**KI Marketing Report**

April 2016

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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**

As of May 3rd, the following response to the April *Kappeler Teaching Moment* marketing campaign has been received from the USA mailing list:

* 19 responses:

15 from postal mailing

4 from email (most of the email bounced due to the anti-spam software and our necessity to send bcc in order to protect the privacy of Kappeler students).

2 deceased

3 requested to be removed from the mailing list (2 of these probably deceased)

* $1850 received in donations from 19 responses:

 $1695 postal

 $155 email via PayPal

 1 unspecified amount bequest from Barbara Kingsley

* See USA mailing list Excel file marketing tab for more details.