**KI Marketing Report**

For April 2016 Kappeler Teaching Moment

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| **Mailing List** | **Mail**  Teaching Moment sent 4/24 and 4/27/16 | **Email**  sent 4/19/16 | **Cost to mail** |
| Africa | Not marketed at this time | | |
| Australia/New Zealand | 22 | 12 | $25.30 |
| Canada | 14 | 9 | 16.10 |
| Europe | 15 | 9 | 17.25 |
| United Kingdom | 48 | 21 | 55.20 |
| United States | 429 | 291 | 201.63 |
| Other | 8 | 11 | 9.20 |
| **Total** | **536** | **353** attempted | **$324.68\*** |

\*Cost to mail is postage total. For accuracy add in $261.43, the cost of Kappler Institute #9 return envelopes/#10 envelopes. Paper, toner, rent of copy machine - cost per page @ 8¢ $42).

**Response**

Final results from the April marketing campaign, *Kappeler Teaching Moment*:

|  |  |  |  |
| --- | --- | --- | --- |
| **Mailing List** | **Mailed**  Teaching Moment sent 4/24 and 4/27/16 | **Responses** | **Donation** |
| Africa (Not marketed at this time) | 0 | 0 | $0.00 |
| Australia/New Zealand | 22 | 0 | 0.00 |
| Canada | 14 | 0 | 0.00 |
| Europe | 15 | 7 | 1631.00 |
| United Kingdom | 48 | 3 | 440.78 |
| United States | 429 | 28 | 3600.28 |
| Other | 8 | 0 | 0.00 |
| **Total** | **536** | **38** | **$5672.06\*** |

* Of the 28 USA responses, 3 students donated more than once.
* Of the 7 EUR responses, 1 student made 2 donations.
* Students from AUS/NZ, CAN, AFR, and OTH did not donate.
* 5 students pledged to donate monthly - their combined pledge equals $400:

James Atherton $50

Rosemary Parsons $175

Ann Holm $100

Charles Lane $50

Susan Brown $25

* Feb. 2016-Mar. 2016 Kappeler took in $1046 in donations.
* Less than 10% of our students donated this time, so the response will only get better with exposure to our *Teaching Moments*.