

Projecting returns

Total mailed X Response % X Ave. Gift = GROSS INCOME

Audience segment	Response Range	Number to be mailed	Your estimated or historic response rate	Your estimated or historic average gift	Projected income by segment
Gave within last 12 months	10% to 35%	_____ X	_____ % X	\$_____ =	\$_____
Gave between 12 and 24 months	2% to 7%	_____ X	_____ % X	\$_____ =	\$_____
Gave more than 24 months ago	1% to 5%	_____ X	_____ % X	\$_____ =	\$_____
Never gave, but interest shown	.05% to 2%	_____ X	_____ % X	\$_____ =	\$_____
Never gave, "cold" lists	.25% to 1%	_____ X	_____ % X	\$_____ =	\$_____
				Total income:	\$_____