

Direct Mail Analysis

Campaign	Cost	Donations	Net Income
Passover 2019	\$27,109	\$34,161	\$7,052
High Holidays 2019	\$21,245	\$53,423	\$32,178
Year-End 2019*	\$6,933	\$52,356	\$45,423
Passover 2020**	\$9,072	\$28,650	\$19,578
High Holidays 2020	\$10,924	\$46,853	\$35,929
Year-End 2020	\$12,673	\$40,855	\$28,182
Passover 2021	\$9,898	\$27,862	\$17,964
High Holidays 2021	\$11,144	As of 9.30 \$28,000	

* Smaller mailing than usual as the High Holidays were late in the year

**No charge for print because an error was made on the printing side

Note: The first two 2019 mailings were sent to a larger group of constituents, which we later segmented and significantly reduced for optimal results. This includes downsizing our acquisition to a maximum of three lists as opposed to seven or eight lists used in past mailings.