

RENEWAL APPEAL: Entry No. 4RA

MAILER: Holy Apostles Soup Kitchen

COST TO RAISE \$1.00: \$0.03

PACKAGE CREATOR(S): John Mini & Robert Perri/John Mini Consulting

COST PER M IN THE MAIL: \$696.00

SUBMITTED BY: John Mini & Robert Perri/John Mini Consulting

RESPONSE RATE: 16.84%

AVERAGE GIFT: \$137.31

PACKAGE NAME: 2013 "Can Happen To Anyone" Holiday Campaign

DESCRIPTION: A Miracle on Ninth Avenue! Record-breaking appeal anchored multi-effort year-end campaign to feed hungry New Yorkers - an incredible 40% increase over previous year; 287% over three years!

QUANTITY MAILED: 9,340

MAILING PERIOD: 11/18/13

TOTAL INCOME: \$215,988

Notes:

