**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.