

Association Sunday 2007 Statistics

Total Raised to Date	\$ 912,693
Total Number of Gifts**	8,687
Participating Congregations	611
Congregations who have not held service yet	21
Membership of Participating Congregations	127,618
Average gift per member	\$ 7.15

	Number of Donors	Total Donations	% Total Donations
All Donors	8,246	\$ 916,224	100%
First Time Donors*	3,558	\$ 166,985	18%
New Constituents (new to database)	1,159	\$ 51,151	6%

	Average Gift	Median Gift
All Donors	\$ 111.11	\$ 50.00
First Time Donors*	\$ 46.93	\$ 25.00
New Constituents (new to database)	\$ 44.13	\$ 25.00

	Check	Credit Card	Cash
All Donors	77%	14%	9%
First Time Donors*	74%	16%	10%
New Constituents (new to database)	68%	20%	12%

	Gave Phone Number***	Gave Email Address***	Gave Phone & Email ***
All Donors	17%	9%	17%
First Time Donors*	36%	19%	28%
New Constituents (new to database)	8%	2%	34%

* average time in database with no gift was 5.75 years

** 407 gifts were directly from a congregation rather than an individual

*** Either for the first time, or new data