

ANNUAL GIVING SOCIETY: EXPENSE/REVENUE REPORT

Date of acquisition mailing	
Number of pieces mailed	

Cost per piece (all inclusive)	Design	\$
	Printing	\$
	Postage	\$
	Mail House	\$
	Other	\$
	Sub-Total (Full Mailing)	\$
÷ No. of Pieces	Total	\$

Total Number of Donations Received	
▪ From previous donors	
▪ From new donors	
Total Amount of Donations Received	\$
▪ From previous donors	\$
▪ From new donors	\$
Total Gain (Loss) from mailing	\$

Average gift:

Previous donor	\$
New donor	\$

Range of gifts:

	Smallest	Largest
Previous donor	\$	\$
New donor	\$	\$

AGS Levels No. of Gifts Total Amount

New Friend		\$
Advisor		\$
Trustee		\$
Board		\$
President		\$
Chairman		\$

Renewal Rates

Number of AGS donors from previous year who renewed this year:
Number of AGS donors from previous year who did not renew:

Year-to-date income comparison: (month) _____ (year) _____

Current year	\$
Previous year	\$