

2012 Full Year					2013 Full Year				
Approach	# of Trans	# of Donors	Received	Avg Gifts/ Household	Approach	# of Trans	# of Donors	Received	Avg Gifts/ Household
<b>Total for 2012</b>	<b>5753</b>	<b>1618</b>	<b>\$ 382,602</b>	<b>\$ 236.47</b>	<b>Total through 9/30/2013</b>	<b>5599</b>	<b>1600</b>	<b>\$ 366,359</b>	<b>\$ 228.97</b>
CLF-Board2012	20	5	\$ 16,120	\$ 3,224.00	CLF-Board2013	47	13	\$ 35,463	\$ 2,727.92
					CLF-Staff-Interns2013	12	10	\$ 3,860	\$ 386.00
CLF-Credit Card & Internet2012	822	584	\$ 49,083	\$ 84.05	<b>All 2013td Internet Gifts</b>	<b>658</b>	<b>433</b>	<b>\$ 47,625</b>	<b>\$ 95.49</b>
					CLF-CLFuuOnline2013	126	96	\$ 11,663	\$ 121.49
					CLF-CLFuuBanner (Q4)	14	11	\$ 2,445	\$ 222.27
					CLF-Q4Monline2013	128	93	\$ 8,756	\$ 94.15
					CLF-Q4Mbanner2013 (Q4)	1	1	\$ 25	\$ 25.00
					CLF-Online Worship	96	49	\$ 2,215	\$ 45.20
					CLF-Internet2013	253	143	\$ 20,666	\$ 139.64
					CLF-Daily Compass (Q4)	26	26	\$ 495	\$ 19.04
					CLF-Giving Tuesday 2013	14	14	\$ 1,360	\$ 97.14
CLF-Monthly2012	2216	283	\$ 56,244	\$ 198.74	CLF-Monthly2013	2643	276	\$ 77,774	\$ 281.79
CLF-Quarterly2012	149	60	\$ 6,970	\$ 116.17	CLF-Quarterly2013	222	70	\$ 10,502	\$ 150.03
CLF-2ndPlate2012	4	4	\$ 1,566	\$ 391.48	CLF-2ndPlate2013	12	12	\$ 14,143	\$ 1,178.57
CLF-Canvass2012	464	250	\$ 39,454	\$ 157.82	CLF-Canvass2013	244	191	\$ 29,426	\$ 154.06
CLF-GA2012	25	31	\$ 7,810	\$ 251.92	CLF-GA-2013	47	47	\$ 6,545	\$ 139.26
CLF-Military2012	4	4	\$ 321	\$ 80.26	CLF-Military2013	6	6	\$ 380	\$ 63.33
CLF-MilitaryInternet2012	122	32	\$ 956	\$ 29.88	CLF-MilitaryInternet2013	64	17	\$ 688	\$ 40.46
CLF-Minister2012	61	61	\$ 6,040	\$ 99.02	CLF-Minister2013	40	34	\$ 2,760	\$ 81.18
CLF-Spring2012	74	74	\$ 7,963	\$ 107.61	CLF-Spring2013	126	113	\$ 12,847	\$ 113.69
CLF-lapse2012	15	15	\$ 1,730	\$ 120.00	CLF-spring2013NonMember	2	2	\$ 120	\$ 60.00
CLF-MidYear2012	132	130	\$ 16,360	\$ 125.84	CLF-lapse2013	30	30	\$ 2,340	\$ 78.00
CLF-Stmt2012	195	92	\$ 31,677	\$ 344.31	CLF-midyear2013	125	121	\$ 11,528	\$ 95.27
CLF-General2011	5	5	\$ 400	\$ 80.00	CLF-Stmt2013	119	70	\$ 23,265	\$ 332.36
CLF-General2012	445	157	\$ 39,597	\$ 252.21	CLF-General2012	2	2	\$ 750	\$ 375.00
CLF-Quest2012	296	115	\$ 13,440	\$ 116.87	CLF-General2013	435	152	\$ 36,011	\$ 229.29
CLF-QuestSponsor2012	12	12	\$ 1,075	\$ 89.58	CLF-Quest2013	296	121	\$ 14,318	\$ 118.33
CLF-QuestCreditCard2012	12	7	\$ 600	\$ 85.71	CLF-QuestSponsor2013	9	8	\$ 512	\$ 64.00
CLF-Prison Internet2012	114	28	\$ 1,603	\$ 57.26	CLF-QuestCreditCard2013	1	1	\$ 20	\$ 20.00
CLF-Prison2012	3	3	\$ 130	\$ 43.33	CLF-PrisonInternet2013	89	20	\$ 682	\$ 34.09
CLF-PenPal2012	81	80	\$ 3,010	\$ 37.63	CLF-Prison2013	23	18	\$ 2,438	\$ 135.42
CLF-MembSpon2012	20	18	\$ 1,856	\$ 103.10	CLF-PenPal2013	14	13	\$ 637	\$ 49.00
CLF-Fall2012	106	105	\$ 9,055	\$ 86.24	CLF-MembSpon2013	5	4	\$ 1,055	\$ 263.75
CLF-YearEnd2012	128	128	\$ 11,873	\$ 89.55	CLF-Fall2013	118	118	\$ 16,635	\$ 140.97
					CLF-YearEnd2013	158	158	\$ 16,030	\$ 101.46
					CLF-YearEnd2013email	40	40	\$ 4,625	\$ 115.63
<b>One Time Initiatives:</b>									
CLF-Matching Gift Pool 2012	37	37	\$ 18,451	\$ 498.69					
CLF-BoardMatchingPool2012	10	10	\$ 14,980	\$ 1,498.00					
CLF-Canada2012	25	13	\$ 6,451	\$ 496.19					
CLF-March2012 Special Event	13	9	\$ 12,950	\$ 1,438.89					