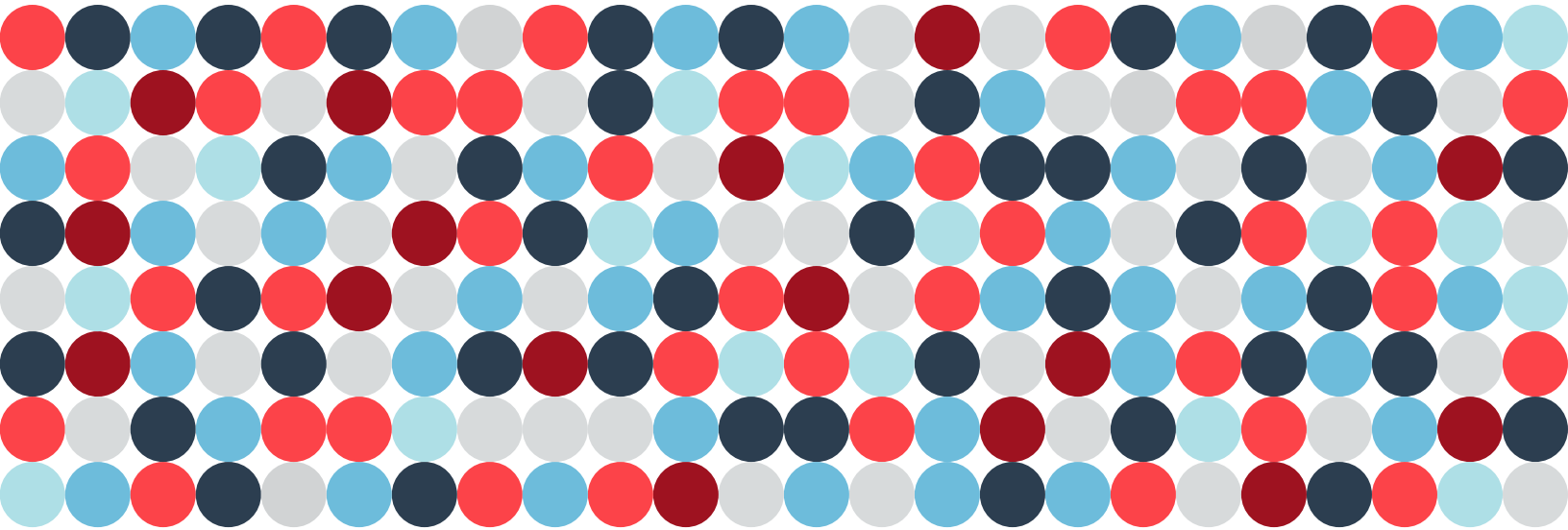


# COVID-19 IMPACT REPORT

## How the Coronavirus Pandemic is Impacting Direct Mail Fundraising

2019 and 2020 Transactions February 1 through May 24



# MERKLE RMG'S COVID-19 IMPACT REPORT

This is the eleventh installment of Merkle Response Management Group's (Merkle RMG) **Impact Report**. This updated report includes transactions deposited between February 1–May 24 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 YOY IMPROVEMENTS SEEN IN PREVIOUS WEEKS HAS STALLED.** The nonprofit industry as a whole remains in a solid place, but year-over-year gains have contracted a bit since last week's report. The average gift is to blame, as the year-over-year variance for donations increased. As a reminder, this report does not account for changes made to fundraising strategies, but something is changing in the **health sector**. The year-over-year average gift has been lower since the fourth week of April, and it just so happens that year-over-year donations increased around that time. Interesting.

5.1%  
DONATIONS

YEAR-OVER-YEAR CHANGE

- In the third week of May, donations were 22.9% higher than that week last year. The **human services, international relief, and societal benefit sectors** continued to have the largest year-over-year increases in the industry.
- The **animal welfare and arts & culture sectors** had another week where donations exceeded those in 2019, helping to make up for the sharp declines experienced at the onset of this pandemic.

31.4%  
REVENUE

YEAR-OVER-YEAR CHANGE

- The higher average gift continued to drive the year-over-year revenue increase within the reporting period. However, revenue contracted from 32.2%, as was reported in last week's report—the average gift being the driver.
- The **human services and international relief sectors** continue to have the most significant year-over-year variances.

25.0%  
AVERAGE GIFT

YEAR-OVER-YEAR CHANGE

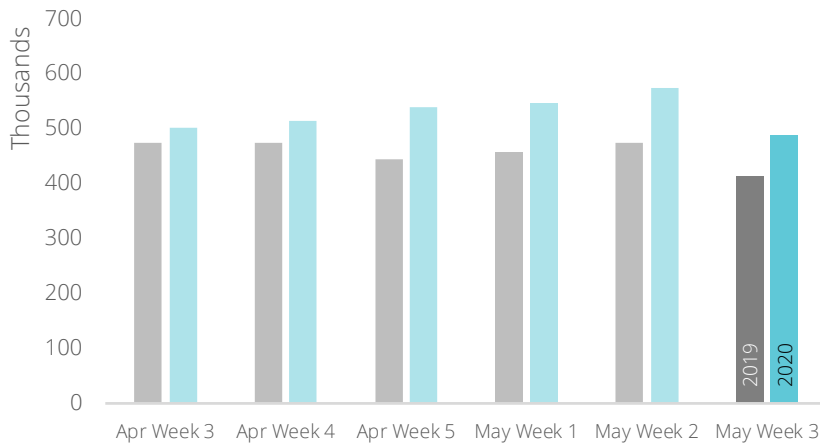
- The year-over-year average gift dropped from last week's report, where it was nearly two points higher. The **health and societal benefit sectors** contributed significantly to this decline.
- The **human services, environmental, and international relief sectors** had the greatest year-over-year increases in this metric.

# 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: **-0.6%**

MAY WEEK 3: **17.9%**

The year-over-year increase in total responses the third week of May was due to donations. Non-donation responses were on par with last year's volume.

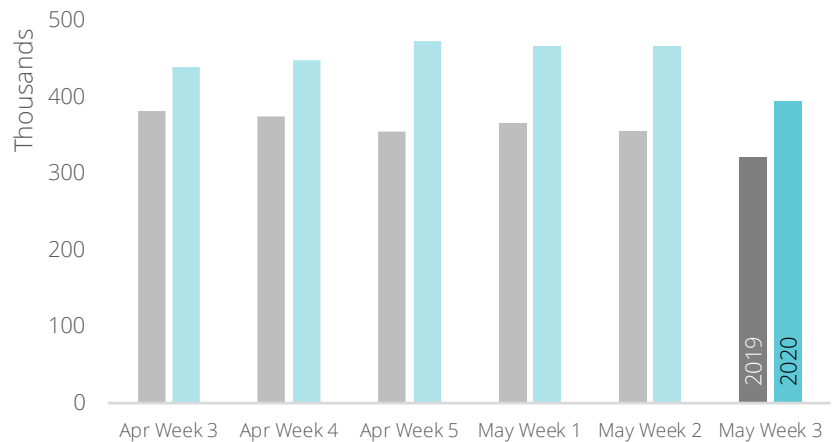
### WEEK-OVER-WEEK VARIANCE

MAY WEEK 2 TO WEEK 3: **-14.8%**

Total responses declined week-over-week due to a drop in donations.

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

Comparing donations processed weekly for the last 6-weeks



### YEAR-OVER-YEAR VARIANCES

REPORTING PERIOD: **5.1%**

MAY WEEK 3: **22.9%**

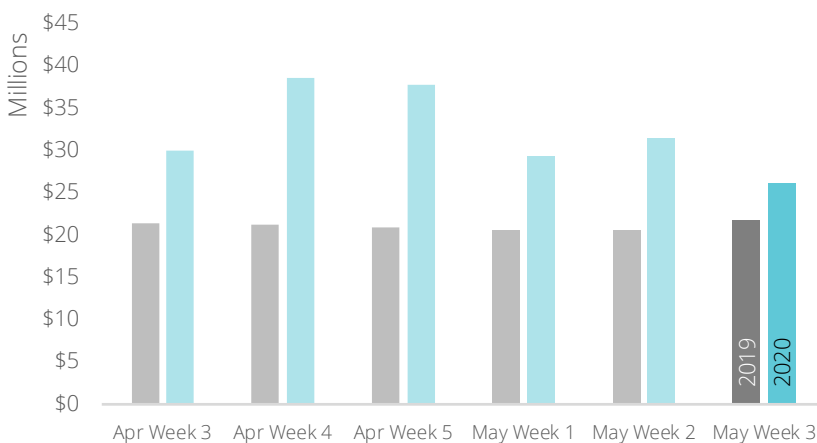
### WEEK-OVER-WEEK VARIANCE

MAY WEEK 2 TO WEEK 3: **-15.3%**

Through May 24, the month was 13.7% ahead in donations compared to the same period in May 2019.

### REVENUE | Year-Over-Year Comparison

Comparing revenue processed weekly for the last 6-weeks



### YEAR-OVER-YEAR VARIANCES

REPORTING PERIOD: **31.4%**

Year-over-year revenue contracted for the reporting period due to the average gift declining by -1.8%.

MAY WEEK 3: **20.6%**

Donations were the driver for the revenue increase this week compared to the same week last year.

### WEEK-OVER-WEEK VARIANCE

MAY WEEK 2 TO WEEK 3: **-16.9%**

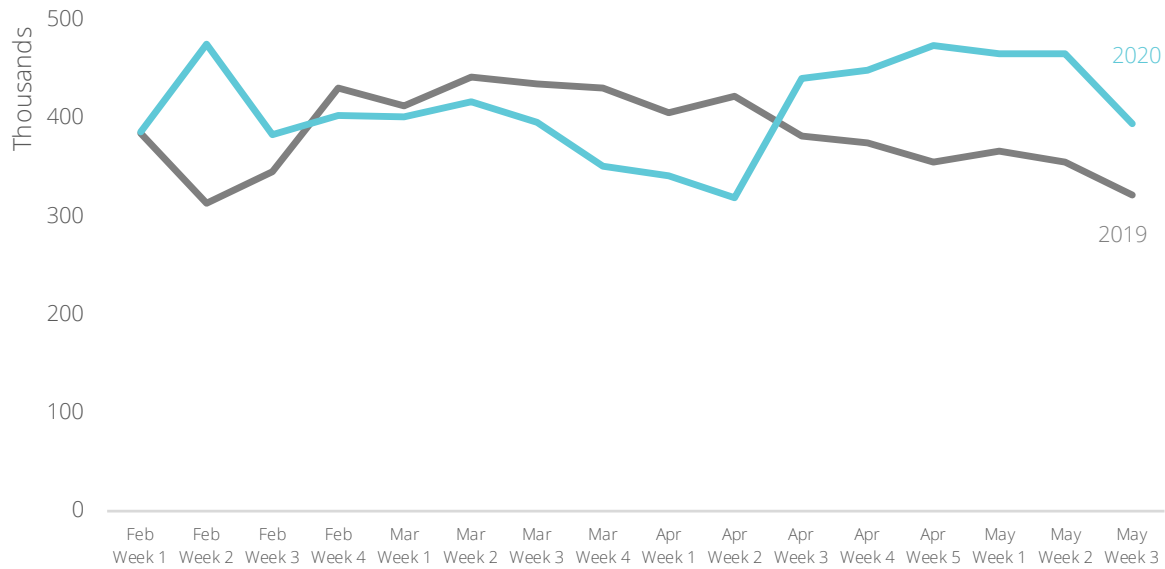
Revenue dropped week-over-week due to donations and the average gift. For the month, revenue remained ahead of last May. Through the 24th, revenue was 24.4% ahead of where it was at this point in 2019.

# NONPROFIT INDUSTRY

## WEEKLY YEAR-OVER-YEAR COMPARISON

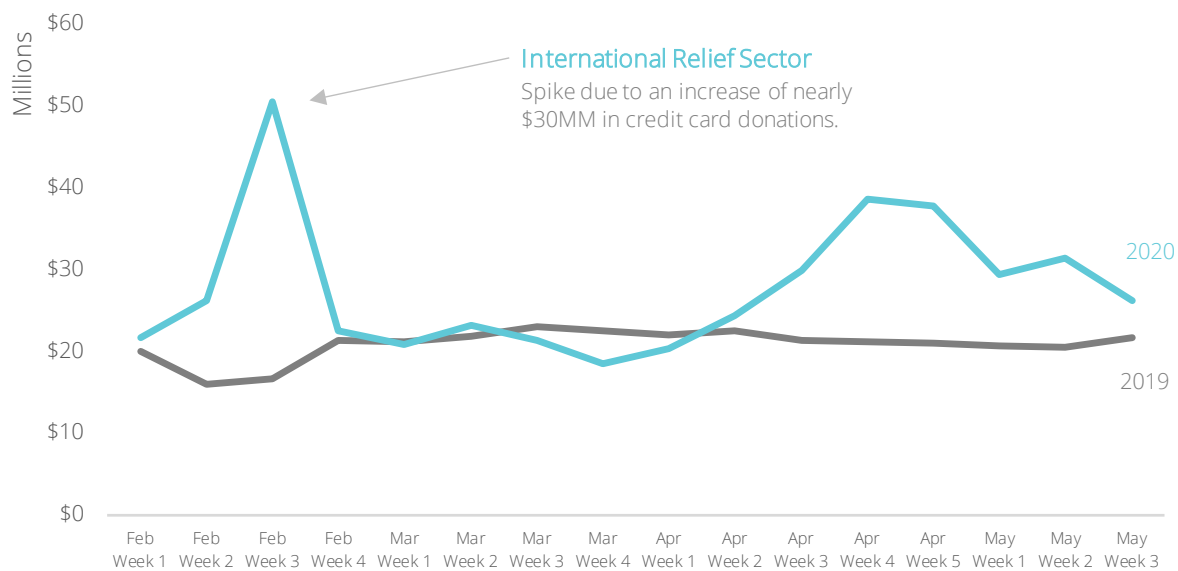
### TOTAL DONATIONS | Weekly Year-Over-Year Comparison

Comparing donations processed weekly within this reporting period



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

Comparing revenue processed weekly within this reporting period

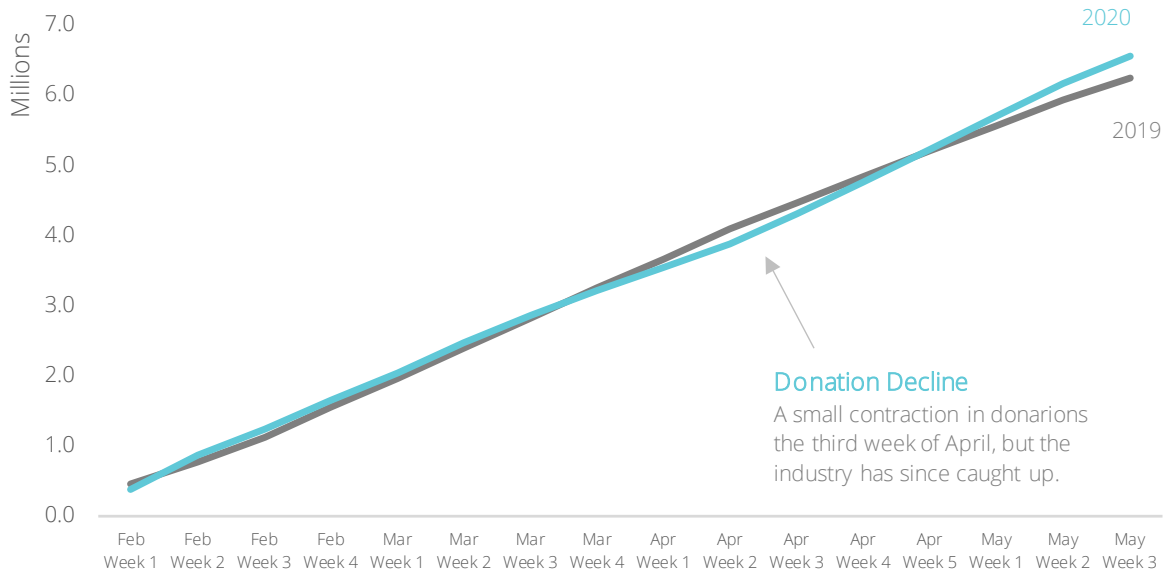


# NONPROFIT INDUSTRY

## YEAR-OVER-YEAR CUMULATIVE COMPARISON

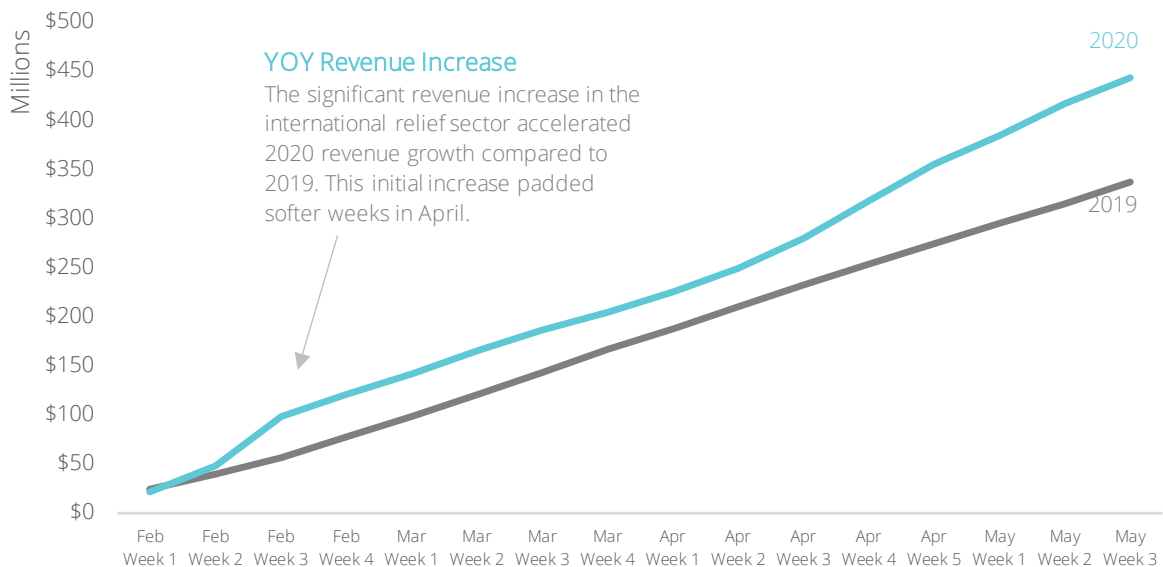
### TOTAL DONATIONS | Year-Over-Year Cumulative Comparison

Comparing the cumulative donations for this reporting period



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

Comparing the cumulative revenue processed for this reporting period

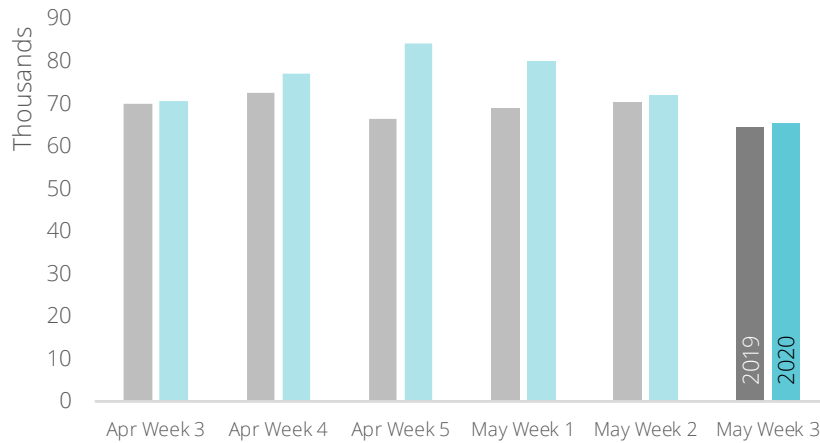


# ANIMAL WELFARE

## 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: **-4.4%**

MAY WEEK 3: **1.1%**

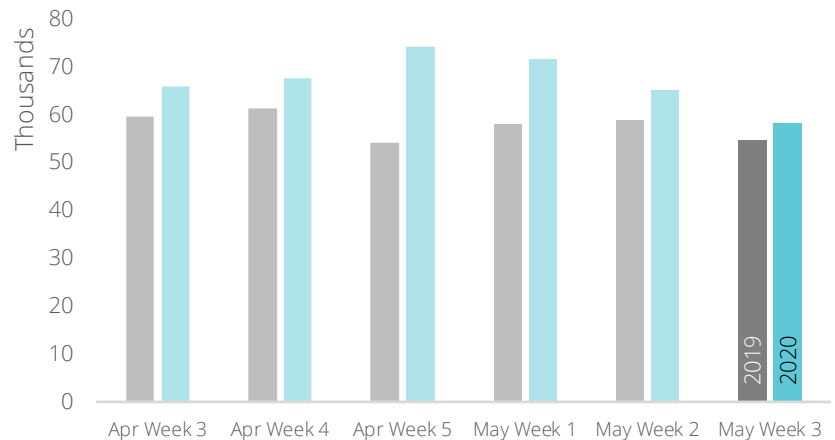
### WEEK-OVER-WEEK VARIANCE

MAY WEEK 2 TO WEEK 3: **-9.1%**

*A decrease in donations caused the week-over-week decline in total responses. Non-donation responses were 5.8% higher.*

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

Comparing donations processed weekly for the last 6-weeks



### YEAR-OVER-YEAR VARIANCES

REPORTING PERIOD: **-2.4%**

MAY WEEK 3: **6.3%**

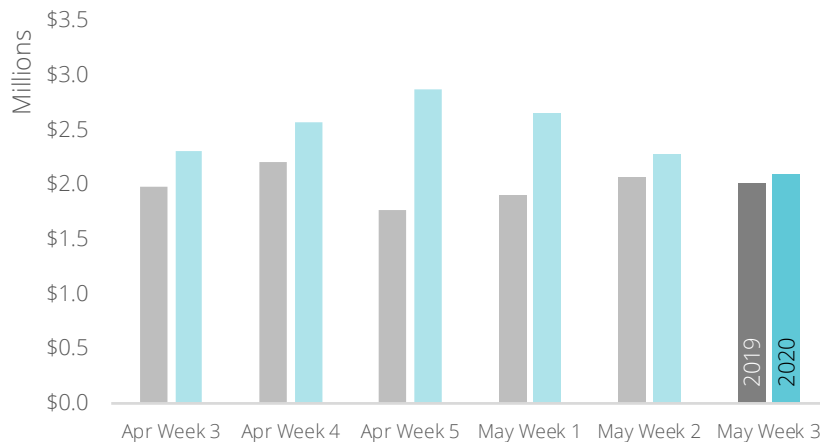
### WEEK-OVER-WEEK VARIANCE

MAY WEEK 2 TO WEEK 3: **-10.6%**

*Through May 24, donations were 4.5% ahead of donations through that date last year. Last week, this variance was 3.9%.*

### REVENUE | Year-Over-Year Comparison

Comparing revenue processed weekly for the last 6-weeks



### YEAR-OVER-YEAR VARIANCES

REPORTING PERIOD: **4.8%**

*Year-over-year revenue for the reporting period remained flat with last week's report.*

MAY WEEK 3: **3.8%**

*The average gift was 3.8% higher, but donations drove the increase in revenue this week compared to the same week in 2019.*

### WEEK-OVER-WEEK VARIANCE

MAY WEEK 2 TO WEEK 3: **-8.7%**

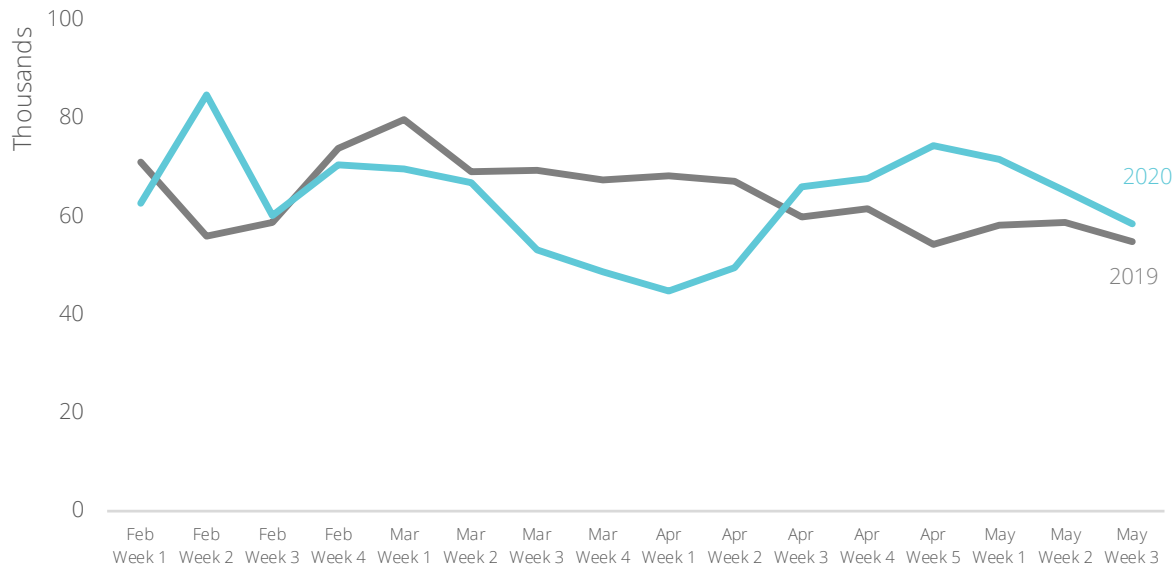
*Month-to-date revenue has contracted since last week's report. Through the 17th, the month was ahead of May 2019 by 12.0%. Through the 24th, May was ahead by only 9.7%.*

# ANIMAL WELFARE

## WEEKLY YEAR-OVER-YEAR COMPARISON

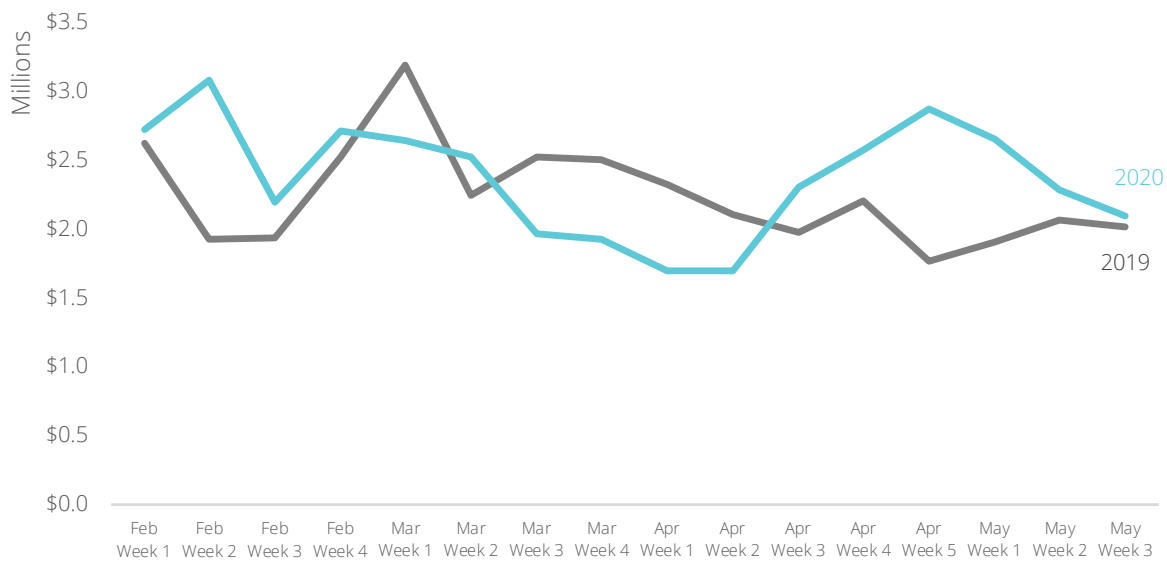
### TOTAL DONATIONS | Weekly Year-Over-Year Comparison

Comparing donations processed weekly within this reporting period



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

Comparing revenue processed weekly within this reporting period



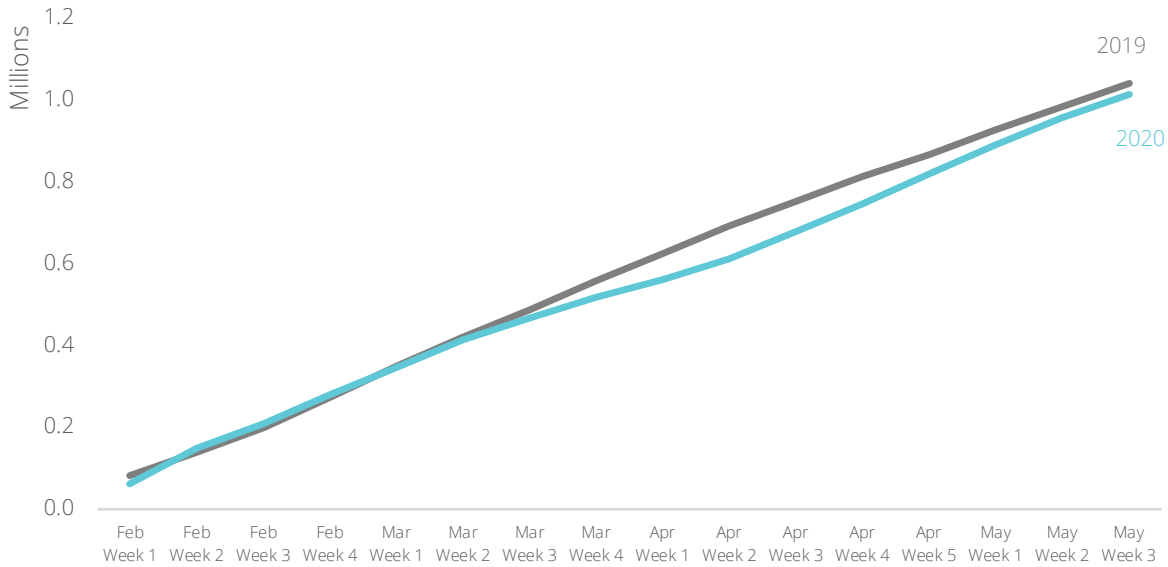


# ANIMAL WELFARE

## YEAR-OVER-YEAR CUMULATIVE COMPARISON

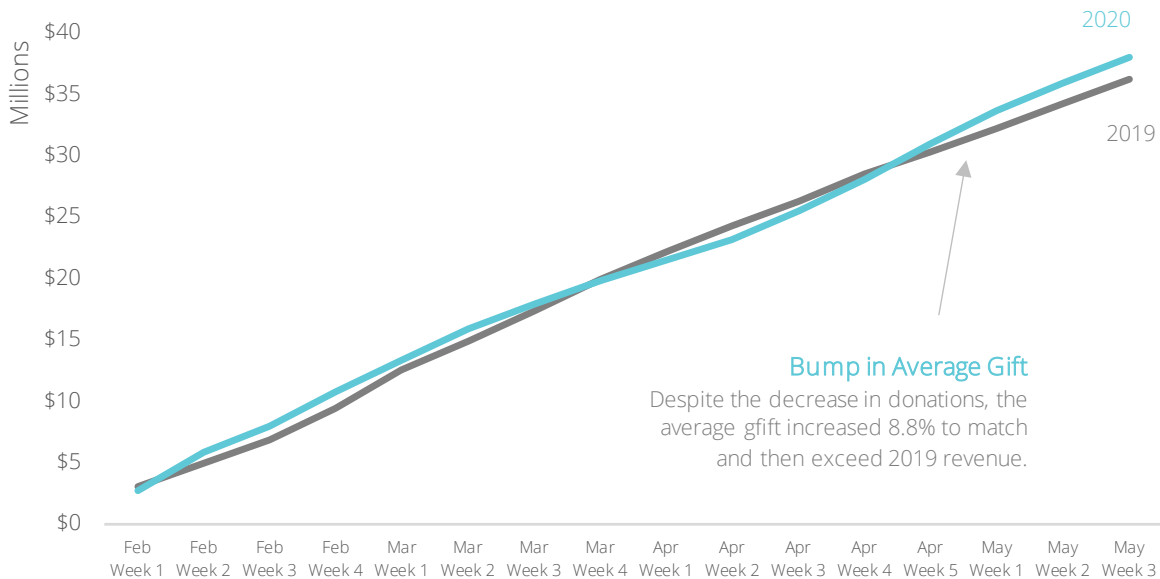
### TOTAL DONATIONS | Year-Over-Year Cumulative Comparison

Comparing the cumulative donations for this reporting period



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

Comparing the cumulative revenue for this reporting period

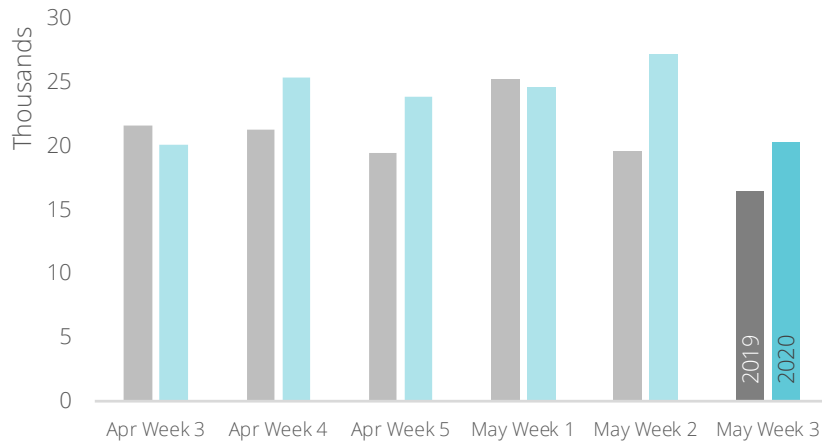


# ARTS & CULTURE

## 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: -9.0%**

In last week's report, this year-over-year variance was -10.4%. This week's increase in total responses was due to both donations and non-donation responses.

**MAY WEEK 3: 23.5%**

Total responses this week compared to the same week in 2019 were higher due to donations. Non-donation responses increased by 49.5% but accounted for only 15% of the total responses this week.

### WEEK-OVER-WEEK VARIANCE

**MAY WEEK 2 TO WEEK 3: -25.2%**

The week-over-week drop was donation-driven.

### YEAR-OVER-YEAR VARIANCES

**REPORTING PERIOD: -9.0%**

Donations were reported as -10.2% down in last week's report. This was the sixth consecutive week, where this variance has improved.

**MAY WEEK 3: 19.5%**

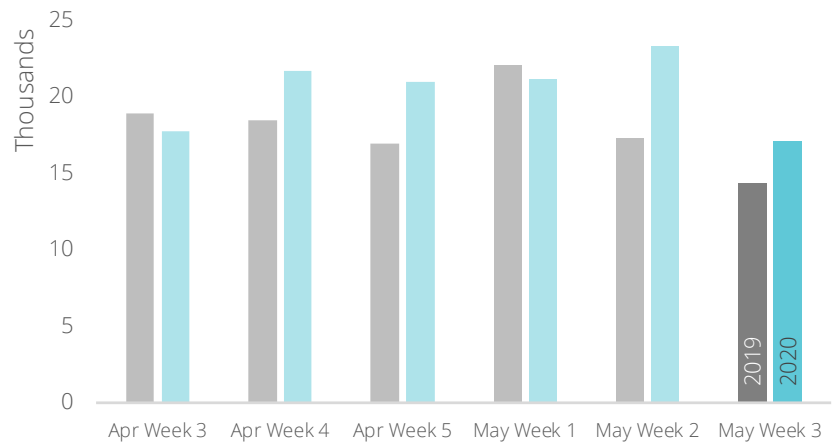
### WEEK-OVER-WEEK VARIANCE

**MAY WEEK 2 TO WEEK 3: -26.6%**

Donations through May 24 were 3.0% ahead of May 2019 for the same period. Through the 17th, the month was behind last year by -2.0%.

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

Comparing donations processed each week for the last 6-weeks



### YEAR-OVER-YEAR VARIANCES

**REPORTING PERIOD: 2.4%**

The increase in the average gift during this reporting period was the driver for the higher year-over-year revenue.

**MAY WEEK 3: 55.5%**

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

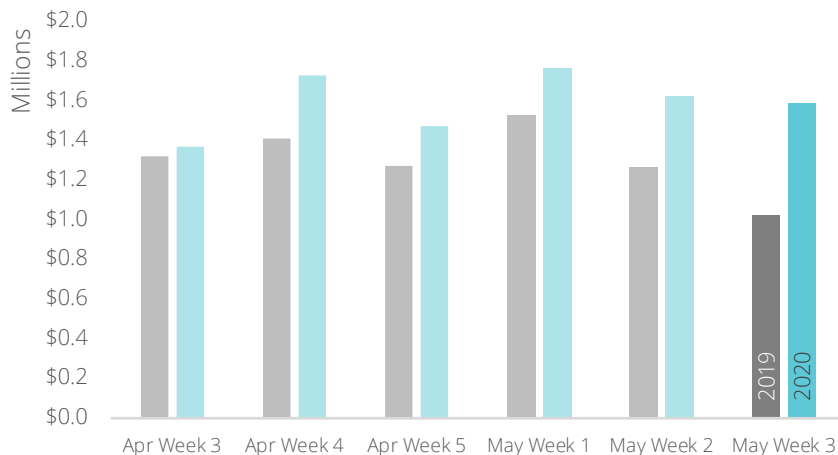
### WEEK-OVER-WEEK VARIANCE

**MAY WEEK 2 TO WEEK 3: -2.1%**

Compared to last year, revenue this month was 14.3% ahead of last year through the 24th.

### REVENUE | Year-Over-Year Comparison

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

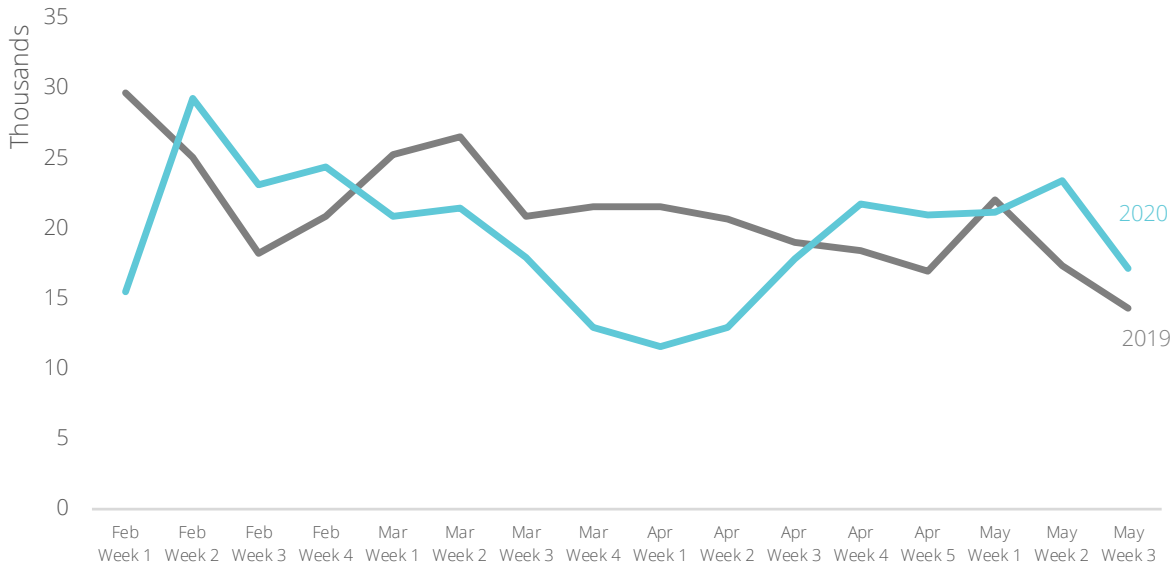


# ARTS & CULTURE

## WEEKLY YEAR-OVER-YEAR COMPARISON

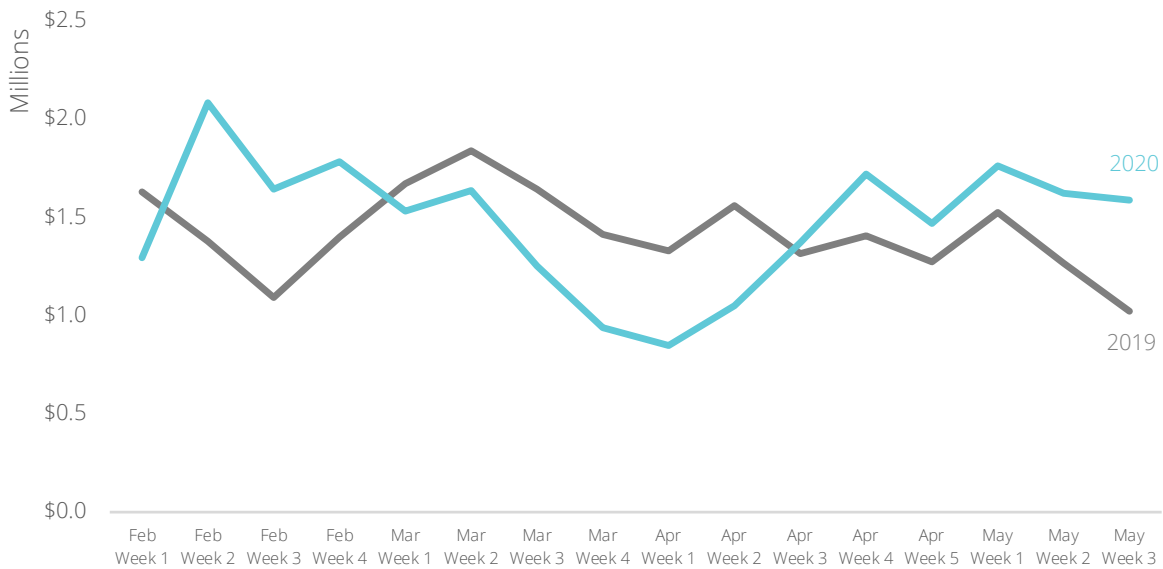
### TOTAL DONATIONS | Weekly Year-Over-Year Comparison

Comparing donations processed each week within this reporting period



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

Comparing the revenue processed weekly within the reporting period

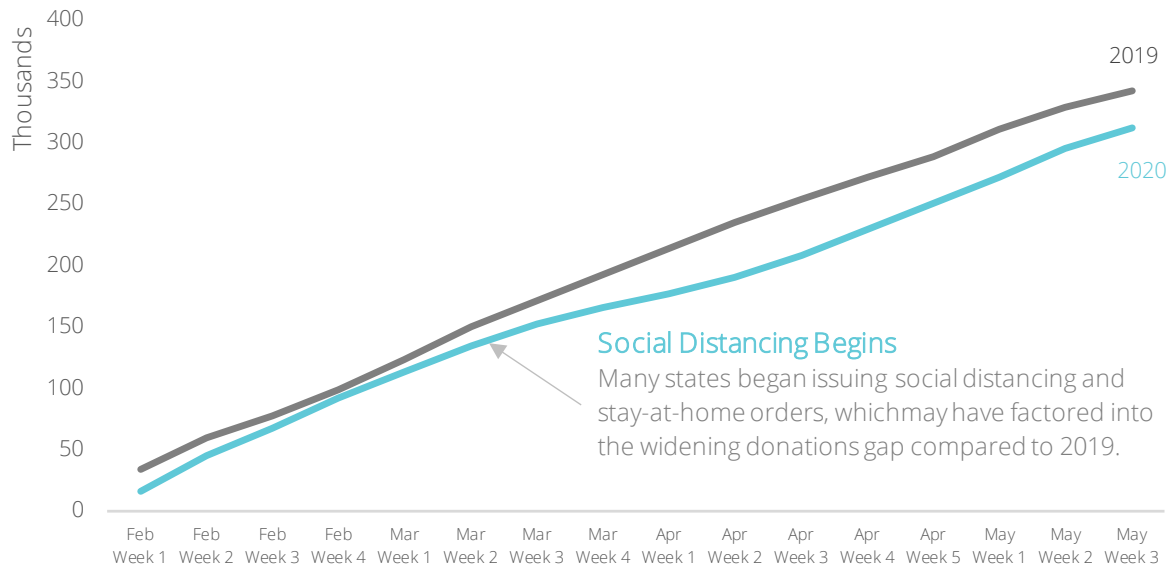


# ARTS & CULTURE

## YEAR-OVER-YEAR CUMULATIVE COMPARISON

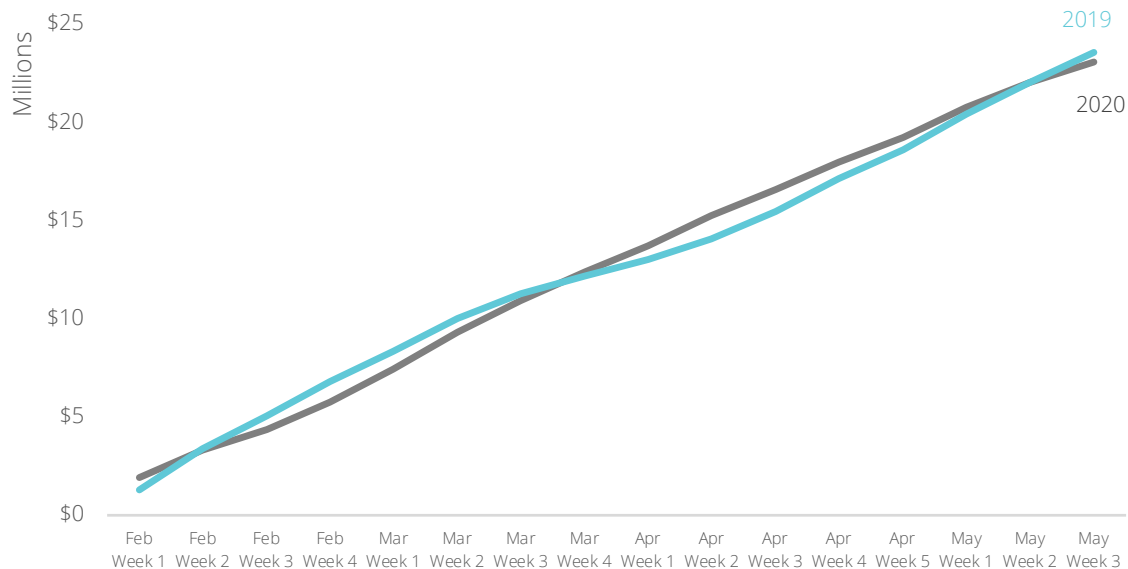
### TOTAL DONATIONS | Year-Over-Year Cumulative Comparison

Comparing the cumulative donations for this reporting period



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

Comparing the cumulative revenue for this reporting period

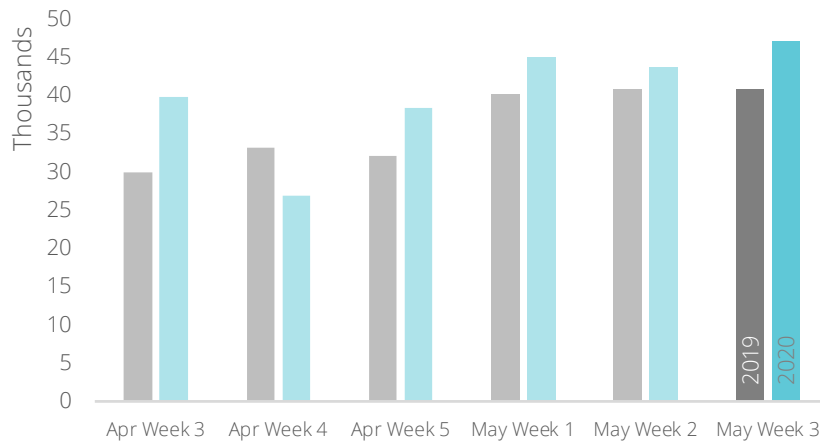


# ENVIRONMENTAL

## 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: **5.6%**

MAY WEEK 3: **15.2%**

The year-over-year increase in total responses this week was due to a 36.4% increase in non-donation responses.

### WEEK-OVER-WEEK VARIANCE

MAY WEEK 2 TO WEEK 3: **8.0%**

Again, non-donation responses were the driver for the week-over-week increase in total responses.

### YEAR-OVER-YEAR VARIANCES

REPORTING PERIOD: **5.1%**

Donations remained flat with the 2019 volume for this reporting period.

MAY WEEK 3: **4.6%**

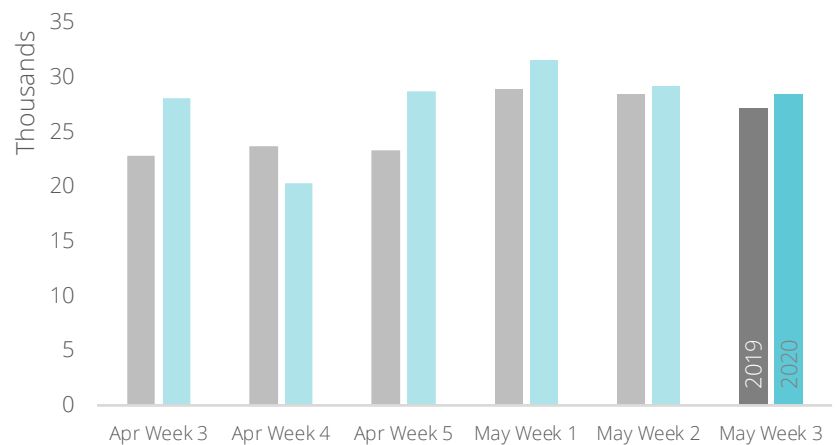
### WEEK-OVER-WEEK VARIANCE

MAY WEEK 2 TO WEEK 3: **-2.7%**

Donations through May 24 were -2.7% behind last year for that time frame. As of the 17th, May 2020 was -5.5% behind 2019.

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

Comparing donations processed weekly for the last 6-weeks



### YEAR-OVER-YEAR VARIANCES

REPORTING PERIOD: **10.1%**

The year-over-year revenue increase for the reporting period was due to donations, and the average gift—the average gift was 4.8% higher than last year.

MAY WEEK 3: **31.8%**

The increase in year-over-year revenue this week was due to the 26.1% increase in the average gift.

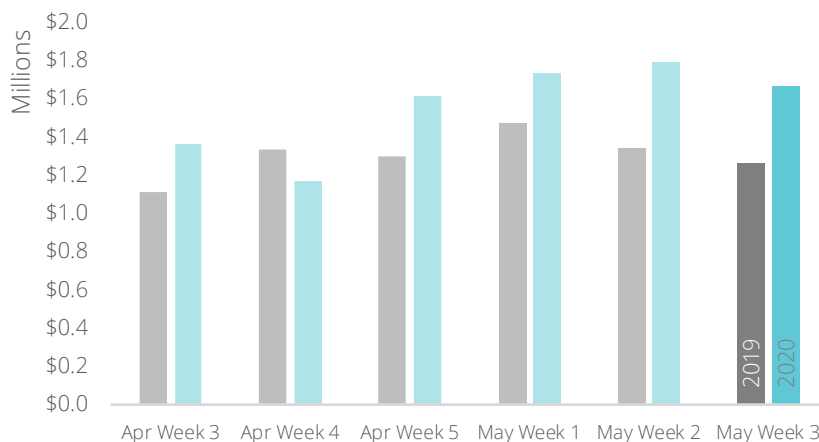
### WEEK-OVER-WEEK VARIANCE

MAY WEEK 2 TO WEEK 3: **-7.1%**

Revenue for the month was 16.7% ahead compared to last year through the 24th.

### REVENUE | Year-Over-Year Comparison

Comparing the revenue processed weekly for the last 6-weeks

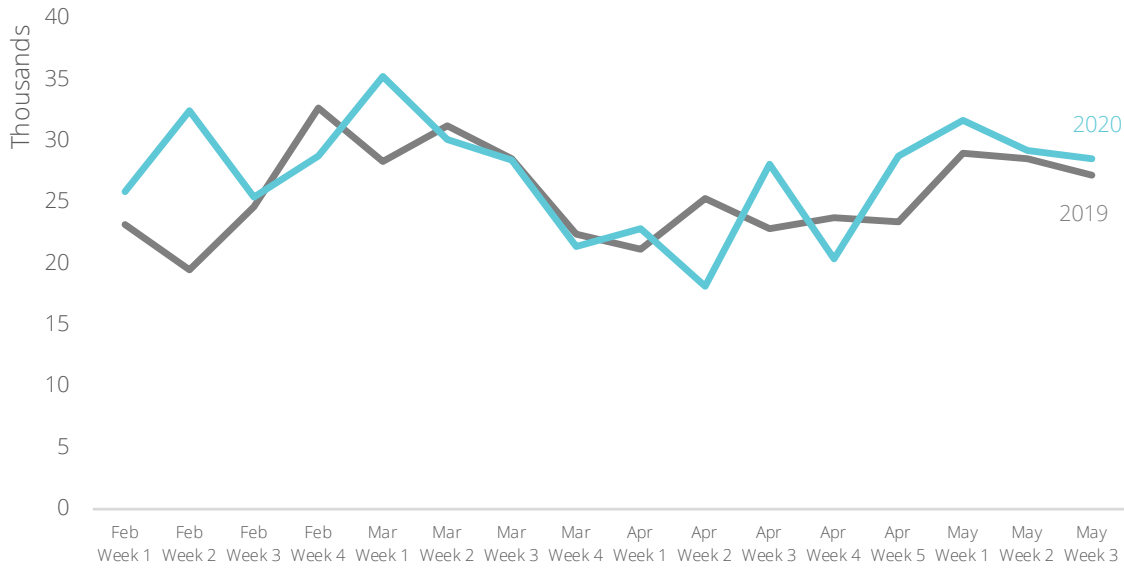


# ENVIRONMENTAL

## WEEKLY YEAR-OVER-YEAR COMPARISON

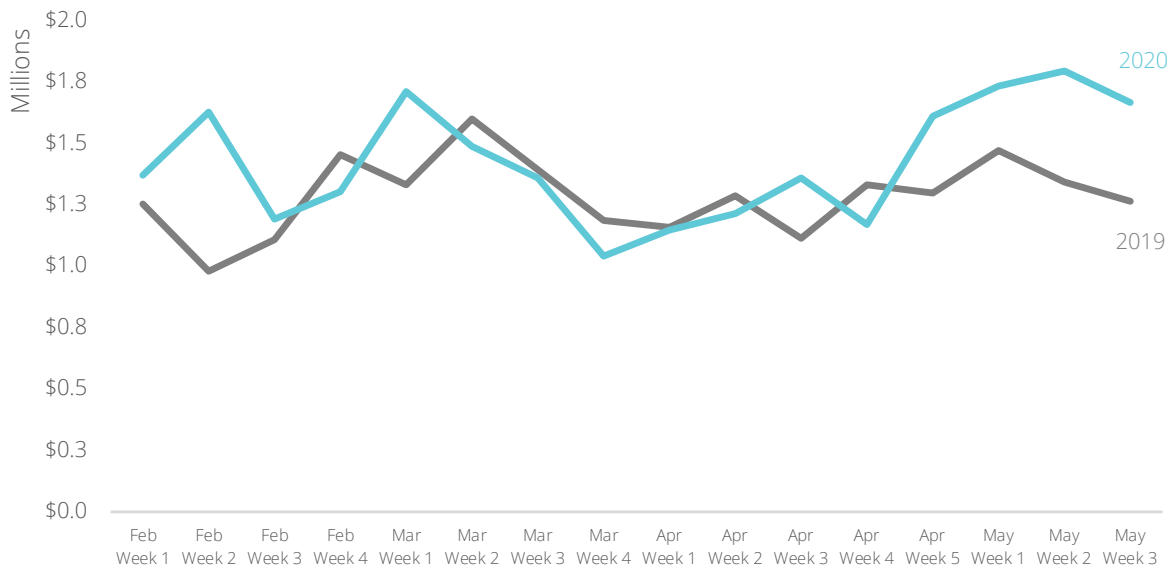
### TOTAL DONATIONS | Weekly Year-Over-Year Comparison

Comparing donations processed weekly within this reporting period



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

Comparing the revenue processed weekly within this reporting period

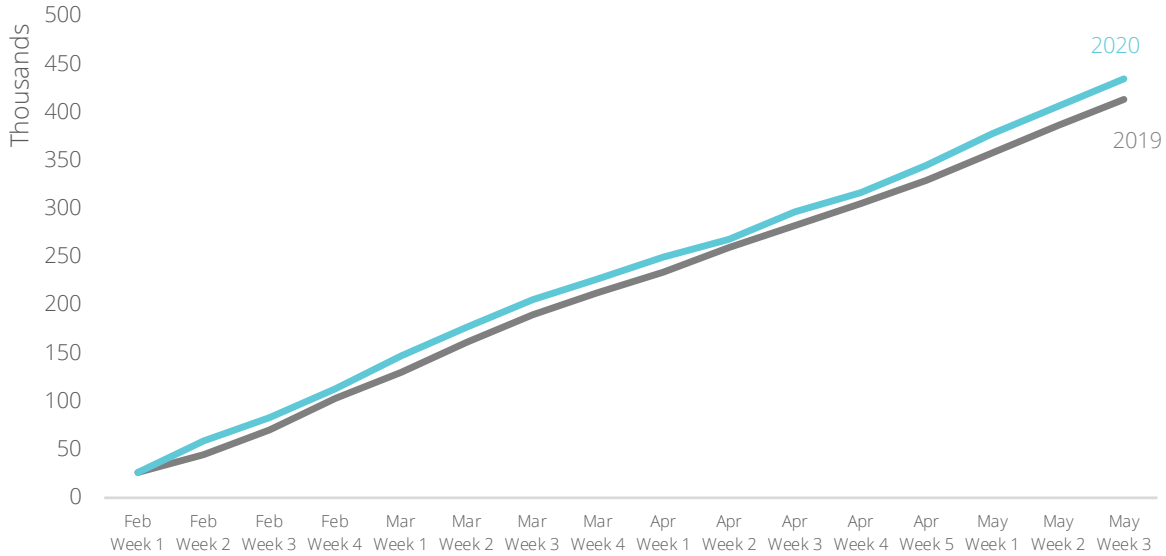


# ENVIRONMENTAL

## YEAR-OVER-YEAR CUMULATIVE COMPARISON

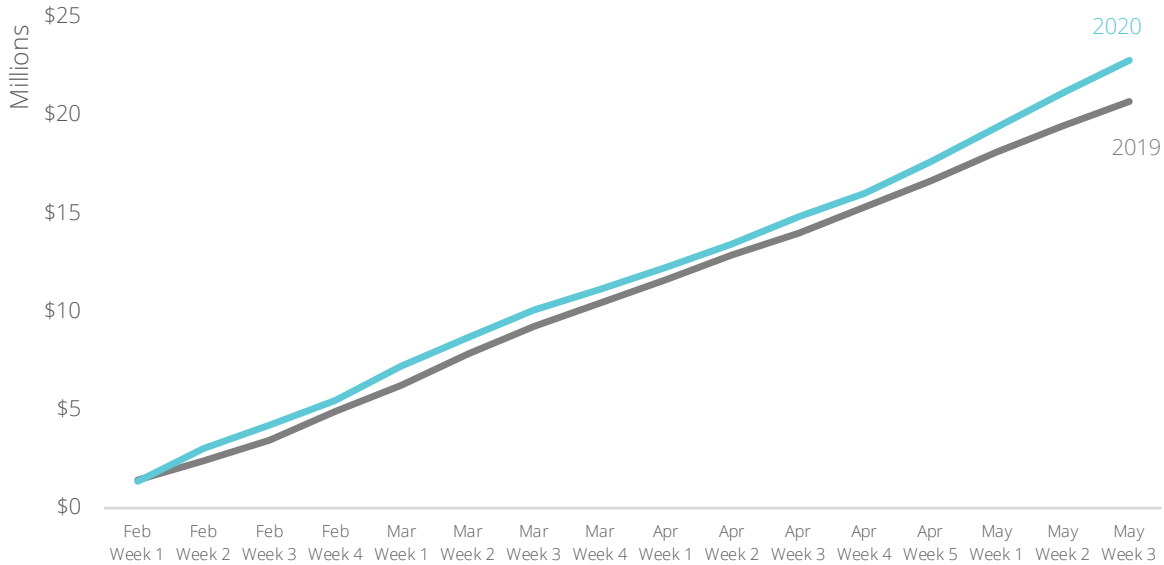
### TOTAL DONATIONS | Year-Over-Year Cumulative Comparison

Comparing the cumulative donations for this reporting period



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

Comparing the cumulative revenue for this reporting period

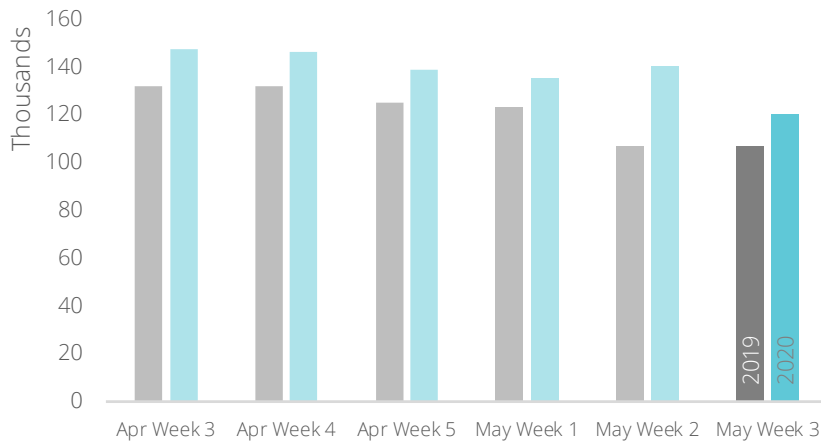


# HEALTH

## 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: **4.7%**

MAY WEEK 3: **13.1%**

Both donations and non-donation responses contributed to the increase in total responses. Non-donation responses were up 41.1% this week compared to the same week last year but only accounted for 12.5% of the total responses.

### WEEK-OVER-WEEK VARIANCE

MAY WEEK 2 TO WEEK 3: **-14.4%**

The week-over-week decline in total responses was due to a drop in donations.

### YEAR-OVER-YEAR VARIANCES

REPORTING PERIOD: **3.8%**

MAY WEEK 3: **9.9%**

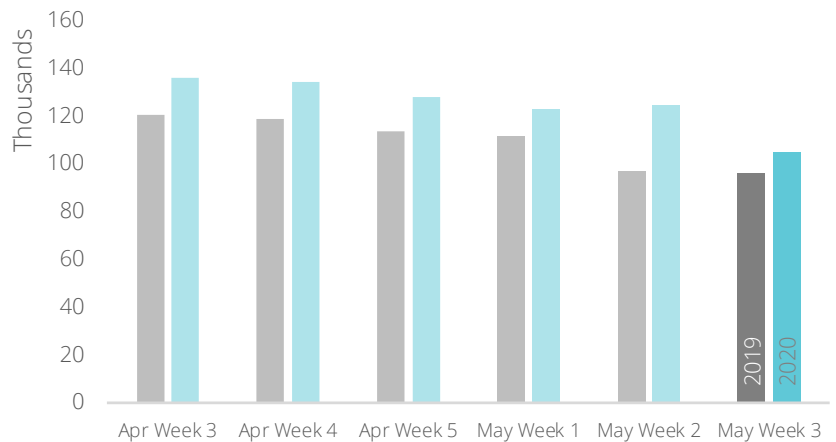
### WEEK-OVER-WEEK VARIANCE

MAY WEEK 2 TO WEEK 3: **-15.5%**

Through May 24, donations were 2.6% ahead 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: **3.3%**

From last week's report, year-over-year revenue has fallen a bit for the reporting period. This contraction was due to the lower average gift. Since the fourth week of April, the average gift had been lower each week compared to the corresponding week in 2019.

MAY WEEK 3: **-4.9%**

The year-over-year revenue decline in the third week of May was due to the -13.5% lower average gift.

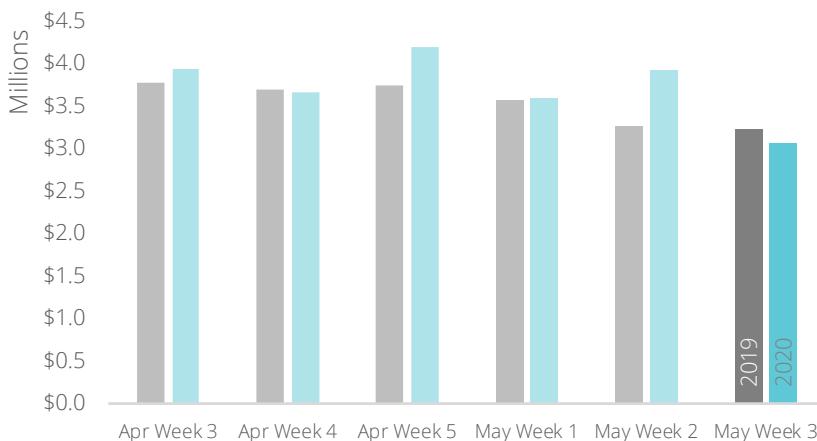
### WEEK-OVER-WEEK VARIANCE

MAY WEEK 2 TO WEEK 3: **-21.8%**

Month-to-date, May 2020 was -3.5% behind May of last year. Through the 17th, the month was behind only by -2.9%.

### REVENUE | Year-Over-Year Comparison

Comparing the revenue processed weekly for the last 6-weeks



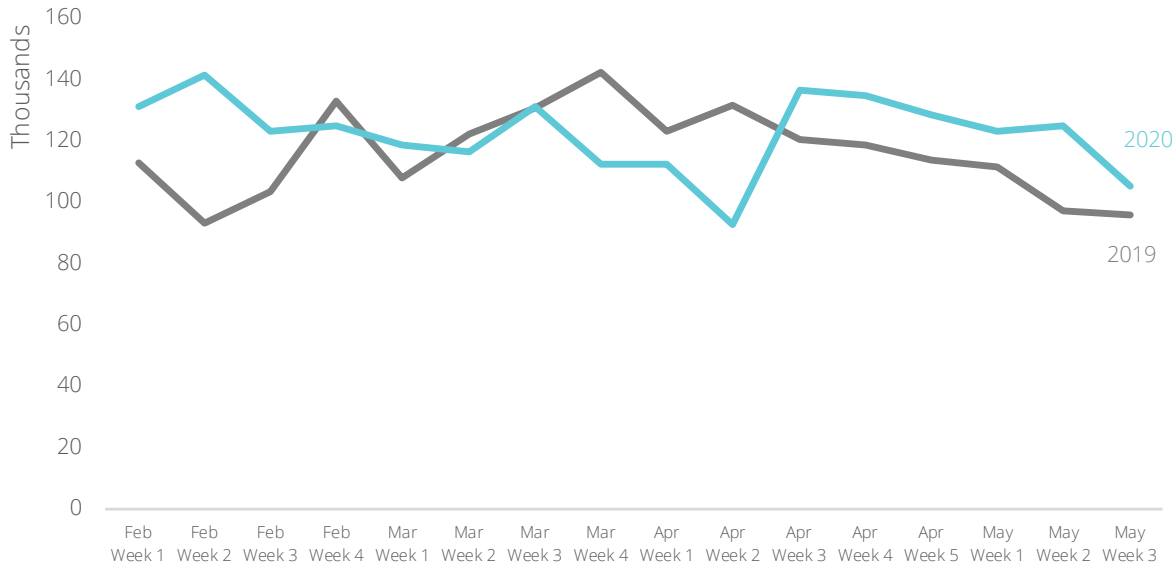


# HEALTH

## WEEKLY YEAR-OVER-YEAR COMPARISON

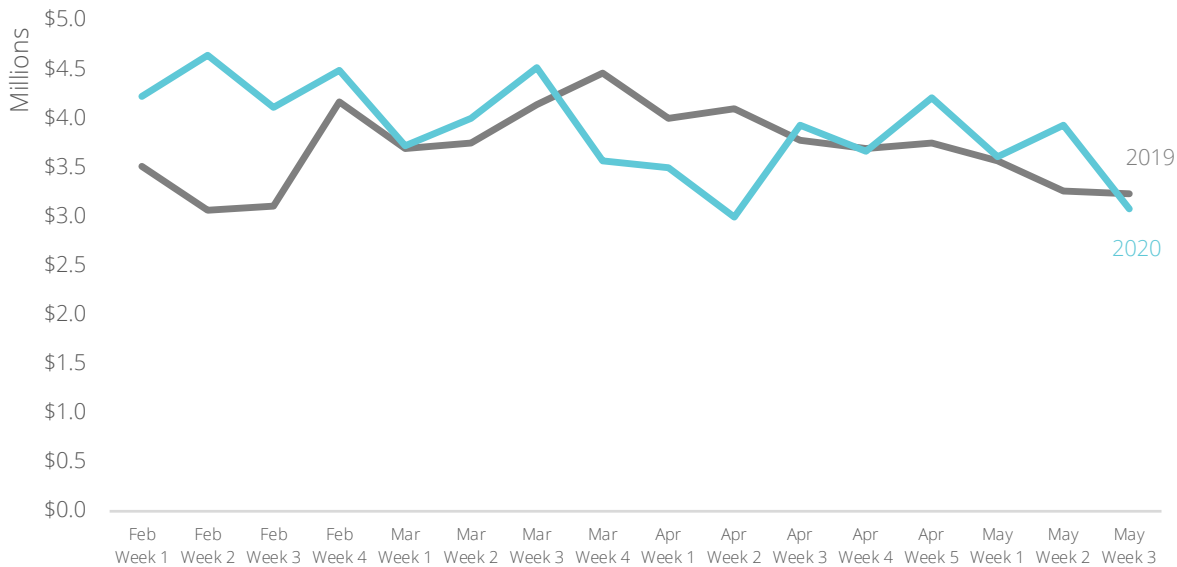
### TOTAL DONATIONS | Weekly Year-Over-Year Comparison

Comparing donations processed weekly within this reporting period



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

Comparing the revenue processed weekly within this reporting period

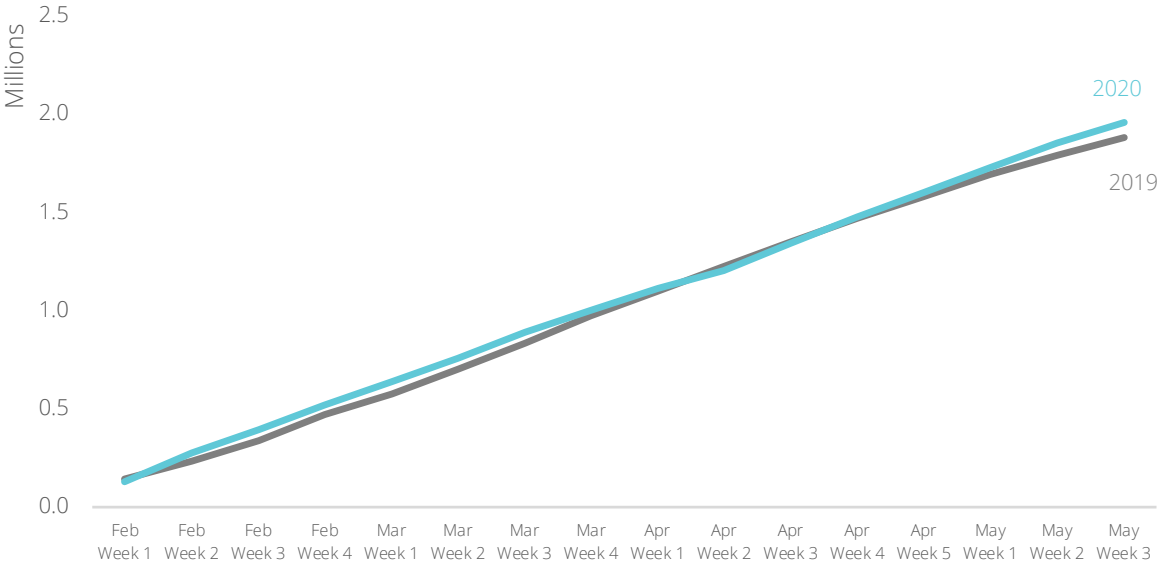


# HEALTH

## YEAR-OVER-YEAR CUMULATIVE COMPARISON

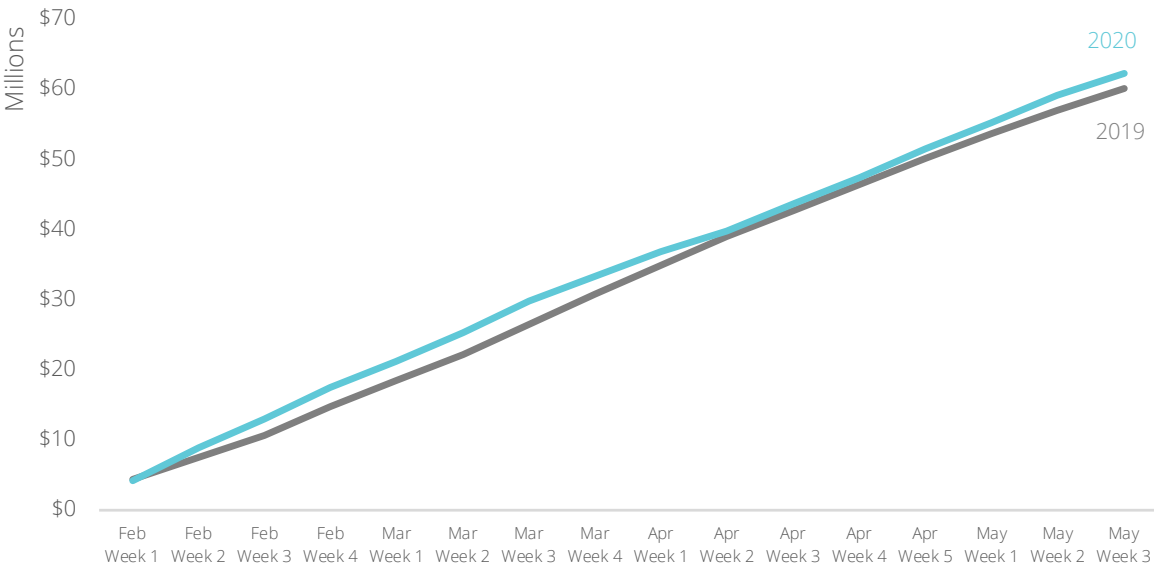
### TOTAL DONATIONS | Year-Over-Year Cumulative Comparison

Comparing the cumulative donations for this reporting period



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

Comparing the cumulative revenue for this reporting period

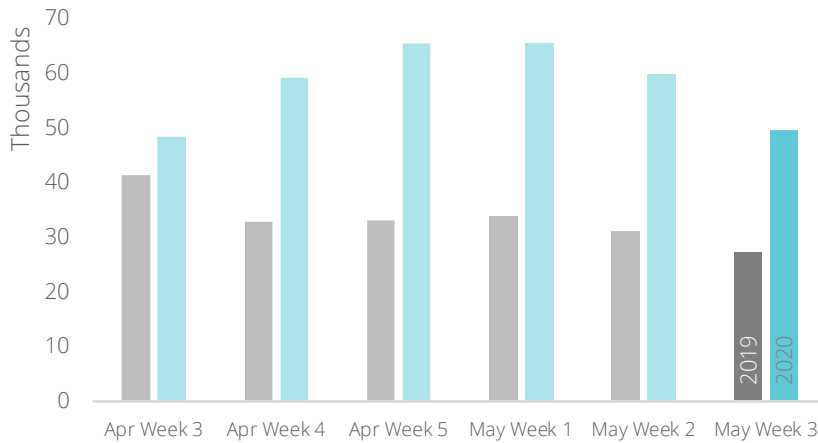


# HUMAN SERVICES

## 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: **37.7%**

MAY WEEK 3: **81.3%**

*Donations remained the reason for the year-over-year increase in total responses this week.*

### WEEK-OVER-WEEK VARIANCE

MAY WEEK 2 TO WEEK 3: **-17.1%**

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

### YEAR-OVER-YEAR VARIANCES

REPORTING PERIOD: **55.2%**

MAY WEEK 3: **108.2%**

*This was the fifth week in a row where 2020 donations were more than double the donations in 2019.*

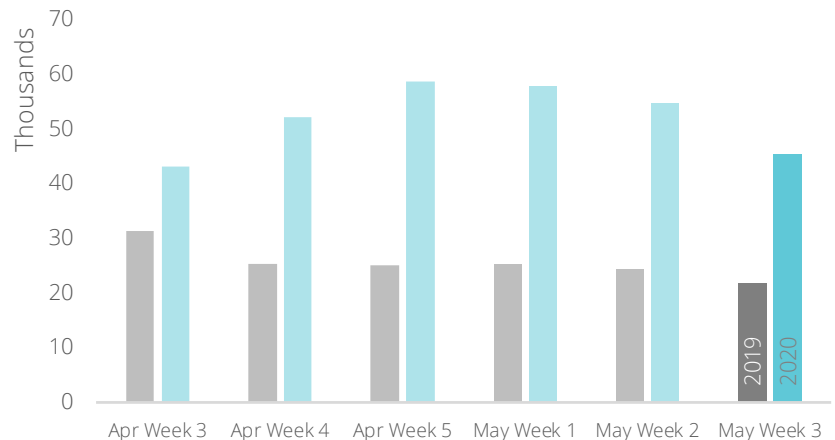
### WEEK-OVER-WEEK VARIANCE

MAY WEEK 2 TO WEEK 3: **-16.9%**

*Through the 24th of the month, donations were 93.4% 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: **146.5%**

*The year-over-year increase in revenue for this reporting period was driven by donations, and the 58.8% increase in the average gift.*

MAY WEEK 3: **388.9%**

*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.*

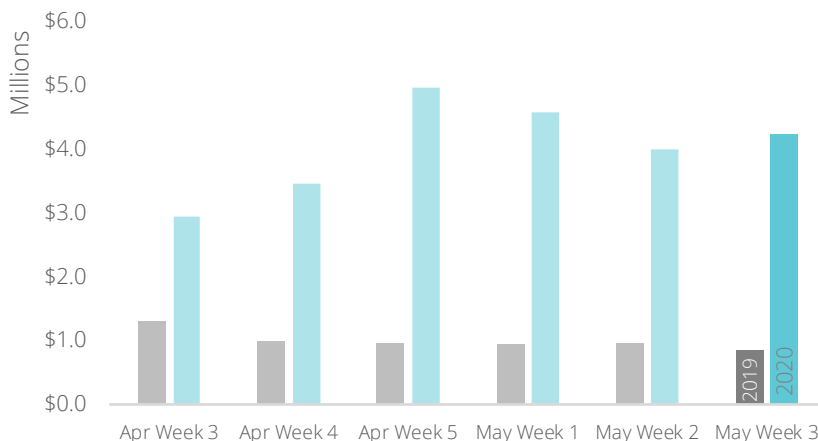
### WEEK-OVER-WEEK VARIANCE

MAY WEEK 2 TO WEEK 3: **5.9%**

*Through May 24, revenue was 300.0% ahead of where the month was at this point last year.*

### REVENUE | Year-Over-Year Comparison

Comparing the revenue processed weekly for the last 6-weeks

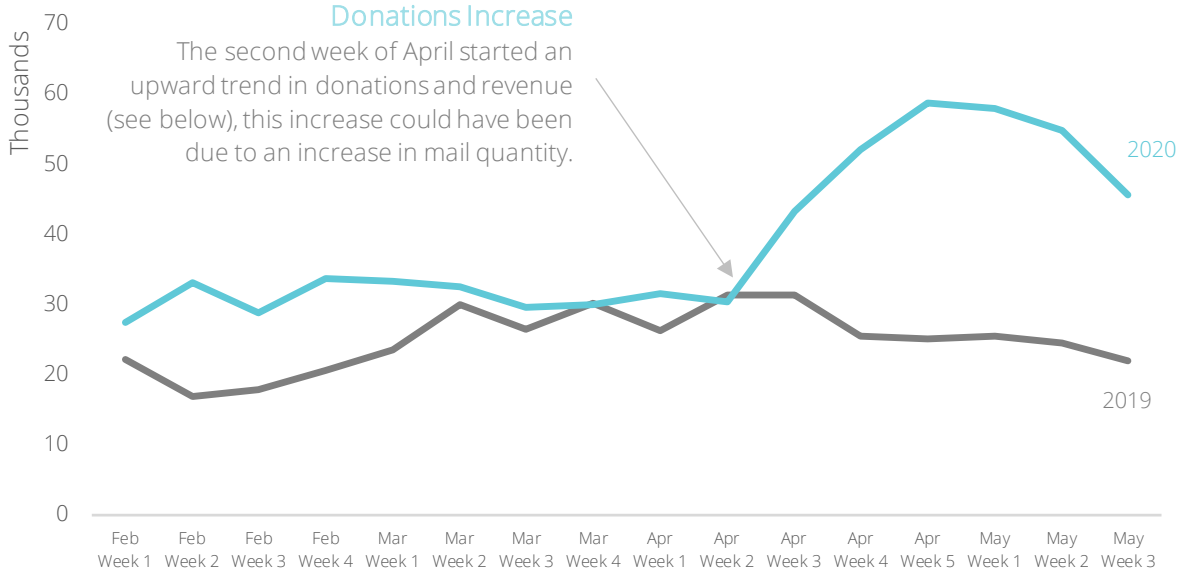


# HUMAN SERVICES

## WEEKLY YEAR-OVER-YEAR COMPARISON

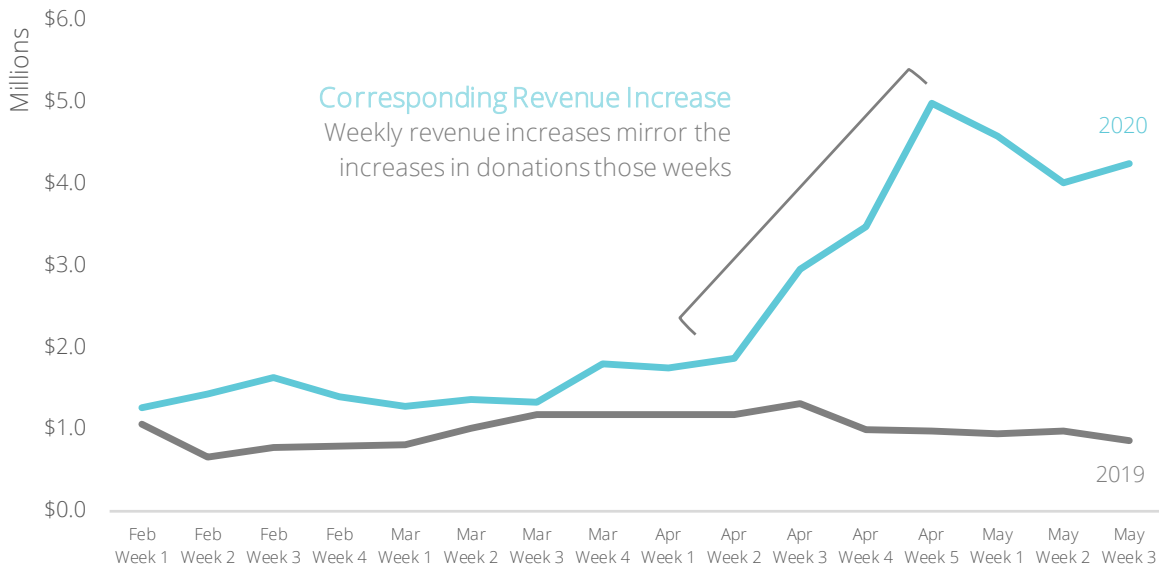
### TOTAL DONATIONS | Weekly Year-Over-Year Comparison

Comparing donations processed weekly within this reporting period



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

Comparing the revenue processed each week within this reporting period

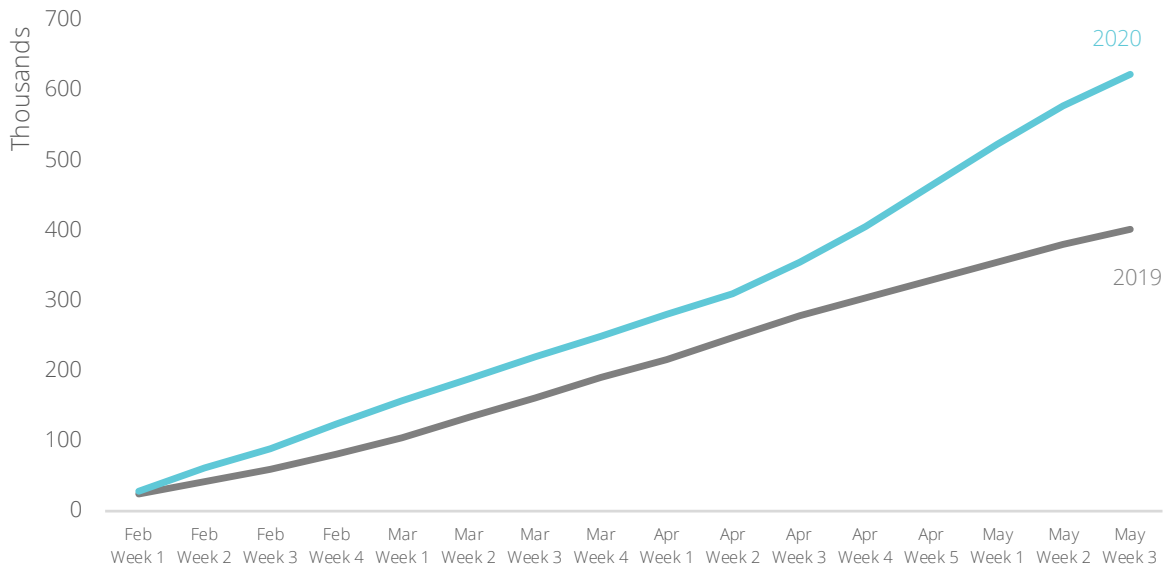


# HUMAN SERVICES

## YEAR-OVER-YEAR CUMULATIVE COMPARISON

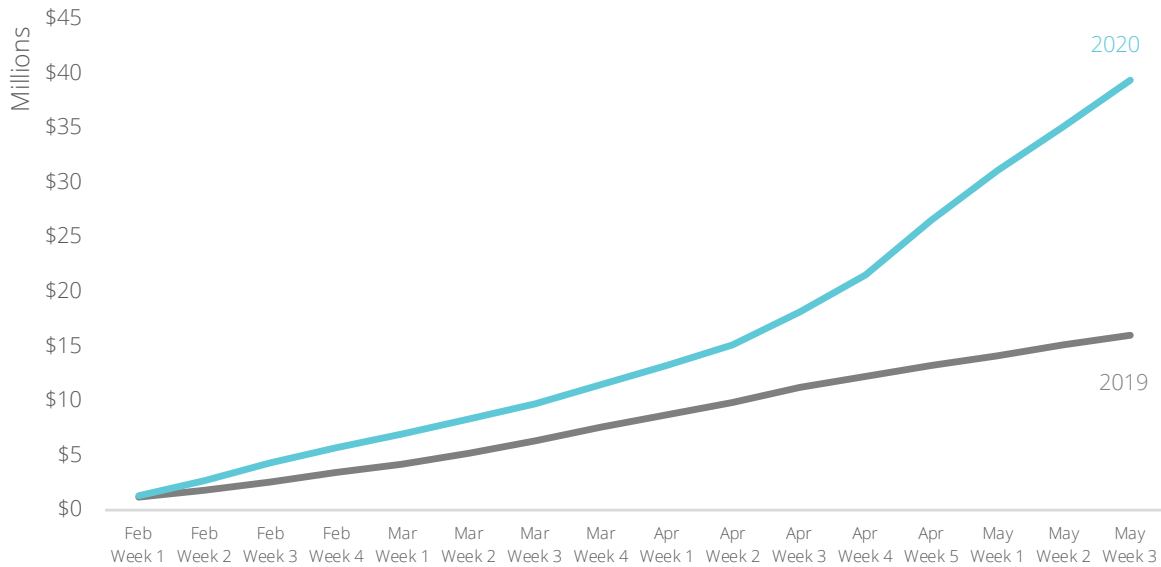
### TOTAL DONATIONS | Year-Over-Year Cumulative Comparison

Comparing the cumulative donations for this reporting period



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

Comparing cumulative revenue for this reporting period

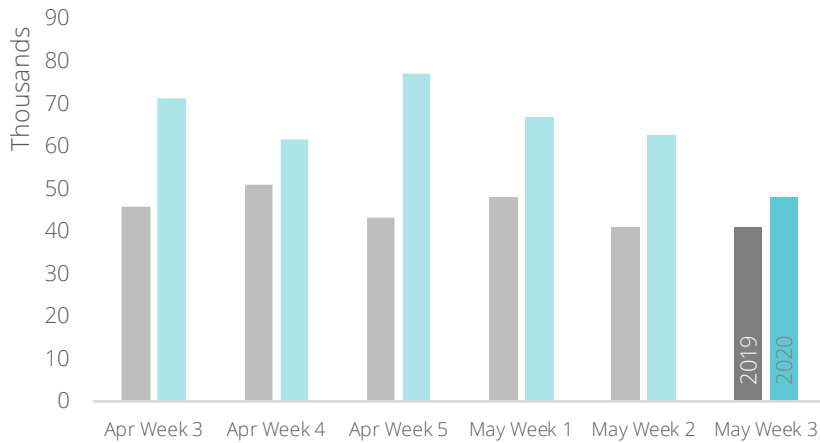


# INTERNATIONAL RELIEF

## 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: **12.7%**

MAY WEEK 3: **17.1%**

The year-over-year increase this week was donation-driven. Non-donation responses were -31.1% lower this year compared to last.

### WEEK-OVER-WEEK VARIANCE

MAY WEEK 2 TO WEEK 3: **-23.3%**

### YEAR-OVER-YEAR VARIANCES

REPORTING PERIOD: **14.3%**

MAY WEEK 3: **30.4%**

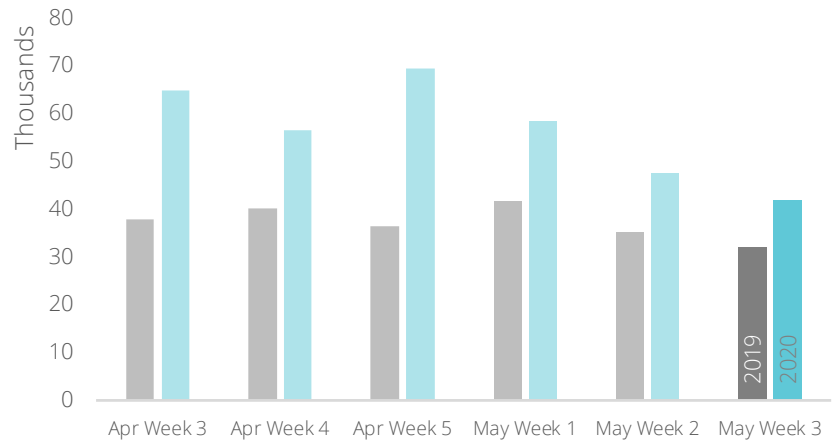
### WEEK-OVER-WEEK VARIANCE

MAY WEEK 2 TO WEEK 3: **-12.0%**

Through the 24th, donations were 22.8% ahead compared to that point in May 2019.

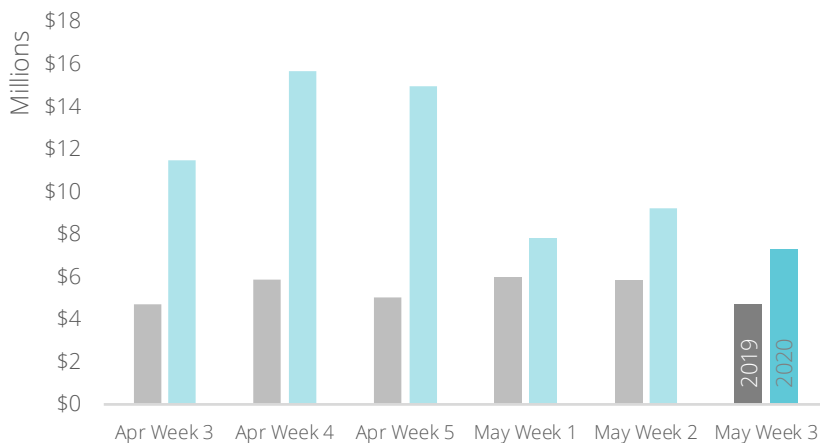
### TOTAL DONATIONS | Year-Over-Year Comparison

Comparing donations processed weekly for the last 6-weeks



### REVENUE | Year-Over-Year Comparison

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



### YEAR-OVER-YEAR VARIANCES

REPORTING PERIOD: **93.7%**

The average gift and donations were the reasons for the year-over-year revenue increase during this period.

MAY WEEK 3: **53.6%**

The increase in donations and the 17.8% higher average gift drove the higher revenue this week compared to this week in 2019.

### WEEK-OVER-WEEK VARIANCE

MAY WEEK 2 TO WEEK 3: **-20.9%**

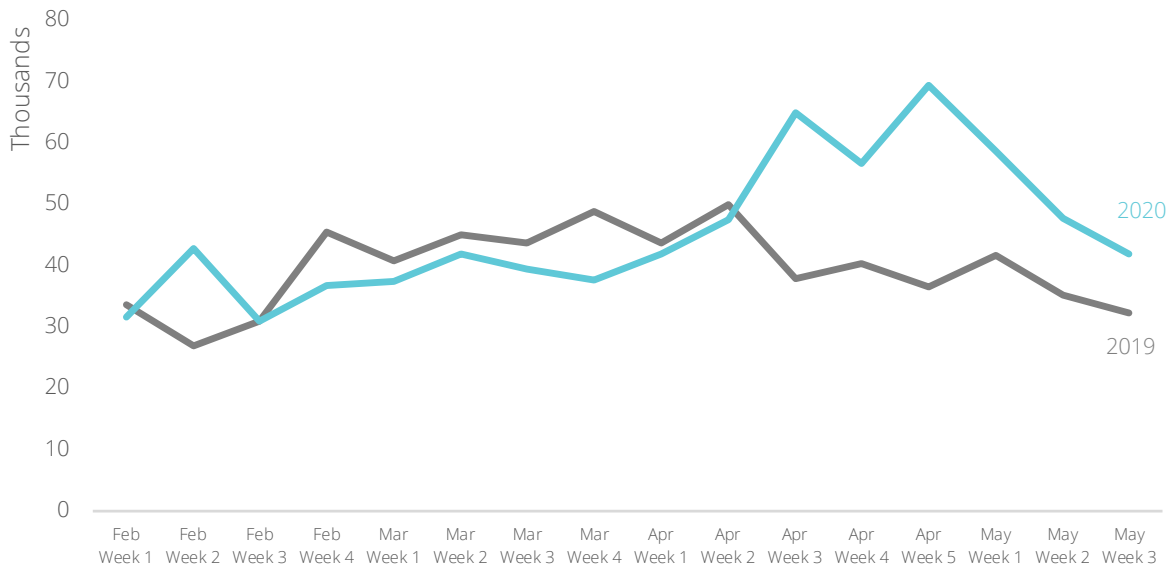
Revenue through the 24th was 32.2% higher than revenue at that time last May.

# INTERNATIONAL RELIEF

## WEEKLY YEAR-OVER-YEAR COMPARISON

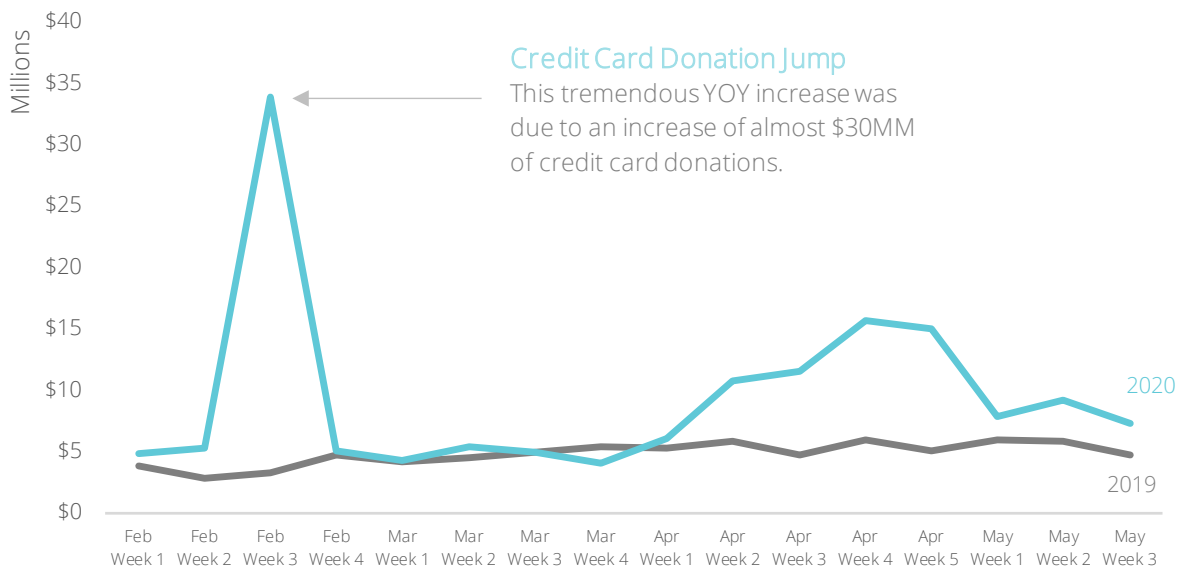
### TOTAL DONATIONS | Weekly Year-Over-Year Comparison

Comparing donations processed weekly within this reporting period



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

Comparing the revenue processed weekly within this reporting period

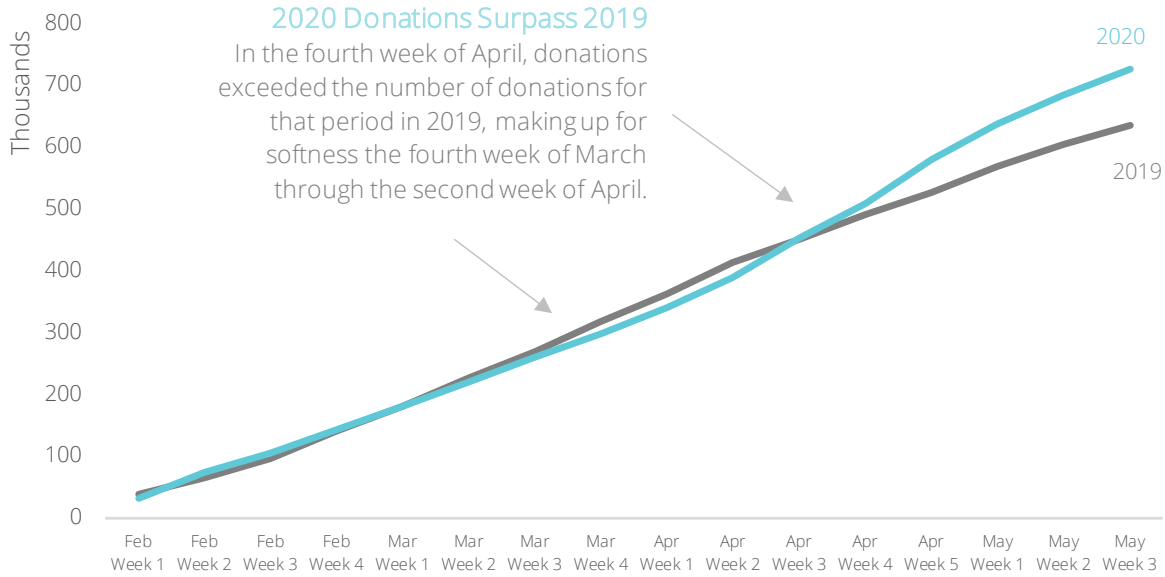


# INTERNATIONAL RELIEF

## YEAR-OVER-YEAR CUMULATIVE COMPARISON

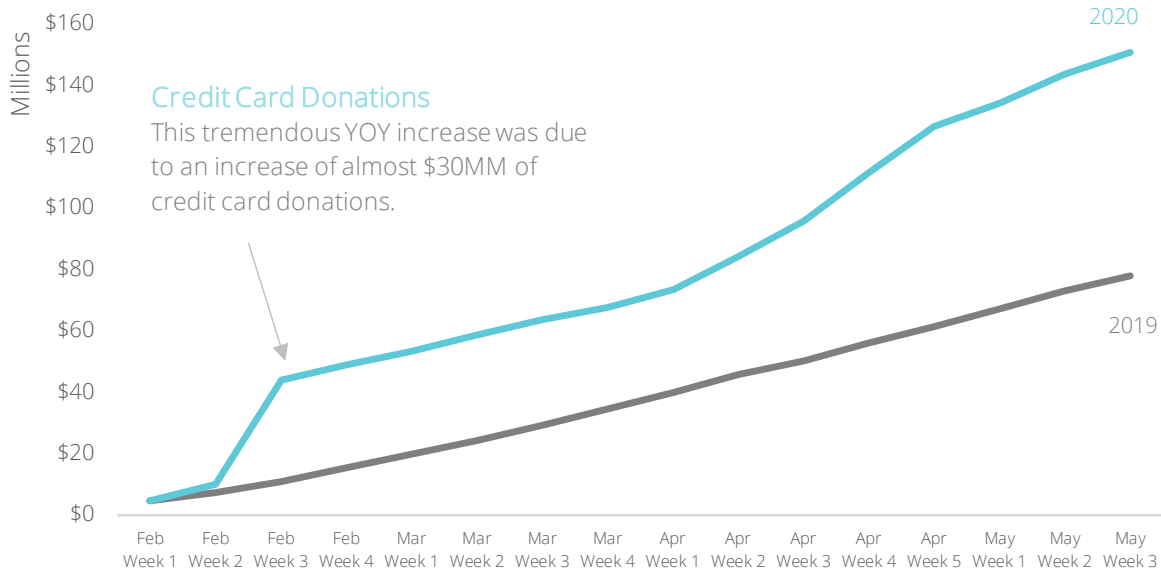
### TOTAL DONATIONS | Year-Over-Year Cumulative Comparison

Comparing the cumulative donations for this reporting period



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

Comparing the cumulative revenue for this reporting period



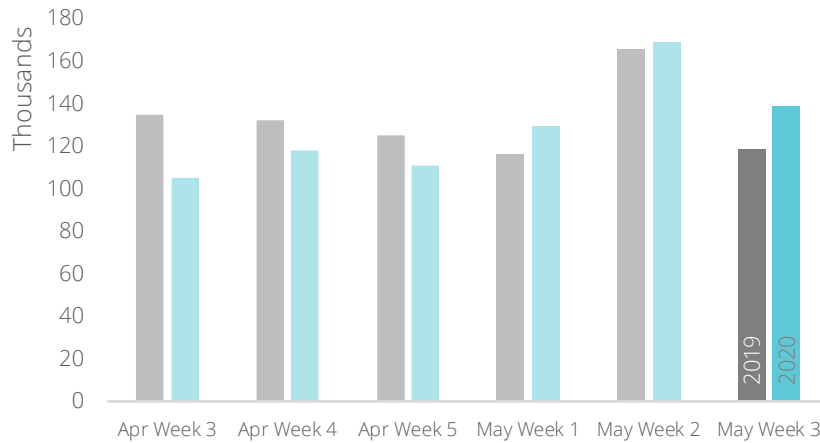


# SOCIETAL BENEFIT

## 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: **-15.4%**

MAY WEEK 3: **17.2%**

### WEEK-OVER-WEEK VARIANCE

MAY WEEK 2 TO WEEK 3: **30.2%**

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

### YEAR-OVER-YEAR VARIANCES

REPORTING PERIOD: **-2.0%**

*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 -3.7%.*

MAY WEEK 3: **31.3%**

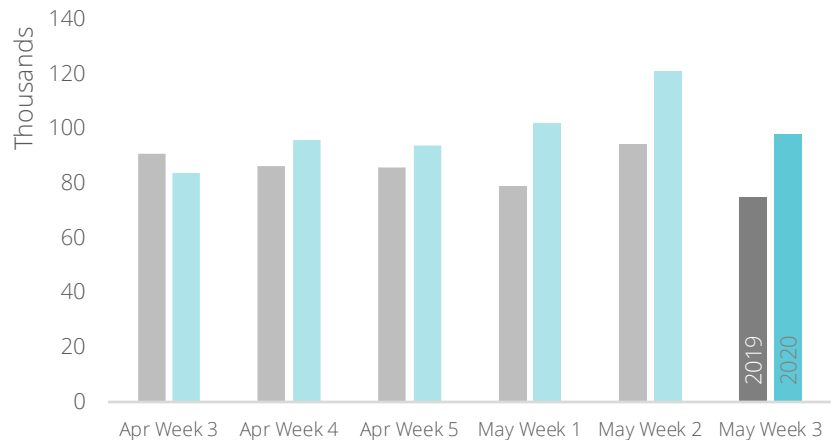
### WEEK-OVER-WEEK VARIANCE

MAY WEEK 2 TO WEEK 3: **-19.1%**

*Donations were 14.5% ahead compared to donations through May 24 last year.*

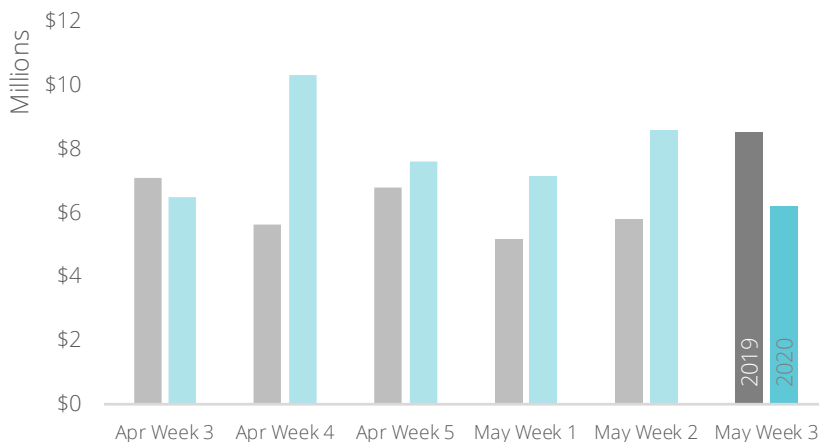
### TOTAL DONATIONS | Year-Over-Year Comparison

Comparing donations processed weekly for the last 6-weeks



### REVENUE | Year-Over-Year Comparison

Comparing the revenue processed weekly for the last 6-weeks



### YEAR-OVER-YEAR VARIANCES

REPORTING PERIOD: **3.1%**

*Year-over-year revenue contracted for the reporting period. In last week's report, the revenue was 5.8% higher.*

MAY WEEK 3: **-27.3%**

*This was the first week since the fourth week of April that 2020 revenue was lower than last year. The average gift was the cause of the year-over-year drop for this week—it was -44.5% lower.*

### WEEK-OVER-WEEK VARIANCE

MAY WEEK 2 TO WEEK 3: **-27.9%**

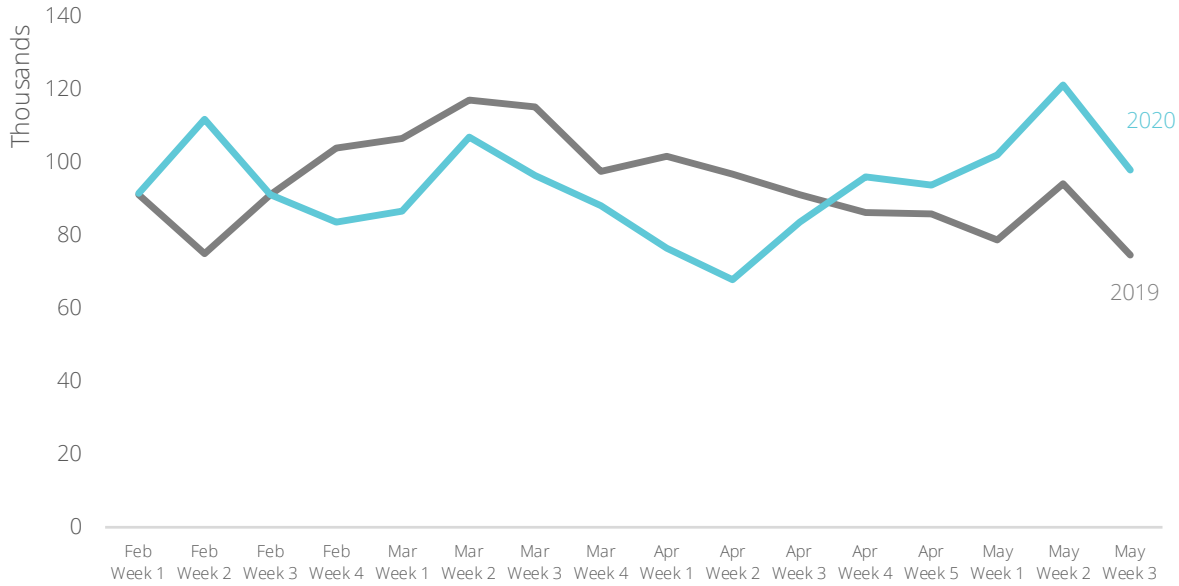
*Through May 24, revenue was only 0.6% ahead compared to that time in May 2019. Through the 17th, the month was ahead by 16.9%.*

# SOCIETAL BENEFIT

## WEEKLY YEAR-OVER-YEAR COMPARISON

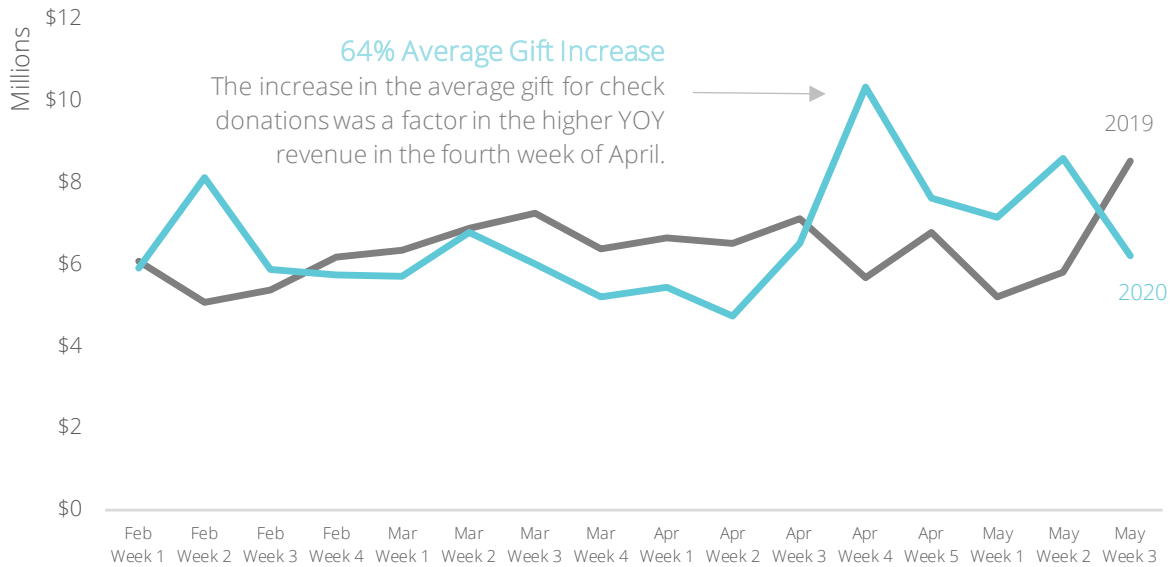
### TOTAL DONATIONS | Weekly Year-Over-Year Comparison

Comparing donations processed weekly within this reporting period



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

Comparing the revenue processed weekly within this reporting period

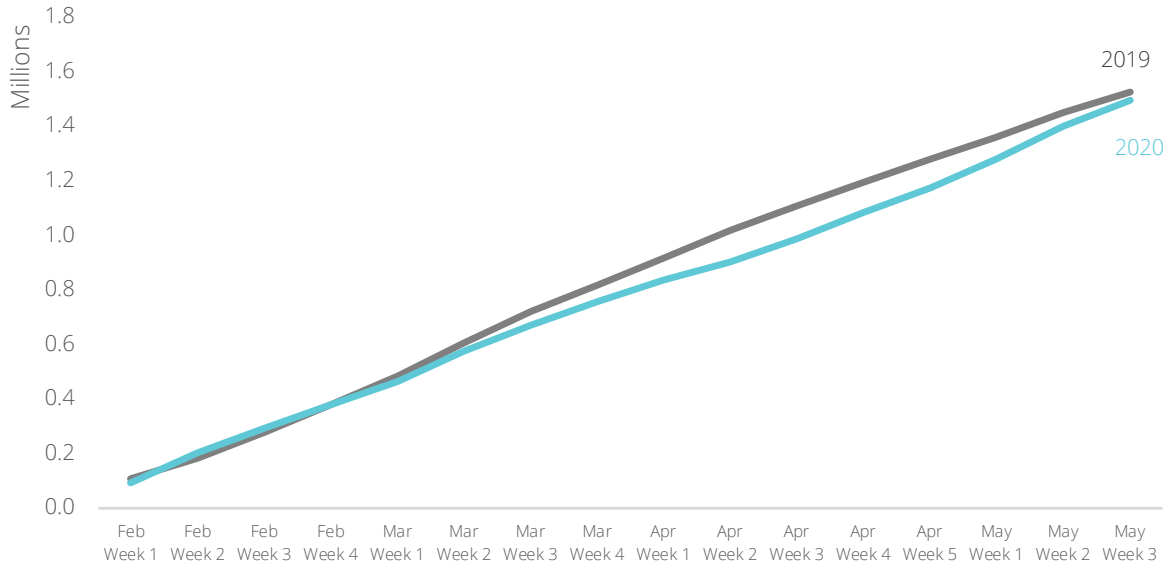


# SOCIETAL BENEFIT

## YEAR-OVER-YEAR CUMULATIVE COMPARISON

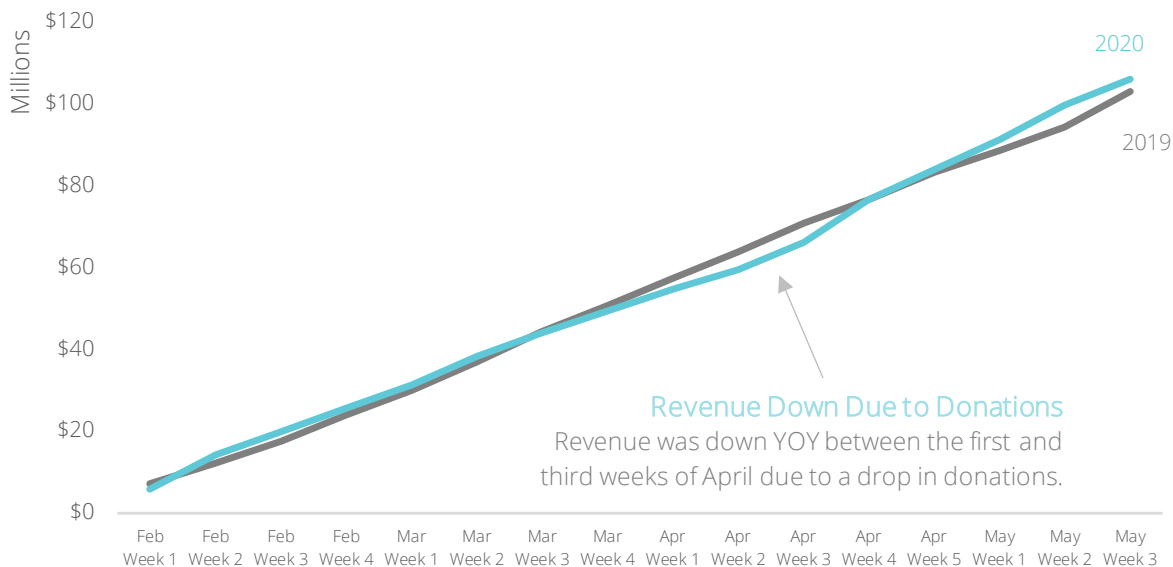
### TOTAL DONATIONS | Year-Over-Year Cumulative Comparison

Comparing the cumulative donations for this reporting period



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

Comparing the cumulative revenue for this reporting period

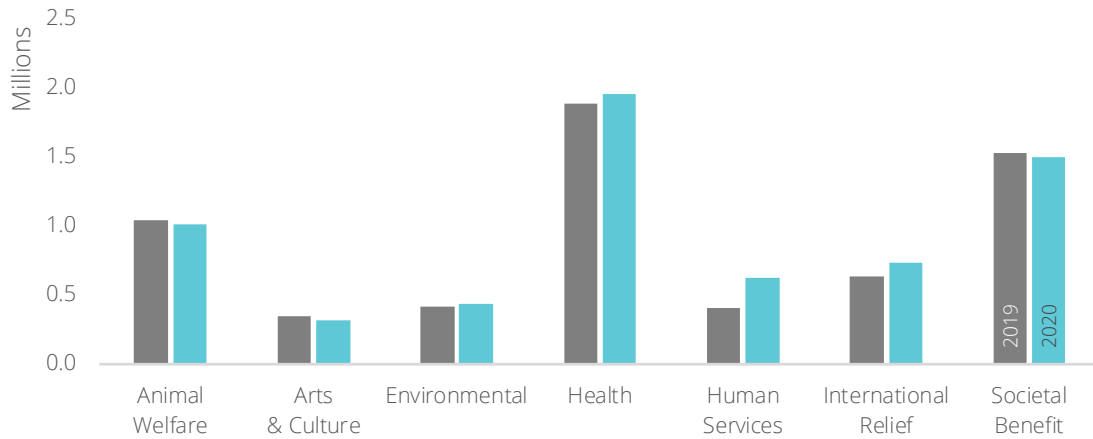


# APPENDIX: SECTOR REVIEW

## YEAR-OVER-YEAR COMPARISON

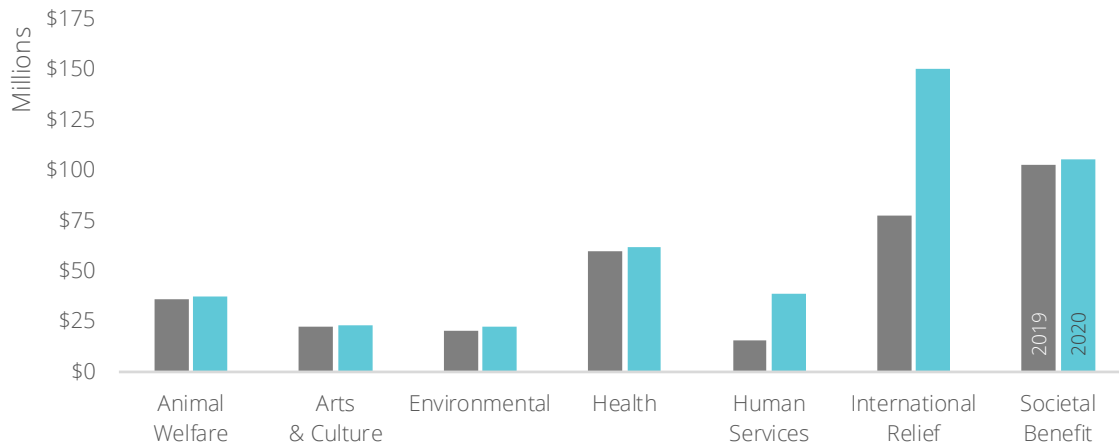
### TOTAL DONATIONS | Year-Over-Year Comparison

Comparing the cumulative donations for each sector



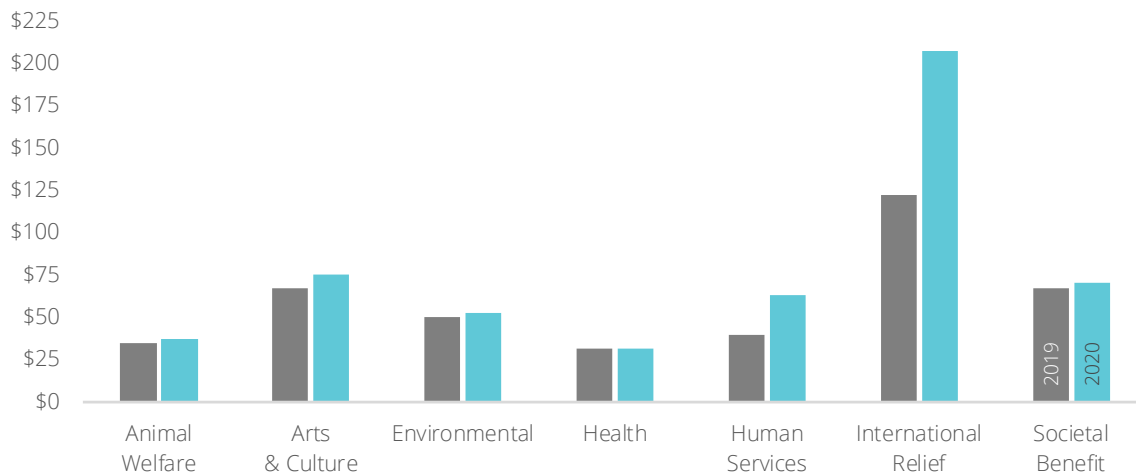
### REVENUE | Year-Over-Year Comparison

Comparing the cumulative revenue by sector



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

Comparing the average gift for each sector

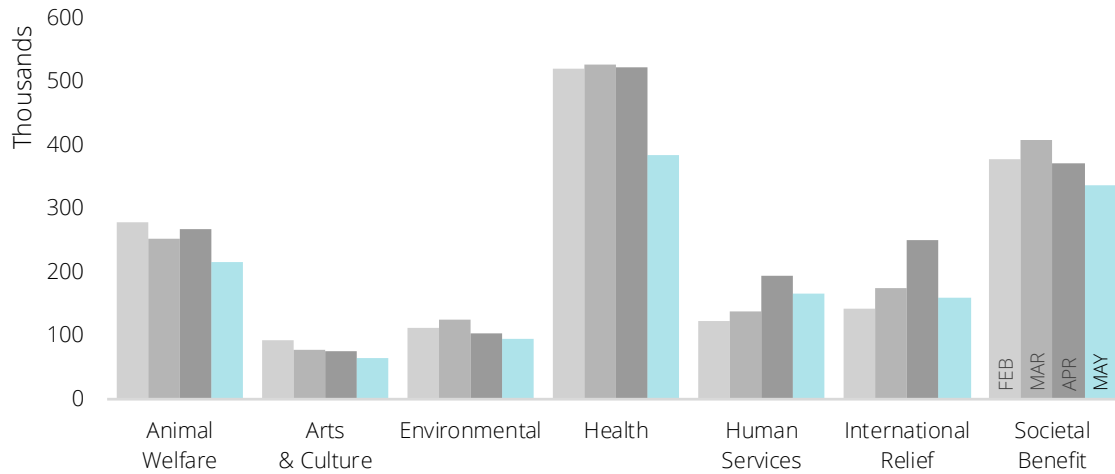


# APPENDIX: SECTOR REVIEW

## 2020 BY MONTH

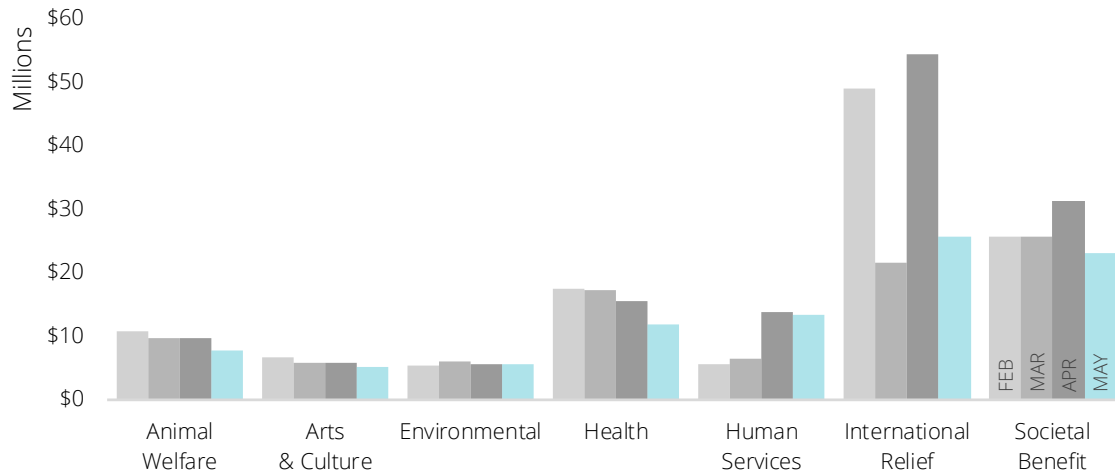
### 2020 TOTAL DONATIONS | By Sector

Tracking the donations processed for each sector by month



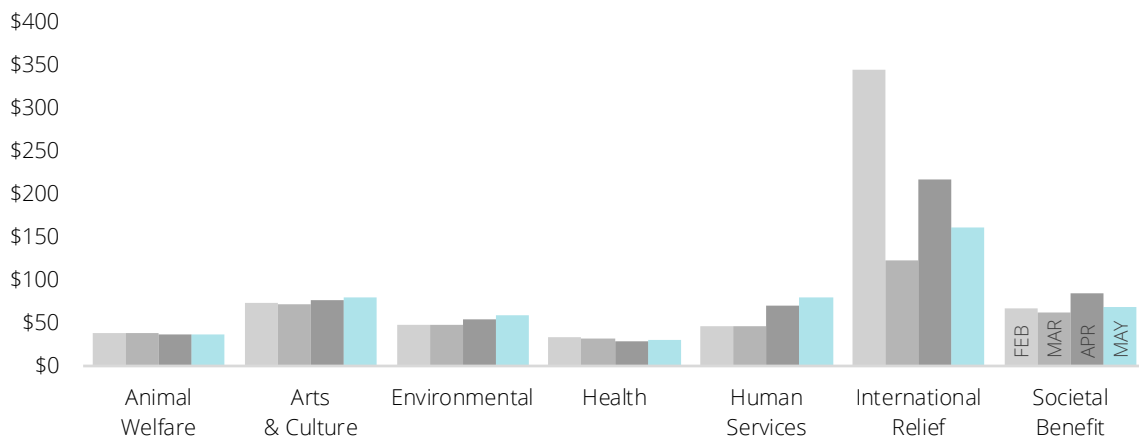
### 2020 REVENUE | By Sector

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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# A PAUSE ISN'T PERMANENT.

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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>