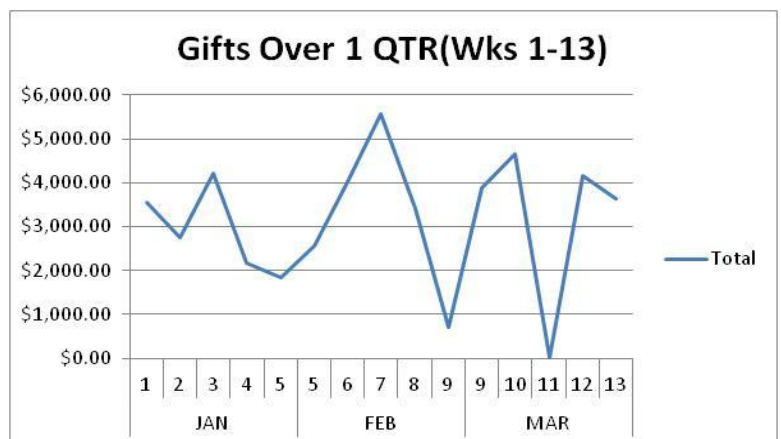


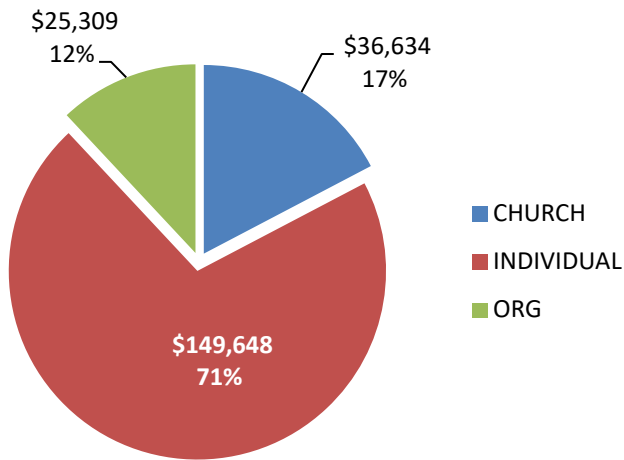
QTRLY Weighted Gen Fund Goals for 2018					QTRLY Gen Fund Goal Stats TD	
Column1	Q1	Q2	Q3	Q4	Overall Goal	\$1,089,446
Weighted Avg Giving by QTR	19.056%	18.424%	19.418%	43.102%	Growth Relative to Q1 LY	7.31%
Weighted QTR Goals for 2018	\$ 207,710	\$ 200,821	\$ 211,653	\$ 469,816	Hit(+)/Miss %, of Q1 Bench Mark	1.25%
Actual BB* QTR Giving	\$ 210,190	\$ -	\$ -	\$ -	Actual CUMUL. Growth(Y.O.Y)	7.31%
Hit+/Miss(), \$ Against QTR Goals	+\$ 2,586	-	-	-	2018 Income in excess of QTR Goals TD	+\$ 2,586

Donor Group Y.O.Y Comparison Table					
Donor Group	\$ Range	\$ Per Group	# of Donors per Group	Changes in the \$ Contributed Per Group	Changes in the # of People Per Group
DG1	\$1-500	\$ 55,564	280	0.1%	-3.4%
DG2	\$501-1000	\$ 44,521	62	7.4%	5.1%
DG3	\$1001-5000	\$ 96,566	52	6.4%	10.6%
DG4	\$5001-10000	\$ -	0	-100.0%	-100.0%
DG5	\$10001-20000	\$ 14,940	1	-	-

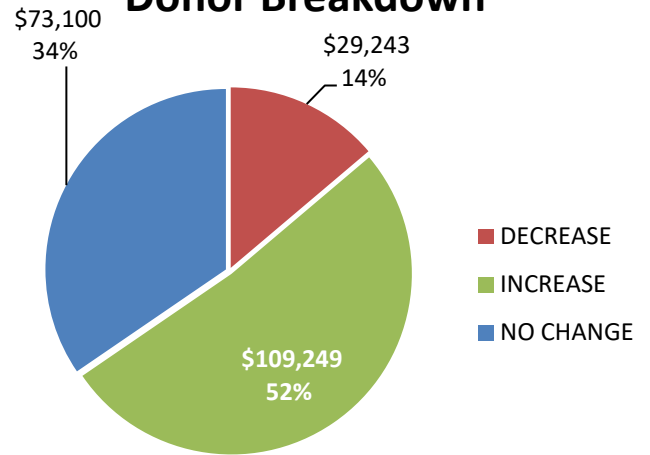
Online Gift Breakdown			
Range	Per Gift \$ Range	# of People	\$ Per Group
1	1-50	178	\$ 5,758
2	51-100	80	\$ 7,175
3	101-500	88	\$ 23,069
4	501-1000	15	\$ 9,664
5	>1000	1	\$ 1,500



2018 General Fund Donor Breakdown



2018 Gen Fund Individual Donor Breakdown



2018 Q1 Key Activities

- **Annual Report**-Top Individual and Supporting Church Stewardship
 - Board and Staff Thank You Invitations- Personal touch and 2017 follow-up
 - ATD Follow-up prints- Reminder of the ministry's progress and need
 - **Give Page**-Further Investment online via a more intuitive and compelling give page
 - **New-Donor Retention Focus**-Annual Fund Case for support project
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