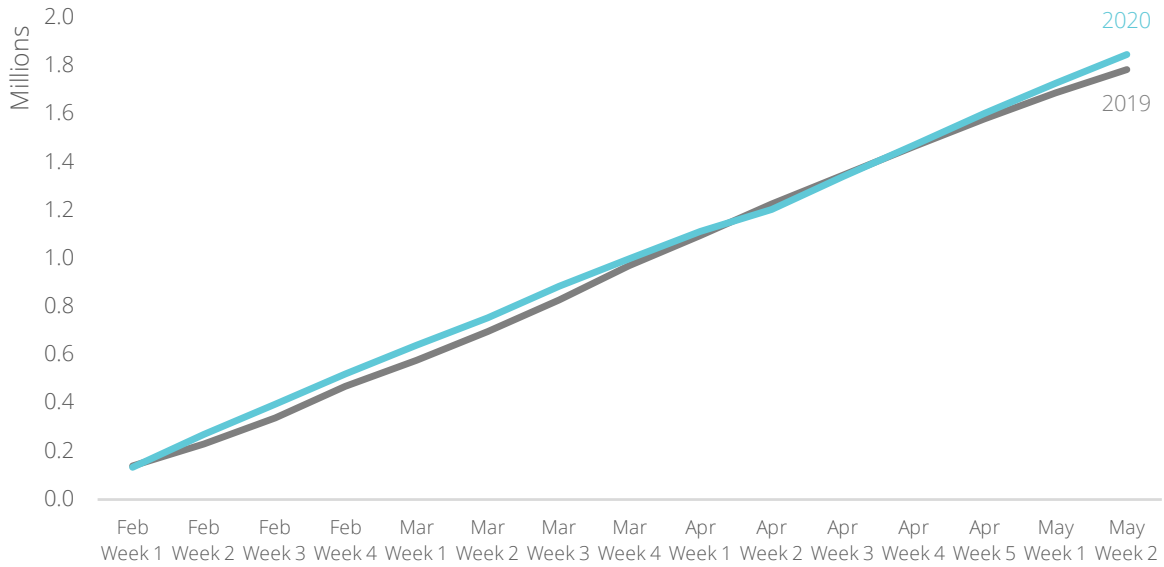


# HEALTH

## YEAR-OVER-YEAR CUMULATIVE COMPARISON

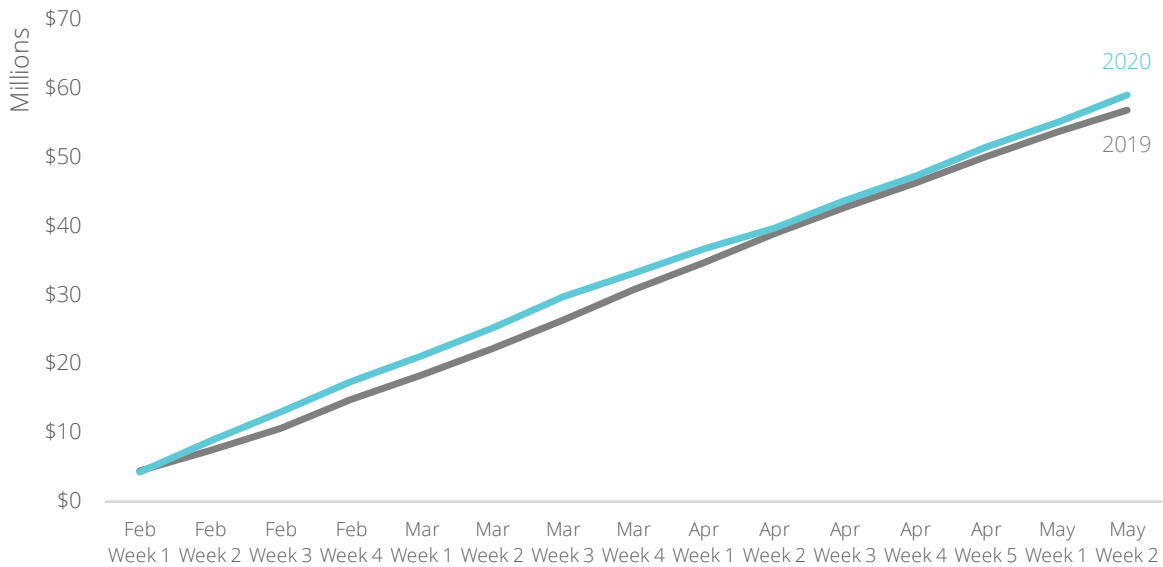
### TOTAL DONATIONS | Year-Over-Year Cumulative Comparison

Comparing the cumulative donations for this reporting period



### REVENUE | Year-Over-Year Cumulative Comparison

Comparing the cumulative revenue for this reporting period

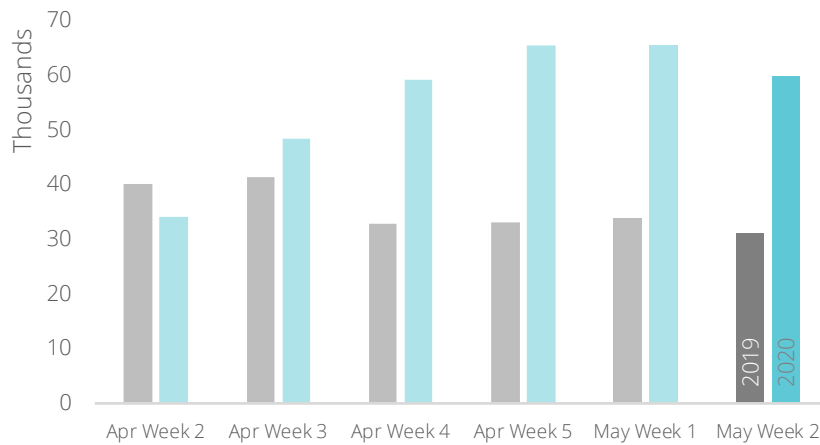


# HUMAN SERVICES

## YEAR-OVER-YEAR COMPARISON

### TOTAL RESPONSES | Year-Over-Year Comparison

Comparing responses processed weekly for the last 6-weeks



### YEAR-OVER-YEAR VARIANCES

REPORTING PERIOD: **35.3%**

MAY WEEK 2: **93.1%**

*Donations were the reason for the year-over-year increase in the first second of May. Non-donation responses declined.*

### WEEK-OVER-WEEK VARIANCE

MAY WEEK 1 TO WEEK 2: **-8.4%**

*The week-over-week decline was donation-driven.*

### YEAR-OVER-YEAR VARIANCES

REPORTING PERIOD: **52.2%**

MAY WEEK 2: **124.0%**

*There was a significant year-over-year increase in donations starting the fifth week of April. Last week the year-over-year increase was 128.3%.*

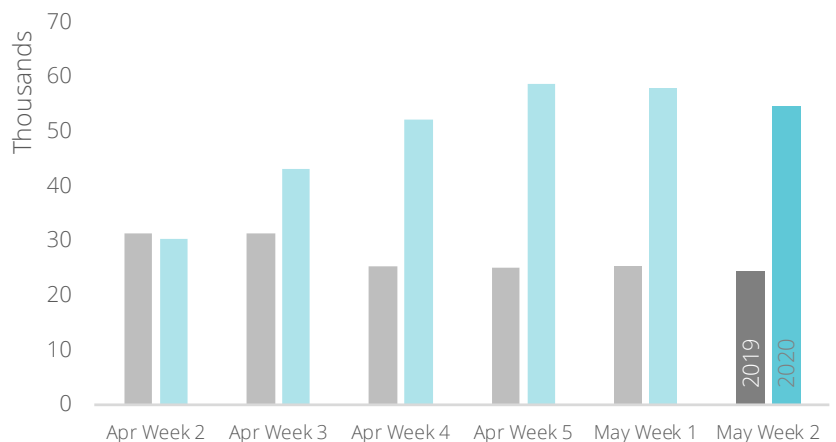
### WEEK-OVER-WEEK VARIANCE

MAY WEEK 1 TO WEEK 2: **-5.6%**

*Through the 17th of the month, donations were 88.5% ahead of where they were at that time in May last year.*

### TOTAL DONATIONS | Year-Over-Year Comparison

Comparing donations processed weekly for the last 6-weeks



### YEAR-OVER-YEAR VARIANCES

REPORTING PERIOD: **132.6%**

*The year-over-year increase in revenue for this reporting period was driven by donations and the 52.8% increase in the average gift.*

MAY WEEK 2: **309.0%**

*Since the third week of April, revenue each week was substantially higher than its corresponding week in 2019. These year-over-year increases were due to donations and the average gift.*

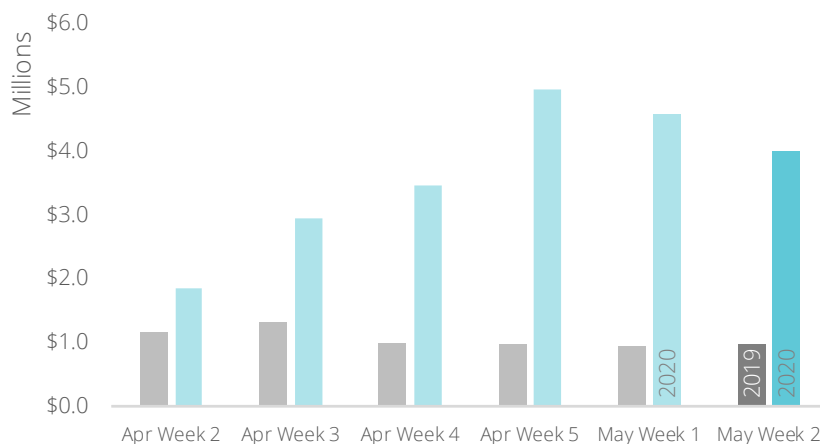
### WEEK-OVER-WEEK VARIANCE

MAY WEEK 1 TO WEEK 2: **-12.7%**

*May was 269.0% ahead of May last year seventeen days into the month.*

### REVENUE | Year-Over-Year Comparison

Comparing the revenue processed weekly for the last 6-weeks

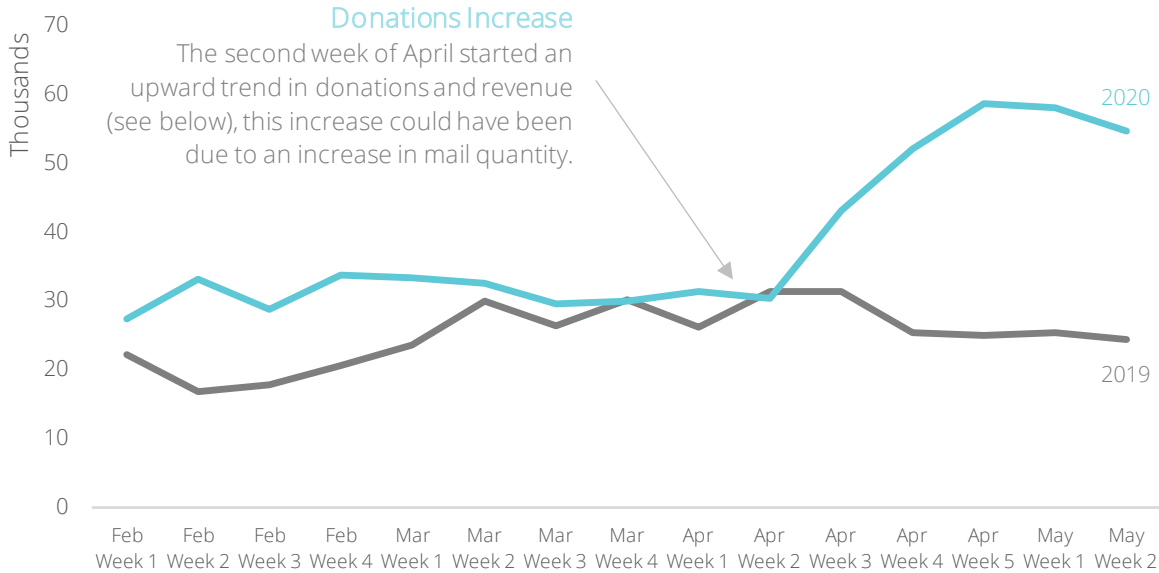


# HUMAN SERVICES

## WEEKLY YEAR-OVER-YEAR COMPARISON

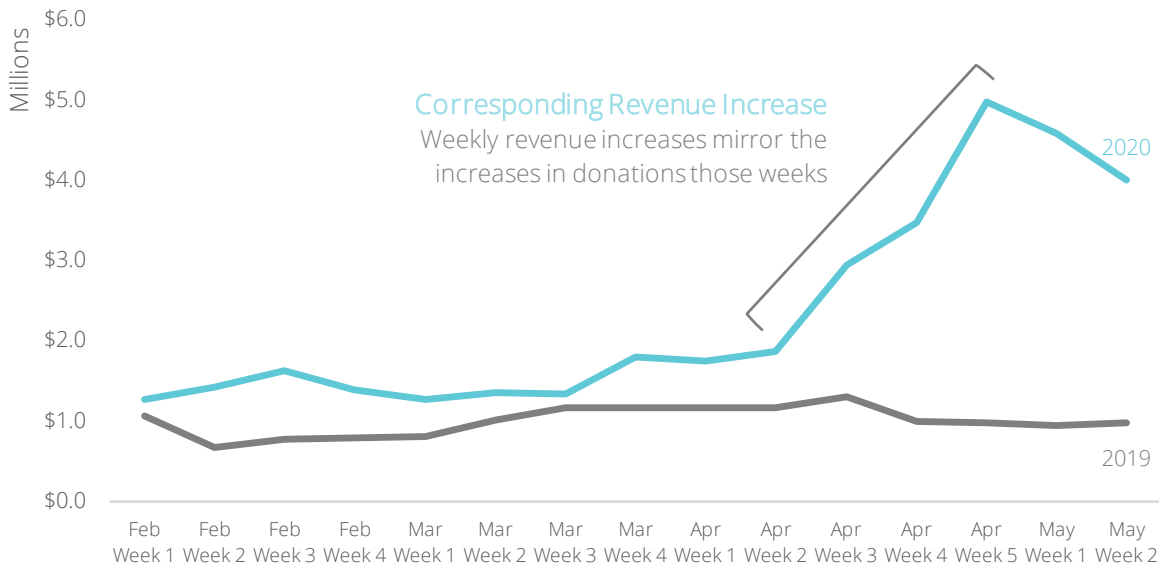
### TOTAL DONATIONS | Weekly Year-Over-Year Comparison

Comparing donations processed weekly within this reporting period



### REVENUE | Weekly Year-Over-Year Comparison

Comparing the revenue processed each week within this reporting period

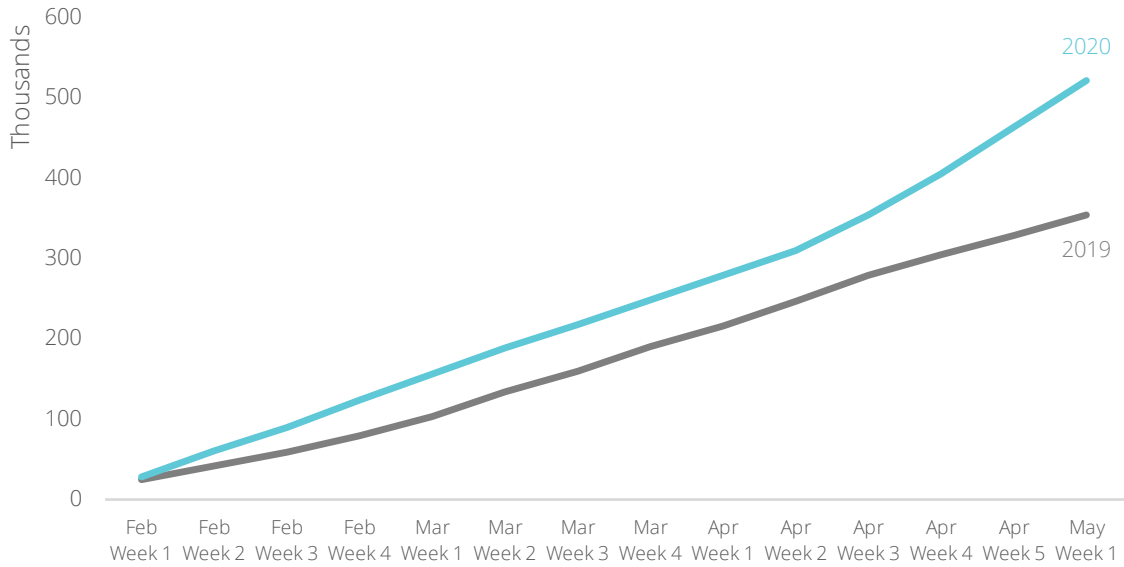


# HUMAN SERVICES

## YEAR-OVER-YEAR CUMULATIVE COMPARISON

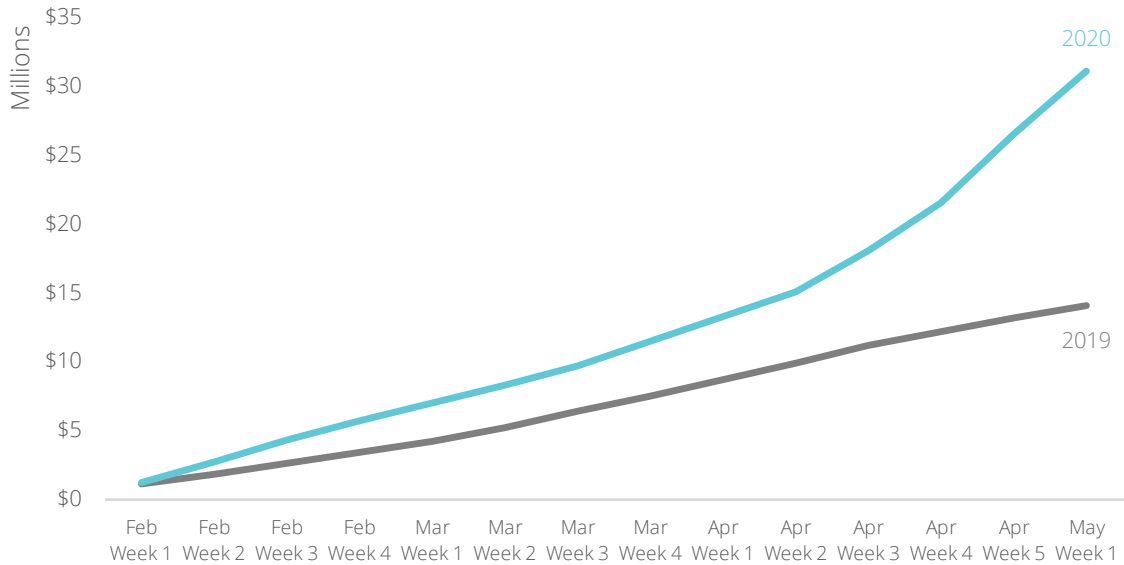
### TOTAL DONATIONS | Year-Over-Year Cumulative Comparison

Comparing the cumulative donations for this reporting period



### REVENUE | Year-Over-Year Cumulative Comparison

Comparing cumulative revenue for this reporting period

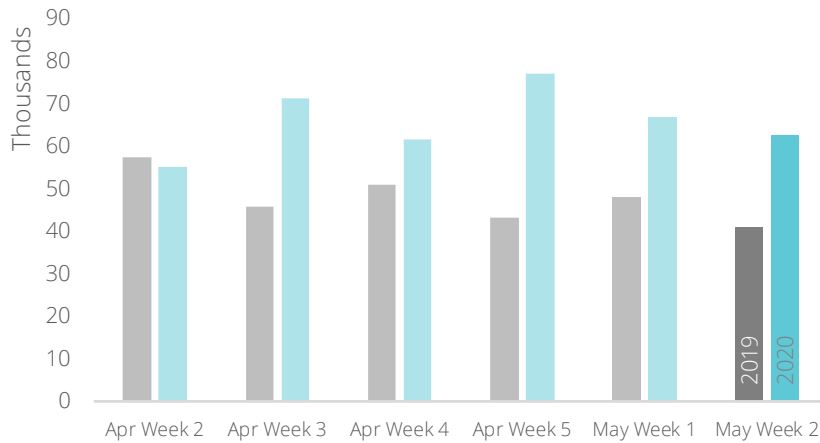


# INTERNATIONAL RELIEF

## YEAR-OVER-YEAR COMPARISON

### TOTAL RESPONSES | Year-Over-Year Comparison

Comparing responses processed weekly for the last 6-weeks



### YEAR-OVER-YEAR VARIANCES

REPORTING PERIOD: **12.4%**

MAY WEEK 2: **52.6%**

Both donations and non-donation responses were up this week compared to this week in 2019. Donations were the primary driver for the year-over-year increase.

### WEEK-OVER-WEEK VARIANCE

MAY WEEK 1 TO WEEK 2: **-6.6%**

### YEAR-OVER-YEAR VARIANCES

REPORTING PERIOD: **13.4%**

MAY WEEK 2: **35.2%**

Beginning the third week of April, donations each week were significantly higher compared to their respective week last year. In the fifth week of April, the variance was 90.3%.

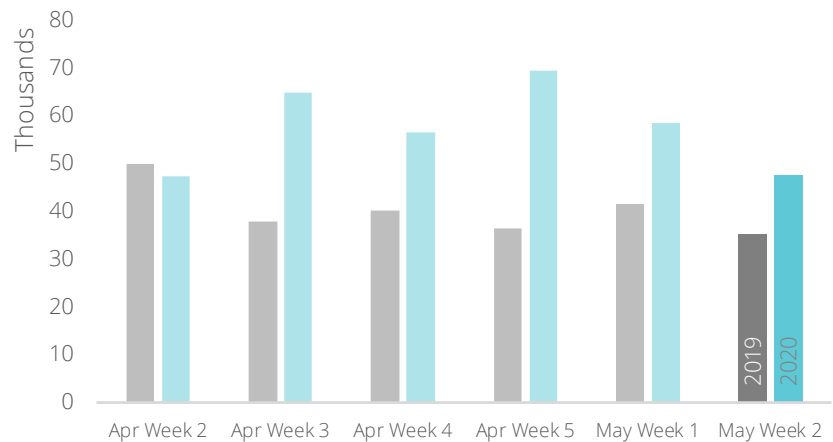
### WEEK-OVER-WEEK VARIANCE

MAY WEEK 1 TO WEEK 2: **-18.8%**

Through the 17th, donations were 20.3% ahead compared to that point in May 2019.

### TOTAL DONATIONS | Year-Over-Year Comparison

Comparing donations processed weekly for the last 6-weeks



### YEAR-OVER-YEAR VARIANCES

REPORTING PERIOD: **96.4%**

The 73.1% higher year-over-year average gift for this reporting period drove the increase in revenue. The higher average gift was due to a year-over-year bump in the average gift of check donations.

MAY WEEK 2: **57.1%**

Going back to the first week of April, revenue each week was higher than its respective week in 2019. The third to the fifth weeks of April had the most substantial year-over-year increases.

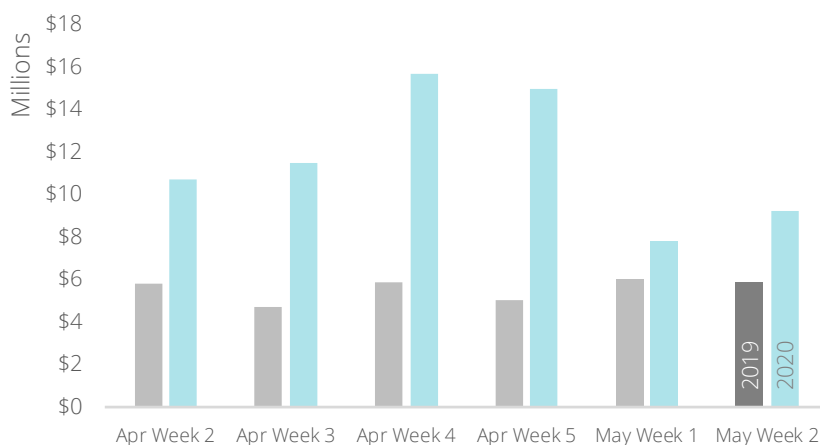
### WEEK-OVER-WEEK VARIANCE

MAY WEEK 1 TO WEEK 2: **17.9%**

The week-over-week increase was due to the average gift increasing by 16.2%. Revenue through the 17th was 25.3% higher than revenue at that time last May.

### REVENUE | Year-Over-Year Comparison

Comparing the revenue processed each weekly for the last 6-weeks

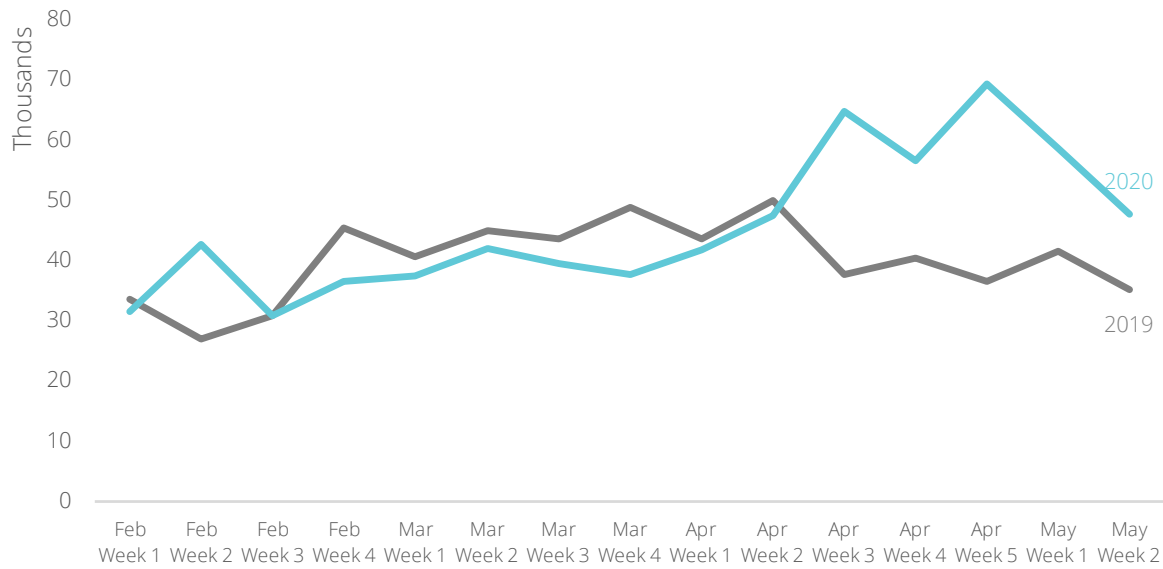


# INTERNATIONAL RELIEF

## WEEKLY YEAR-OVER-YEAR COMPARISON

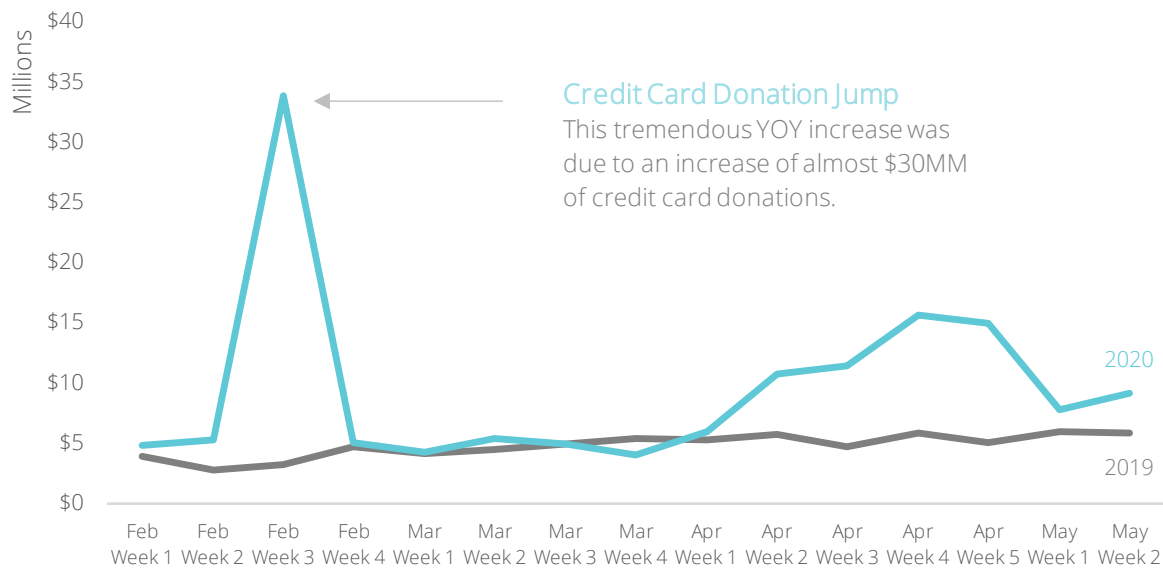
### TOTAL DONATIONS | Weekly Year-Over-Year Comparison

Comparing donations processed weekly within this reporting period



### REVENUE | Weekly Year-Over-Year Comparison

Comparing the revenue processed weekly within this reporting period

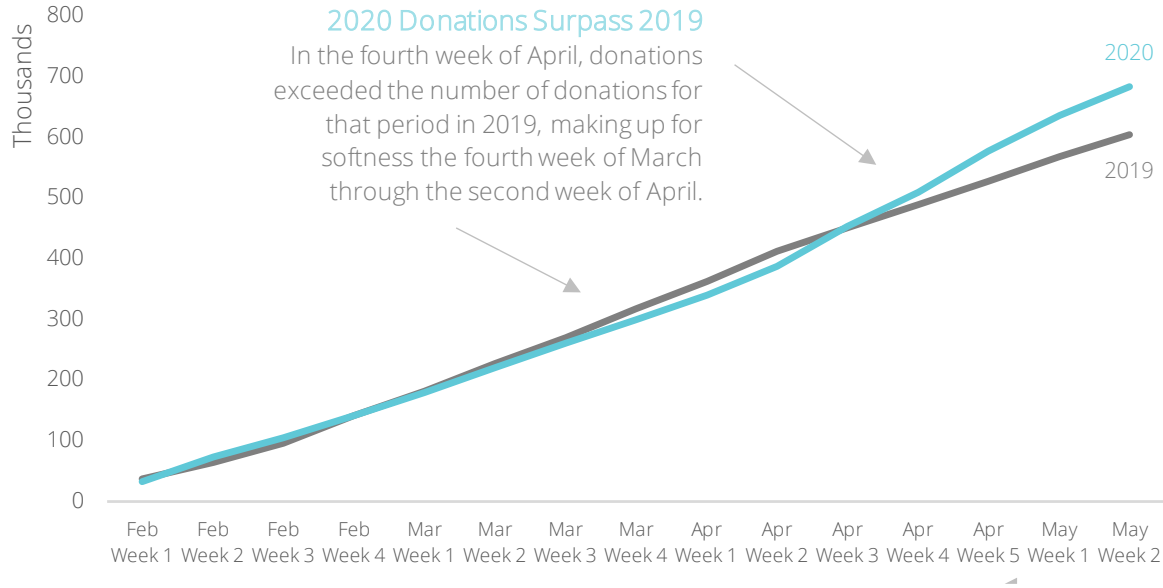


# INTERNATIONAL RELIEF

## YEAR-OVER-YEAR CUMULATIVE COMPARISON

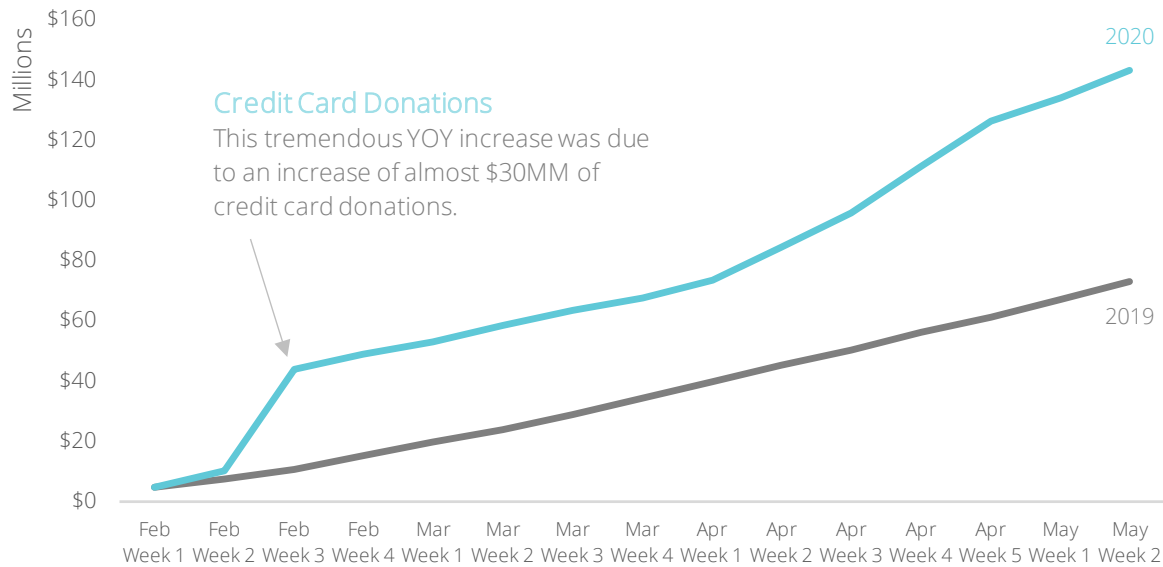
### TOTAL DONATIONS | Year-Over-Year Cumulative Comparison

Comparing the cumulative donations for this reporting period



### REVENUE | Year-Over-Year Cumulative Comparison

Comparing the cumulative revenue for this reporting period



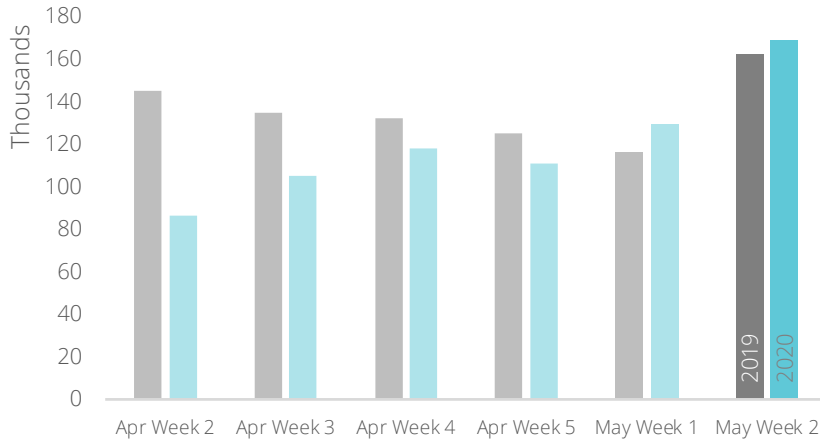


# SOCIETAL BENEFIT

## YEAR-OVER-YEAR COMPARISON

### TOTAL RESPONSES | Year-Over-Year Comparison

Comparing responses processed weekly for the last 6-weeks



### YEAR-OVER-YEAR VARIANCES

**REPORTING PERIOD: -16.9%**

*The improvement in total responses was donation-driven.*

**MAY WEEK 2: 3.8%**

### WEEK-OVER-WEEK VARIANCE

**MAY WEEK 2 TO WEEK 2: 30.2%**

*The week-over-week increase in total responses was due to donations and non-donation responses.*

### YEAR-OVER-YEAR VARIANCES

**REPORTING PERIOD: -3.7%**

*Since the second week in April, this sector made up ground in donations each reporting period. In last week's report, this year-over-year variance was -5.9%.*

**MAY WEEK 2: 28.3%**

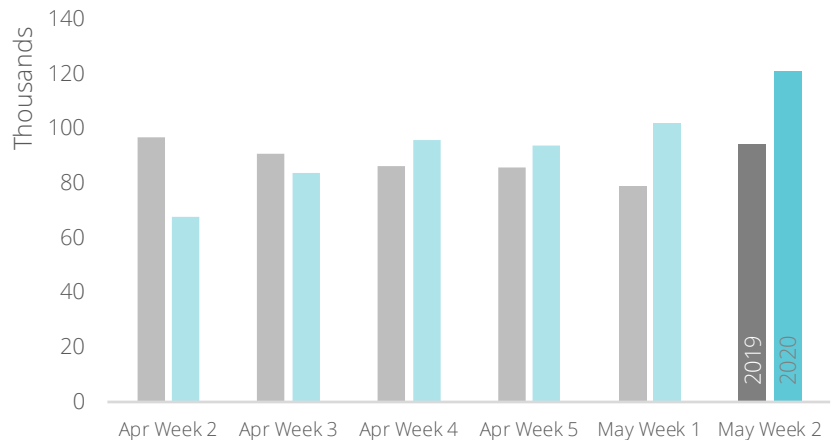
### WEEK-OVER-WEEK VARIANCE

**MAY WEEK 1 TO WEEK 2: 18.7%**

*Donations were 8.9% ahead compared to donations through May 17 last year.*

### TOTAL DONATIONS | Year-Over-Year Comparison

Comparing donations processed weekly for the last 6-weeks



### YEAR-OVER-YEAR VARIANCES

**REPORTING PERIOD: 5.8%**

*The average gift increased by 9.8% from last year for this reporting period and was the reason for the year-over-year increase in revenue.*

**MAY WEEK 2: 48.3%**

*The average gift was 15.6% higher this week compared to the same week last year. This increase contributed to the year-over-year increase in revenue, along with the increase in donations.*

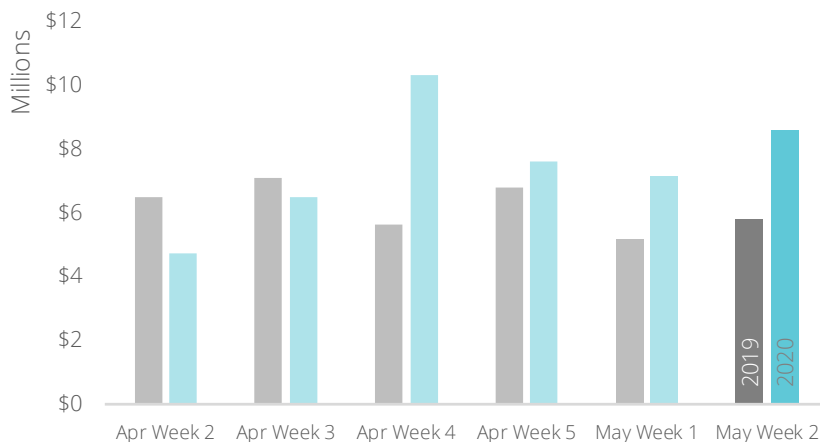
### WEEK-OVER-WEEK VARIANCE

**MAY WEEK 1 TO WEEK 2: 20.2%**

*Through May 17, revenue was 16.9% ahead compared to that time in May 2019.*

### REVENUE | Year-Over-Year Comparison

Comparing the revenue processed weekly for the last 6-weeks

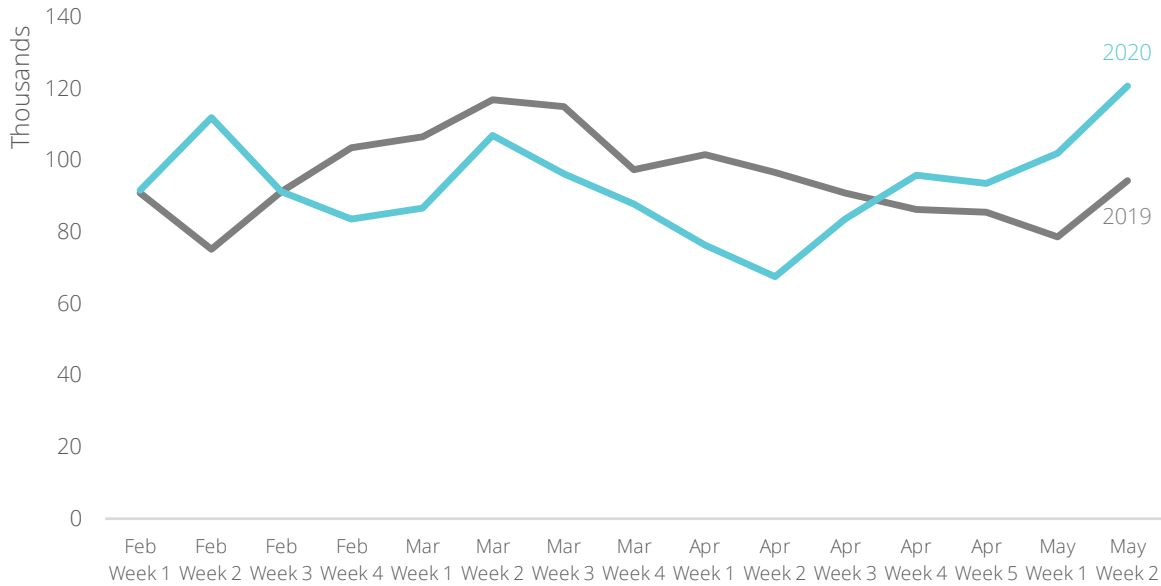


# SOCIETAL BENEFIT

## WEEKLY YEAR-OVER-YEAR COMPARISON

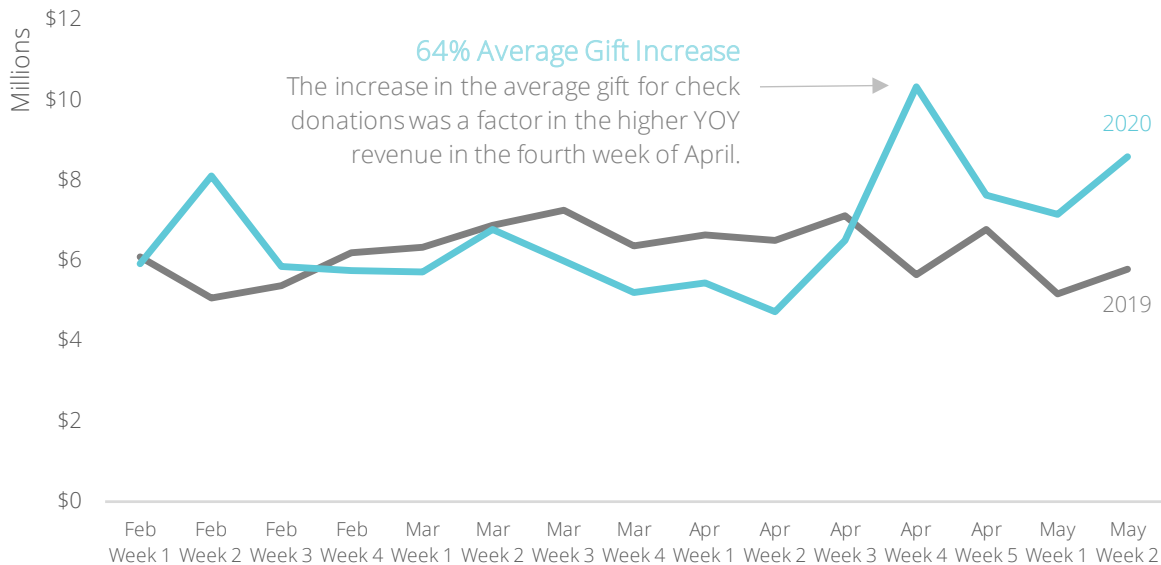
### TOTAL DONATIONS | Weekly Year-Over-Year Comparison

Comparing donations processed weekly within this reporting period



### REVENUE | Weekly Year-Over-Year Comparison

Comparing the revenue processed weekly within this reporting period

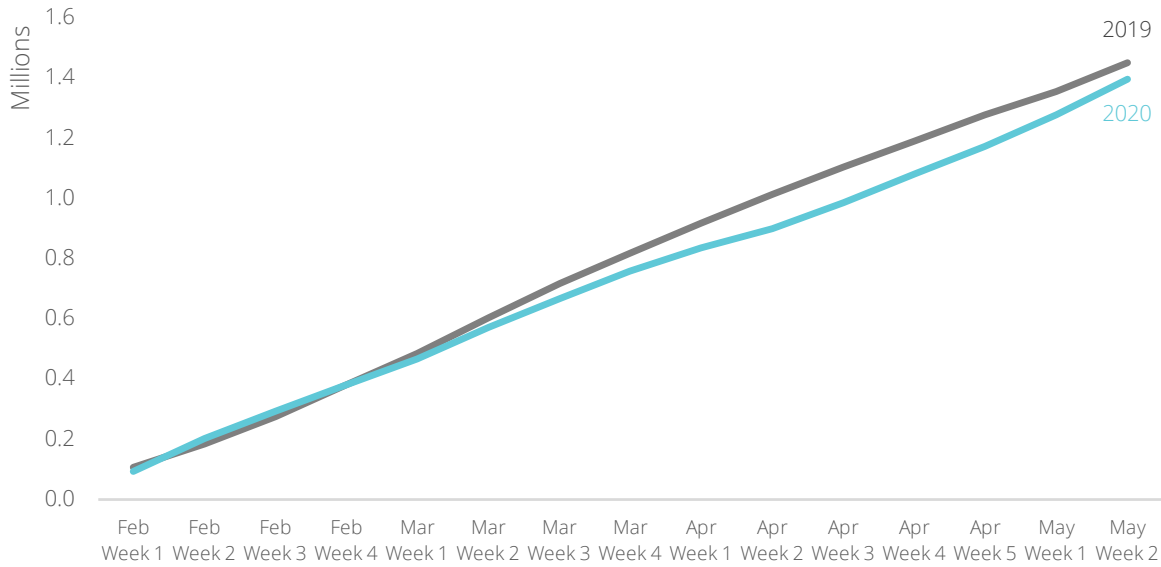


# SOCIETAL BENEFIT

## YEAR-OVER-YEAR CUMULATIVE COMPARISON

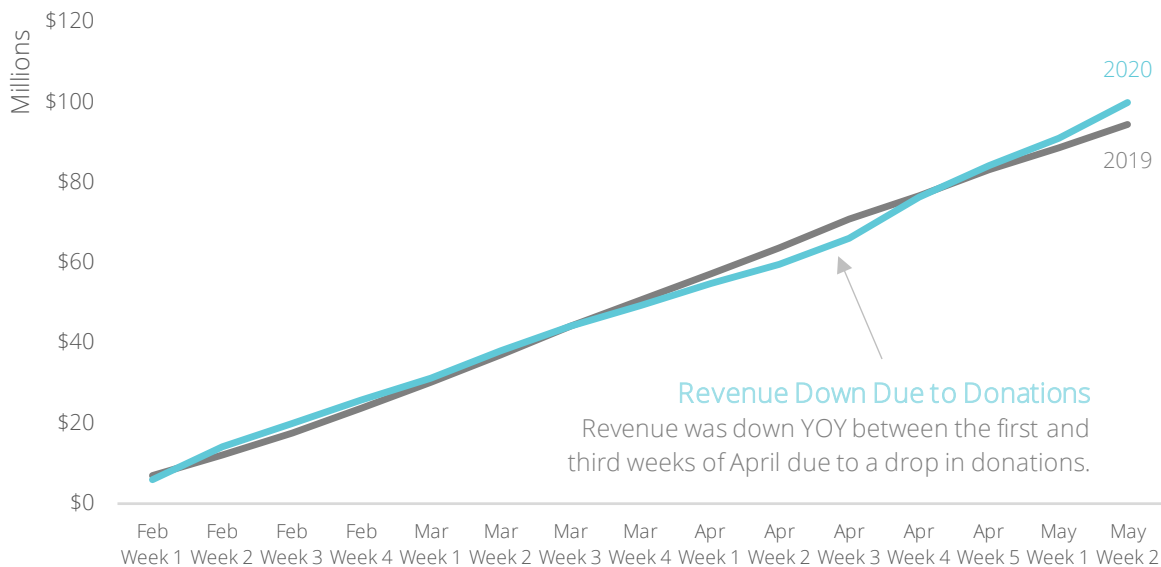
### TOTAL DONATIONS | Year-Over-Year Cumulative Comparison

Comparing the cumulative donations for this reporting period



### REVENUE | Year-Over-Year Cumulative Comparison

Comparing the cumulative revenue for this reporting period

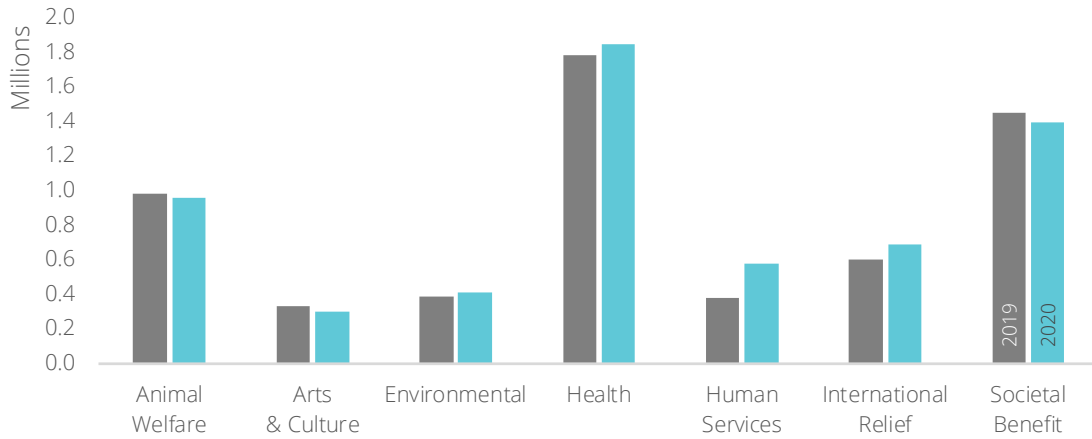


# APPENDIX: SECTOR REVIEW

## YEAR-OVER-YEAR COMPARISON

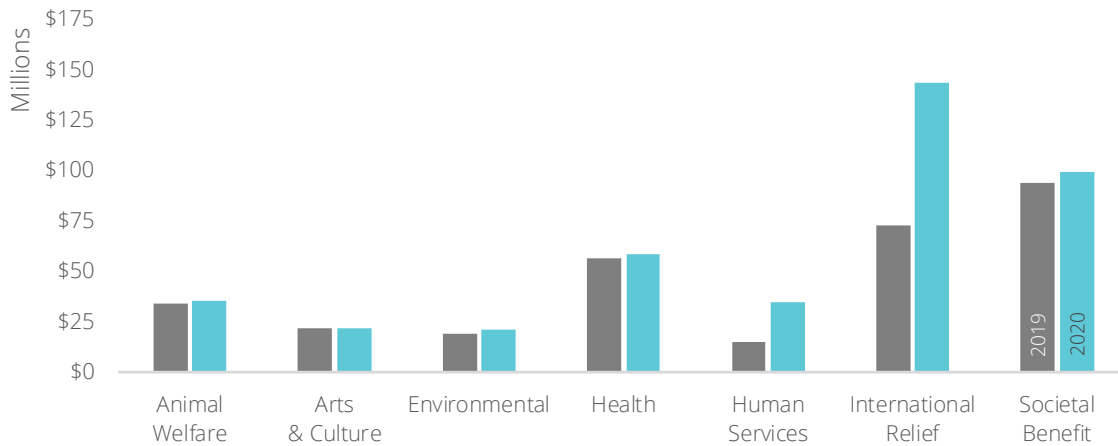
### TOTAL DONATIONS | Year-Over-Year Comparison

Comparing the cumulative donations for each sector



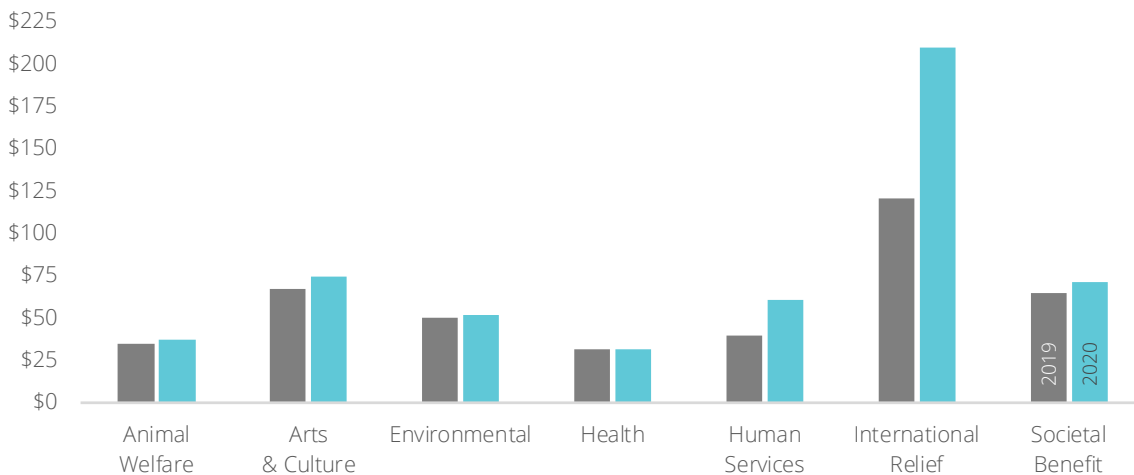
### REVENUE | Year-Over-Year Comparison

Comparing the cumulative revenue by sector



### AVERAGE GIFT | Year-Over-Year Comparison

Comparing the average gift for each sector

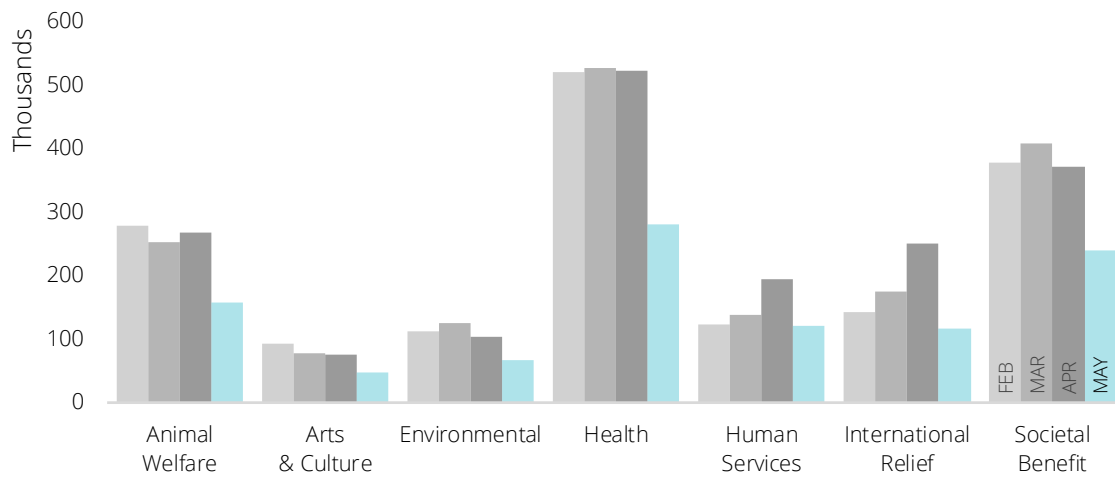


# APPENDIX: SECTOR REVIEW

## 2020 BY MONTH

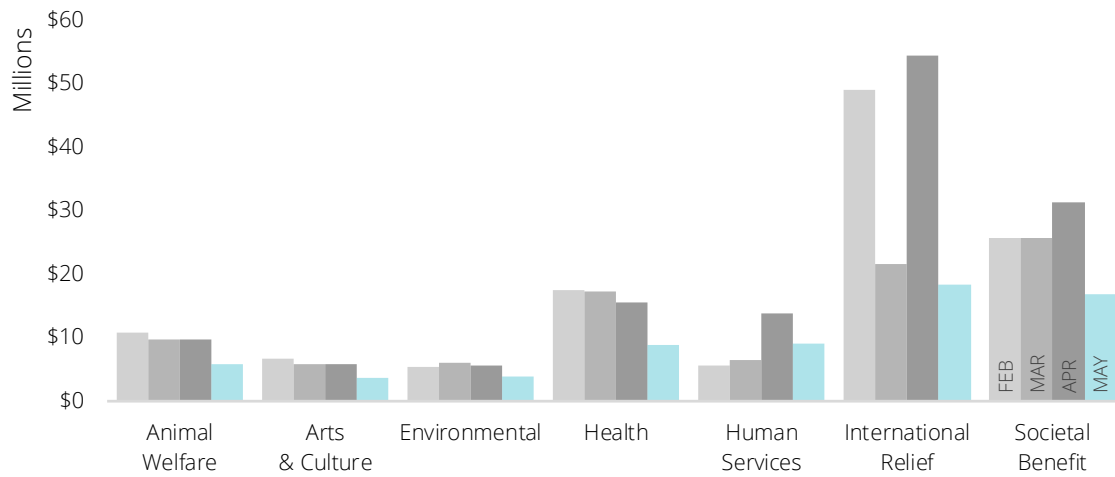
### 2020 TOTAL DONATIONS | By Sector

Tracking the donations processed for each sector by month



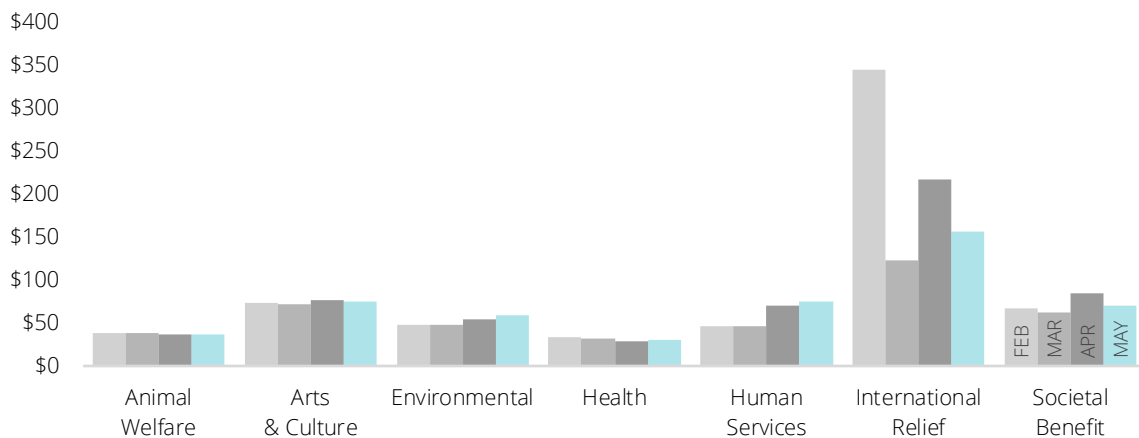
### 2020 REVENUE | By Sector

Tracking the revenue processed for each sector by month



### 2020 AVERAGE GIFT | By Sector

Tracking the average gift for each sector by month



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# ON THE UP (AND UP).

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## ABOUT MERKLE RMG

[www.merkleresponse.com](http://www.merkleresponse.com)

Merkle Response Management Group (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.

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<https://www.merkleresponse.com/covid-19reports>