

Year-to-Date Direct Mail Performance Analysis

2009 / 2010

Overview

The following is a study of the direct mail prospecting and house file results through July 31, 2010 for Cornerstone's Fundraising Clients.

Year-to-Date Campaign Results

Our Clients have mailed a greater number of solicitations so far in 2010 than in 2009. In the first two quarters of 2010 the number of pieces mailed (both Prospect and House File) grew by 3.66% and revenue increased by 5.81%.

Prospect and House Mailings Through July 31st						
Year	Mailed	Responders	OTG Revenue	Response Rate	Revenue per Responder	Revenue Per Mail Piece
2009	16,084,294	802,680	\$ 29,655,860	4.99%	\$ 36.95	\$ 1.84
2010	16,672,890	795,641	\$ 31,378,092	4.77%	\$ 39.44	\$ 1.88
% Change	3.66%	-0.88%	5.81%	-4.38%	6.74%	2.07%

Prospect - Campaign Results

Our Clients significantly increased their new donor acquisition through the first two quarters of 2010, particularly in the 2nd quarter. Response rates increased by over 8% while revenue raised increased by 20% versus 2009.

1st Quarter Prospect Mailings Through July 31st						
Year	Mailed	Responders	OTG Revenue	Response Rate	Revenue per Responder	Revenue Per Mail Piece
2009	3,743,874	76,723	\$2,052,236	2.05%	\$ 26.75	\$ 0.55
2010	3,858,009	84,676	\$2,317,717	2.19%	\$ 27.37	\$ 0.60
% Change	3.05%	10.37%	12.94%	7.10%	2.33%	9.60%

2nd Quarter Prospect Mailings Through July 31st						
Year	Mailed	Responders	OTG Revenue	Response Rate	Revenue per Responder	Revenue Per Mail Piece
2009	1,407,265	31,287	\$ 964,827	2.22%	\$ 30.84	\$ 0.69
2010	1,792,100	44,312	\$ 1,287,862	2.47%	\$ 29.06	\$ 0.72
% Change	27.35%	41.63%	33.48%	11.22%	-5.75%	4.82%

YTD Prospect Mailings Through July 31st						
Year	Mailed	Responders	OTG Revenue	Response Rate	Revenue per Responder	Revenue Per Mail Piece
2009	5,151,139	108,010	\$ 3,017,062	2.10%	\$ 27.93	\$ 0.59
2010	5,650,109	128,988	\$ 3,605,579	2.28%	\$ 27.95	\$ 0.64
% Change	9.69%	19.42%	19.51%	8.88%	0.07%	8.95%

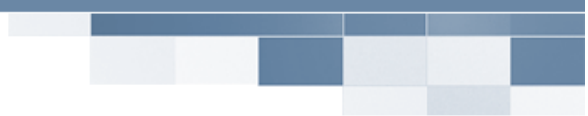
House - Campaign Details

House mailing volumes remained relatively stable versus 2009. Although response rates and revenue were up in the 1st quarter, the situation reversed in 2nd quarter with response rates and revenue declining versus the previous year. However, YTD revenue is up versus 2009.

1st Quarter House Mailings Through July 31st						
Year	Mailed	Responders	OTG Revenue	Response Rate	Revenue per Responder	Revenue Per Mail Piece
2009	5,983,785	426,127	\$16,710,449	7.12%	\$ 39.21	\$ 2.79
2010	5,993,465	433,678	\$19,118,024	7.24%	\$ 44.08	\$ 3.19
% Change	0.16%	1.77%	14.41%	1.61%	12.42%	14.22%

2nd Quarter House Mailings Through July 31st						
Year	Mailed	Responders	OTG Revenue	Response Rate	Revenue per Responder	Revenue Per Mail Piece
2009	4,949,370	268,543	\$ 9,928,349	5.43%	\$ 36.97	\$ 2.01
2010	5,029,316	232,975	\$ 8,654,488	4.63%	\$ 37.15	\$ 1.72
% Change	1.62%	-13.24%	-12.83%	-14.62%	0.48%	-14.22%

YTD House Mailings Through July 31st						
Year	Mailed	Responders	OTG Revenue	Response Rate	Revenue per Responder	Revenue Per Mail Piece
2009	10,933,155	694,670	\$ 26,638,798	6.35%	\$ 38.35	\$ 2.44
2010	11,022,781	666,653	\$ 27,772,512	6.05%	\$ 41.66	\$ 2.52
% Change	0.82%	-4.03%	4.26%	-4.81%	8.64%	3.41%



Looking Forward

This analysis will be updated when Cornerstone issues its next 2010 Direct Mail Performance Analysis later this year. However, what the results at this point indicate is that many of our Clients are mailing much more aggressively than they did in 2009, suggesting that mail plans are beginning to return to normal levels post recession.

About Cornerstone Group of Companies

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