Fiscal Year 2025

Category Summary

CHANNEL	SERIES	GIFTS	REVENUE	TOTAL COST	NET	ROI
Direct Mail	Acquisition	91,227	\$1,829,110	\$3,977,542	-\$2,148,432	0.46
	Appeal	558,842	\$15,705,896	\$7,928,980	\$7,776,916	1.98
	White Mail	10,500	\$304,500	\$0	\$304,500	
	Carry Over	25,600	\$678,400	\$0	\$678,400	
	Acknowledgments	37,783	\$680,085	\$321,945	\$358,140	2.11
Direct Mail Total		723,951	\$19,197,991	\$12,228,467	\$6,969,524	1.57
Telemarketing	Appeal	7,230	\$343,500	\$268,908	\$74,593	1.28
	Sustainer	810	\$110,565	\$44,300	\$66,265	2.50
Telemarketing Total		8,040	\$454,065	\$313,208	\$140,858	1.45
Digital	Acquisition	15,700	\$1,877,000	\$3,200,000	-\$1,323,000	0.59
	Appeal	7,578	\$813,655	\$298,487	\$515,168	2.73
	Support Fees	0	\$0	\$146,875	-\$146,875	0.00
Digital Total		23,278	\$2,690,655	\$3,645,362	-\$954,707	0.74
Agency Fees	Retainers	0	\$0	\$1,302,550	-\$1,302,550	0.00
Agency Fees Total		0	\$0	\$1,302,550	-\$1,302,550	0.00
Grand Total		755,269	\$22,342,711	\$17,489,587	\$4,853,124	1.28



Fiscal Year 2025

Cultivation

CHANNEL	GIFTS	REVENUE	TOTAL COST	NET	ROI
Direct Mail	594,942	\$16,688,795.98	\$7,928,980.00	\$8,759,815.98	2.10
Digital	7,578	\$813,655.00	\$298,487.00	\$515,168.00	2.73
Telemarketing	8,040	\$454,065.00	\$313,207.50	\$140,857.50	1.45
Grand Total	610,560	\$17,956,515.98	\$8,540,674.50	\$9,415,841.48	2.10



Fiscal Year 2025

Acquisition

CHANNEL	CAMPAIGN	GIFTS	REVENUE	TOTAL COST	NET ROI
Direct Mail	January Acquisition	12,285	\$210,687.75	\$484,965.00	-\$274,277.25 0.43
	February Acquisition	13,900	\$274,525.00	\$576,155.00	-\$301,630.00 0.48
	March Acquisition	14,920	\$302,130.00	\$618,434.00	-\$316,304.00 0.49
	April Acquisition	2,282	\$49,052.25	\$96,993.00	-\$47,940.75 0.51
	May Acquisition	3,203	\$64,690.50	\$151,707.00	-\$87,016.50 0.43
	August Acquisition	7,700	\$150,150.00	\$319,165.00	-\$169,015.00 0.47
	September Acquisition	11,900	\$243,950.00	\$563,720.00	-\$319,770.00 0.43
	October Acquisition	11,725	\$240,362.50	\$555,430.00	-\$315,067.50 0.43
	November Acquisition	7,678	\$174,663.13	\$344,035.00	-\$169,371.88 0.51
	December Acquisition	5,635	\$118,898.50	\$266,938.00	-\$148,039.50 0.45
Direct Mail Total		91,227	\$1,829,109.63	\$3,977,542.00	-\$2,148,432.38 0.46
Digital	Evergreen Acquisition	15,000	\$1,800,000.00	\$2,350,000.00	-\$550,000.00 0.77
	Evergreen Brand Awareness	700	\$77,000.00	\$850,000.00	-\$773,000.00 0.09
Digital Total		15,700	\$1,877,000.00	\$3,200,000.00	-\$1,323,000.00 0.59
Grand Total		106,927	\$3,706,109.63	\$7,177,542.00	-\$3,471,432.38 0.52





March of Dimes Fiscal Year 2025 All Campaigns

SERIES	CAMPAIGN	CHANNEL	DATE	QUANTITY RR%	GIFTS	AVG GIFT	REVENUE	TOTAL COST	PROD COST	POST COST	MEDIA COST	OTHER COST	СРМ	NET	REV PER M	NET PER M ROI
Acquisition	January Acquisition	Direct Mail	1/15/2025	585,000 2.10%	12,285	\$17.15	\$210,687.75	\$484,965.00	\$322,920.00	\$105,300.00	\$56,745.00	\$0.00	\$829.00	-\$274,277.25	\$360.15	-\$468.85 0.43
	January Acquisition Total		1/15/2025	585,000 2.10%	12,285	\$17.15	\$210,687.75	\$484,965.00	\$322,920.00	\$105,300.00	\$56,745.00	\$0.00	\$829.00	-\$274,277.25	\$360.15	-\$468.85 0.43
		D:	2/42/2025	505 000 0 000/	42.000	440.75	4274 525 00	4576.455.00	4202 640 00	4405 400 00	467 445 00	40.00	4000.00	4224 522 22	4205.00	4424.00
	February Acquisition February Acquisition Total	Direct Mail	2/12/2025 2/12/2025	695,000 2.00% 695,000 2.00%		\$19.75 \$19.75	\$274,525.00 \$274,525.00	\$576,155.00 \$576,155.00	\$383,640.00 \$383,640.00	\$125,100.00 \$125,100.00	\$67,415.00 \$67,415.00	\$0.00 \$0.00	\$829.00 \$829.00	-\$301,630.00 -\$301,630.00	\$395.00 \$395.00	-\$434.00 0.48 -\$434.00 0.48
	rebruary Acquisition Total		2/12/2023	093,000 2.00%	13,500	\$15.75	3274,323.00	\$370,133.00	3383,040.00	\$123,100.00	307,413.00	ŞU.00	\$625.00	-5301,030.00	\$393.00	-3434.00 0.48
	March Acquisition	Direct Mail	3/14/2025	746,000 2.00%	14,920	\$20.25	\$302,130.00	\$618,434.00	\$411,792.00	\$134,280.00	\$72,362.00	\$0.00	\$829.00	-\$316,304.00	\$405.00	-\$424.00 0.49
	March Acquisition Total		3/14/2025	746,000 2.00%	14,920	\$20.25	\$302,130.00	\$618,434.00	\$411,792.00	\$134,280.00	\$72,362.00	\$0.00	\$829.00	-\$316,304.00	\$405.00	-\$424.00 0.49
		D:	4/4.4/2.225	447.000 4.050/	2 222	424.50	440.050.05	405,000,00	46450400	404.050.00	444.040.00	40.00	4000.00	447.040.75	4440.05	4400 75 0 54
	April Acquisition April Acquisition Total	Direct Mail	4/14/2025 4/14/2025	117,000 1.95% 117,000 1.95%	2,282 2,282	\$21.50 \$21.50	\$49,052.25 \$49,052.25	\$96,993.00 \$96,993.00	\$64,584.00 \$64,584.00	\$21,060.00 \$21,060.00	\$11,349.00 \$11,349.00	\$0.00 \$0.00	\$829.00 \$829.00	-\$47,940.75 -\$47,940.75	\$419.25 \$419.25	-\$409.75 0.51 -\$409.75 0.51
	April Acquisition Total		4/14/2023	117,000 1.95%	2,202	\$21.50	\$49,052.25	\$90,995.00	3 04 ,364.00	\$21,060.00	\$11,549.00	\$0.00	\$629.00	-547,940.75	3419.23	-3409.75 0.51
	May Acquisition	Direct Mail	5/12/2025	183,000 1.75%	3,203	\$20.20	\$64,690.50	\$151,707.00	\$101,016.00	\$32,940.00	\$17,751.00	\$0.00	\$829.00	-\$87,016.50	\$353.50	-\$475.50 0.43
	May Acquisition Total		5/12/2025	183,000 1.75%	3,203	\$20.20	\$64,690.50	\$151,707.00	\$101,016.00	\$32,940.00	\$17,751.00	\$0.00	\$829.00	-\$87,016.50	\$353.50	-\$475.50 0.43
	August Acquisition	Direct Mail	8/11/2025	385,000 2.00%	7,700	\$19.50	\$150,150.00	\$319,165.00	\$212,520.00	\$69,300.00	\$37,345.00	\$0.00	\$829.00	-\$169,015.00	\$390.00	-\$439.00 0.47
	August Acquisition Total		8/11/2025	385,000 2.00%	7,700	\$19.50	\$150,150.00	\$319,165.00	\$212,520.00	\$69,300.00	\$37,345.00	\$0.00	\$829.00	-\$169,015.00	\$390.00	-\$439.00 0.47
	September Acquisition	Direct Mail	9/8/2025	680,000 1.75%	11,900	\$20.50	\$243,950.00	\$563,720.00	\$375,360.00	\$122,400.00	\$65,960.00	\$0.00	\$829.00	-\$319,770.00	\$358.75	-\$470.25 0.43
	September Acquisition Total		9/8/2025	680,000 1.75%	11,900	\$20.50	\$243,950.00	\$563,720.00	\$375,360.00	\$122,400.00	\$65,960.00	\$0.00	\$829.00	-\$319,770.00	\$358.75	-\$470.25 0.43
	October Acquisition	Direct Mail	10/13/2025	670,000 1.75%		\$20.50	\$240,362.50	\$555,430.00	\$369,840.00	\$120,600.00	\$64,990.00	\$0.00	\$829.00	-\$315,067.50	\$358.75	-\$470.25 0.43
	October Acquisition Total		10/13/2025	670,000 1.75%	11,/25	\$20.50	\$240,362.50	\$555,430.00	\$369,840.00	\$120,600.00	\$64,990.00	\$0.00	\$829.00	-\$315,067.50	\$358.75	-\$470.25 0.43
	November Acquisition	Direct Mail	11/10/2025	415,000 1.85%	7,678	\$22.75	\$174,663.13	\$344.035.00	\$229,080.00	\$74,700.00	\$40,255.00	\$0.00	\$829.00	-\$169,371.88	\$420.88	-\$408.13 0.51
	November Acquisition Total		11/10/2025	415,000 1.85%		\$22.75	\$174,663.13	\$344,035.00	\$229,080.00	\$74,700.00	\$40,255.00	\$0.00	\$829.00	-\$169,371.88	\$420.88	-\$408.13 0.51
	December Acquisition	Direct Mail	12/1/2025	322,000 1.75%	5,635	\$21.10	\$118,898.50	\$266,938.00	\$177,744.00	\$57,960.00	\$31,234.00	\$0.00	\$829.00	-\$148,039.50	\$369.25	-\$459.75 0.45
	December Acquisition Total		12/1/2025	322,000 1.75%	5,635	\$21.10	\$118,898.50	\$266,938.00	\$177,744.00	\$57,960.00	\$31,234.00	\$0.00	\$829.00	-\$148,039.50	\$369.25	-\$459.75 0.45
	Evergreen Acquisition	Digital	1/1/2025	0	15,000	\$120.00	\$1,800,000.00	\$2,350,000.00	\$100,000.00	\$0.00	\$2,250,000.00	\$0.00		-\$550,000.00		0.77
	Evergreen Acquisition Total	8	1/1/2025	0	15,000	\$120.00	\$1,800,000.00		\$100,000.00	•	\$2,250,000.00	\$0.00		-\$550,000.00		0.77
	Evergreen Brand Awareness	Digital	1/1/2025	0	700	\$110.00	\$77,000.00	\$850,000.00	\$100,000.00	\$0.00	\$750,000.00	\$0.00		-\$773,000.00		0.09
	Evergreen Brand Awareness Total		1/1/2025	0	700	\$110.00	\$77,000.00	\$850,000.00	\$100,000.00	\$0.00	\$750,000.00	\$0.00		-\$773,000.00		0.09
Acquisition Total			1/1/2025	4,798,000 2.23%	106,927	\$34.66	\$3,706,109.63	\$7,177,542.00	\$2,848,496.00	\$863,640.00	\$3,465,406.00	\$0.00	\$1,495.94	-\$3,471,432.38	\$772.43	-\$723.52 0.52
Appeal	April Special Appeal	Direct Mail	4/4/2025	250,000 2.50%		\$39.00	\$243,750.00	\$115,500.00	\$60,500.00	\$55,000.00	\$0.00	\$0.00	\$462.00	\$128,250.00	\$975.00	\$513.00 2.11
	April Special Appeal Total		4/4/2025	250,000 2.50%	6,250	\$39.00	\$243,750.00	\$115,500.00	\$60,500.00	\$55,000.00	\$0.00	\$0.00	\$462.00	\$128,250.00	\$975.00	\$513.00 2.11
			- /- /	/		400.00	****	4		4	4	40.00	4		4000	*
	May Special Appeal Total	Direct Mail	5/9/2025	255,000 2.25%		\$39.28	\$225,354.98	\$129,285.00	\$73,185.00	\$56,100.00	\$0.00	\$0.00	•	\$96,069.98	\$883.75	\$376.75 1.74 \$376.75 1.74
	May Special Appeal Total		5/9/2025	255,000 2.25%	5,/38	\$39.28	\$225,354.98	\$129,285.00	\$73,185.00	\$56,100.00	\$0.00	\$0.00	\$507.00	\$96,069.98	\$883.75	35/0./5 1./4
	June Renewal	Direct Mail	5/30/2025	625,000 3.45%	21,563	\$25.00	\$539,062.50	\$441,875.00	\$304,375.00	\$137,500.00	\$0.00	\$0.00	\$707.00	\$97,187.50	\$862.50	\$155.50 1.22
		Digital	6/1/2025	0	100	\$70.00	\$7,000.00	\$9,042.00	\$9,042.00	\$0.00	\$0.00	\$0.00		-\$2,042.00		0.77
	June Renewal Total		5/30/2025	625,000 3.47%	21,663	\$25.21	\$546,062.50	\$450,917.00	\$313,417.00	\$137,500.00	\$0.00	\$0.00	\$721.47	\$95,145.50	\$873.70	\$152.23 1.21
	lulu Banaural	Div+ 84-:1	6/20/2025	(35,000, 4,300/	26.250	¢24.45	6624.056.47	¢420.275.00	¢204 07F 00	Ć127 F00 00	¢0.00	ć0.00	¢607.00	¢204 C04 47	ć1 014 40	6227.40 4.40
	July Renewal July Renewal Total	Direct Mail	6/30/2025 6/30/2025	625,000 4.20% 625,000 4.20%		\$24.15 \$24.15	\$634,056.47 \$634,056.47	\$429,375.00 \$429,375.00		\$137,500.00 \$137,500.00	\$0.00 \$0.00	\$0.00 \$0.00	\$687.00 \$687.00	\$204,681.47 \$204,681.47		\$327.49 1.48 \$327.49 1.48
	July Nellewal Total		0/30/2023	023,000 4.20%	20,230	۶۷ 4 .13	7034,030.47	7423,373.00	7291,073.00	7137,300.00	00.00	ŞU.UU	JU07.00	7204,001.47	71,014.43	JJ27.43 1.40

														True	sense
August Renewal	Direct Mail	8/1/2025	500,000 4.50%	22,500	\$24.25	\$545,625.00	\$421,000.00	\$311,000.00	\$110,000.00	\$0.00	\$0.00 \$842	2.00 \$124,625.00	\$1,091.25		M 1 R 30 TING
	Digital	8/1/2025	0	1,000	\$78.00	\$78,000.00	\$24,435.00	\$24,435.00	\$0.00	\$0.00	\$0.00	\$53,565.00			3.19
August Renewal Total		8/1/2025	500,000 4.70%	23,500	\$26.54	\$623,625.00	\$445,435.00	\$335,435.00	\$110,000.00	\$0.00	\$0.00 \$890).87 \$178,190.00	\$1,247.25	\$356.38	1.40
September Renewal	Direct Mail	8/18/2025	575,000 4.35%	•	\$24.56	\$614,473.34	\$412,275.00	\$285,775.00	\$126,500.00	\$0.00	\$0.00 \$717		\$1,068.65	\$351.65	1.49
Courtour Description Total	Digital	9/1/2025	0	500	\$65.00	\$32,500.00	\$19,760.00	\$19,760.00	\$0.00	\$0.00	\$0.00	\$12,740.00	Ć4 42F 47	ć272 04	1.64
September Renewal Total		8/18/2025	575,000 4.44%	25,518	\$25.35	\$646,973.34	\$432,035.00	\$305,535.00	\$126,500.00	\$0.00	\$0.00 \$752	37 \$214,938.34	\$1,125.17	\$373.81	1.50
September Emergency	Telemarketing	8/25/2025	40,000 6.00%	2,400	\$45.00	\$108,000.00	\$88,600.00	\$80,000.00	\$8,600.00	\$0.00	\$0.00 \$2,215			\$485.00	
Contombox Francisco au Total	Direct Mail	8/25/2025	195,000 2.35%	4,583	\$43.84	\$200,893.25	\$109,590.00	\$66,690.00	\$42,900.00	\$0.00	\$0.00 \$562	. ,		\$468.22	
September Emergency Total		8/25/2025	235,000 2.97%	6,983	\$44.24	\$308,893.25	\$198,190.00	\$146,690.00	\$51,500.00	\$0.00	\$0.00 \$843	3.36 \$110,703.25	\$1,314.44	\$471.08	1.50
October Renewal	Direct Mail	9/19/2025	550,000 5.00%	27,500	\$23.98	\$659,421.50	\$454,850.00	\$333,850.00	\$121,000.00	\$0.00	\$0.00 \$827	.00 \$204,571.50	\$1,198.95	\$371.95	1.45
October Renewal Total		9/19/2025	550,000 5.00%	27,500	\$23.98	\$659,421.50	\$454,850.00	\$333,850.00	\$121,000.00	\$0.00	\$0.00 \$827	.00 \$204,571.50	\$1,198.95	\$371.95	1.45
November Renewal	Direct Mail	10/17/2025	640,000 6.00%	38,400	\$27.30	\$1,048,332.97	\$516,480.00	\$375,680.00	\$140,800.00	\$0.00	\$0.00 \$807	. ,	\$1,638.02	\$831.02	
November Renewal Total	Digital	11/1/2025	0	650	\$90.00	\$58,500.00	\$17,242.00	\$17,242.00	\$0.00	\$0.00	\$0.00	\$41,258.00	ć1 720 42	Ć00F 40	3.39
November Renewal Total		10/17/2025	640,000 6.10%	39,050	\$28.34	\$1,106,832.97	\$533,722.00	\$392,922.00	\$140,800.00	\$0.00	\$0.00 \$833	3.94 \$573,110.97	\$1,729.43	\$895.49	2.07
November Special Appeal	Direct Mail	11/7/2025	250,000 4.30%	10,750	\$32.80	\$352,619.65	\$123,000.00	\$68,000.00	\$55,000.00	\$0.00	\$0.00 \$492	2.00 \$229,619.65	\$1,410.48	\$918.48	2.87
November Special Appeal Total		11/7/2025	250,000 4.30%	10,750	\$32.80	\$352,619.65	\$123,000.00	\$68,000.00	\$55,000.00	\$0.00	\$0.00 \$492	2.00 \$229,619.65	\$1,410.48	\$918.48	2.87
December Renewal	Telemarketing	12/5/2025	40,000 6.00%	2,400	\$45.00	\$108,000.00	\$88,600.00	\$80,000.00	\$8,600.00	\$0.00	\$0.00 \$2,215	5.00 \$19,400.00	\$2,700.00	\$485.00	1 22
December Kenewai	Direct Mail	11/14/2025	600,000 5.30%	31,800	\$30.57	\$971,985.26	\$433,200.00	\$301,200.00	\$132,000.00	\$0.00	\$0.00 \$2,213		. ,	\$897.98	
	Digital	12/1/2025	0	2,500	\$140.00	\$350,000.00	\$32,960.00	\$32,960.00	\$0.00	\$0.00	\$0.00	\$317,040.00	71,013.30	•	10.62
December Renewal Total	J	11/14/2025	640,000 5.73%		\$38.96	\$1,429,985.26	\$554,760.00	\$414,160.00	\$140,600.00	\$0.00	\$0.00 \$866		\$2,234.35		
Barrata Barrata Barrata Barrata	T . I I	42/5/2025	500 6 00%	20	¢650.00	Ć40 F00 00	62.407.50	ć2 000 00	6407.50	60.00	ćo oo ćc 241	. 00	¢20,000,00	¢22.705.00	6.20
December Renewal Mid & Major Donor	Telemarketing	12/5/2025	500 6.00%	30	\$650.00	\$19,500.00	\$3,107.50	\$3,000.00	\$107.50	\$0.00	\$0.00 \$6,215	. ,	. ,	\$32,785.00	
December Renewal Mid & Major Donor Total		12/5/2025	500 6.00%	30	\$650.00	\$19,500.00	\$3,107.50	\$3,000.00	\$107.50	\$0.00	\$0.00 \$6,215	5.00 \$16,592.50	\$59,000.00	\$32,785.00	0.20
January Renewal	Direct Mail	1/6/2025	560,000 6.20%	34,720	\$26.64	\$924,939.23	\$474,320.00	\$351,120.00	\$123,200.00	\$0.00	\$0.00 \$847	.00 \$450,619.23	\$1,651.68	\$804.68	1.95
January Renewal Total		1/6/2025	560,000 6.20%	34,720	\$26.64	\$924,939.23	\$474,320.00	\$351,120.00	\$123,200.00	\$0.00	\$0.00 \$847	.00 \$450,619.23	\$1,651.68	\$804.68	1.95
January Renewal Follow Up	Direct Mail	1/17/2025	· · · · · · · · · · · · · · · · · · ·	-,	\$30.00	\$623,700.00	\$140,580.00	\$53,460.00	\$87,120.00	\$0.00	\$0.00 \$355				
January Renewal Follow Up Total		1/17/2025	396,000 5.25%	20,790	\$30.00	\$623,700.00	\$140,580.00	\$53,460.00	\$87,120.00	\$0.00	\$0.00 \$355	5.00 \$483,120.00	\$1,575.00	\$1,220.00	4.44
February Renewal	Direct Mail	1/31/2025	545,000 6.85%	37.333	\$24.10	\$899.713.25	\$371.690.00	\$251.790.00	\$119.900.00	\$0.00	\$0.00 \$682	2.00 \$528,023.25	\$1,650.85	\$968.85	2.42
	Digital	2/1/2025	0	50	\$50.00	\$2,500.00	\$9,042.00	\$9,042.00	\$0.00	\$0.00	\$0.00	-\$6,542.00	. ,	,	0.28
February Renewal Total		1/31/2025	545,000 6.86%	37,383	\$24.13	\$902,213.25	\$380,732.00	\$260,832.00	\$119,900.00	\$0.00	\$0.00 \$698	3.59 \$521,481.25	\$1,655.44	\$956.85	2.37
February Renewal Follow Up	Direct Mail	2/14/2025	275,000 4.30%	11 025	\$35.65	\$421,561.25	\$139,425.00	\$78,925.00	\$60,500.00	\$0.00	\$0.00 \$50	, 00 ¢202 126 2E	\$1,532.95	\$1,025.95	2.02
February Renewal Follow Up Total	Direct iviali	2/14/2025	275,000 4.30%		\$35.65	\$421,561.25	\$139,425.00	\$78,925.00	\$60,500.00	\$0.00	\$0.00 \$507			\$1,025.95	
restraint tollow op rotal		2,11,2023	273,000 1.3070	11,023	755.05	Ψ 121,301.23	Ψ±33, 123.00	Ψ, 0,323.00	700,500.00	φ0.00	70.00 750	.00	Ψ1,332.33	Ψ1,023.33	3.02
March Renewal	Direct Mail	2/28/2025	635,000 5.50%	34,925	\$27.86	\$972,856.12	\$458,470.00	\$318,770.00	\$139,700.00	\$0.00	\$0.00 \$722	2.00 \$514,386.12	\$1,532.06	\$810.06	2.12
	Direct Mail Digital	2/28/2025 3/1/2025	635,000 5.50% 0	34,925 225	\$27.86 \$70.00	\$15,750.00	\$14,142.00	\$14,142.00	\$139,700.00 \$0.00	\$0.00 \$0.00	\$0.00 \$722 \$0.00	\$514,386.12 \$1,608.00	. ,	·	1.11
March Renewal March Renewal Total				225	-							\$1,608.00	. ,	·	1.11
March Renewal Total	Digital	3/1/2025 2/28/2025	0 635,000 5.54%	225 35,150	\$70.00 \$28.13	\$15,750.00 \$988,606.12	\$14,142.00 \$472,612.00	\$14,142.00 \$332,912.00	\$0.00 \$139,700.00	\$0.00 \$0.00	\$0.00 \$0.00 \$744	\$1,608.00 1.27 \$515,994.12	\$1,556.86	\$812.59	1.11 2.09
		3/1/2025 2/28/2025 3/14/2025	0 635,000 5.54% 560,000 3.30%	225 35,150 18,480	\$70.00 \$28.13 \$32.01	\$15,750.00 \$988,606.12 \$591,499.12	\$14,142.00	\$14,142.00 \$332,912.00 \$118,720.00	\$0.00 \$139,700.00 \$123,200.00	\$0.00 \$0.00 \$0.00	\$0.00 \$0.00 \$0.00 \$432	\$1,608.00 \$515,994.12 2.00 \$349,579.12	\$1,556.86 \$1,056.25	\$812.59	1.11 2.09 2.45
March Renewal Total March Renewal Follow Up	Digital	3/1/2025 2/28/2025	0 635,000 5.54%	225 35,150 18,480	\$70.00 \$28.13	\$15,750.00 \$988,606.12	\$14,142.00 \$472,612.00 \$241,920.00	\$14,142.00 \$332,912.00	\$0.00 \$139,700.00	\$0.00 \$0.00	\$0.00 \$0.00 \$0.00 \$432	\$1,608.00 \$515,994.12 2.00 \$349,579.12	\$1,556.86 \$1,056.25	\$812.59	1.11 2.09 2.45
March Renewal Total March Renewal Follow Up	Digital	3/1/2025 2/28/2025 3/14/2025	0 635,000 5.54% 560,000 3.30%	225 35,150 18,480 18,480	\$70.00 \$28.13 \$32.01	\$15,750.00 \$988,606.12 \$591,499.12	\$14,142.00 \$472,612.00 \$241,920.00	\$14,142.00 \$332,912.00 \$118,720.00	\$0.00 \$139,700.00 \$123,200.00	\$0.00 \$0.00 \$0.00	\$0.00 \$0.00 \$0.00 \$432	\$1,608.00 \$515,994.12 2.00 \$349,579.12 2.00 \$349,579.12	\$1,556.86 \$1,056.25 \$1,056.25	\$812.59	1.11 2.09 2.45 2.45
March Renewal Total March Renewal Follow Up March Renewal Follow Up Total April Renewal	Digital Direct Mail	3/1/2025 2/28/2025 3/14/2025 3/14/2025 3/28/2025 4/1/2025	0 635,000 5.54% 560,000 3.30% 560,000 3.30% 625,000 4.40% 0	225 35,150 18,480 18,480 27,500 175	\$70.00 \$28.13 \$32.01 \$32.01 \$22.90 \$75.00	\$15,750.00 \$988,606.12 \$591,499.12 \$591,499.12 \$629,767.55 \$13,125.00	\$14,142.00 \$472,612.00 \$241,920.00 \$241,920.00 \$388,750.00 \$9,042.00	\$14,142.00 \$332,912.00 \$118,720.00 \$118,720.00 \$251,250.00 \$9,042.00	\$0.00 \$139,700.00 \$123,200.00 \$123,200.00 \$137,500.00 \$0.00	\$0.00 \$0.00 \$0.00 \$0.00 \$0.00 \$0.00	\$0.00 \$744 \$0.00 \$432 \$0.00 \$432 \$0.00 \$622 \$0.00	\$1,608.00 \$27 \$515,994.12 2.00 \$349,579.12 2.00 \$349,579.12 2.00 \$241,017.55 \$4,083.00	\$1,556.86 \$1,056.25 \$1,056.25 \$1,007.63	\$812.59 \$624.25 \$624.25 \$385.63	1.11 2.09 2.45 2.45 1.62 1.45
March Renewal Total March Renewal Follow Up March Renewal Follow Up Total	Direct Mail Direct Mail	3/1/2025 2/28/2025 3/14/2025 3/14/2025 3/28/2025	0 5.54% 5.60,000 3.30% 5.60,000 3.30% 625,000 4.40%	225 35,150 18,480 18,480 27,500 175	\$70.00 \$28.13 \$32.01 \$32.01 \$22.90	\$15,750.00 \$988,606.12 \$591,499.12 \$591,499.12 \$629,767.55	\$14,142.00 \$472,612.00 \$241,920.00 \$241,920.00 \$388,750.00	\$14,142.00 \$332,912.00 \$118,720.00 \$118,720.00 \$251,250.00	\$0.00 \$139,700.00 \$123,200.00 \$123,200.00 \$137,500.00	\$0.00 \$0.00 \$0.00 \$0.00	\$0.00 \$0.00 \$744 \$0.00 \$432 \$0.00 \$433	\$1,608.00 \$27 \$515,994.12 2.00 \$349,579.12 2.00 \$349,579.12 2.00 \$241,017.55 \$4,083.00	\$1,556.86 \$1,056.25 \$1,056.25 \$1,007.63	\$812.59 \$624.25 \$624.25	1.11 2.09 2.45 2.45 1.62 1.45
March Renewal Total March Renewal Follow Up March Renewal Follow Up Total April Renewal April Renewal Total	Digital Direct Mail Direct Mail Digital	3/1/2025 2/28/2025 3/14/2025 3/14/2025 3/28/2025 4/1/2025 3/28/2025	0 635,000 5.54% 560,000 3.30% 560,000 3.30% 625,000 4.40% 0 625,000 4.43%	225 35,150 18,480 18,480 27,500 175 27,675	\$70.00 \$28.13 \$32.01 \$32.01 \$22.90 \$75.00 \$23.23	\$15,750.00 \$988,606.12 \$591,499.12 \$591,499.12 \$629,767.55 \$13,125.00 \$642,892.55	\$14,142.00 \$472,612.00 \$241,920.00 \$241,920.00 \$388,750.00 \$9,042.00 \$397,792.00	\$14,142.00 \$332,912.00 \$118,720.00 \$118,720.00 \$251,250.00 \$9,042.00 \$260,292.00	\$0.00 \$139,700.00 \$123,200.00 \$123,200.00 \$137,500.00 \$0.00 \$137,500.00	\$0.00 \$0.00 \$0.00 \$0.00 \$0.00 \$0.00 \$0.00	\$0.00 \$0.00 \$744 \$0.00 \$432 \$0.00 \$432 \$0.00 \$622 \$0.00 \$0.00 \$636	\$1,608.00 \$515,994.12 2.00 \$349,579.12 2.00 \$349,579.12 2.00 \$241,017.55 \$4,083.00 5.47 \$245,100.55	\$1,556.86 \$1,056.25 \$1,056.25 \$1,007.63 \$1,028.63	\$812.59 \$624.25 \$624.25 \$385.63 \$392.16	1.11 2.09 2.45 2.45 1.62 1.45 1.62
March Renewal Total March Renewal Follow Up March Renewal Follow Up Total April Renewal April Renewal Total April Renewal Follow Up	Direct Mail Direct Mail	3/1/2025 2/28/2025 3/14/2025 3/14/2025 3/28/2025 4/1/2025 3/28/2025 4/18/2025	0	225 35,150 18,480 18,480 27,500 175 27,675	\$70.00 \$28.13 \$32.01 \$32.01 \$22.90 \$75.00 \$23.23 \$26.10	\$15,750.00 \$988,606.12 \$591,499.12 \$591,499.12 \$629,767.55 \$13,125.00 \$642,892.55 \$411,075.00	\$14,142.00 \$472,612.00 \$241,920.00 \$241,920.00 \$388,750.00 \$9,042.00 \$397,792.00 \$205,000.00	\$14,142.00 \$332,912.00 \$118,720.00 \$118,720.00 \$251,250.00 \$9,042.00 \$260,292.00 \$95,000.00	\$0.00 \$139,700.00 \$123,200.00 \$123,200.00 \$137,500.00 \$0.00 \$137,500.00 \$110,000.00	\$0.00 \$0.00 \$0.00 \$0.00 \$0.00 \$0.00 \$0.00	\$0.00 \$0.00 \$744 \$0.00 \$432 \$0.00 \$432 \$0.00 \$622 \$0.00 \$0.00 \$636 \$0.00 \$410	\$1,608.00 \$1,27 \$515,994.12 2.00 \$349,579.12 2.00 \$349,579.12 2.00 \$241,017.55 \$4,083.00 \$4,083.00 \$245,100.55 0.00 \$206,075.00	\$1,556.86 \$1,056.25 \$1,056.25 \$1,007.63 \$1,028.63 \$822.15	\$812.59 \$624.25 \$624.25 \$385.63 \$392.16 \$412.15	1.11 2.09 2.45 2.45 1.62 1.62 2.01
March Renewal Total March Renewal Follow Up March Renewal Follow Up Total April Renewal April Renewal Total	Digital Direct Mail Direct Mail Digital	3/1/2025 2/28/2025 3/14/2025 3/14/2025 3/28/2025 4/1/2025 3/28/2025	0 635,000 5.54% 560,000 3.30% 560,000 3.30% 625,000 4.40% 0 625,000 4.43%	225 35,150 18,480 18,480 27,500 175 27,675	\$70.00 \$28.13 \$32.01 \$32.01 \$22.90 \$75.00 \$23.23	\$15,750.00 \$988,606.12 \$591,499.12 \$591,499.12 \$629,767.55 \$13,125.00 \$642,892.55	\$14,142.00 \$472,612.00 \$241,920.00 \$241,920.00 \$388,750.00 \$9,042.00 \$397,792.00	\$14,142.00 \$332,912.00 \$118,720.00 \$118,720.00 \$251,250.00 \$9,042.00 \$260,292.00	\$0.00 \$139,700.00 \$123,200.00 \$123,200.00 \$137,500.00 \$0.00 \$137,500.00	\$0.00 \$0.00 \$0.00 \$0.00 \$0.00 \$0.00 \$0.00	\$0.00 \$0.00 \$744 \$0.00 \$432 \$0.00 \$432 \$0.00 \$622 \$0.00 \$0.00 \$636	\$1,608.00 \$27 \$515,994.12 2.00 \$349,579.12 2.00 \$349,579.12 2.00 \$241,017.55 \$4,083.00 5.47 \$245,100.55	\$1,556.86 \$1,056.25 \$1,056.25 \$1,007.63 \$1,028.63 \$822.15	\$812.59 \$624.25 \$624.25 \$385.63 \$392.16	1.11 2.09 2.45 2.45 1.62 1.62 2.01
March Renewal Total March Renewal Follow Up March Renewal Follow Up Total April Renewal April Renewal Total April Renewal Follow Up	Digital Direct Mail Direct Mail Digital	3/1/2025 2/28/2025 3/14/2025 3/14/2025 3/28/2025 4/1/2025 3/28/2025 4/18/2025 4/18/2025 5/5/2025	0	225 35,150 18,480 18,480 27,500 175 27,675 15,750	\$70.00 \$28.13 \$32.01 \$32.01 \$22.90 \$75.00 \$23.23 \$26.10	\$15,750.00 \$988,606.12 \$591,499.12 \$591,499.12 \$629,767.55 \$13,125.00 \$642,892.55 \$411,075.00	\$14,142.00 \$472,612.00 \$241,920.00 \$241,920.00 \$388,750.00 \$9,042.00 \$397,792.00 \$205,000.00 \$205,000.00	\$14,142.00 \$332,912.00 \$118,720.00 \$118,720.00 \$251,250.00 \$9,042.00 \$260,292.00 \$95,000.00 \$80,000.00	\$0.00 \$139,700.00 \$123,200.00 \$123,200.00 \$137,500.00 \$0.00 \$137,500.00 \$110,000.00	\$0.00 \$0.00 \$0.00 \$0.00 \$0.00 \$0.00 \$0.00	\$0.00 \$0.00 \$744 \$0.00 \$432 \$0.00 \$432 \$0.00 \$622 \$0.00 \$0.00 \$636 \$0.00 \$410	\$1,608.00 \$27 \$515,994.12 2.00 \$349,579.12 2.00 \$349,579.12 2.00 \$241,017.55 \$4,083.00 \$245,100.55 3.00 \$206,075.00 \$206,075.00	\$1,556.86 \$1,056.25 \$1,056.25 \$1,007.63 \$1,028.63 \$822.15	\$812.59 \$624.25 \$624.25 \$385.63 \$392.16 \$412.15	1.11 2.09 2.45 2.45 1.62 1.45 1.62 2.01 2.01
March Renewal Total March Renewal Follow Up March Renewal Follow Up Total April Renewal April Renewal Total April Renewal Follow Up April Renewal Follow Up April Renewal Follow Up Total	Digital Direct Mail Direct Mail Digital Direct Mail	3/1/2025 2/28/2025 3/14/2025 3/14/2025 3/28/2025 4/1/2025 3/28/2025 4/18/2025 4/18/2025	0 635,000 5.54% 560,000 3.30% 560,000 4.40% 0 625,000 4.43% 500,000 3.15% 500,000 3.15%	225 35,150 18,480 18,480 27,500 175 27,675 15,750 15,750	\$70.00 \$28.13 \$32.01 \$32.01 \$22.90 \$75.00 \$23.23 \$26.10 \$26.10	\$15,750.00 \$988,606.12 \$591,499.12 \$591,499.12 \$629,767.55 \$13,125.00 \$642,892.55 \$411,075.00 \$411,075.00	\$14,142.00 \$472,612.00 \$241,920.00 \$241,920.00 \$388,750.00 \$9,042.00 \$397,792.00 \$205,000.00 \$205,000.00	\$14,142.00 \$332,912.00 \$118,720.00 \$118,720.00 \$251,250.00 \$9,042.00 \$260,292.00 \$95,000.00	\$0.00 \$139,700.00 \$123,200.00 \$123,200.00 \$137,500.00 \$0.00 \$137,500.00 \$110,000.00 \$110,000.00	\$0.00 \$0.00 \$0.00 \$0.00 \$0.00 \$0.00 \$0.00 \$0.00	\$0.00 \$0.00 \$744 \$0.00 \$433 \$0.00 \$433 \$0.00 \$622 \$0.00 \$0.00 \$636 \$0.00 \$410	\$1,608.00 \$27 \$515,994.12 2.00 \$349,579.12 2.00 \$349,579.12 2.00 \$241,017.55 \$4,083.00 \$245,100.55 2.00 \$206,075.00 2.00 \$206,075.00 3.00 \$19,400.00	\$1,556.86 \$1,056.25 \$1,056.25 \$1,007.63 \$1,028.63 \$822.15 \$822.15 \$2,700.00	\$812.59 \$624.25 \$624.25 \$385.63 \$392.16 \$412.15 \$412.15	1.11 2.09 2.45 2.45 1.62 1.45 1.62 2.01 2.01

																True	sense
Appeal	May Renewal	Digital	5/1/2025	0	300	\$83.00	\$24,900.00	\$19,760.00	\$19,760.00	\$0.00	\$0.00	\$0.00		\$5,140.00			M 1:26 T I N
	May Renewal Total		5/1/2025	595,000 4.93%	29,338	\$27.82	\$816,085.72	\$481,320.00	\$350,620.00	\$130,700.00	\$0.00	\$0.00	\$808.94	\$334,765.72	\$1,371.57	\$562.63	1.70
	May Renewal Follow Up	Direct Mail	5/19/2025	436,000 2.90%		\$36.00	\$455,184.00	\$187,480.00	\$91,560.00	\$95,920.00	\$0.00	•	\$430.00	\$267,704.00	. ,	\$614.00	
	May Renewal Follow Up Total		5/19/2025	436,000 2.90%	12,644	\$36.00	\$455,184.00	\$187,480.00	\$91,560.00	\$95,920.00	\$0.00	\$0.00	\$430.00	\$267,704.00	\$1,044.00	\$614.00	2.43
	June Renewal Follow Up	Direct Mail	6/13/2023	350,000 3.35%	11 725	\$27.38	\$321,088.00	\$140,000.00	\$63,000.00	\$77,000.00	\$0.00	\$0.00	\$400.00	\$181,088.00	\$917.39	\$517.39	2 20
	June Renewal Follow Up Total	Direct iviali	6/13/2023	350,000 3.35% 350,000 3.35%		\$27.38	\$321,088.00	\$140,000.00	\$63,000.00	\$77,000.00	\$0.00		\$400.00	\$181,088.00	\$917.39	\$517.39	
	Julie Renewal Follow op Total		0,13,2023	330,000 3.3370	11,723	Ψ27.30	4321,000.00	Ψ1 +0,000.00	703,000.00	\$77,000.00	φο.σσ	70.00	Ş-100.00	7101,000.00	Ψ317.33	Ψ317.33	2.23
	July Renewal Follow Up	Direct Mail	7/16/2025	392,000 2.55%	10,011	\$33.22	\$332,550.64	\$166,600.00	\$80,360.00	\$86,240.00	\$0.00	\$0.00	\$425.00	\$165,950.64	\$848.34	\$423.34	2.00
	July Renewal Follow Up Total		7/16/2025	392,000 2.55%	10,011	\$33.22	\$332,550.64	\$166,600.00	\$80,360.00	\$86,240.00	\$0.00	\$0.00	\$425.00	\$165,950.64	\$848.34	\$423.34	2.00
	August Renewal Follow Up	Direct Mail	8/11/2025	265,000 2.70%		\$36.60	\$261,906.50	\$115,805.00	\$57,505.00	\$58,300.00	\$0.00		\$437.00	\$146,101.50	\$988.33	\$551.33	
	August Renewal Follow Up Total		8/11/2025	265,000 2.70%	7,155	\$36.60	\$261,906.50	\$115,805.00	\$57,505.00	\$58,300.00	\$0.00	\$0.00	\$437.00	\$146,101.50	\$988.33	\$551.33	2.26
			0 /0 /0 00			4		4		****	4	40.00				4	
	September Renewal Follow Up	Direct Mail	9/8/2025	490,000 2.45%		\$37.57	\$451,086.68	\$205,800.00	\$98,000.00	\$107,800.00	\$0.00		\$420.00	\$245,286.68	\$920.59	\$500.59	
	September Renewal Follow Up Total		9/8/2025	490,000 2.45%	12,005	\$37.57	\$451,086.68	\$205,800.00	\$98,000.00	\$107,800.00	\$0.00	\$0.00	\$420.00	\$245,286.68	\$920.59	\$500.59	2.19
	October Renewal Follow Up	Direct Mail	10/3/2025	425,000 4.20%	17 850	\$31.92	\$569,714.61	\$260,100.00	\$166,600.00	\$93,500.00	\$0.00	\$0.00	\$612.00	\$309,614.61	\$1 340 50	\$728.50	2 19
	October Renewal Follow Up Total	Direct iviali	10/3/2025	425,000 4.20%		\$31.92	\$569,714.61	\$260,100.00		\$93,500.00	\$0.00		\$612.00	\$309,614.61		\$728.50	
	остория положения органия		_0,0,_0_	,		702.02	, , , , , , , , , , , , , , , , , , ,	,	+ ====,======	<i>+/</i>	70.00	7 - 1 - 2	70	, ,	<i>+ -/-</i>	71.20.00	
	November Renewal Follow Up	Direct Mail	10/31/2025	450,000 5.40%	24,300	\$27.79	\$675,293.39	\$248,400.00	\$149,400.00	\$99,000.00	\$0.00	\$0.00	\$552.00	\$426,893.39	\$1,500.65	\$948.65	2.72
	November Renewal Follow Up Total		10/31/2025	450,000 5.40%	24,300	\$27.79	\$675,293.39	\$248,400.00	\$149,400.00	\$99,000.00	\$0.00	\$0.00	\$552.00	\$426,893.39	\$1,500.65	\$948.65	2.72
	December Renewal Follow Up	Direct Mail	12/1/2025	530,000 2.80%		\$30.00	\$445,200.00	\$225,250.00	\$108,650.00	\$116,600.00	\$0.00		\$425.00	\$219,950.00	\$840.00	\$415.00	
	December Renewal Follow Up Total		12/1/2025	530,000 2.80%	14,840	\$30.00	\$445,200.00	\$225,250.00	\$108,650.00	\$116,600.00	\$0.00	\$0.00	\$425.00	\$219,950.00	\$840.00	\$415.00	1.98
	ChinaTuraday	Disital	11/15/2025	0	1 550	Ć42F 00	¢102.750.00	¢30,000,00	¢20,000,00	¢0.00	¢0.00	¢0.00		¢1.62.000.00			C 40
	GivingTuesday GivingTuesday Total	Digital	11/15/2025 11/15/2025	0	1,550 1,550	\$125.00 \$125.00	\$193,750.00 \$193,750.00	\$29,860.00 \$29,860.00	\$29,860.00 \$29,860.00	\$0.00 \$0.00	\$0.00 \$0.00	\$0.00 \$0.00		\$163,890.00 \$163,890.00			6.49 6.49
	Giving ruesuay Total		11/13/2023	U	1,330	\$123.00	\$193,730.00	\$29,800.00	323,800.00	\$0.00	\$0.00	\$0.00		\$103,830.00			0.49
	Digital Newsletters	Digital	1/1/2025	0	158	\$55.00	\$8,690.00	\$36,000.00	\$36,000.00	\$0.00	\$0.00	\$0.00		-\$27,310.00			0.24
	Digital Newsletters Total	2.6.00	1/1/2025	0	158	\$55.00	\$8,690.00	\$36,000.00	\$36,000.00	\$0.00	\$0.00	\$0.00		-\$27,310.00			0.24
			, ,							·		·					
	Digital Advocacy	Digital	1/1/2025	0	310	\$74.00	\$22,940.00	\$60,852.00	\$60,852.00	\$0.00	\$0.00	\$0.00		-\$37,912.00			0.38
	Digital Advocacy Total		1/1/2025	0	310	\$74.00	\$22,940.00	\$60,852.00	\$60,852.00	\$0.00	\$0.00	\$0.00		-\$37,912.00			0.38
	Reportbacks	Digital	1/1/2025	0	60	\$100.00	\$6,000.00	\$16,350.00	\$16,350.00	\$0.00	\$0.00	\$0.00		-\$10,350.00			0.37
	Reportbacks Total		1/1/2025	0	60	\$100.00	\$6,000.00	\$16,350.00	\$16,350.00	\$0.00	\$0.00	\$0.00		-\$10,350.00			0.37
Appeal Total			6/12/2022	13,174,500 4.35%	E72 6E0	\$20.40	\$16,863,050.98	\$8,496,374.50	¢E E00 E07 00	¢2 007 707 E0	\$0.00	\$0.00	\$644.91	\$8,366,676.48	¢1 270 09	\$635.07	1 00
Carry Over	Carry Over	Direct Mail	1/1/2025	13,174,500 4.55%	25,600	\$26.50	\$678,400.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	J044.J1	\$678,400.00	71,279.90	Ç033.07	1.30
carry over	Carry Over Total	Billede Mail	1/1/2025	0	25,600	\$26.50	\$678,400.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00		\$678,400.00			
	,		, ,		,		. ,	·			•	·		,			
Carry Over Total			1/1/2025	0	25,600	\$26.50	\$678,400.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00		\$678,400.00			
Sustainer	February Sustainer Conversion	Telemarketing	2/3/2025	10,000 4.05%	405	\$136.50	\$55,282.50	\$22,150.00	\$20,000.00	\$2,150.00	\$0.00	\$0.00 \$2		\$33,132.50			
	February Sustainer Conversion Total		2/3/2025	10,000 4.05%	405	\$136.50	\$55,282.50	\$22,150.00	\$20,000.00	\$2,150.00	\$0.00	\$0.00 \$2	2,215.00	\$33,132.50	\$5,528.25	\$3,313.25	2.50
		- 1 1	7 /0 /0005	10.000 1.050/	405	4406.50	455 202 50	422.450.00	420,000,00	42.450.00	40.00	40.00 40	2 245 22	400 400 50	45 500 05	40.040.05	2.50
	July Sustainer Conversion July Sustainer Conversion Total	Telemarketing	7/9/2025	10,000 4.05%	405	\$136.50	\$55,282.50	\$22,150.00	\$20,000.00	\$2,150.00	\$0.00	\$0.00 \$2		\$33,132.50 \$33,132.50		. ,	
	July Sustainer Conversion Total		7/9/2025	10,000 4.05%	405	\$136.50	\$55,282.50	\$22,150.00	\$20,000.00	\$2,150.00	\$0.00	\$0.00 \$2	2,215.00	\$33,132.50	\$5,528.25	\$3,313.25	2.50
Sustainer Total			2/3/2025	20,000 4.05%	810	\$136.50	\$110,565.00	\$44,300.00	\$40,000.00	\$4,300.00	\$0.00	\$0.00 \$2	2.215.00	\$66,265.00	\$5,528.25	\$3,313.25	2.50
White Mail	Direct Mail Generic White Mail	Direct Mail	1/1/2025	0	10,500	\$29.00	\$304,500.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	_,	\$304,500.00	75,525.25	70,313.23	2.30
	Direct Mail Generic White Mail Total	223	1/1/2025	0	10,500	\$29.00	\$304,500.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00		\$304,500.00			
White Mail Total			1/1/2025	0	10,500	\$29.00	\$304,500.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00		\$304,500.00			
Support Fees	Movable Ink	Digital	12/1/2025	0	0		\$0.00	\$90,000.00	\$0.00	\$0.00	\$0.00	\$90,000.00		-\$90,000.00			0.00
	Movable Ink Total		12/1/2025	0	0		\$0.00	\$90,000.00	\$0.00	\$0.00	\$0.00	\$90,000.00		-\$90,000.00			0.00
	Provint IO	Di-tr-1	4 /4 /2025	•	•		60.00	¢c 075 00	60.00	60.00	\$0.00	¢6 075 00		¢c 075 00			0.00
	Prompt.IO	Digital	1/1/2025	0	0		\$0.00	\$6,875.00	\$0.00	\$0.00	\$0.00	\$6,875.00		-\$6,875.00			0.00

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Support Fees	Prompt.IO Total		1/1/2025	0	0		\$0.00	\$6,875.00	\$0.00	\$0.00	\$0.00	\$6,875.00		-\$6,875.00		0.00 TING
	Web Optimization Testing	Digital	1/1/2025	0	0		\$0.00	\$25,000.00	\$0.00	\$0.00	\$0.00	\$25,000.00		-\$25,000.00		0.00
	Web Optimization Testing Total		1/1/2025	0	0		\$0.00	\$25,000.00	\$0.00	\$0.00	\$0.00	\$25,000.00		-\$25,000.00		0.00
	Digital Innovation & Testing	Digital	1/1/2025	0	0		\$0.00	\$25,000.00	\$0.00	\$0.00	\$0.00	\$25,000.00		-\$25,000.00		0.00
	Digital Innovation & Testing Total		1/1/2025	0	0		\$0.00	\$25,000.00	\$0.00	\$0.00	\$0.00	\$25,000.00		-\$25,000.00		0.00
Support Fees Total			1/1/2025	0	0		\$0.00	\$146,875.00	\$0.00	\$0.00	\$0.00	\$146,875.00		-\$146,875.00		0.00
Acknowledgments	Acknowledgments	Direct Mail	1/1/2025	635,000 5.95%	37,783	\$18.00	\$680,085.00	\$321,945.00	\$207,645.00	\$114,300.00	\$0.00	\$0.00	\$507.00	\$358,140.00	\$1,071.00	\$564.00 2.11
	Acknowledgments Total		1/1/2025	635,000 5.95%	37,783	\$18.00	\$680,085.00	\$321,945.00	\$207,645.00	\$114,300.00	\$0.00	\$0.00	\$507.00	\$358,140.00	\$1,071.00	\$564.00 2.11
Acknowledgments Total			1/1/2025	635,000 5.95%	37,783	\$18.00	\$680,085.00	\$321,945.00	\$207,645.00	\$114,300.00	\$0.00	\$0.00	\$507.00	\$358,140.00	\$1,071.00	\$564.00 2.11
Grand Total			6/13/2023 1	8,627,500 4.05%	755,269	\$29.58 \$	22,342,710.60	\$16,187,036.50	\$8,694,728.00	\$3,880,027.50	\$3,465,406.00	\$146,875.00	\$868.99	\$6,155,674.10	\$1,199.45	\$330.46 1.38

Fiscal Year 2025

Agency Fees

CAMPAIGN	Total
Digital Tech Retainer	\$19,550.00
Account Management & Reporting Retainer	\$580,000.00
Integrated Strategy & Analytics Retainer	\$450,000.00
Data Managment Retainer	\$54,000.00
Creative Retainer	\$175,000.00
GPS	\$24,000.00
Grand Total	\$1,302,550.00

