**KI Marketing Report**

August 2016

Kappeler Teaching Moment

“The Science of Government”

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Mailing List** | Teaching Moment mailed 8/12 & 8/13 **Mail** | Email | **Postage** | **Responses** | **Donations** |
| Africa | Not marketed at this time |  |  |
| Australia/New Zealand |  19 |  |  $23.00 | 2 | $3700.00 |
| Canada |  16 |  |  16.10 | 0 | 0 |
| Europe |  16 |  |  17.25 | 2 | 230.00 |
| United Kingdom |  48 |  |  55.20 | 0 | 0 |
| United States |  417 |  |  202.10 | 19 | 2598.78 |
| Other |  12 |  |  9.20 | 0 | 0 |
| **Total** |  **528** |  |  **$322.85** | **23** | **$6528.78** |

For accuracy add in additional costs to mail: Postage USA 47¢, All Other Countries $1.15; Kappler Institute #9 return envelopes/6x9 envelopes $200; Paper 1 sheet per 8½ x 11, 28 lb., 100 bright $ ; copy machine rent $62.43, toner, cost per page with color 18¢: $100. $727.28

**Stats:**

* Students from CAN, UK, and OTH did not donate.
* 5 students pledged to donate monthly - their combined pledge equals $400

(This has not changed from last month)

James Atherton $50

Rosemary Parsons $175

Ann Holm $100

Charles Lane $50

Susan Brown $25

* Prior to the Teaching Moment (from Feb. 2016–Mar. 2016) Kappeler took in $1046 in total donations.
* Less than 10% of the students donated this time.
* Per Barb, the expenses were about 8% of what we took in.
* 15 fewer students donated than from the April mailing, but $856.72 more was donated.