

Direct Mail Analysis YTD Actuals

| Revenue | July | August | September | October | November | December | January | February | March | April | May | June | YTD Total | Budget FY2021 | % Complete |
|-------------------------------------|---------------|---------------|---------------|---------------|---------------|-----------------|---------------|---------------|---------------|-------|------|------|-----------------|-----------------|------------|
| On-Line Revenue | \$ 63,657.24 | \$ 64,935.00 | \$ 60,941.00 | \$ 70,589.00 | \$ 255,388.00 | \$ 711,211.00 | \$ 177,573.00 | \$ 44,710.00 | \$ 88,410.00 | | | | \$ 1,537,414.24 | \$ 292,000.00 | 527% |
| Revenue Direct Mail | \$ 77,535.00 | \$ 125,877.00 | \$ 97,613.00 | \$ 163,713.00 | \$ 226,850.00 | \$ 399,673.00 | \$ 151,790.00 | \$ 107,666.00 | \$ 112,821.00 | | | | \$ 1,463,538.00 | \$ 802,967.00 | 182% |
| Newsletter | \$ 10,300.00 | \$ 6,745.00 | \$ 75,299.00 | \$ 21,110.00 | \$ 94,814.00 | \$ 79,771.00 | \$ 10,185.00 | \$ 2,650.00 | \$ 109,671.00 | | | | \$ 410,545.00 | \$ 178,000.00 | 231% |
| Total Revenue | \$ 151,492.24 | \$ 197,557.00 | \$ 233,853.00 | \$ 255,412.00 | \$ 577,052.00 | \$ 1,190,655.00 | \$ 339,548.00 | \$ 155,026.00 | \$ 310,902.00 | \$ - | \$ - | \$ - | \$ 3,411,497.24 | \$ 1,272,967.00 | 268% |
| Expenses | | | | | | | | | | | | | | | |
| Postage - Direct Mail | \$ 2,821.10 | \$ 18,484.06 | \$ 7,376.61 | \$ 17,224.30 | \$ 460.64 | \$ 14,916.93 | \$ (3,613.46) | \$ 6,447.11 | \$ 188.42 | | | | \$ 64,305.71 | \$ 73,557.00 | 87% |
| Professional Services - Direct Mail | \$ 10,854.55 | \$ 11,363.05 | \$ - | \$ 57,815.39 | \$ 54,592.61 | \$ 48,204.31 | \$ 17,986.53 | \$ 20,988.13 | \$ 11,436.44 | | | | \$ 233,241.01 | \$ 287,689.00 | 81% |
| Professional Services - Newsletter | \$ - | \$ - | \$ 5,050.32 | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | | | | \$ 5,050.32 | \$ 22,000.00 | 23% |
| Postage - Newsletter | \$ - | \$ 1,401.27 | \$ - | \$ 1,437.03 | \$ - | \$ - | \$ - | \$ 1,797.85 | \$ - | | | | \$ 4,636.15 | \$ 6,000.00 | 77% |
| Total Expenses | \$ 13,675.65 | \$ 31,248.38 | \$ 12,426.93 | \$ 76,476.72 | \$ 55,053.25 | \$ 63,121.24 | \$ 14,373.07 | \$ 29,233.09 | \$ 11,624.86 | \$ - | \$ - | \$ - | \$ 302,597.04 | \$ 389,246.00 | 78% |

Cost to Raise \$1 Budget

| | | |
|-----------------------|--------------|---------------|
| Overall Margin | 8.87% | 30.58% |
| Newsletter Margin | 2.36% | 15.73% |
| Direct Mail Margin | 20.33% | 44.99% |