

FY18 GAIL

YEAR-END STATISTICS

During FY18

1000+ marketing efforts were launched & activated in GAIL

647 email marketing efforts were sent to

438

postal mail marketing efforts were sent to

412,680 constituents

599,665 constituents

FUN FACT

The median number of marketing efforts received by constituents in FY18 was

10

During FY18 **1500+** event invitations & communications were sent through GAIL

225 invitations sent via postal mail
1255 invitations sent via email

357,463 constituents received email invitations

207,405 constituents received postal mail invitations

These communications correspond to **1025** events recorded in GAIL

23,604 constituents registered to attend FY18 events

The Rose Bowl Pre-Game Tailgate had the highest registration count with

1,078

During FY18 we held **23** phonathons

& reached **310,351** constituents

So what does all this data mean?

In FY18 we reached out to our constituents in

2,588

different ways using the processes and capabilities housed in GAIL.

