Analog donations

ANNUAL FUND REPORT 1987

# of donors	388 in 1986 (140 insurance)	297 in 1987

168 people who gave in 1986 did not give in 1987.
68 insurance people did not renew.
100 other people did not renew.

But 72 insurance people did renew, giving an insurance renewal rate of 51%

Renewal rate for all other donors was 58%-- this is lower than it should be.

We picked up 79 new donors in 1987.

Conclusions:

*need to increase renewal rate by
stepping up renewal procedures
giving more to current donors-- making them feel more involved

renewal

*enlarge pool of new donors to offset attrition by
requesting gifts from recent patrons on revolving basis
converting new subscribers to donors in spring