

March of Dimes

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

March of Dimes
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

March of Dimes
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	CPM	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
	February Acquisition	Direct Mail	2/12/2025	695,000	2.00%	13,900	\$19.75	\$274,525.00	\$576,155.00	\$383,640.00	\$125,100.00	\$67,415.00	\$0.00	\$829.00	-\$301,630.00	\$395.00	-\$434.00	0.48
	February Acquisition Total		2/12/2025	695,000	2.00%	13,900	\$19.75	\$274,525.00	\$576,155.00	\$383,640.00	\$125,100.00	\$67,415.00	\$0.00	\$829.00	-\$301,630.00	\$395.00	-\$434.00	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
	April Acquisition	Direct Mail	4/14/2025	117,000	1.95%	2,282	\$21.50	\$49,052.25	\$96,993.00	\$64,584.00	\$21,060.00	\$11,349.00	\$0.00	\$829.00	-\$47,940.75	\$419.25	-\$409.75	0.51
	April Acquisition Total		4/14/2025	117,000	1.95%	2,282	\$21.50	\$49,052.25	\$96,993.00	\$64,584.00	\$21,060.00	\$11,349.00	\$0.00	\$829.00	-\$47,940.75	\$419.25	-\$409.75	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%	11,725	\$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%	11,725	\$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%	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
	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		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 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%	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
	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
	May Special Appeal	Direct Mail	5/9/2025	255,000	2.25%	5,738	\$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	\$376.75	1.74
	May Special Appeal Total		5/9/2025	255,000	2.25%	5,738	\$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	\$376.75	1.74
	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
	July Renewal	Direct Mail	6/30/2025	625,000	4.20%	26,250	\$24.15	\$634,056.47	\$429,375.00	\$291,875.00	\$137,500.00	\$0.00	\$0.00	\$687.00	\$204,681.47	\$1,014.49	\$327.49	1.48
	July Renewal Total		6/30/2025	625,000	4.20%	26,250	\$24.15	\$634,056.47	\$429,375.00	\$291,875.00	\$137,500.00	\$0.00	\$0.00	\$687.00	\$204,681.47	\$1,014.49	\$327.49	1.48

Appeal	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	\$842.00	\$124,625.00	\$1,091.25	\$249.25	1.30
		Digital	8/1/2025	0		1,000	\$78.00	\$78,000.00	\$24,435.00	\$24,435.00	\$0.00	\$0.00	\$0.00	\$0.00	\$842.00	\$53,565.00		
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%	25,018	\$24.56	\$614,473.34	\$412,275.00	\$285,775.00	\$126,500.00	\$0.00	\$0.00	\$717.00	\$202,198.34	\$1,068.65	\$351.65	1.49
		Digital	9/1/2025	0		500	\$65.00	\$32,500.00	\$19,760.00	\$19,760.00	\$0.00	\$0.00	\$0.00	\$0.00	\$717.00	\$12,740.00		
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	\$751.37	\$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	\$2,215.00	\$19,400.00	\$2,700.00	\$485.00	1.22
		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	\$562.00	\$91,303.25	\$1,030.22	\$468.22	1.83
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	\$843.36	\$110,703.25	\$1,314.44	\$471.08	1.56
	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
			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	\$807.00	\$531,852.97	\$1,638.02	\$831.02	2.03
		Digital	11/1/2025	0		650	\$90.00	\$58,500.00	\$17,242.00	\$17,242.00	\$0.00	\$0.00	\$0.00	\$0.00	\$807.00	\$41,258.00		
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	\$833.94	\$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	\$492.00	\$229,619.65	\$1,410.48	\$918.48	2.87
			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	\$492.00	\$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	\$2,215.00	\$19,400.00	\$2,700.00	\$485.00	1.22
		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	\$722.00	\$538,785.26	\$1,619.98	\$897.98	2.24
		Digital	12/1/2025	0		2,500	\$140.00	\$350,000.00	\$32,960.00	\$32,960.00	\$0.00	\$0.00	\$0.00	\$0.00	\$722.00	\$317,040.00		10.62
December Renewal Total			11/14/2025	640,000	5.73%	36,700	\$38.96	\$1,429,985.26	\$554,760.00	\$414,160.00	\$140,600.00	\$0.00	\$0.00	\$866.81	\$875,225.26	\$2,234.35	\$1,367.54	2.58
	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	\$6,215.00	\$16,392.50	\$39,000.00	\$32,785.00	6.28
			12/5/2025	500	6.00%	30	\$650.00	\$19,500.00	\$3,107.50	\$3,000.00	\$107.50	\$0.00	\$0.00	\$6,215.00	\$16,392.50	\$39,000.00	\$32,785.00	6.28
	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
			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	396,000	5.25%	20,790	\$30.00	\$623,700.00	\$140,580.00	\$53,460.00	\$87,120.00	\$0.00	\$0.00	\$355.00	\$483,120.00	\$1,575.00	\$1,220.00	4.44
			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	\$355.00	\$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	\$682.00	\$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	\$0.00	\$682.00	-\$6,542.00		
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	\$698.59	\$521,481.25	\$1,655.44	\$956.85	2.37
	February Renewal Follow Up	Direct Mail	2/14/2025	275,000	4.30%	11,825	\$35.65	\$421,561.25	\$139,425.00	\$78,925.00	\$60,500.00	\$0.00	\$0.00	\$507.00	\$282,136.25	\$1,532.95	\$1,025.95	3.02
			2/14/2025	275,000	4.30%	11,825	\$35.65	\$421,561.25	\$139,425.00	\$78,925.00	\$60,500.00	\$0.00	\$0.00	\$507.00	\$282,136.25	\$1,532.95	\$1,025.95	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	\$722.00	\$514,386.12	\$1,532.06	\$810.06	2.12
		Digital	3/1/2025	0		225	\$70.00	\$15,750.00	\$14,142.00	\$14,142.00	\$0.00	\$0.00	\$0.00	\$0.00	\$722.00	\$1,608.00		
March Renewal Total			2/28/2025	635,000	5.54%	35,150	\$28.13	\$988,606.12	\$472,612.00	\$332,912.00	\$139,700.00	\$0.00	\$0.00	\$744.27	\$515,994.12	\$1,556.86	\$812.59	2.09
	March Renewal Follow Up	Direct Mail	3/14/2025	560,000	3.30%	18,480	\$32.01	\$591,499.12	\$241,920.00	\$118,720.00	\$123,200.00	\$0.00	\$0.00	\$432.00	\$349,579.12	\$1,056.25	\$624.25	2.45
			3/14/2025	560,000	3.30%	18,480	\$32.01	\$591,499.12	\$241,920.00	\$118,720.00	\$123,200.00	\$0.00	\$0.00	\$432.00	\$349,579.12	\$1,056.25	\$624.25	2.45
	April Renewal	Direct Mail	3/28/2025	625,000	4.40%	27,500	\$22.90	\$629,767.55	\$388,750.00	\$251,250.00	\$137,500.00	\$0.00	\$0.00	\$622.00	\$241,017.55	\$1,007.63	\$385.63	1.62
		Digital	4/1/2025	0		175	\$75.00	\$13,125.00	\$9,042.00	\$9,042.00	\$0.00	\$0.00	\$0.00	\$0.00	\$622.00	\$4,083.00		
April Renewal Total			3/28/2025	625,000	4.43%	27,675	\$23.23	\$642,892.55	\$397,792.00	\$260,292.00	\$137,500.00	\$0.00	\$0.00	\$636.47	\$245,100.55	\$1,028.63	\$392.16	1.62
	April Renewal Follow Up	Direct Mail	4/18/2025	500,000	3.15%	15,750	\$26.10	\$411,075.00	\$205,000.00	\$95,000.00	\$110,000.00	\$0.00	\$0.00	\$410.00	\$206,075.00	\$822.15	\$412.15	2.01
			4/18/2025	500,000	3.15%	15,750	\$26.10	\$411,075.00	\$205,000.00	\$95,000.00	\$110,000.00	\$0.00	\$0.00	\$410.00	\$206,075.00	\$822.15	\$412.15	2.01
	May Renewal	Telemarketing	5/5/2025	40,000	6.00%	2,400	\$45.00	\$108,000.00	\$88,600.00	\$80,000.00	\$8,600.00	\$0.00	\$0.00	\$2,215.00	\$19,400.00	\$2,700.00	\$485.00	1.22
		Direct Mail	5/2/2025	555,000	4.80%	26,638	\$25.65	\$683,185.72	\$372,960.00	\$250,860.00	\$122,100.00	\$0.00	\$0.00	\$672.00	\$310,225.72	\$1,230.97	\$558.97	1.83

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					1.26
	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	
	May Renewal Follow Up	Direct Mail	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
	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	2.29
	June Renewal Follow Up Total		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	2.29
	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%	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
	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
	September Renewal Follow Up	Direct Mail	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
	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		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
	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%	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
	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
	GivingTuesday	Digital	11/15/2025	0		1,550	\$125.00	\$193,750.00	\$29,860.00	\$29,860.00	\$0.00	\$0.00	\$0.00		\$163,890.00			6.49
	GivingTuesday Total		11/15/2025	0		1,550	\$125.00	\$193,750.00	\$29,860.00	\$29,860.00	\$0.00	\$0.00	\$0.00		\$163,890.00			6.49
	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		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			6/13/2023	13,174,500	4.35%	573,650	\$29.40	\$16,863,050.98	\$8,496,374.50	\$5,598,587.00	\$2,897,787.50	\$0.00	\$0.00	\$644.91	\$8,366,676.48	\$1,279.98	\$635.07	1.98
Carry Over	Carry Over	Direct 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			
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	\$2,215.00	\$33,132.50	\$5,528.25	\$3,313.25	2.50
	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	\$2,215.00	\$33,132.50	\$5,528.25	\$3,313.25	2.50
	July Sustainer Conversion	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	\$2,215.00	\$33,132.50	\$5,528.25	\$3,313.25	2.50
	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	\$2,215.00	\$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	\$2,215.00	\$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			
	Direct Mail Generic 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			
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
			1/1/2025	0		0		\$0.00	\$6,875.00	\$0.00	\$0.00	\$0.00	\$6,875.00		-\$6,875.00			0.00

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	
	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	18,627,500	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

March of Dimes

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