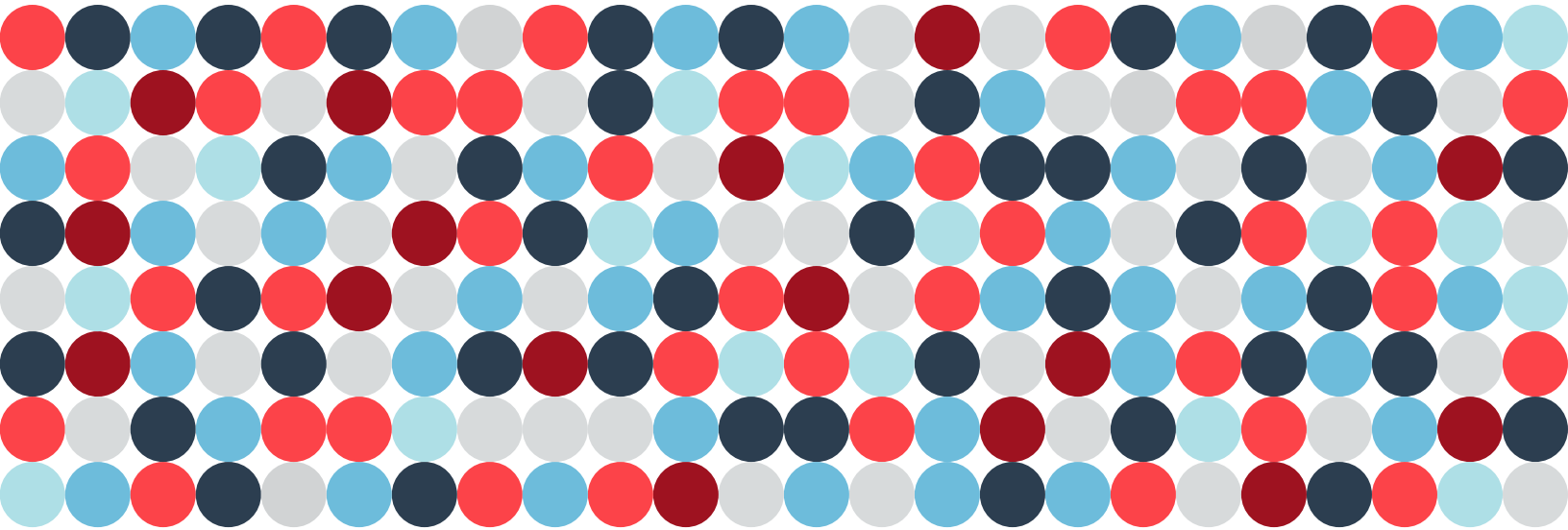


# COVID-19 IMPACT REPORT

## How the Coronavirus Pandemic is Impacting Direct Mail Fundraising

2019 and 2020 Transactions February 1<sup>st</sup> through June 14<sup>th</sup>



# MERKLE RMG'S COVID-19 IMPACT REPORT

This installment of Merkle Response Management Group's (Merkle RMG) **Impact Report** includes transactions deposited between February 1<sup>st</sup> through June 14<sup>th</sup> of 2019 and 2020. Our report shares transactional data reflecting the mail pieces processed at our facility during the stated reporting period. Since the beginning of May, the industry has been relatively stable, and the urgency around COVID-19 has lessened. Moving forward, this report will be published twice a month—at the beginning of the month and several days after the 15<sup>th</sup> of the month. 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*<sup>®</sup> *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 COVID-19 PANDEMIC IS NOT THE ONLY CURRENT EVENT INFLUENCING** donors in recent weeks. And there is still much uncertainty as to what the next weeks and months hold as states reopen. Some states are already seeing a resurgence in reported COVID-19 cases. Despite all of this, for now, the industry remains stable. There was some fluctuation since the last report. Donations stay ahead of 2019, and revenue holds strong thanks to a substantial increase in the average gift. The **health sector** continues to intrigue, as revenue contracts despite increases in the number of donations. It will be interesting to see the impact on file composition and donor value down the road.

4.9%  
DONATIONS

YEAR-OVER-YEAR CHANGE

- The **human services and international relief sectors** continued to widen the gap in year-over-year donations. The **environmental sector** has steadily grown each week, contributing to the year-over-year increase.
- The **human services sector** was the primary driver for the increase in year-over-year donations for the reporting period, as it was 60.6% higher compared to 2019.

29.5%  
REVENUE

YEAR-OVER-YEAR CHANGE

- Year-over-year revenue across all sectors remained flat or ahead of last year. For the majority of sectors, the average gift is the primary factor for the increase. But for some sectors, the increase in donations was a contributing factor.
- The **human services, environment, and international relief sectors** had the most significant year-over-year variances.

23.4%  
AVERAGE GIFT

YEAR-OVER-YEAR CHANGE

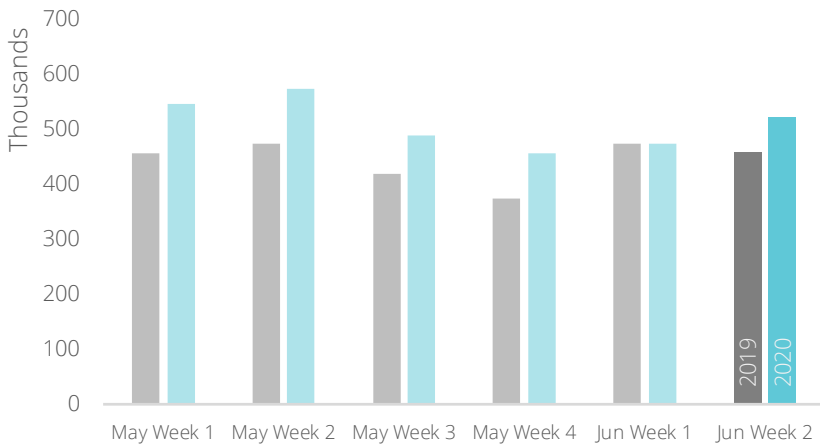
- For this reporting period, the average gift continued to be the primary driver of the year-over-year increase in revenue. But it has softened from the first to the second week of June; the average gift dropped by -5.4%.
- The **health sector** was the only sector where the average gift was lower this year compared to last year. This dip first occurred in the third week of May, and it has continued to decline in subsequent weeks.

# 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: -1.0%**

Through the second week of June, total responses were -1.0% lower than the same period in 2019. And the year-over-year variance was -1.7% through the first week of June. Non-donation responses declined -21.0%, which was the reason for the year-over-year decline in total donations.

**WEEKLY:**

In the first week of June, total responses were -0.2% lower than the same week last year; non-donation responses declined by -33.6%, which was the reason for the dip. Total responses were 13.7% higher year-over-year, despite a -13.7% decrease in non-donation responses.

### WEEK-OVER-WEEK VARIANCE

Week-over-week, total donations increased by 3.7% from the last week of May to the first week of June. From the first to the second week of June, total donations increased by 10.0%.

### YEAR-OVER-YEAR VARIANCES

**REPORTING PERIOD: 4.9%**

Through the first week of June, donations were 4.1% higher year-over-year compared to the reporting period in 2019. Year-over-year donations increased to 4.9% through the second week of June.

**WEEKLY:**

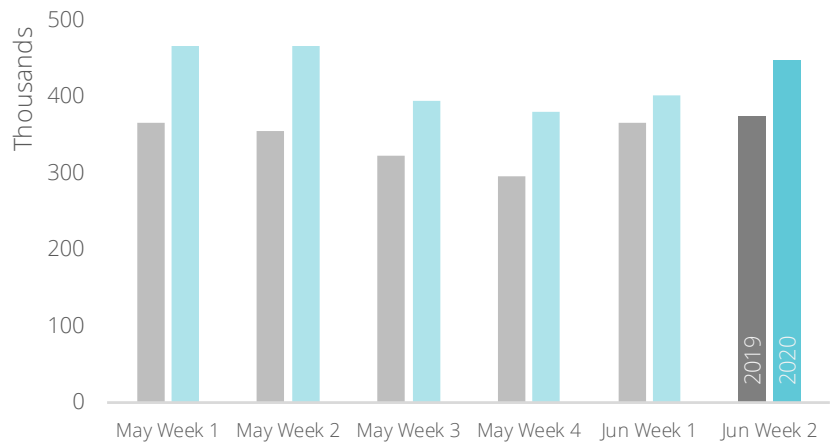
Donations year-over-year were 9.9% higher in the first week of June compared to that week in 2019. In the second week of June, donations increased by 19.9% year-over-year.

### WEEK-OVER-WEEK VARIANCE

From the fourth week of May to the first week of June, donations rose 6.0%. And they increased by 11.7% from the first to the second week of June. Through June 14<sup>th</sup>, donations were 15.0% ahead for the month compared to June 2019.

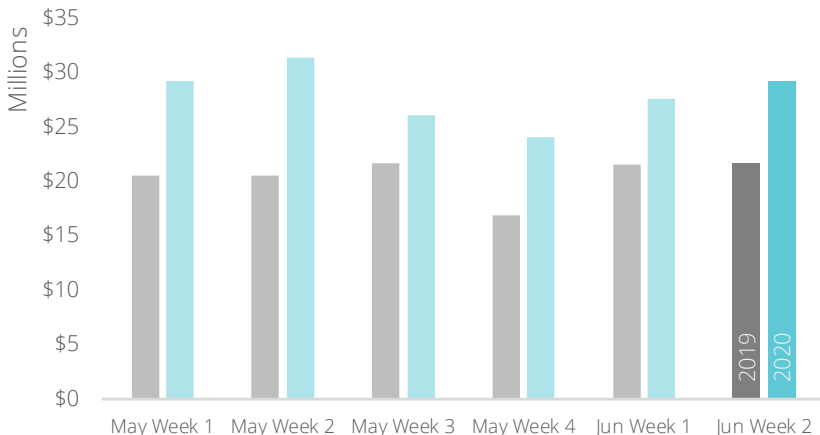
### TOTAL DONATIONS | Year-Over-Year Comparison

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: 29.45%**

For this reporting period, revenue was 29.5% higher compared to this timeframe in 2019. Both donations and the average gift were factors in this year-over-year increase, but the average gift was the primary driver.

**WEEKLY:**

Revenue in the first week of June was 28.1% higher than that week last year. This was a result of donations and the 16.6% higher average gift. In the second week of June, revenue was 34.7% higher, which was driven by the higher donations even though the average gift was 12.3% higher year-over-year.

### WEEK-OVER-WEEK VARIANCE

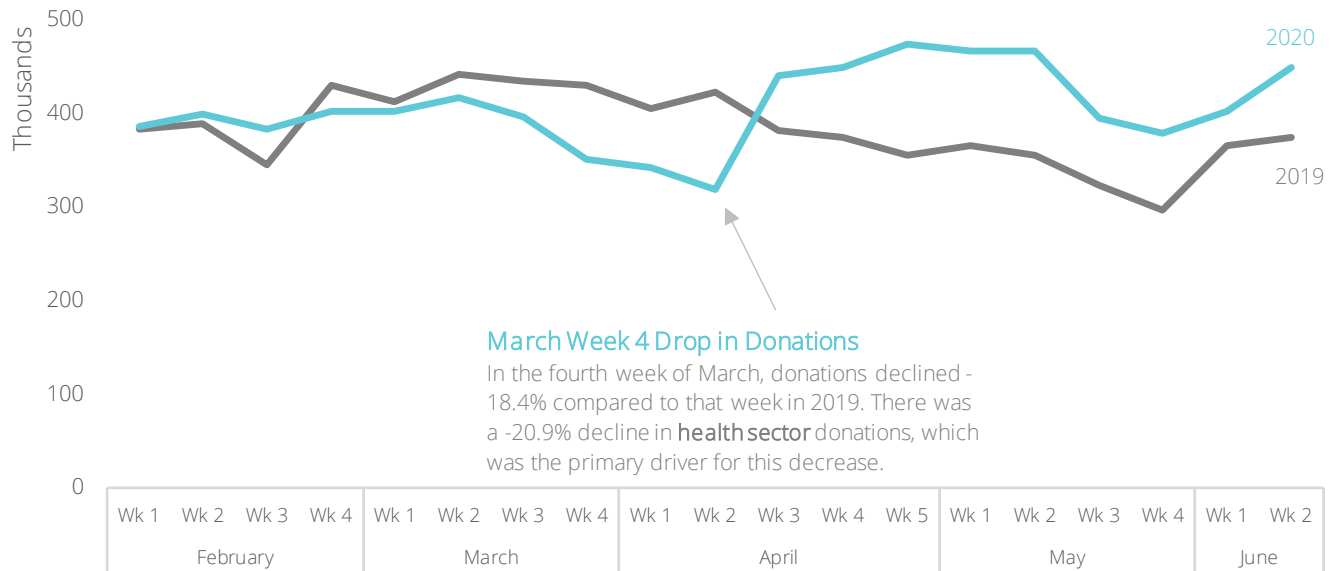
Revenue from the last week of May to the first week of June increased by 14.7%. And from the first to the second week of June, this slowed rising by 5.7%. Monthly revenue was 31.4% ahead of June 2019 through the 14<sup>th</sup>.

# 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

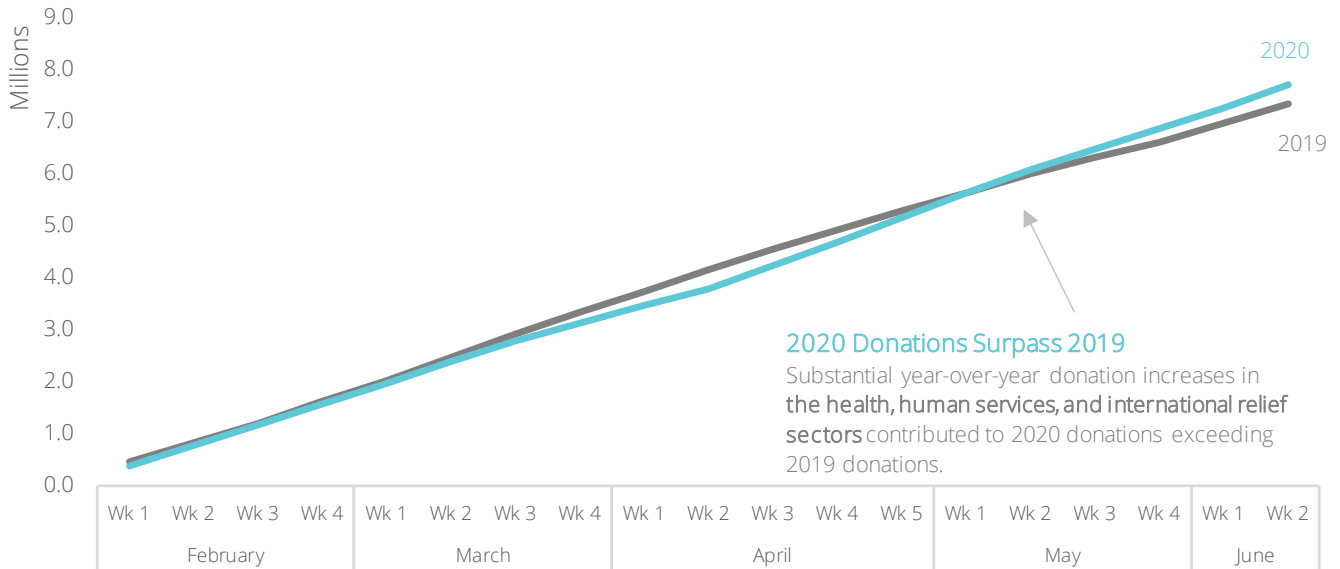


# NONPROFIT INDUSTRY

## YEAR-OVER-YEAR CUMULATIVE COMPARISON

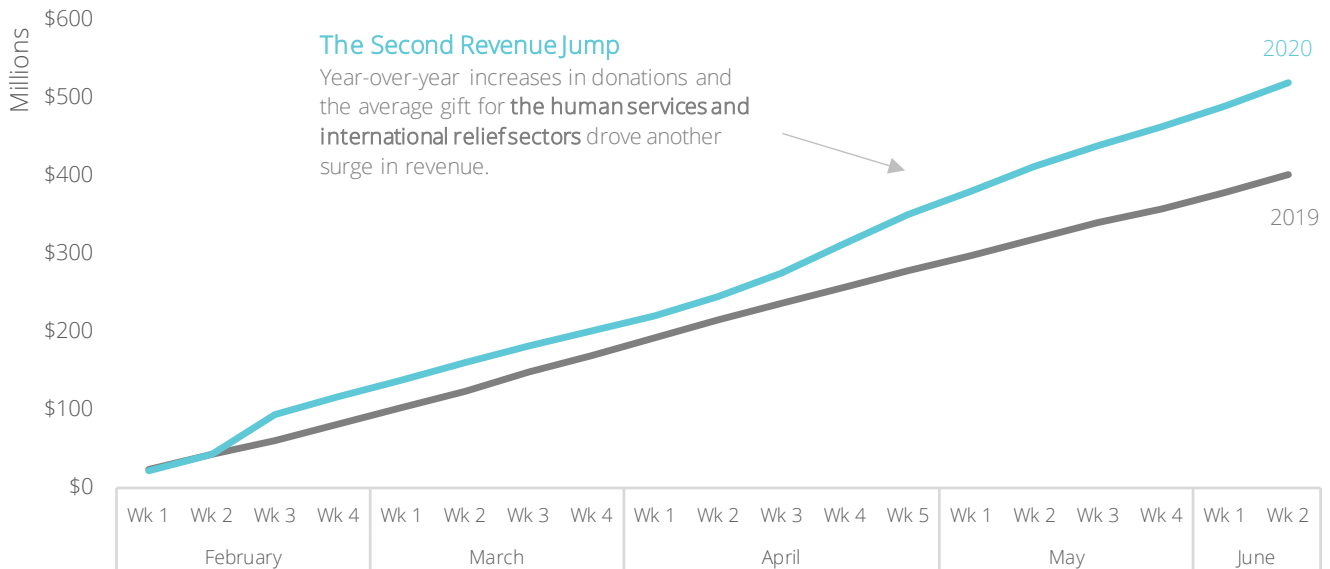
### TOTAL DONATIONS | Year-Over-Year Cumulative Comparison

Comparing the cumulative donations for this reporting period



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

Comparing the cumulative revenue processed for this reporting period

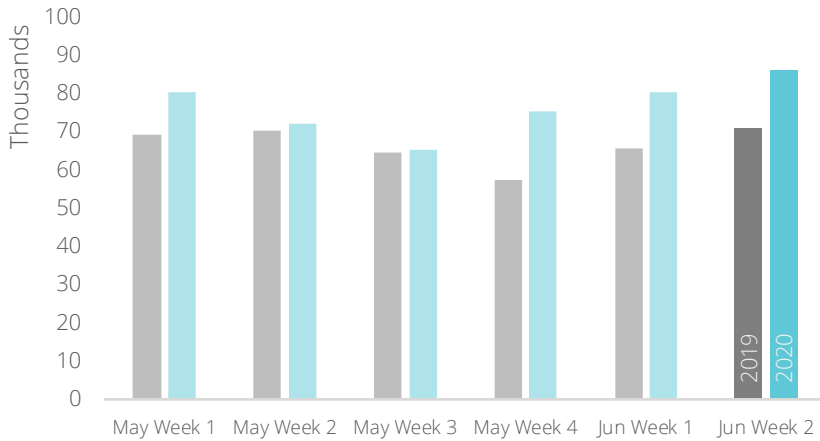


# ANIMAL WELFARE

## 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: **-2.8%**

For the reporting period, the total responses were -2.8% lower in 2020 than in 2019. Through the first week of June, responses were -4.0% lower this year compared to last. Donations and non-donation responses drove the lower year-over-year volume.

#### WEEKLY:

The total responses in the first week of June this year were 22.4% higher than in 2019. This increase was donation-driven. In the second week of June, total responses were 20.8% higher this year compared to last. Again, the increase was donation-driven.

### WEEK-OVER-WEEK VARIANCE

From the last week in May to the first week of June and from the first to the second week of June, total responses increased by 6.9% week-over-week.

### YEAR-OVER-YEAR VARIANCES

#### REPORTING PERIOD: **-1.5%**

Through the first week of June, donations were -2.5% less this year compared to this period in 2019. This improved, the year-over-year variance through the second week of June was -1.5%. Cumulative donations have improved consecutive weeks beginning the third week of March.

#### WEEKLY:

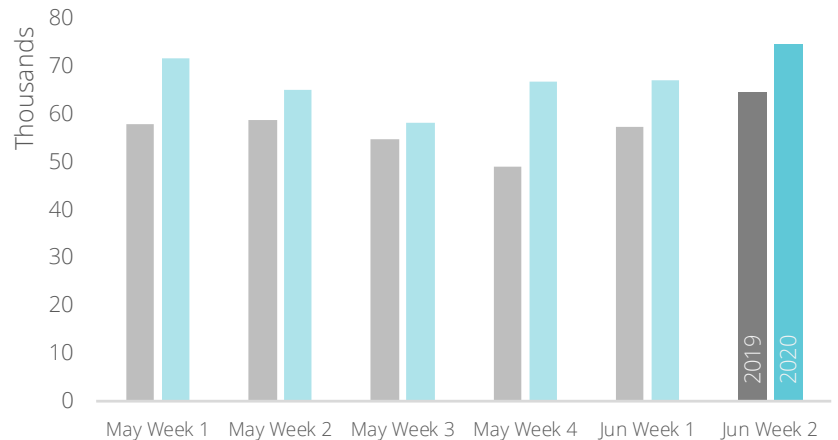
In the first week of June, year-over-year donations were 17.1% higher. Donations were 15.6% higher in the second week of June this year compared to the same week in 2019.

### WEEK-OVER-WEEK VARIANCE

There was a minimal week-over-week variance from the fourth week of May to the first week of June. From the first to the 14<sup>th</sup> of June, donations increased by 10.9%. Through the second week of June, donations were 16.3% ahead of donations through that point in the month last year.

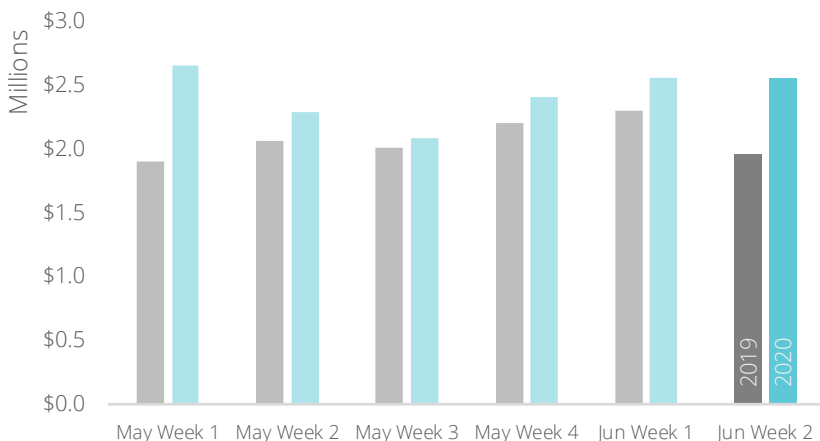
### TOTAL DONATIONS | Year-Over-Year Comparison

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: **3.9%**

Cumulative year-over-year revenue for the reporting period exceeded 2019 since the first week of May. The increase through the second week of June was due to the 5.5% higher average gift.

#### WEEKLY:

Year-over-year revenue in the first week of June was 11.4% higher and was 30.6% higher the second week of June compared to their respective weeks in 2019. The increase in the first week of June was donation driven as the average gift was -4.9% lower. In the second week of June, the average gift was 13.0% higher, which in combination with donations, drove the year-over-year increase.

### WEEK-OVER-WEEK VARIANCE

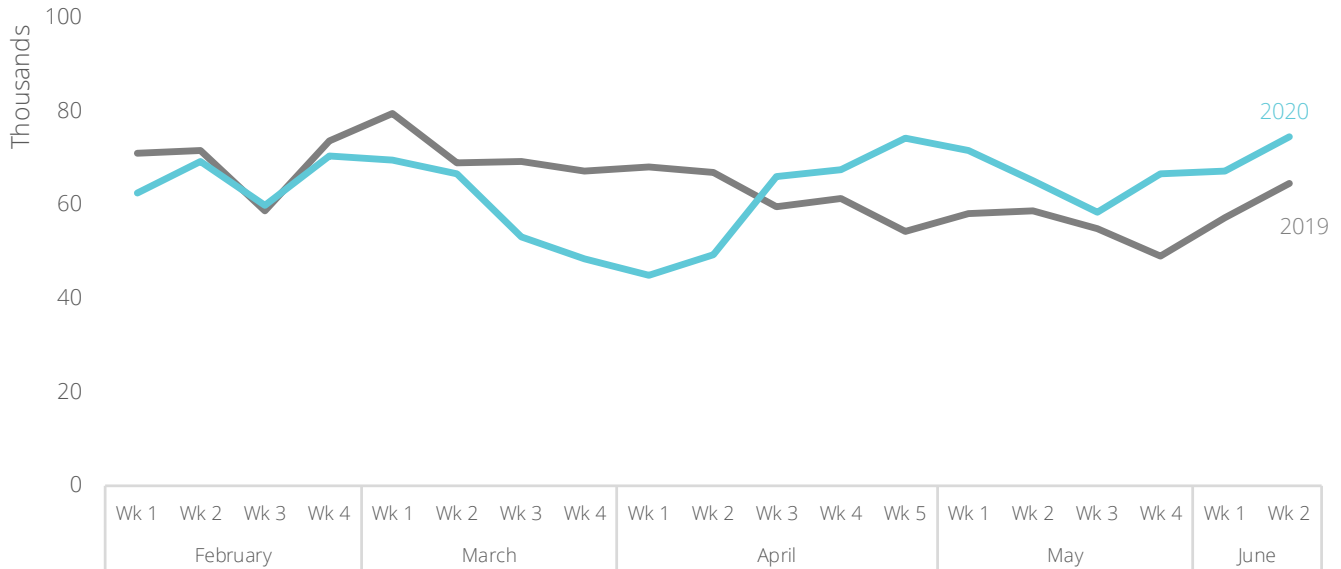
Revenue increased by 6.4% from the last week of May to the first week of June and was flat the first to the second week of June. Compared to last year, June's revenue through the 14<sup>th</sup> was 20.2% ahead of 2019.

# ANIMAL WELFARE

## WEEKLY YEAR-OVER-YEAR COMPARISON

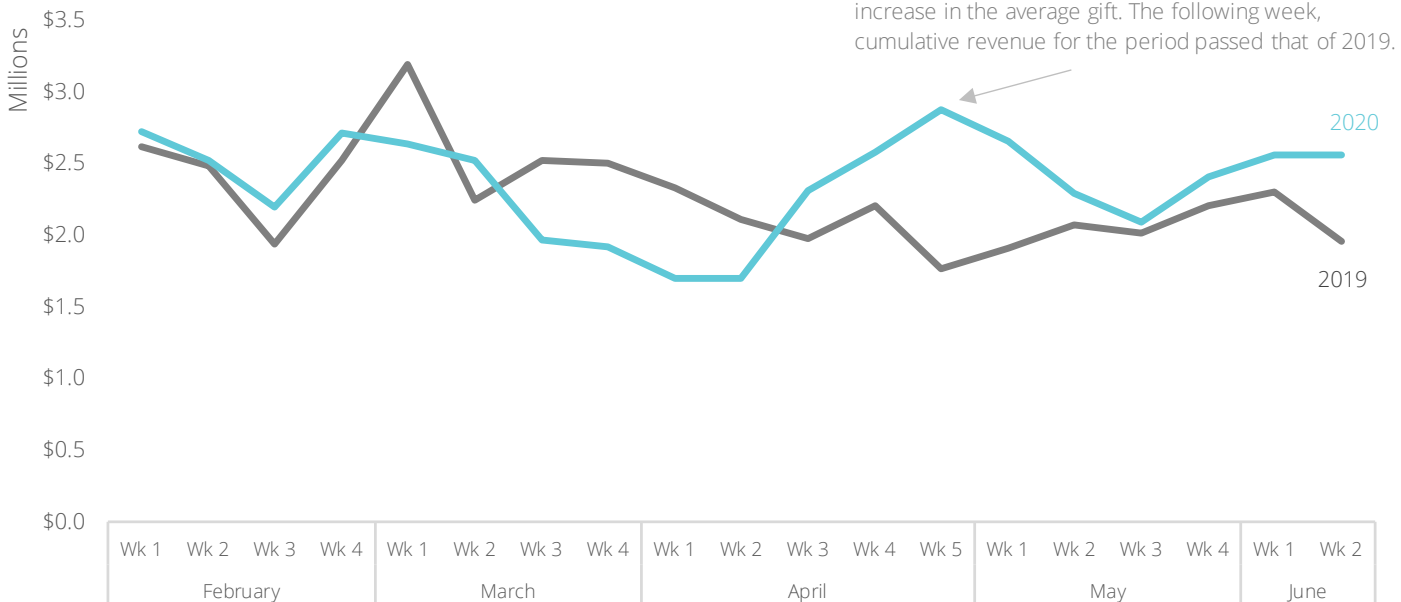
### TOTAL DONATIONS | Weekly Year-Over-Year Comparison

Comparing donations processed weekly within this reporting period



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

Comparing revenue processed weekly within this reporting period



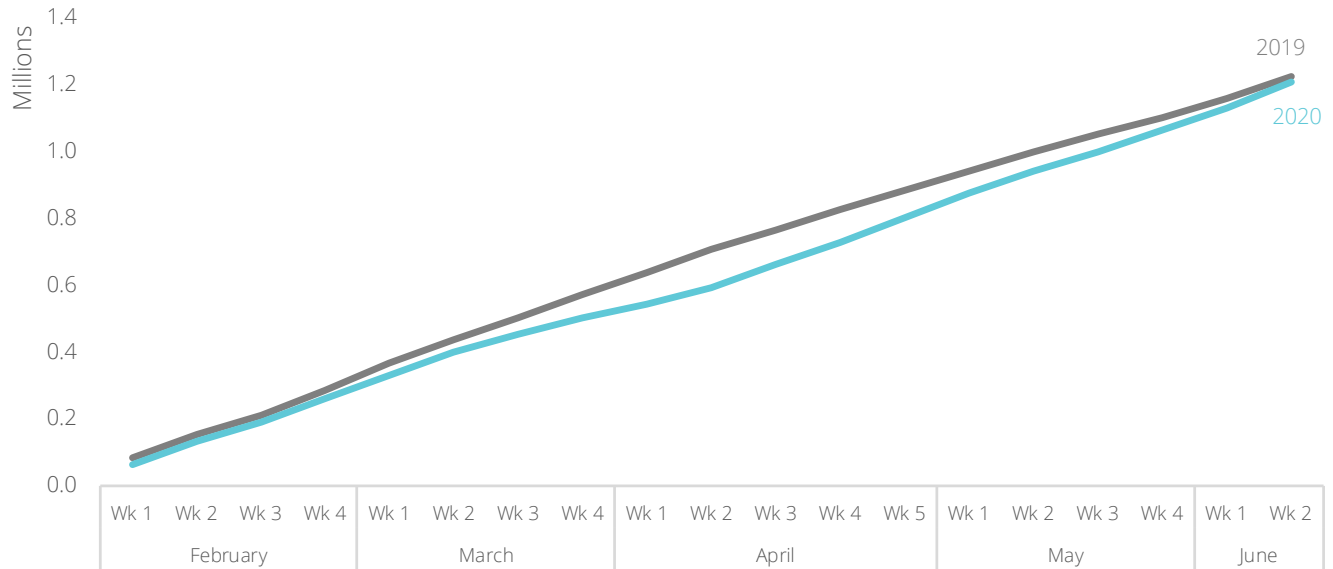


# ANIMAL WELFARE

## YEAR-OVER-YEAR CUMULATIVE COMPARISON

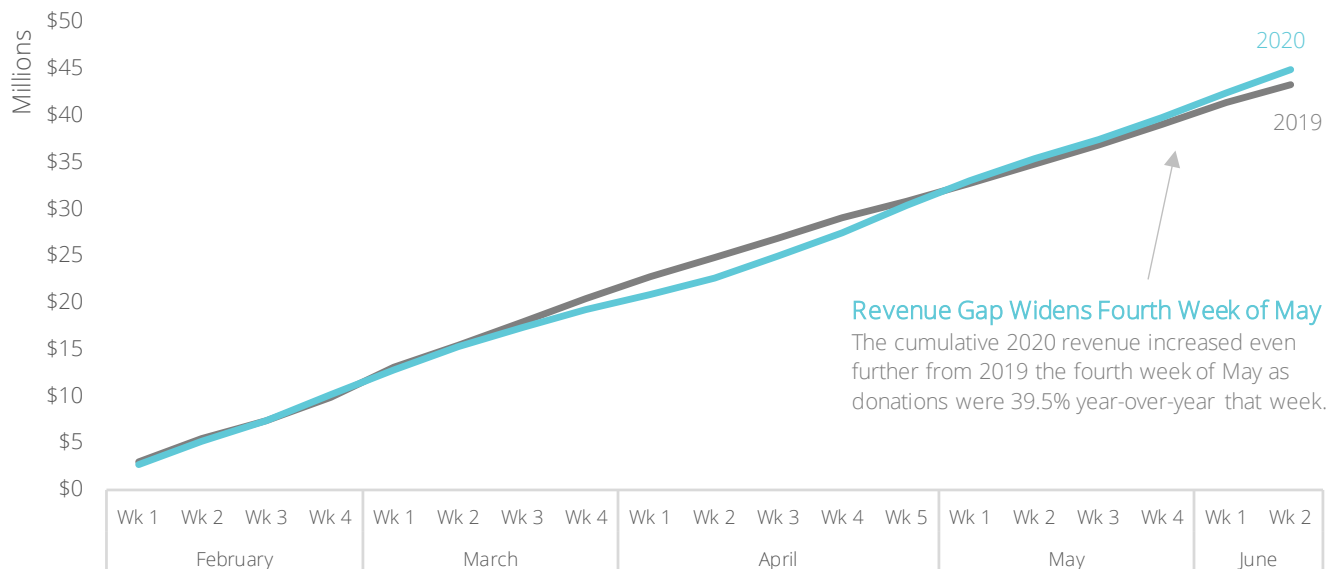
### TOTAL DONATIONS | Year-Over-Year Cumulative Comparison

Comparing the cumulative donations for this reporting period



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

Comparing the cumulative revenue for this reporting period

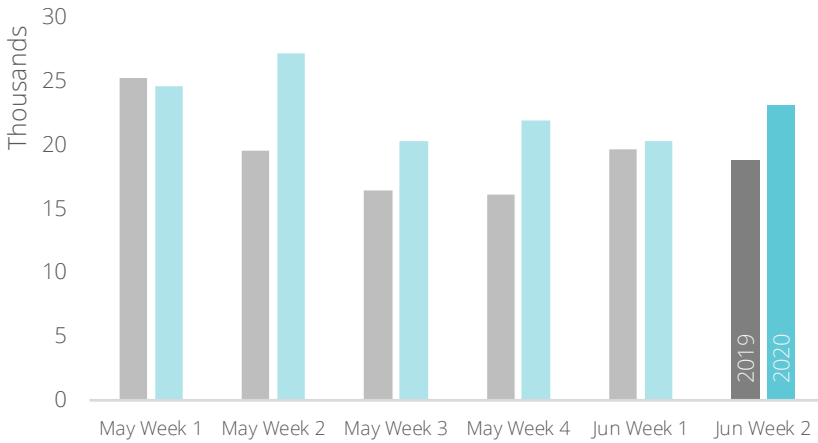


# ARTS & CULTURE

## 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: -8.6%**

Through the second week of June, total responses were down year-over-year by -8.6%. This improved from the -9.9% year-over-year variance through the end of the first week of June. These declines are donation-driven.

**WEEKLY:**

Total responses in the first week of June increased by 3.6% this year compared to this week in 2019. For the second week of June, total responses increased year-over-year by 22.9%. In both weeks, the increases were donation-driven. Non-donations accounted for less than 1% of the total responses.

### WEEK-OVER-WEEK VARIANCE

Total responses dipped -7.4% from the last week of May to the first week of June—donation-driven. Response volume recovered from the first to the second week of June as total responses increased by 13.5%. Again, the increase was donation-driven.

### YEAR-OVER-YEAR VARIANCES

**REPORTING PERIOD: -8.9%**

For the reporting period, the year-over-year donations were -10.1% lower this year through the first week of June compared to the same period last year. Through the second week of June, donations were -8.9% fewer compared to 2019. The sector has been slowly coming back since the second week of April.

**WEEKLY:**

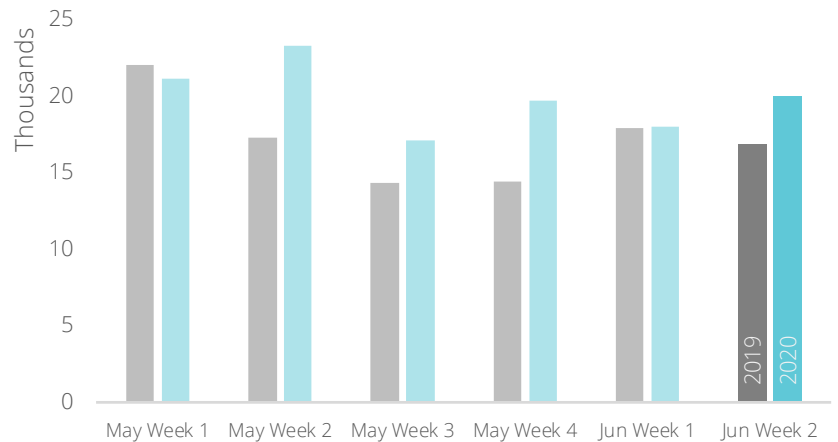
Donations the first week of April were virtually flat with that week in 2019. In the second week of June, donations increased by 18.5% year-over-year.

### WEEK-OVER-WEEK VARIANCE

Donations fell by -8.8% week-over-week from the fourth week of May to the first week of June. From the first to the second week of June, donations increased by 10.8%. Through the 14<sup>th</sup>, donations were 9.2% ahead compared to June 2019.

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

Comparing donations processed weekly for the last 6-weeks



### YEAR-OVER-YEAR VARIANCES

**REPORTING PERIOD: 2.9%**

Revenue has been slowly recovering from the onset of the COVID-19 pandemic. Since the second week of April, each week improved over the last. These gains were due to the higher year-over-year average gift. For this reporting period, the average gift was 12.9% higher.

**WEEKLY:**

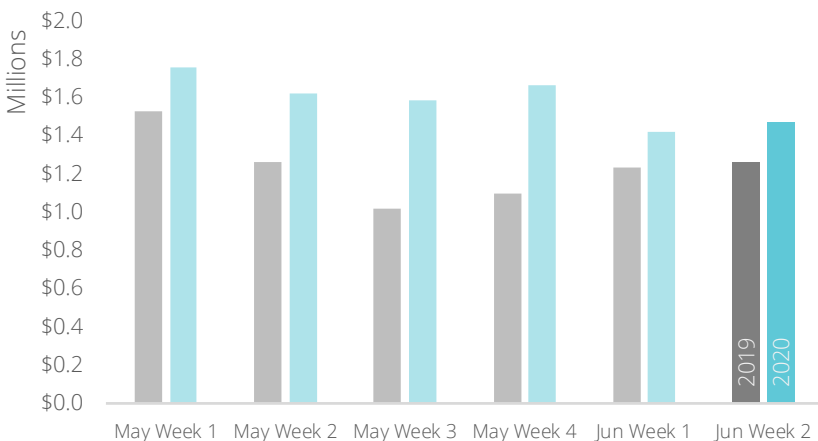
Revenue in the first and second weeks of June was 14.7% and 16.7% higher in 2020 compared to these weeks in 2019. The 14.2% higher average gift the first week of June was the reason for the year-over-year increase. Donations were the driver for the year-over-year growth the second week of June as the average gift was -1.5% lower.

### WEEK-OVER-WEEK VARIANCE

There was a -14.7% decline in revenue from the last week in May to the first week of June. Revenue increased by 3.8% from the first to the second week of June. Revenue for the month was 15.7% ahead of June 2019 through the 14<sup>th</sup>.

### REVENUE | Year-Over-Year Comparison

Comparing revenue processed weekly for the last 6-weeks

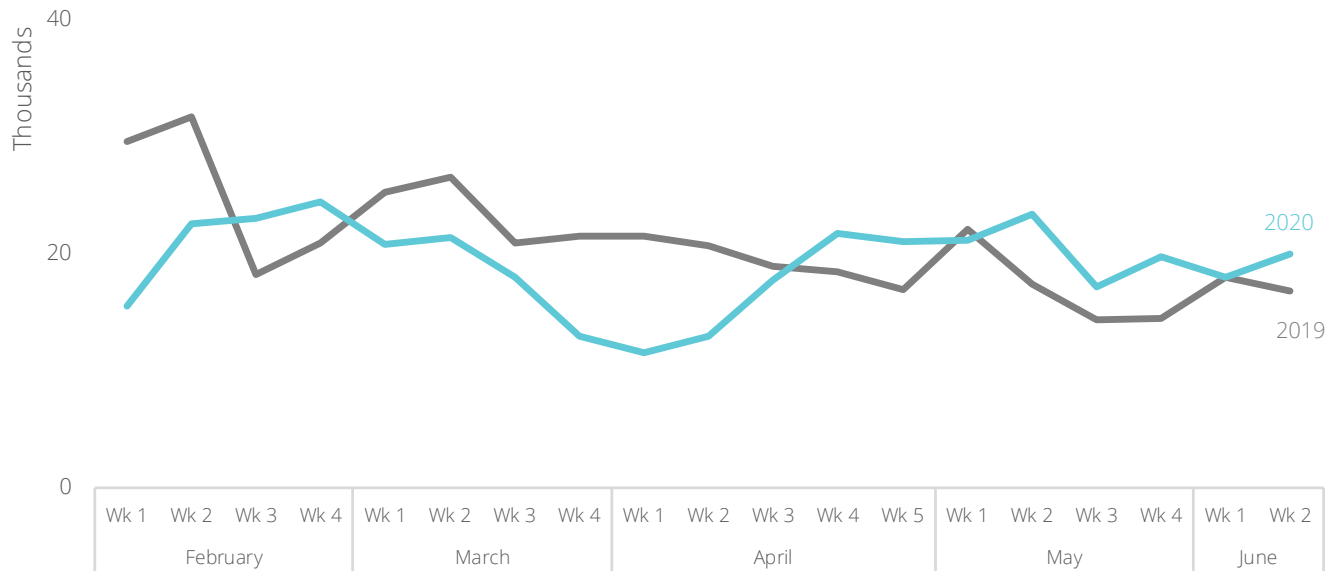


# ARTS & CULTURE

## WEEKLY YEAR-OVER-YEAR COMPARISON

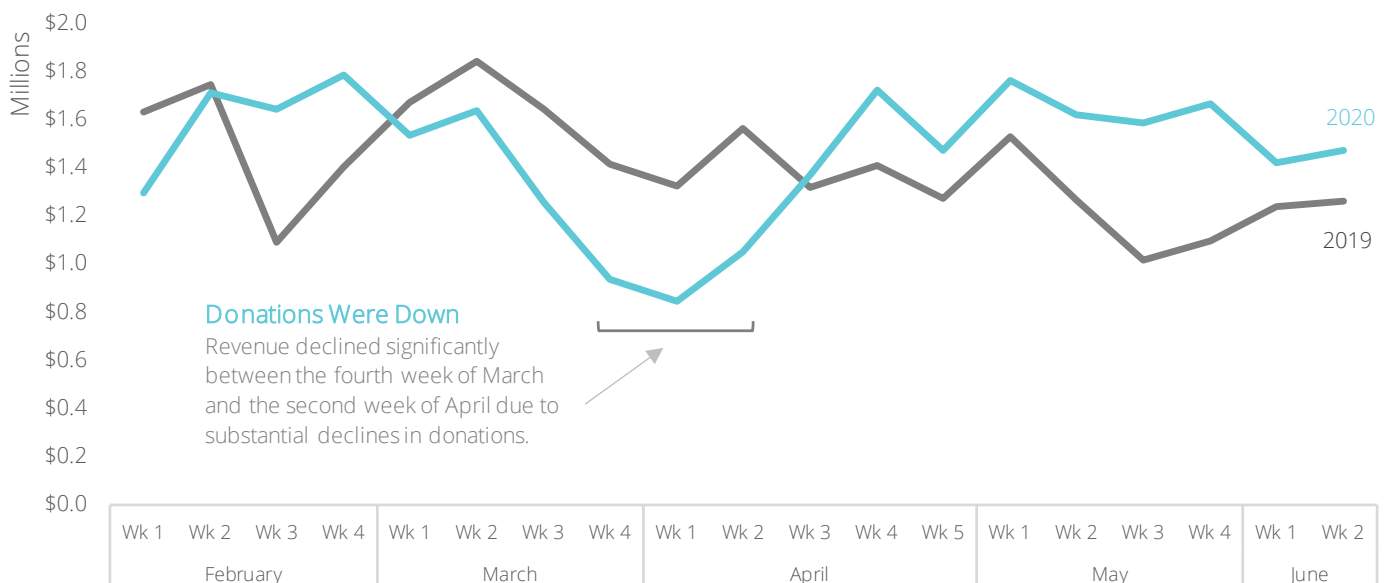
### TOTAL DONATIONS | Weekly Year-Over-Year Comparison

Comparing donations processed weekly within this reporting period



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

Comparing revenue processed weekly within this reporting period

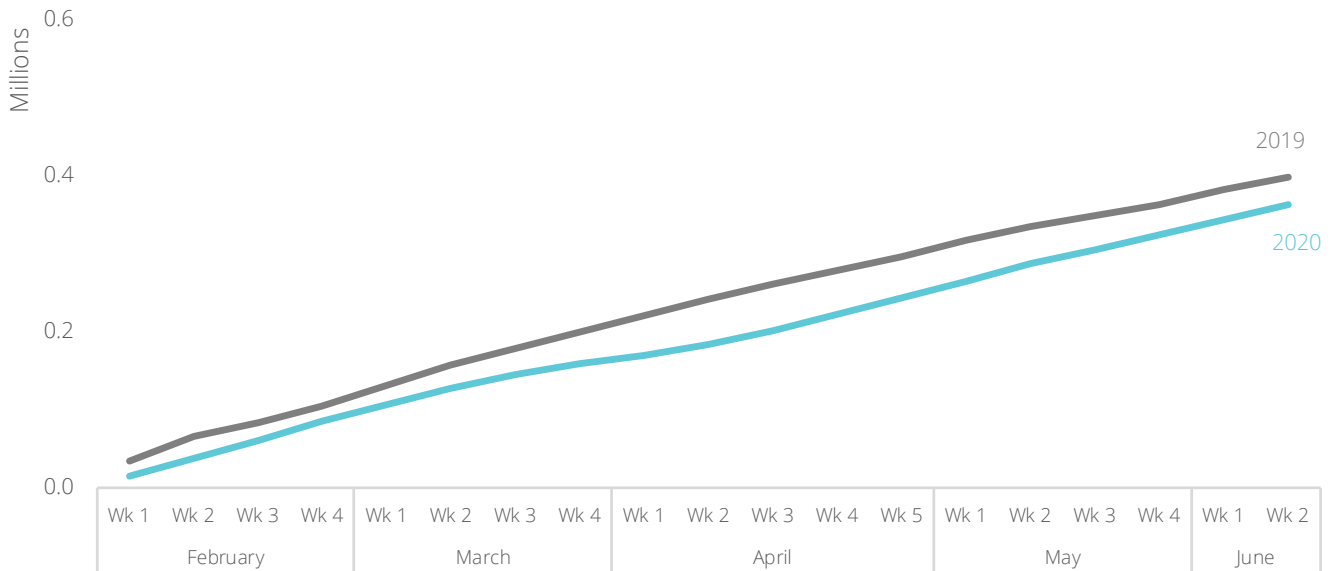


# ARTS & CULTURE

## YEAR-OVER-YEAR CUMULATIVE COMPARISON

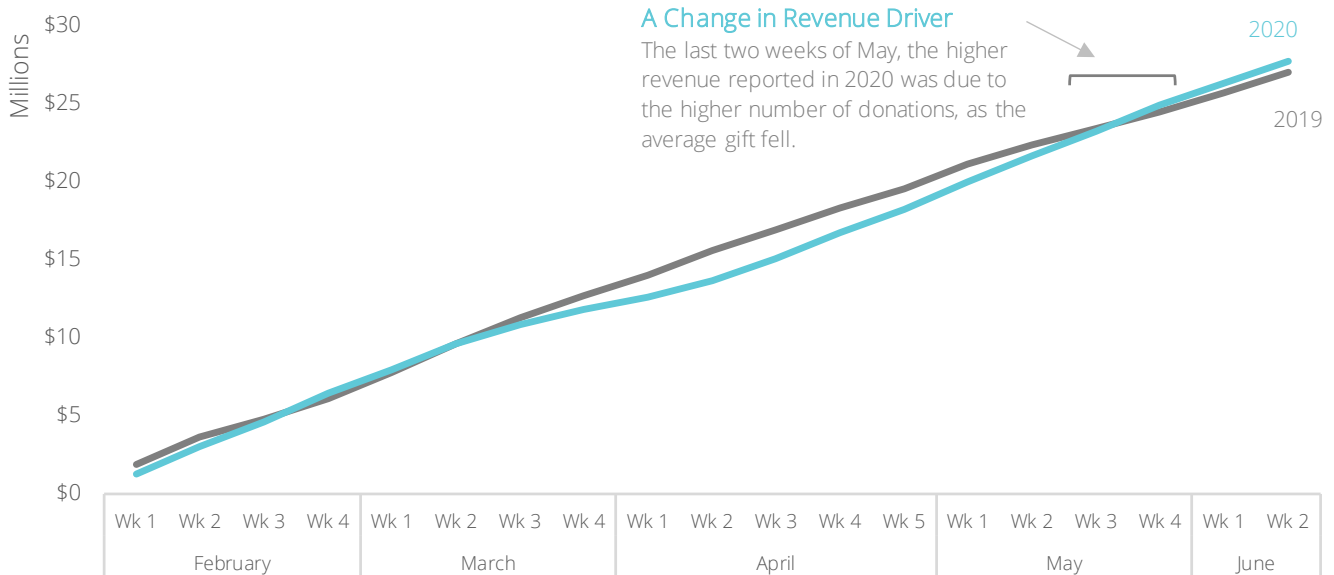
### TOTAL DONATIONS | Year-Over-Year Cumulative Comparison

Comparing the cumulative donations for this reporting period



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

Comparing the cumulative revenue for this reporting period

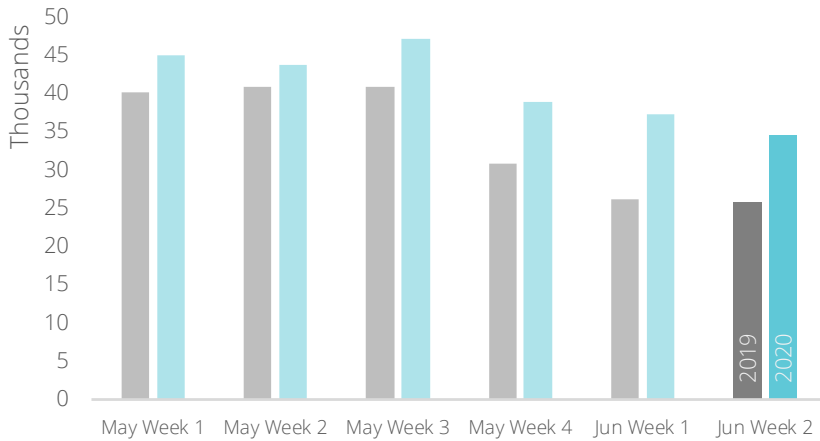


# ENVIRONMENTAL

## 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: **6.5%**

The increase in year-over-year total responses for the reporting period was due to donations. Non-donation responses increased by 6.8% year-over-year; these responses accounted for 31% of the total responses. Through the first week of June, total responses were 5.5% higher compared to the same period in 2019.

#### WEEKLY:

Total responses in the first week of June were 42.0% higher than that week last year. In the second week of June, total responses were 33.7% higher year-over-year. For both weeks, the increase was donation-driven.

### WEEK-OVER-WEEK VARIANCE

From the last week of May to the first week of June, total responses dropped -4.5% week-over-week. From the first to the second week of June, these dropped -7.1%—this decline was due to non-donation responses.

### YEAR-OVER-YEAR VARIANCES

#### REPORTING PERIOD: **6.4%**

The year-over-year variance for donations has widened each week since the fourth week of April. Through the first week of June, donations were 4.8% higher year-over-year. And through the second week of June, donations were 6.4% higher year-over-year.

#### WEEKLY:

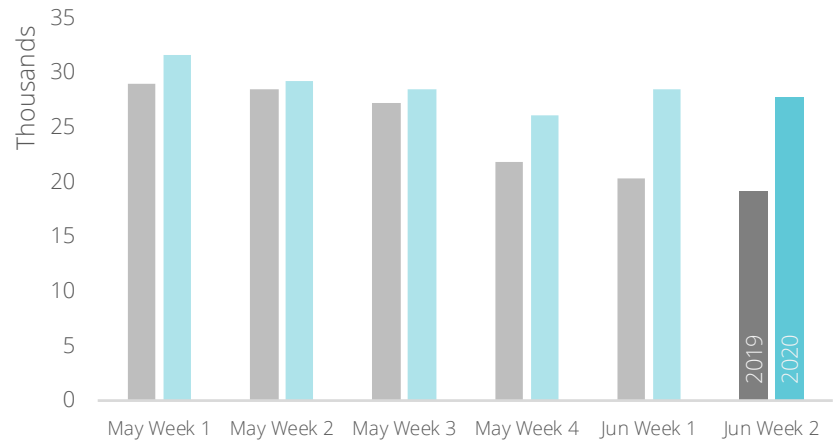
Donations in the first week of June were 40.3% more than the donations reported for that week in 2019. In the second week of June, donations increased by 44.9% year-over-year.

### WEEK-OVER-WEEK VARIANCE

Donations increased by 9.5% from the last week of May to the first week of June. From the first to the second week of June, donations dropped slightly, declining by -2.7%. For the month, donations were 42.6% ahead of t last year through the 14<sup>th</sup>.

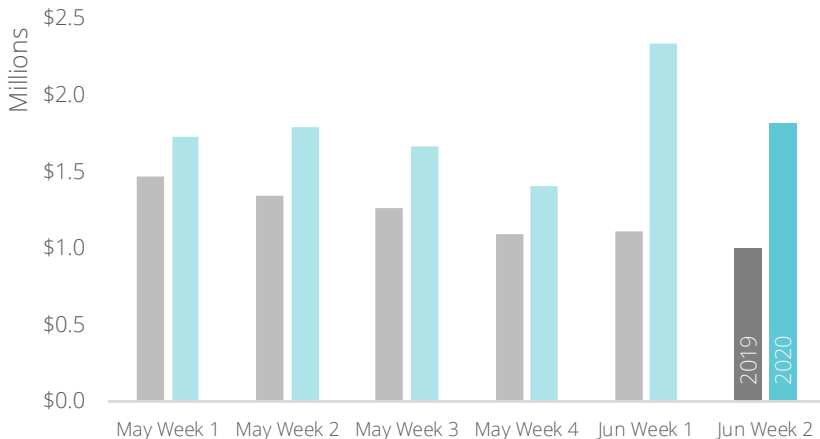
### TOTAL DONATIONS | Year-Over-Year Comparison

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: **16.2%**

The average gift for the reporting period was 9.2% higher compared to this period last year and was the driver for year-over-year increase in revenue. Through the first week of June, revenue was 13.4% ahead, and the average gift was 8.2% higher.

#### WEEKLY:

The revenue in the first and second weeks of June was 110.6% and 80.5% higher compared to their respective weeks in 2019. The increase in donations and higher average gifts caused the year-over-year increases.

### WEEK-OVER-WEEK VARIANCE

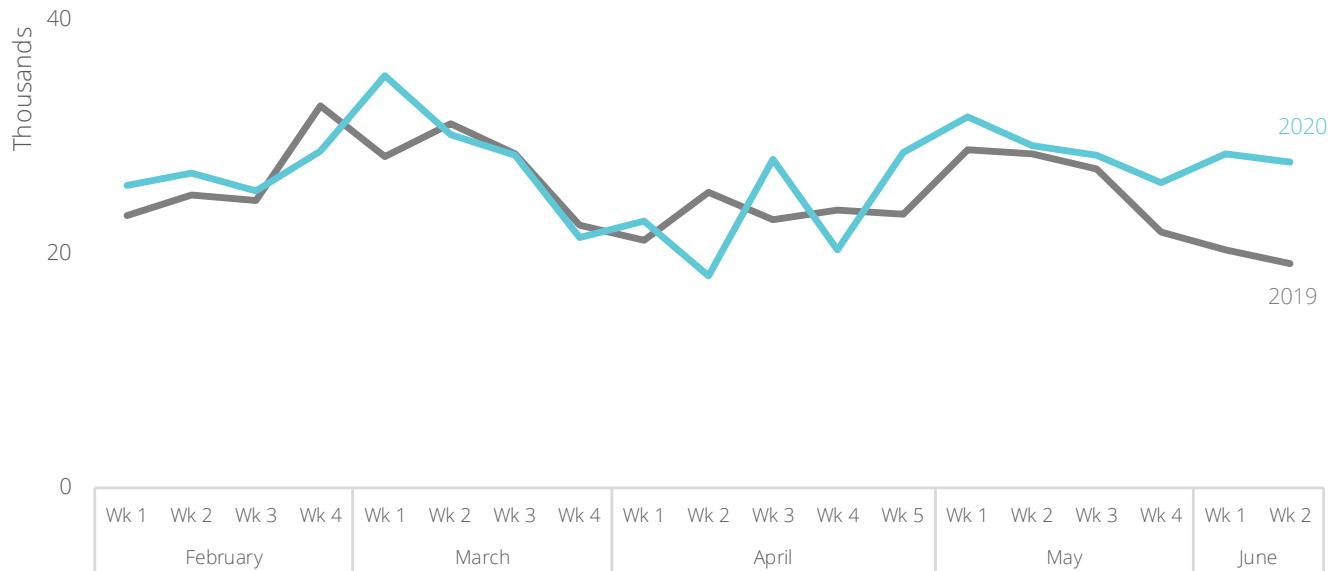
From the last week of May to the first week of June, revenue increased by 66.8%. There was a -22.4% decline in revenue from the first to the second week of June, which was due to a -20.2% drop in the average gift. Revenue through the 14<sup>th</sup> was 96.3% ahead compared to the same time in June 2019.

# ENVIRONMENTAL

## WEEKLY YEAR-OVER-YEAR COMPARISON

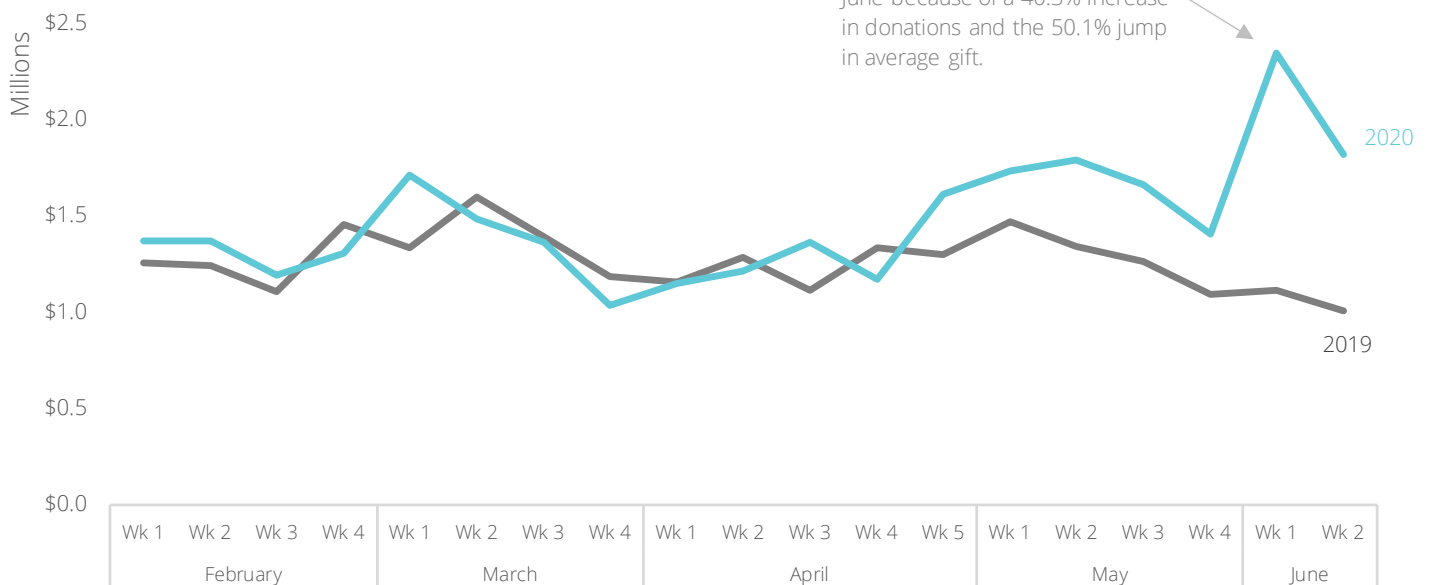
### TOTAL DONATIONS | Weekly Year-Over-Year Comparison

Comparing donations processed weekly within this reporting period



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

Comparing revenue processed weekly within this reporting period

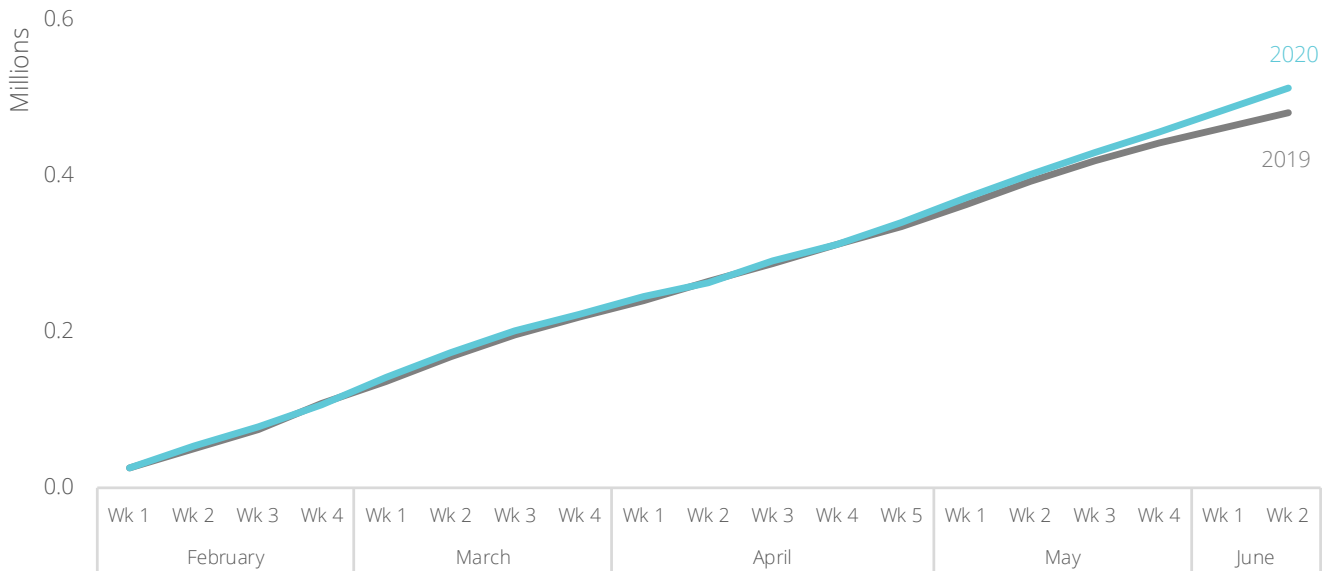


# ENVIRONMENTAL

## YEAR-OVER-YEAR CUMULATIVE COMPARISON

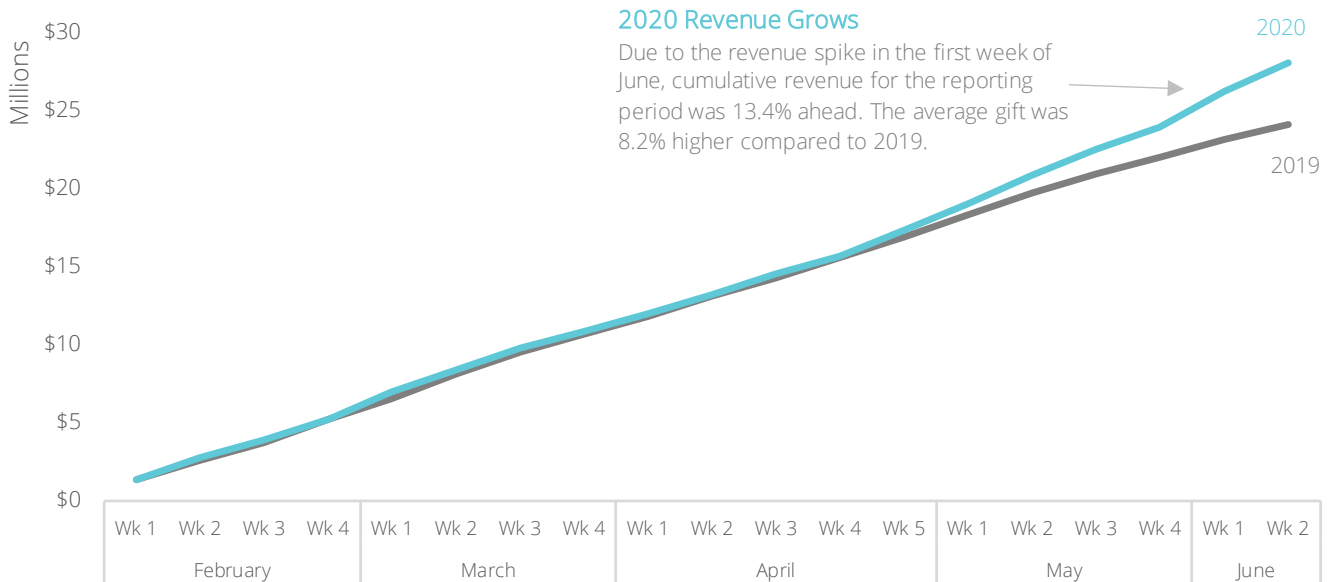
### TOTAL DONATIONS | Year-Over-Year Cumulative Comparison

Comparing the cumulative donations for this reporting period



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

Comparing the cumulative revenue for this reporting period

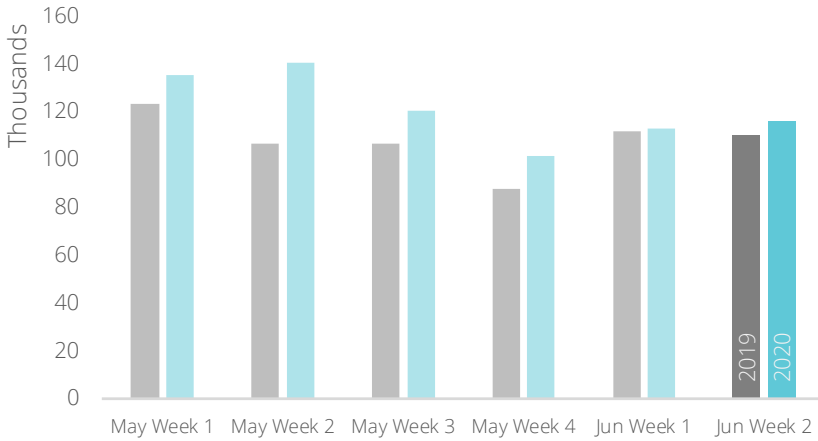


# HEALTH

## 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: 3.1%**

Over the last three weeks, the year-over-year variances for the reporting periods have remained flat. Donations were the reason for these increases. Non-donation responses were up, too, but accounted for roughly 10% of the total responses.

**WEEKLY:**

Total responses in the first week of June were up 1.1% compared to that week in 2019. In the second week of June, total responses were 5.1% higher this year over last. Again, these increases were donation-driven.

### WEEK-OVER-WEEK VARIANCE

Week-over-week, total responses increased by 10.9% from the last week in May to the first week in June. This slowed from the first to the second week of June, where the increase was only 2.5%.

### YEAR-OVER-YEAR VARIANCES

**REPORTING PERIOD: 2.5%**

The year-over-year increase in donations for the reporting period has been slowly widening since the second week of May.

**WEEKLY:**

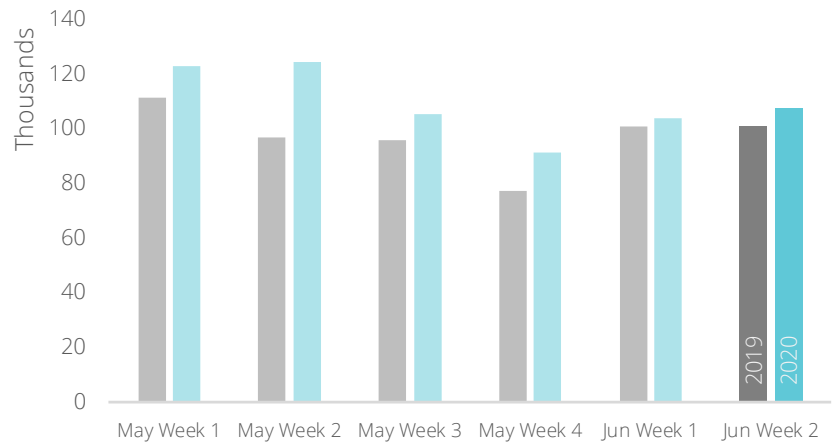
In the first week of June, the year-over-year variance in donations was 2.9% higher than in 2019. This increased to 6.5% for the second week of June.

### WEEK-OVER-WEEK VARIANCE

Donations increased by 13.7% from the fourth week in May to the first week of June, recovering from a soft week, the third week of May. From the first to the second week of June, the week-over-week increased a bit slower to a 3.6% increase. Through the 14<sup>th</sup> of June, donations were 4.7% ahead of where they were at this point in the month last year.

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

Comparing donations processed weekly for the last 6-weeks



### YEAR-OVER-YEAR VARIANCES

**REPORTING PERIOD: 1.2%**

Through the end of the first week in June, revenue was 1.7% higher compared to the same period in 2019. From the first week to the second week of June, revenue for the reporting period contracted slightly. This was a function of the year-over-year average gift falling from -0.7% to -1.3%.

**WEEKLY:**

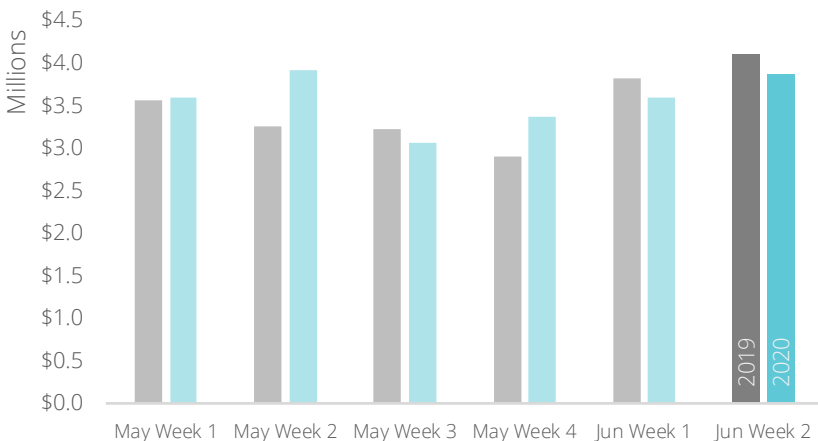
Revenue was -5.8% and -5.9% lower in the first and second weeks of June compared to these weeks in 2019. This decline was due to a -8.5% and an -11.6% drop in the average gift those weeks, as donations were up year-over-year.

### WEEK-OVER-WEEK VARIANCE

From the last week of May to the first week of June, revenue increased by 6.4%. And from the first to the second week of June, revenue increased by 7.9%. Donations were the primary driver for the week-to-week increases. Despite donations being ahead, monthly revenue was -5.8% behind through the 14<sup>th</sup> compared to this period in June 2019.

### REVENUE | Year-Over-Year Comparison

Comparing revenue processed weekly for the last 6-weeks



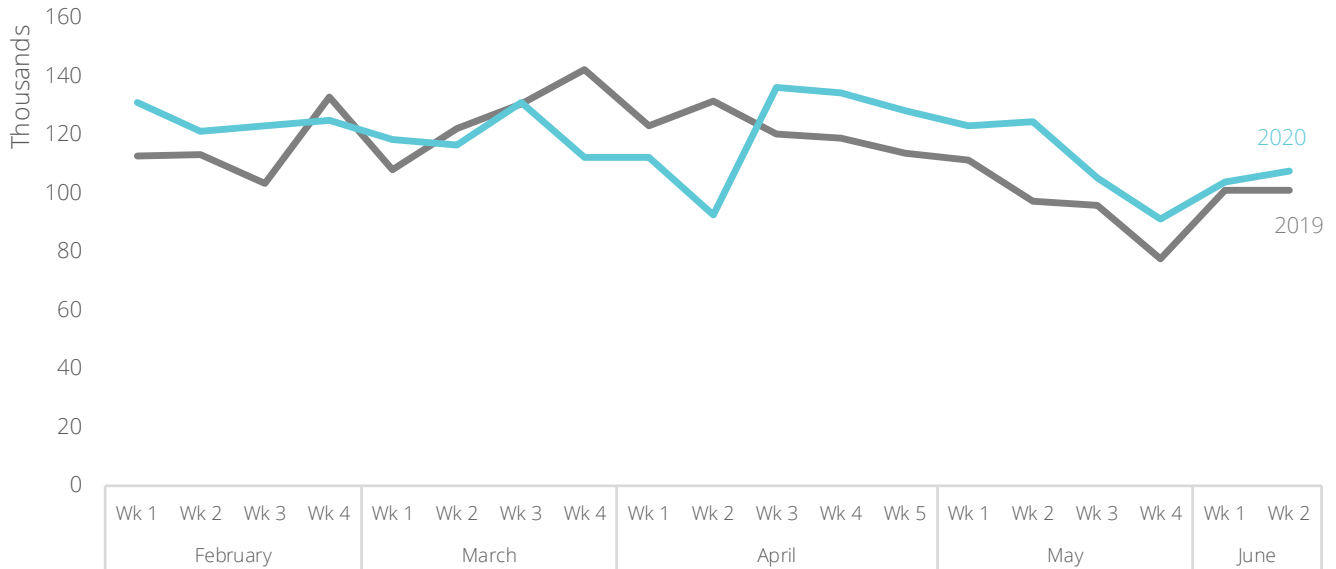


# HEALTH

## WEEKLY YEAR-OVER-YEAR COMPARISON

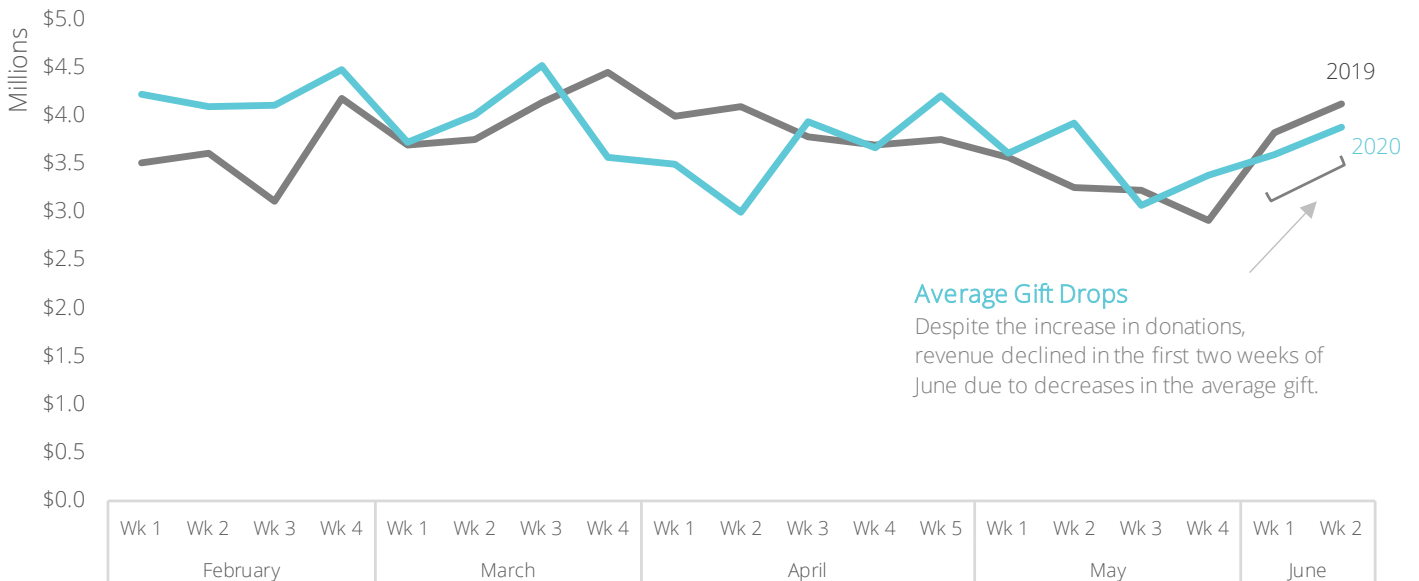
### TOTAL DONATIONS | Weekly Year-Over-Year Comparison

Comparing donations processed weekly within this reporting period



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

Comparing revenue processed weekly within this reporting period



#### Average Gift Drops

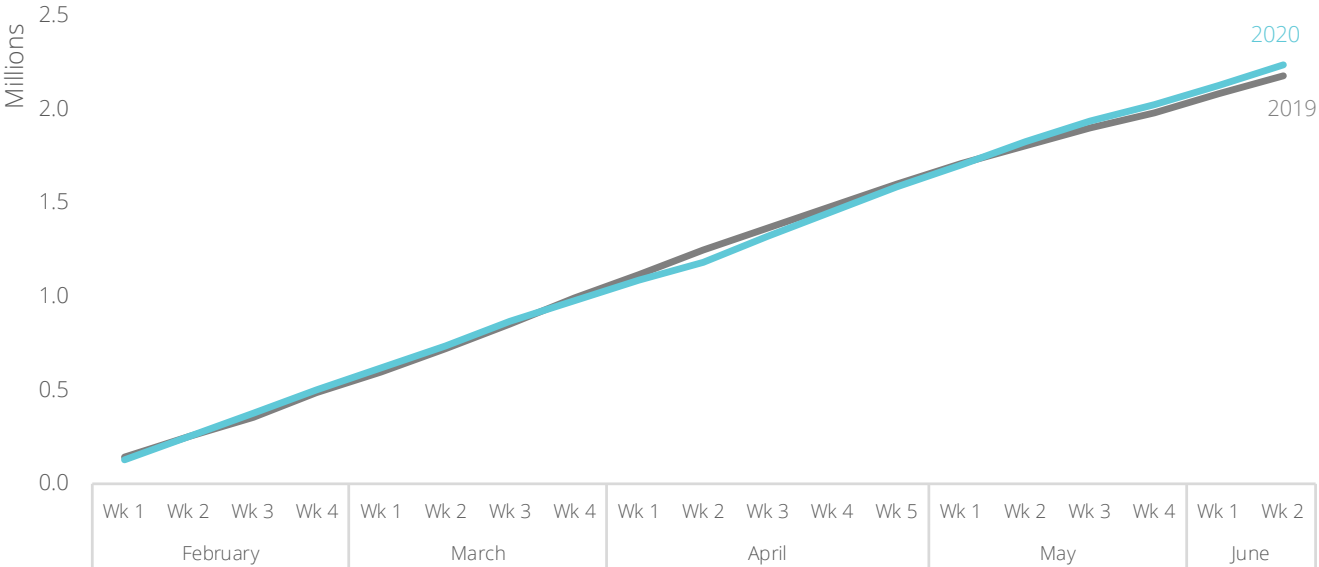
Despite the increase in donations, revenue declined in the first two weeks of June due to decreases in the average gift.

# HEALTH

## YEAR-OVER-YEAR CUMULATIVE COMPARISON

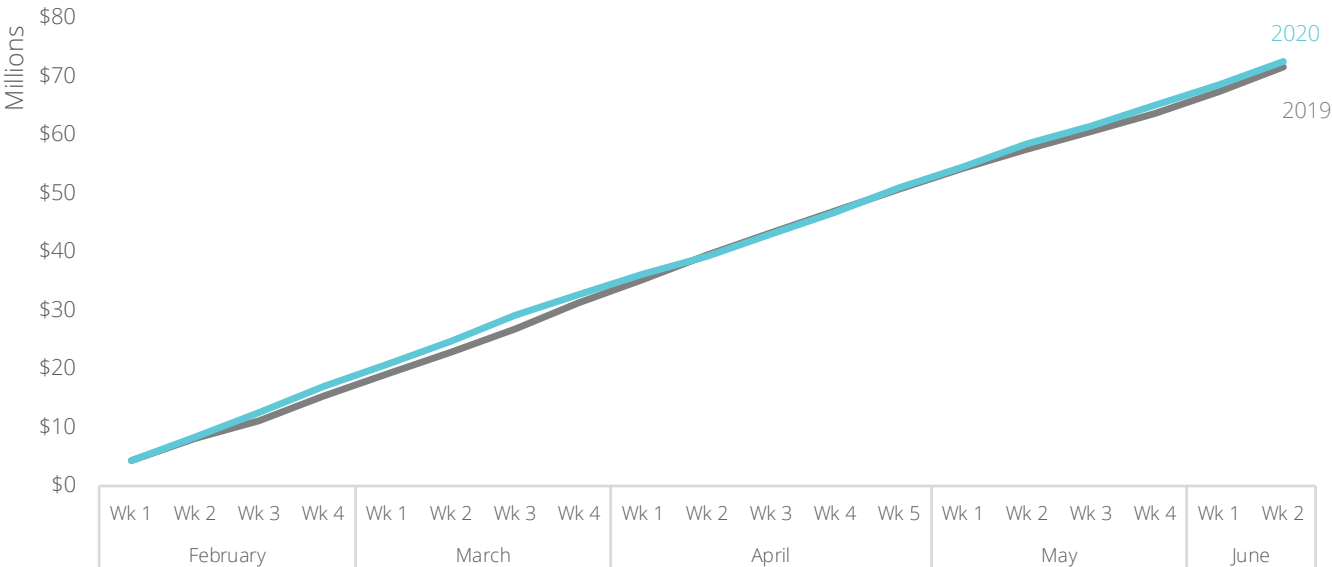
### TOTAL DONATIONS | Year-Over-Year Cumulative Comparison

Comparing the cumulative donations for this reporting period



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

Comparing the cumulative revenue for this reporting period

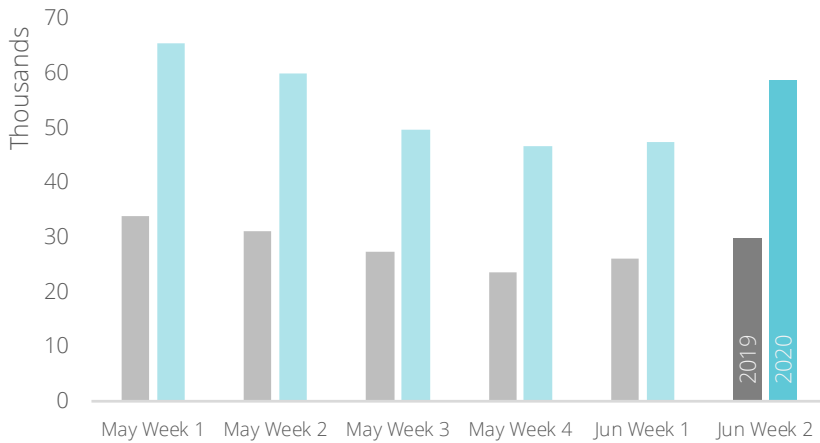


# HUMAN SERVICES

## 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: 42.7%

The year-over-year comparison for each reporting period has consistently been much higher each week. Total responses through the first week of June were 39.9% higher than that period last year. The year-over-year increase was due to donations, as non-donation responses were relatively flat.

#### WEEKLY:

The total responses in the first week of June were 81.1% higher this year compared to that week in 2019. In the second week of June, total responses were 96.7% higher year-over-year.

### WEEK-OVER-WEEK VARIANCE

From the fourth week of May to the first week of June, total responses increased by 2.1%. From the first to the second week of June, this increase was 23.4%—again, donation-driven.

### YEAR-OVER-YEAR VARIANCES

#### REPORTING PERIOD: 60.6%

Since the second week of April, the year-over-year variance for the reporting period grew each consecutive week. Through the first week of June, donations were 57.7% higher year-over-year. This increased to 60.6% through the second week of June.

#### WEEKLY:

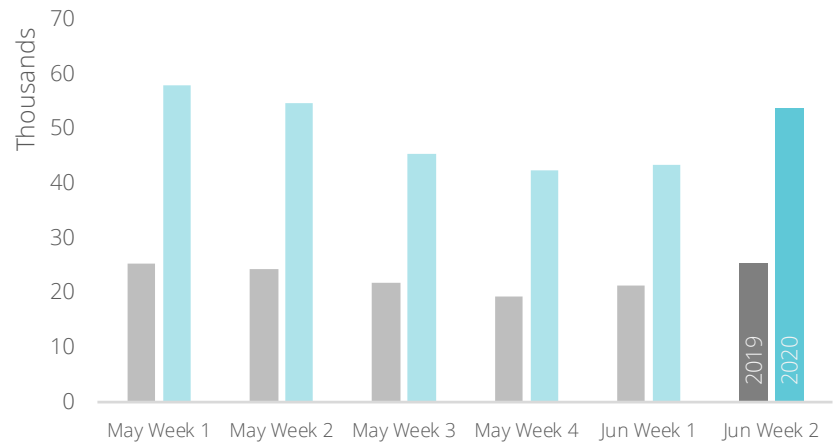
Donations in the first week of June were 102.7% higher this year compared to that week in 2019. In the second week of June, donations increased by 111.9% year-over-year. Beginning the fourth week of April, the year-over-year variance by week has exceeded 100%.

### WEEK-OVER-WEEK VARIANCE

Week-over-week, from the fourth week of May to the first week of June, donations increased by 2.3%. From the first to the second week of June, donations jumped 24.2%. Through June 14th, donations exceeded the entire month of June last year.

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

Comparing donations processed weekly for the last 6-weeks



### YEAR-OVER-YEAR VARIANCES

#### REPORTING PERIOD: 153.9%

Through the first week of June, revenue for the reporting period was 147.7% ahead of the same period in 2019. That year-over-year variance increased to 153.9% by the end of the second week of June. The increase in donations and the 58.1% year-over-year increase in the average gift were the reasons for the revenue bump.

#### WEEKLY:

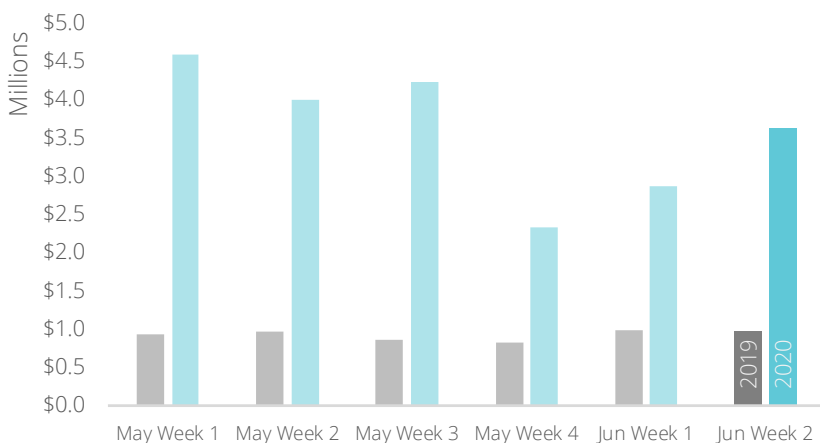
Revenue in the first week of June was 188.4% higher than that week last year. The average gift was 42.3% higher year-over-year. In the second week of June, revenue was 274.8% higher than in 2019; the average gift was 76.9% higher.

### WEEK-OVER-WEEK VARIANCE

From the last week of May to the first week of June, revenue increased by 23.0%. And from the first to the second week of June, revenue increased by 26.4%. The week-over-week jump in the average gift was the cause for the increase at the end of May into June. Whereas, donations were the reason for the increase from the first to the second week of June.

### REVENUE | Year-Over-Year Comparison

Comparing revenue processed weekly for the last 6-weeks

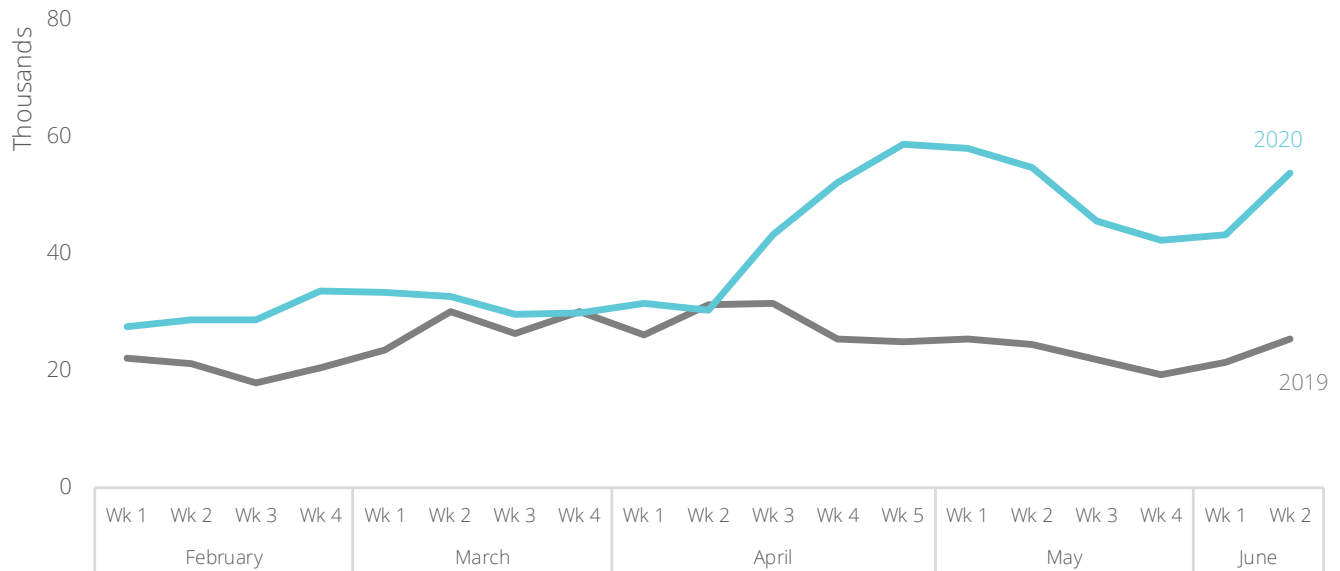


# HUMAN SERVICES

## WEEKLY YEAR-OVER-YEAR COMPARISON

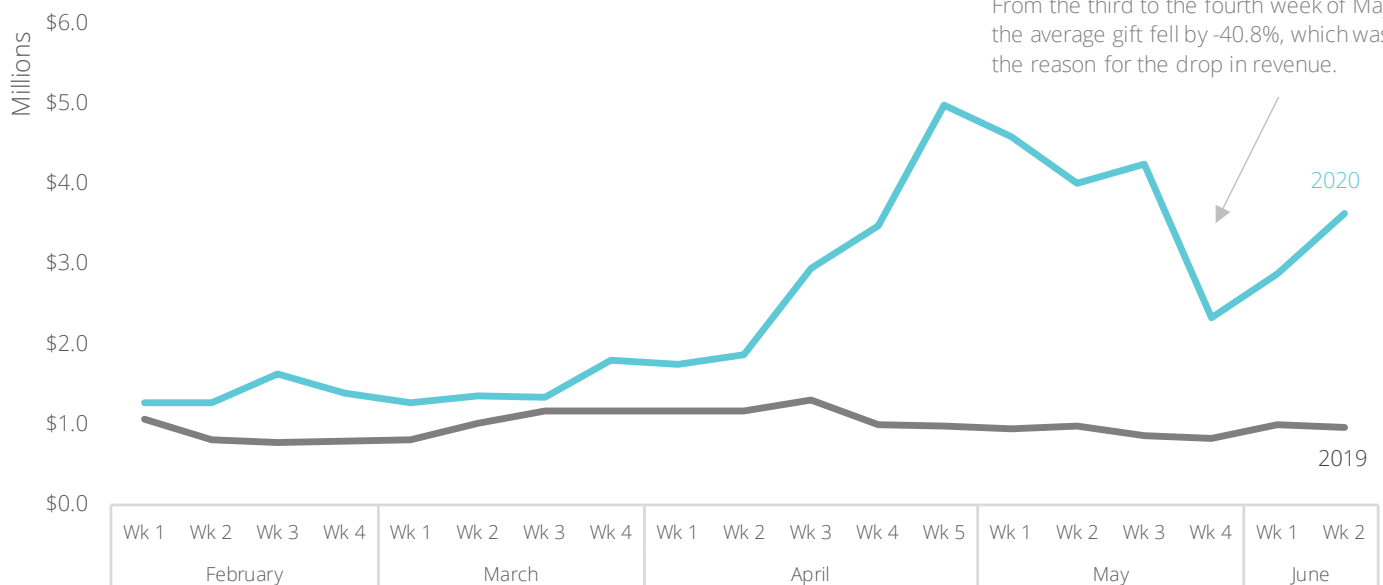
### TOTAL DONATIONS | Weekly Year-Over-Year Comparison

Comparing donations processed weekly within this reporting period



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

Comparing revenue processed weekly within this reporting period

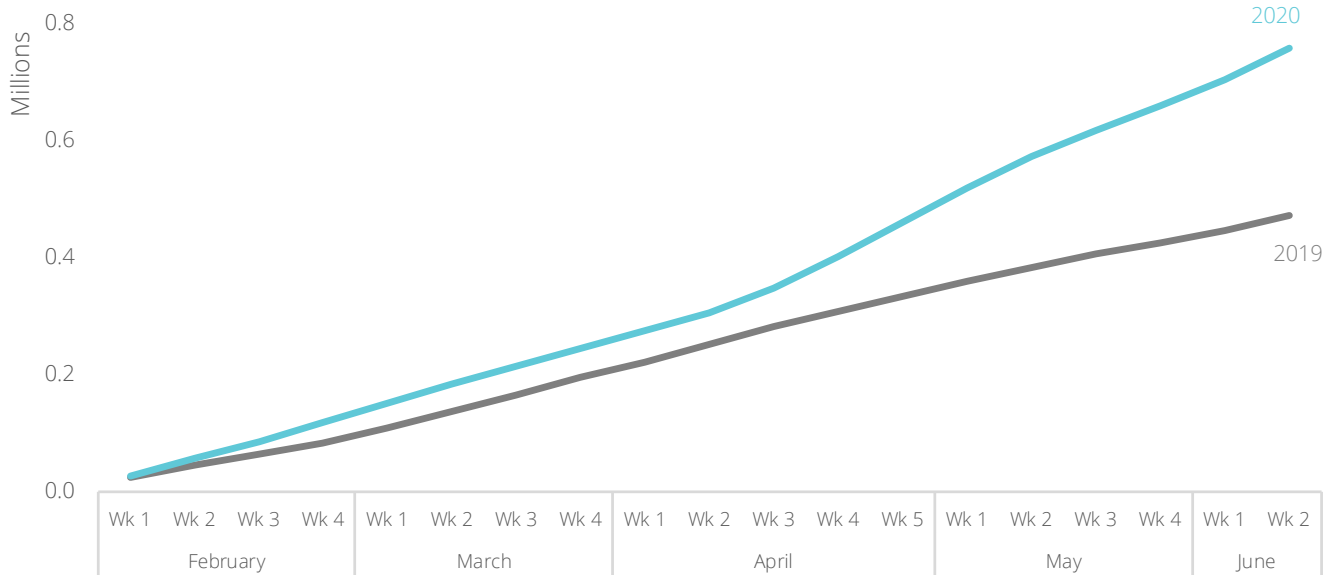


# HUMAN SERVICES

## YEAR-OVER-YEAR CUMULATIVE COMPARISON

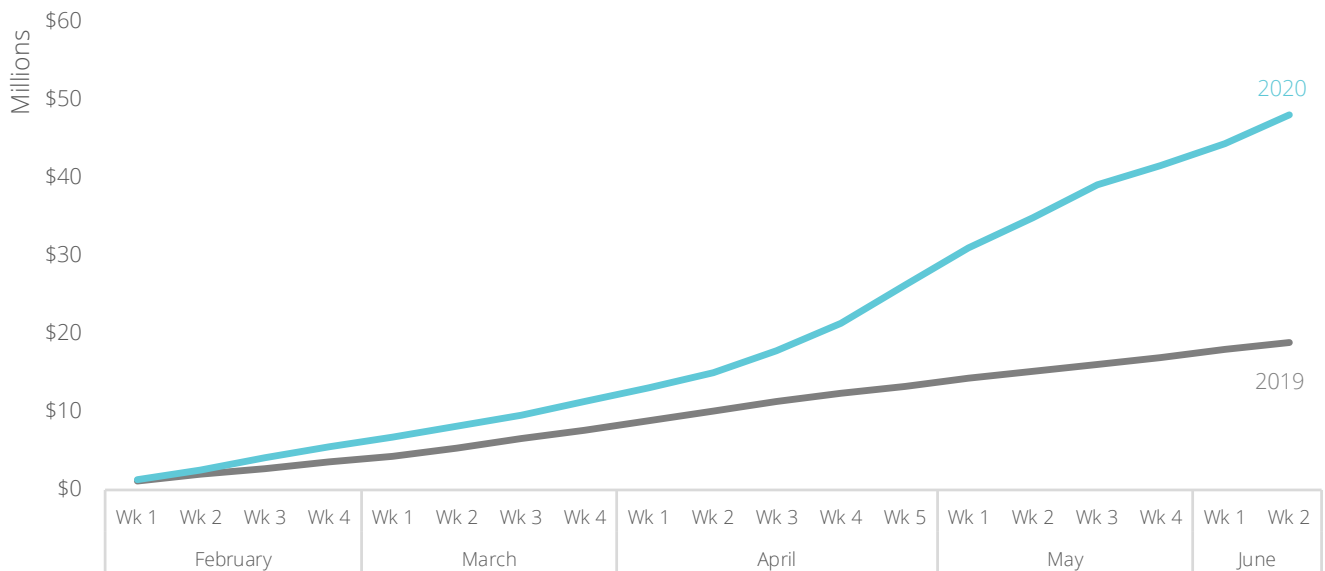
### TOTAL DONATIONS | Year-Over-Year Cumulative Comparison

Comparing the cumulative donations for this reporting period



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

Comparing the cumulative revenue for this reporting period

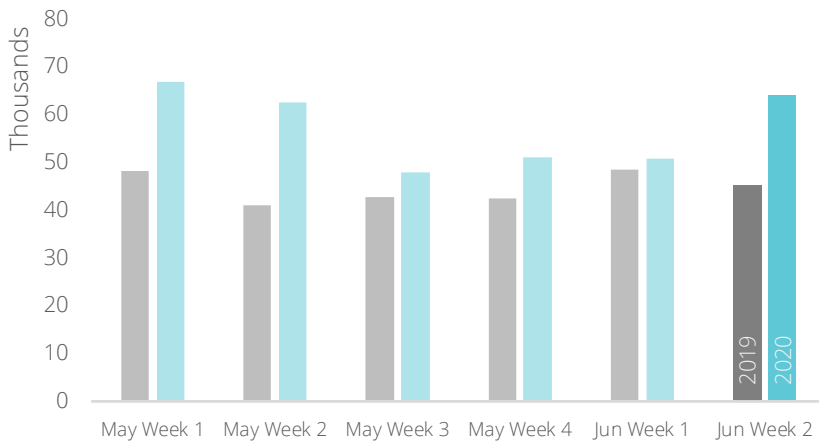


# INTERNATIONAL RELIEF

## 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: 11.9%**

Since the second week in May, total responses for the reporting period have slowly increased each week. Through the first week of June, total responses were 10.4% higher than the same period in 2019. Increases in donations drove the higher year-over-year volumes.

**WEEKLY:**

In the first week of June, total responses were 4.8% higher due to donations; non-donation responses declined. Total responses were 41.2% higher year-over-year in the second week of June due to donations.

### WEEK-OVER-WEEK VARIANCE

Total responses declined -0.5% from the last week of May to the first week of June. They rebounded from the first to the second week of June with a 41.2% jump.

### YEAR-OVER-YEAR VARIANCES

**REPORTING PERIOD: 13.8%**

For the reporting period, the year-over-year variance in donations has steadily widened in each consecutive week. Through the first week in June, donations were 12.4% higher year-over-year.

**WEEKLY:**

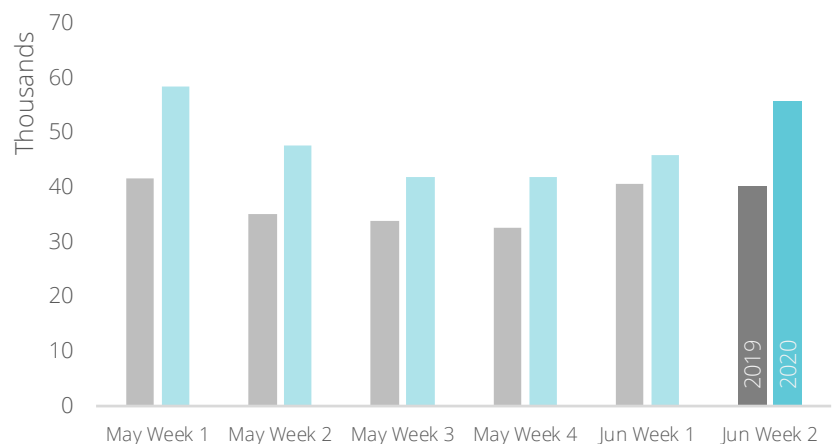
Donations were 12.8% higher in the first week of June compared to that week in 2019. In the second week of June, donations were 38.3% higher year-over-year.

### WEEK-OVER-WEEK VARIANCE

From the fourth week of May to the first week of June, donations increased by 9.7%. And from the first to the second week of June, donations increased by 21.4%.

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

Comparing donations processed weekly for the last 6-weeks



### YEAR-OVER-YEAR VARIANCES

**REPORTING PERIOD: 88.8%**

The year-over-year variance for revenue during the reporting period has remained relatively flat since the third week of May. Its year-over-year gap as shrunk from 90.0% the last week of May to 88.3% in the first week of June. These fluctuations were due to the average gift.

**WEEKLY:**

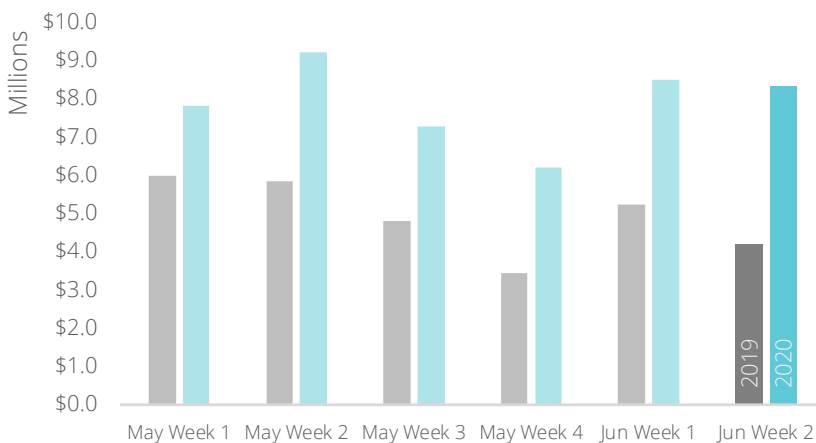
In the first week of June, revenue was 62.3% higher than that week in 2019. This increase was primarily driven by the 43.9% increase in the average gift. Revenue in the second week of June increased by 98.8% year-over-year. This increase was due to both the increase in donations and the 43.7% increase in the average gift.

### WEEK-OVER-WEEK VARIANCE

Week-over-week, from the last week of May to the first week of June, revenue increased by 37.0% due to a 24.8% jump in the average gift. From the first to the second week of June, revenue fell by -1.9%, which was a function of the average gift declining -19.2%. For the month, revenue was ahead of June 2019 by 7.5% through the 14<sup>th</sup>.

### REVENUE | Year-Over-Year Comparison

Comparing revenue processed weekly for the last 6-weeks

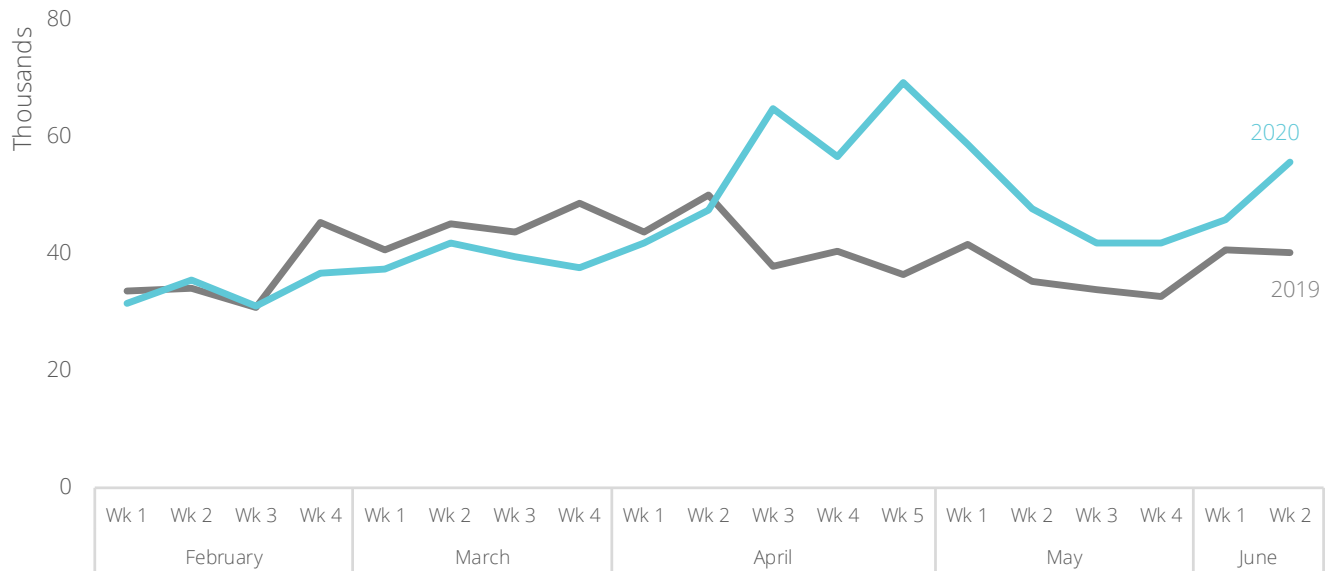


# INTERNATIONAL RELIEF

## WEEKLY YEAR-OVER-YEAR COMPARISON

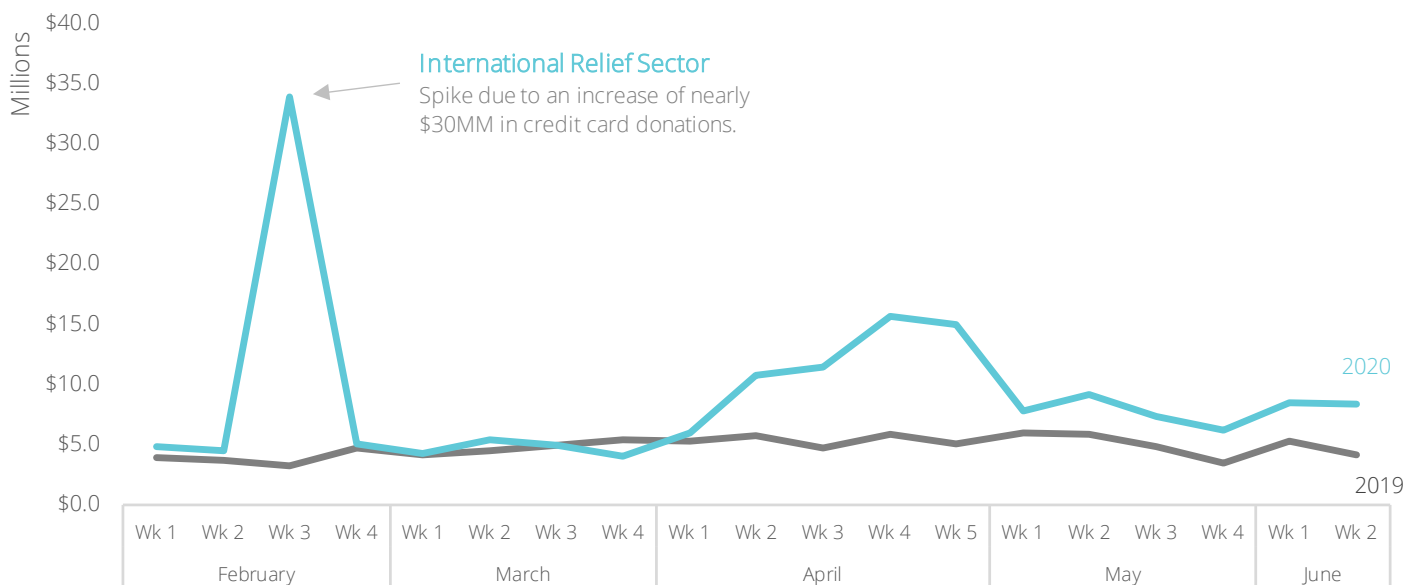
### TOTAL DONATIONS | Weekly Year-Over-Year Comparison

Comparing donations processed weekly within this reporting period



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

Comparing revenue processed weekly within this reporting period

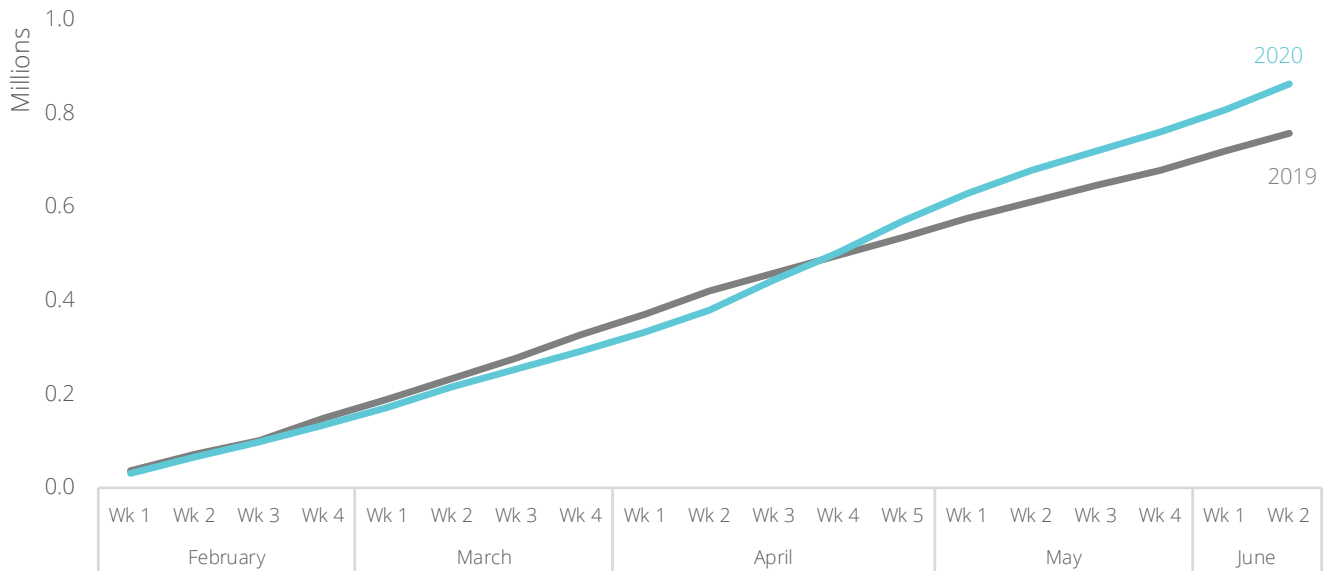


# INTERNATIONAL RELIEF

## YEAR-OVER-YEAR CUMULATIVE COMPARISON

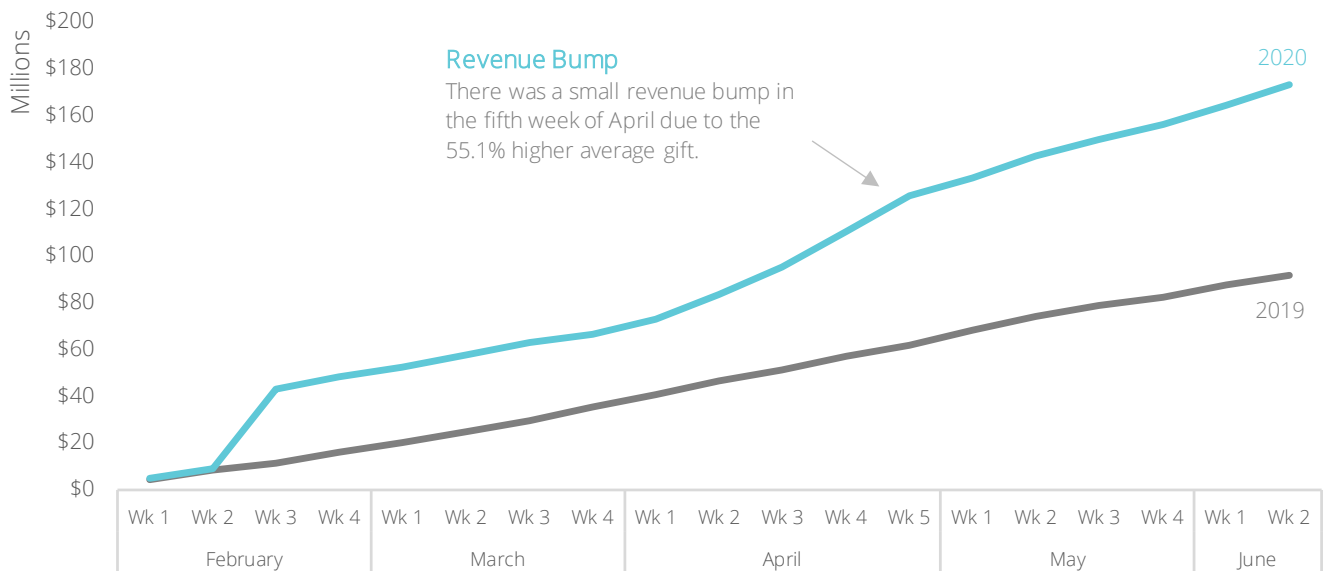
### TOTAL DONATIONS | Year-Over-Year Cumulative Comparison

Comparing the cumulative donations for this reporting period



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

Comparing the cumulative revenue for this reporting period



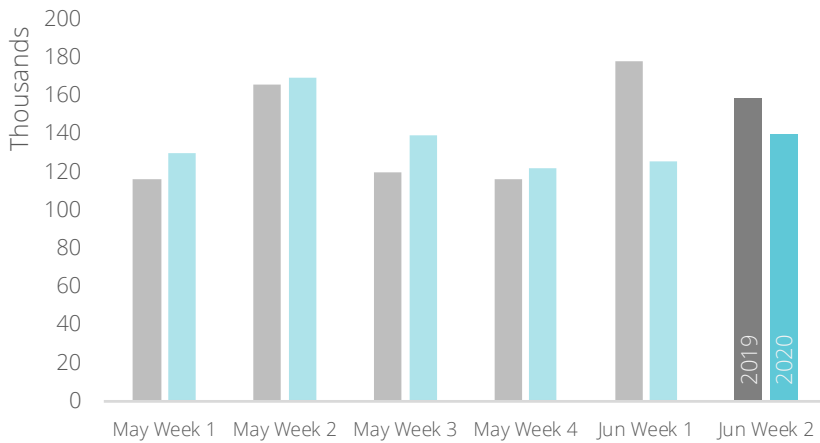


# SOCIETAL BENEFIT

## 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: -17.0%**

The year-over-year variances in total responses for the reporting period have had minimal fluctuations since the third week of May. Through the end of the first week of June, total responses were -17.3% down compared to the same reporting period last year. The year-over-year decline during these reporting periods was driven by non-donation volume.

#### WEEKLY:

In the first week of June, total responses were -29.3% less than this week in 2019. The decline was driven by a -56.9% drop in non-donation responses. In the second week of June, the total response was -11.4% lower than last year. This decline was also due to a significant (-40.3%) decrease in non-donation responses.

### WEEK-OVER-WEEK VARIANCE

From the last week of May to the first week of June, total responses increased by a modest 2.7%. From the first to the second week of June, total responses jumped 11.7%.

### YEAR-OVER-YEAR VARIANCES

**REPORTING PERIOD: -3.4%**

For the reporting period, the year-over-year variance through the first week of June was 3.8%. From the first week of April through the end of May, each week improved over the previous. Since the last week of May, this has remained flat.

#### WEEKLY:

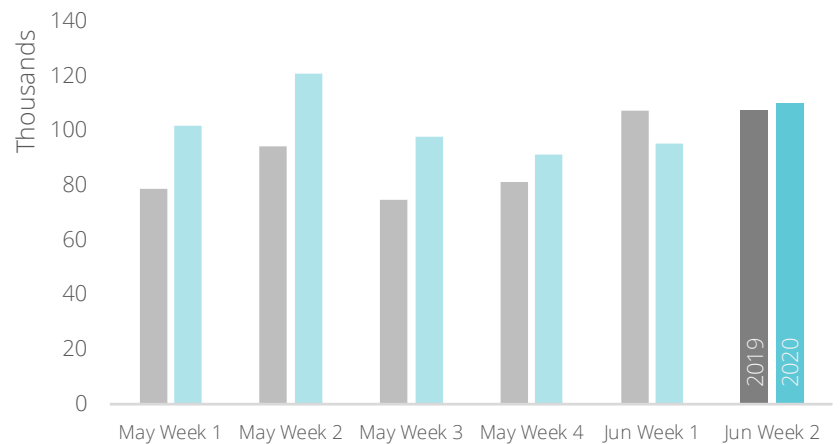
In the first week of June, donation decreased by -11.3% compared to that week last year. The year-over-year variance in the second week of June was 2.3%.

### WEEK-OVER-WEEK VARIANCE

Week-over-week, from the fourth week of May to the first week in June, donations increased by 4.2%. From the first to the second week of June, donations increased by 15.3%. As of June 14<sup>th</sup>, donations were behind June 2019 through this point in the month by -4.5%.

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

Comparing donations processed weekly for the last 6-weeks



### YEAR-OVER-YEAR VARIANCES

**REPORTING PERIOD: 0.5%**

Through the first week of June, revenue was 1.0% higher compared to the same period in 2019. The 5.0% higher average gift helped offset the -3.8% decline in donations. Through the second week of June, revenue contracted due to the decline in donations. The average gift was 4.0% higher; again, this increase helped mitigate the impact of fewer donations.

#### WEEKLY:

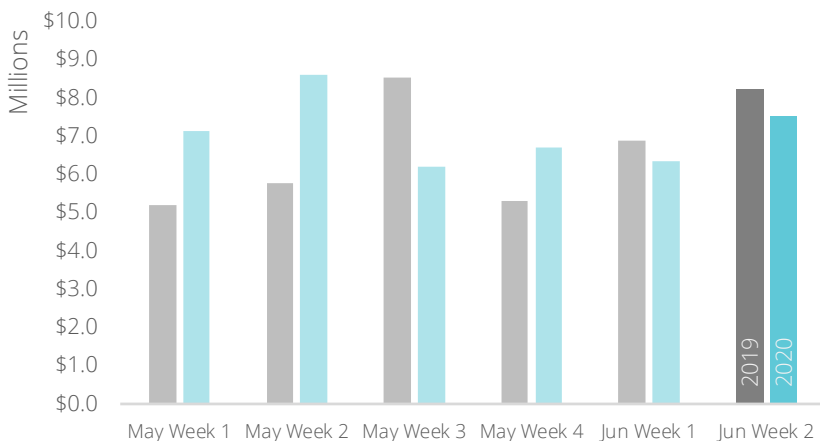
The year-over-year variance in the first week of June was -7.6% due to the lower number of donations compared to that week last year. In the second week of June, revenue was -8.0% less than in 2019, which was driven by the -10.1% lower average gift.

### WEEK-OVER-WEEK VARIANCE

Revenue from the last week of May to the first week of June declined -5.1%. From the first to the second week of June, revenue rebounded, increasing by 18.5%. Revenue remained -7.8% behind June 2019 through the 14<sup>th</sup>.

### REVENUE | Year-Over-Year Comparison

Comparing revenue processed weekly for the last 6-weeks

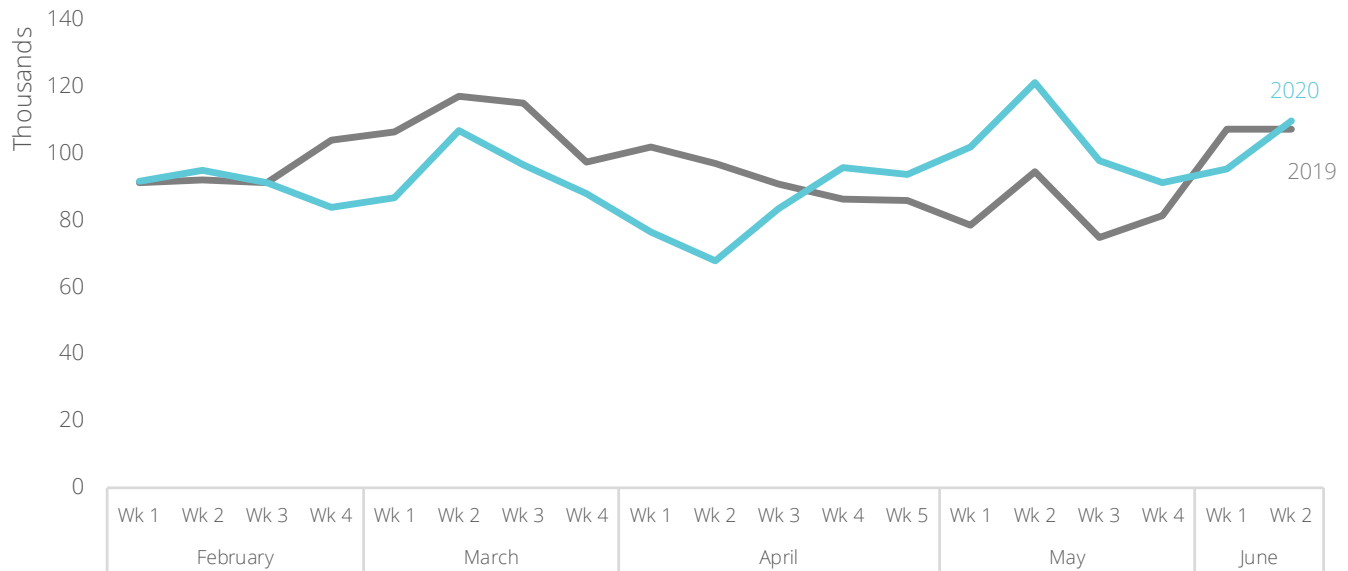


# SOCIETAL BENEFIT

## WEEKLY YEAR-OVER-YEAR COMPARISON

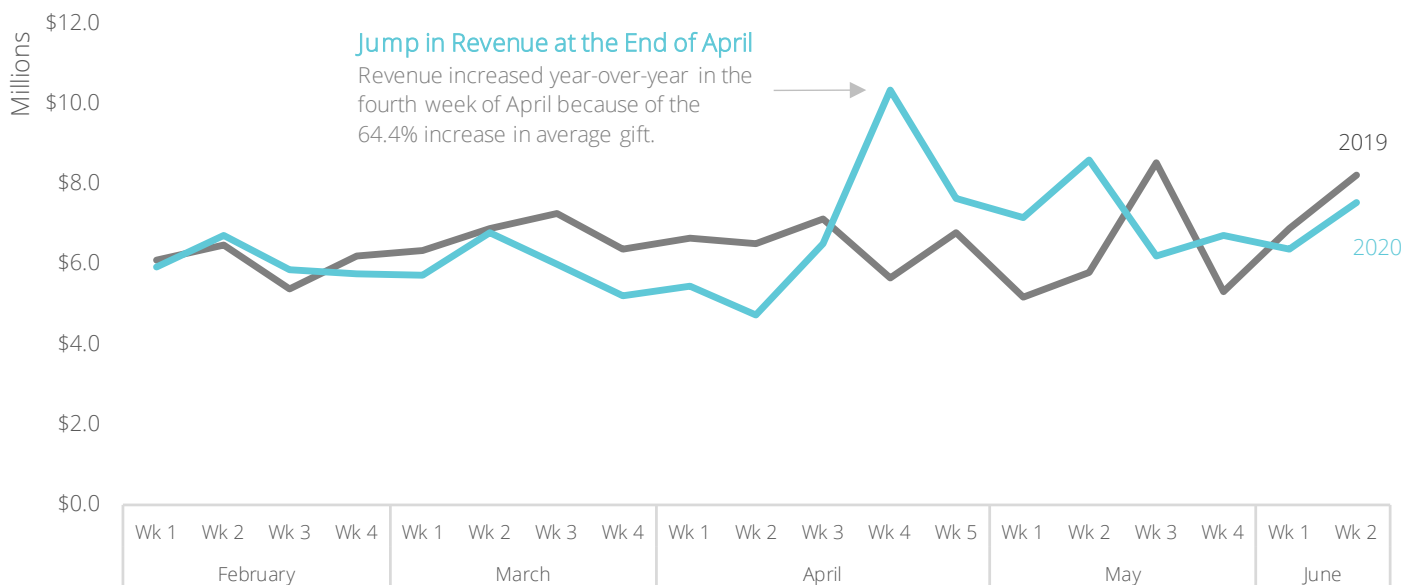
### TOTAL DONATIONS | Weekly Year-Over-Year Comparison

Comparing donations processed weekly within this reporting period



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

Comparing revenue processed weekly within this reporting period

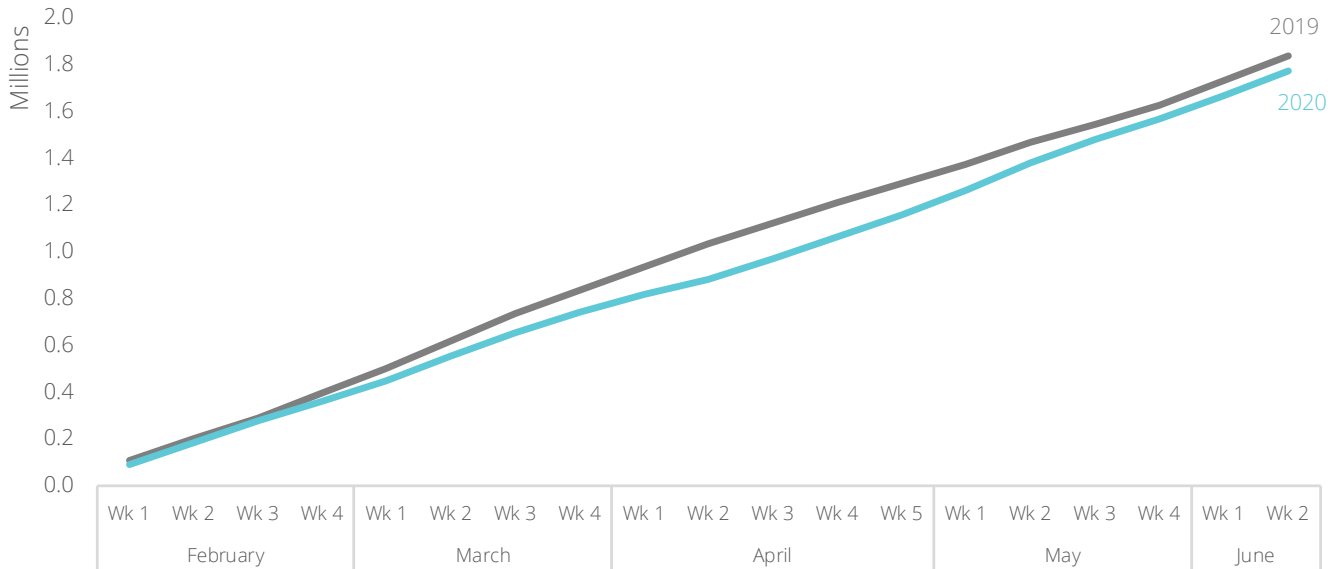


# SOCIETAL BENEFIT

## YEAR-OVER-YEAR CUMULATIVE COMPARISON

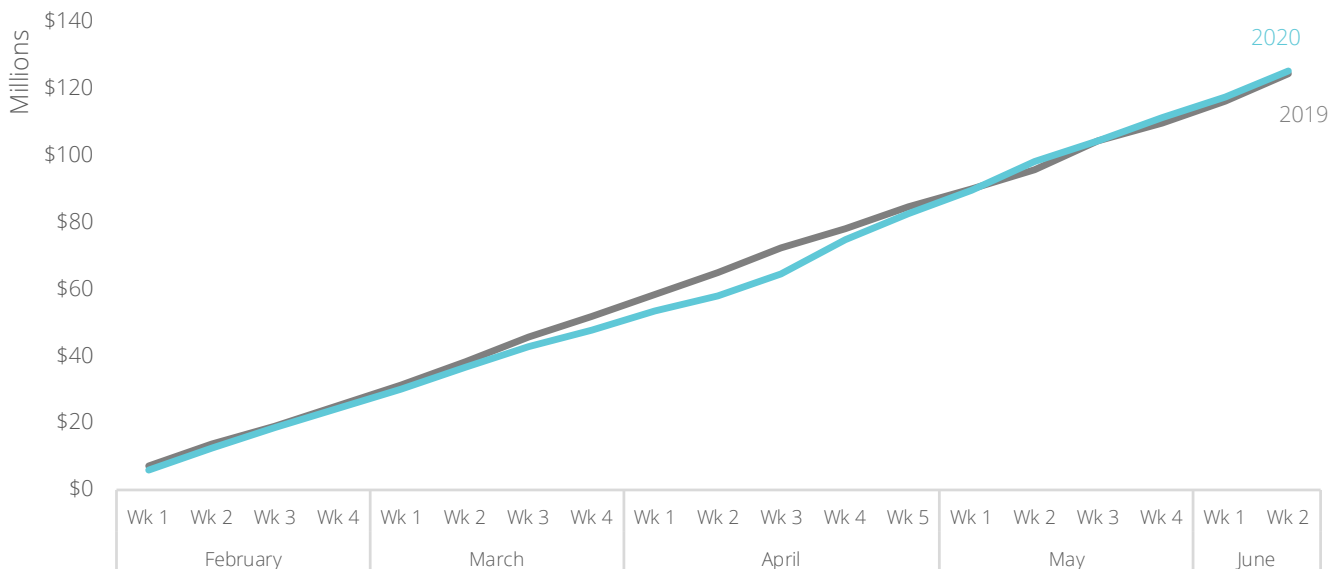
### TOTAL DONATIONS | Year-Over-Year Cumulative Comparison

Comparing the cumulative donations for this reporting period



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

Comparing the cumulative revenue for this reporting period

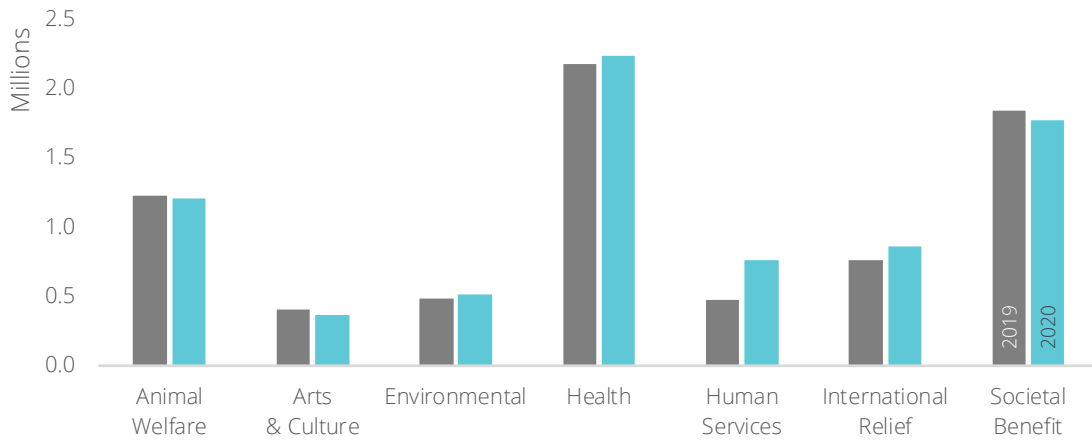


# APPENDIX: SECTOR REVIEW

## YEAR-OVER-YEAR COMPARISON

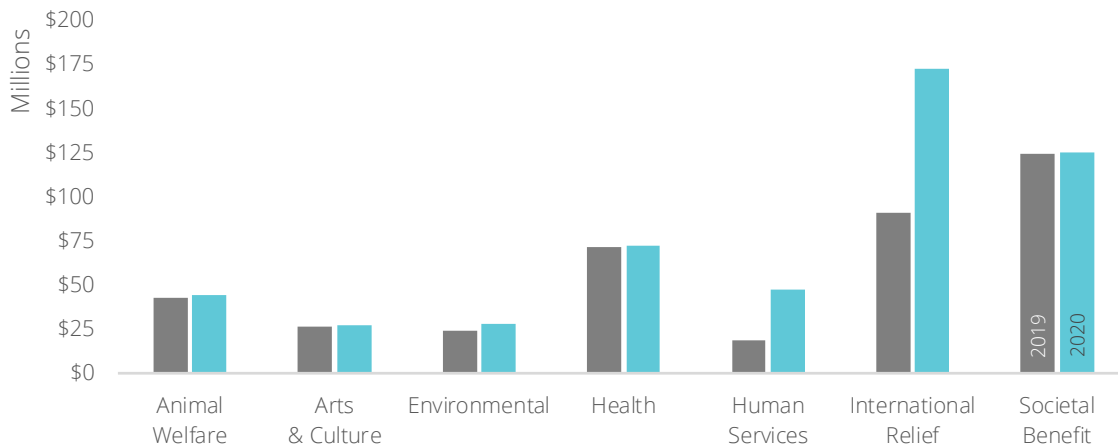
### TOTAL DONATIONS | Year-Over-Year Comparison

Comparing the cumulative donations for each sector



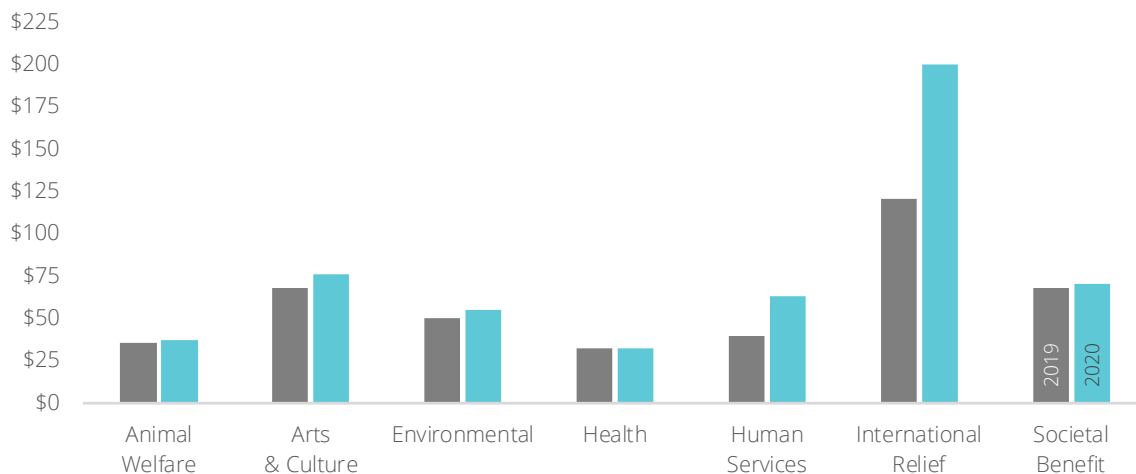
### REVENUE | Year-Over-Year Comparison

Comparing the cumulative revenue by sector



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

Comparing the average gift for each sector

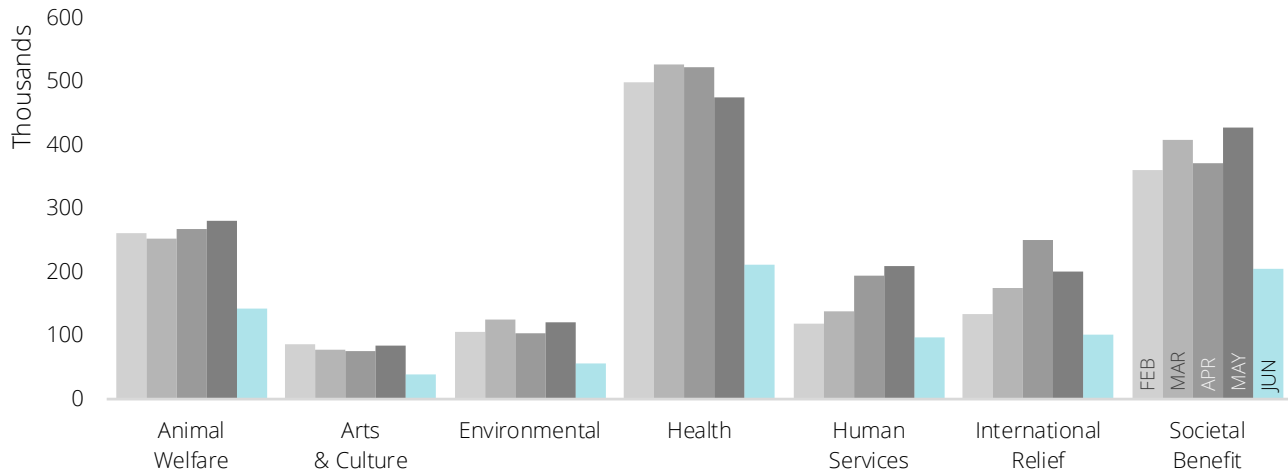


# APPENDIX: SECTOR REVIEW

## 2020 BY MONTH

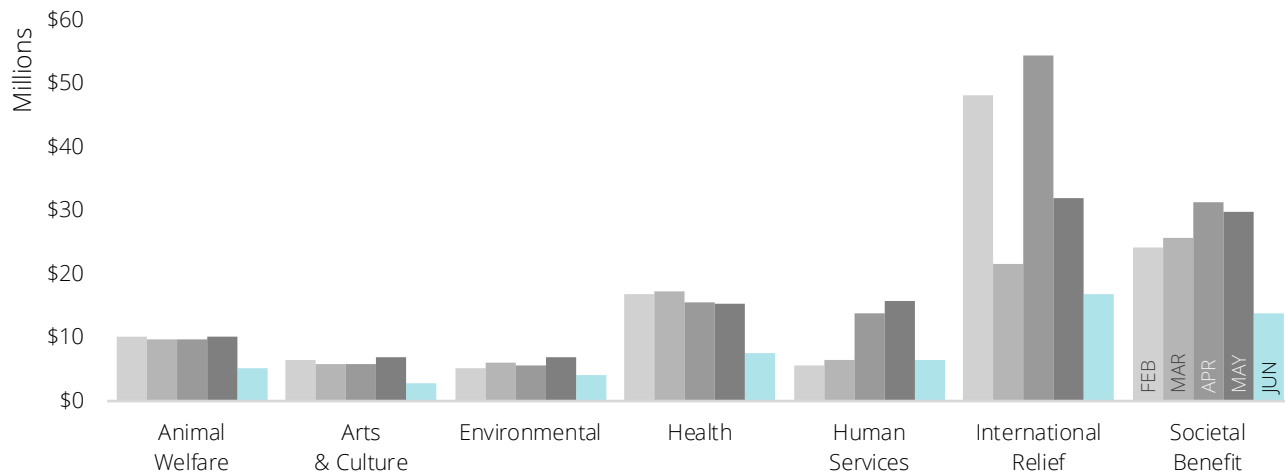
### 2020 TOTAL DONATIONS | By Sector

Tracking the donations processed for each sector by month



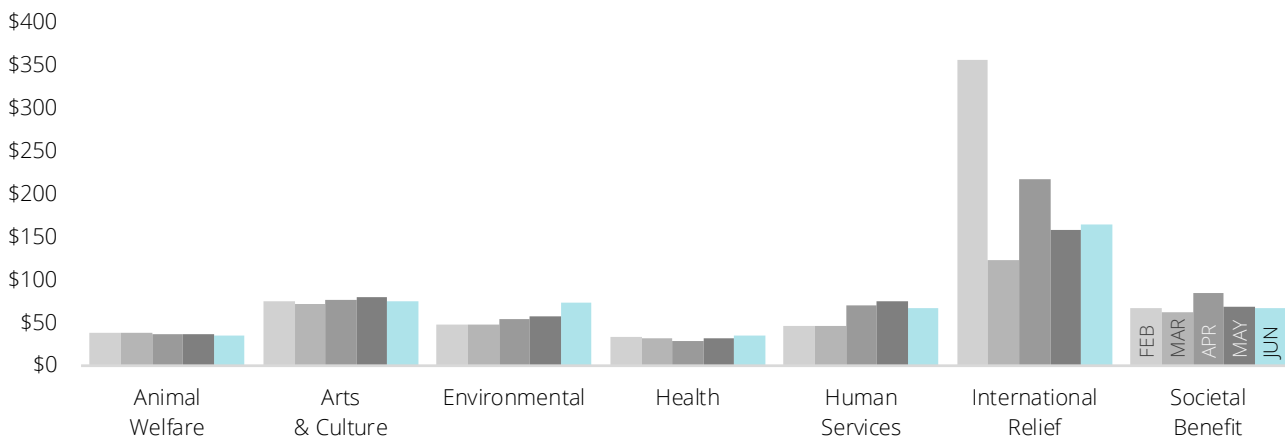
### 2020 REVENUE | By Sector

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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# UNTIL THE NEXT REPORT.

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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.

**Amy Bobrick**

Vice President, Strategy

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