## RENEWAL APPEAL: Entry No. 4RA

MAILER: Holy Apostles Soup Kitchen

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

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

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

**QUANTITY MAILED: 9,340** 

MAILING PERIOD: 11/18/13

TOTAL INCOME: \$215,988

Notes:

COST TO RAISE \$1.00: \$0.03

COST PER M IN THE MAIL: \$696.00

**RESPONSE RATE: 16.84%** 

**AVERAGE GIFT: \$137.31** 

**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!

4RA F	ENEWAL/APPEAL	Entry No. 4RA WOMFA TEXTED TO THE PROPERTY OF
The Secretary State of Secretary		Of the second control
The state of the s	The product of the pr	
The second secon	And the second s	