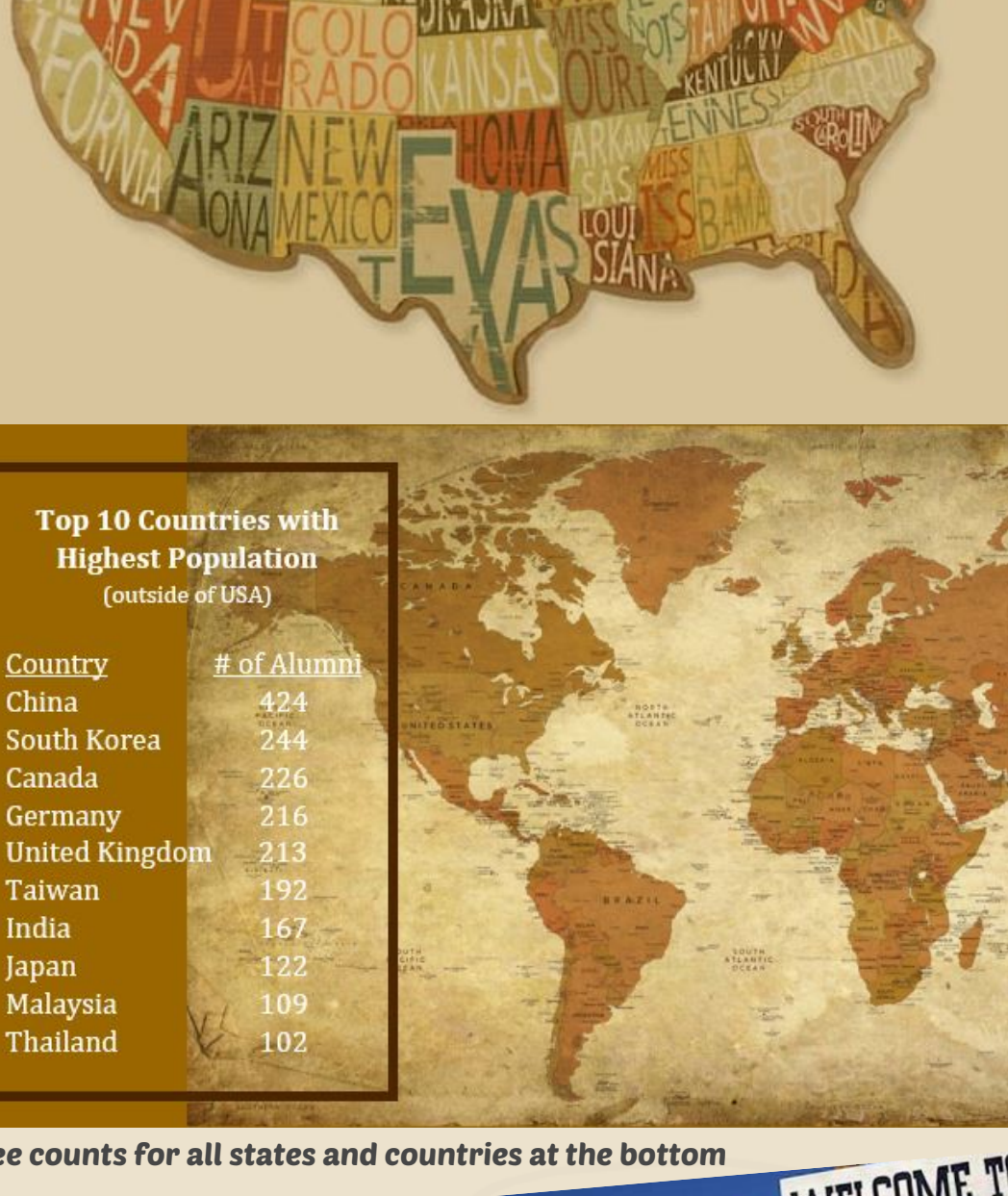


FY22 GAIL Statistics

Where are our 348,960 Alumni?



State	# of Alumni
Georgia	219,532
Florida	15,894
N. Carolina	12,624
S. Carolina	11,165
Tennessee	7,627
California	7,353
Virginia	6,633
Alabama	4,880
New York	4,589

Country	# of Alumni
China	244
South Korea	226
Canada	216
Germany	216
United Kingdom	213
Taiwan	192
India	167
Japan	122
Malaysia	109
Thailand	102



See counts for all states and countries at the bottom



FY22 Road Trip through GAIL



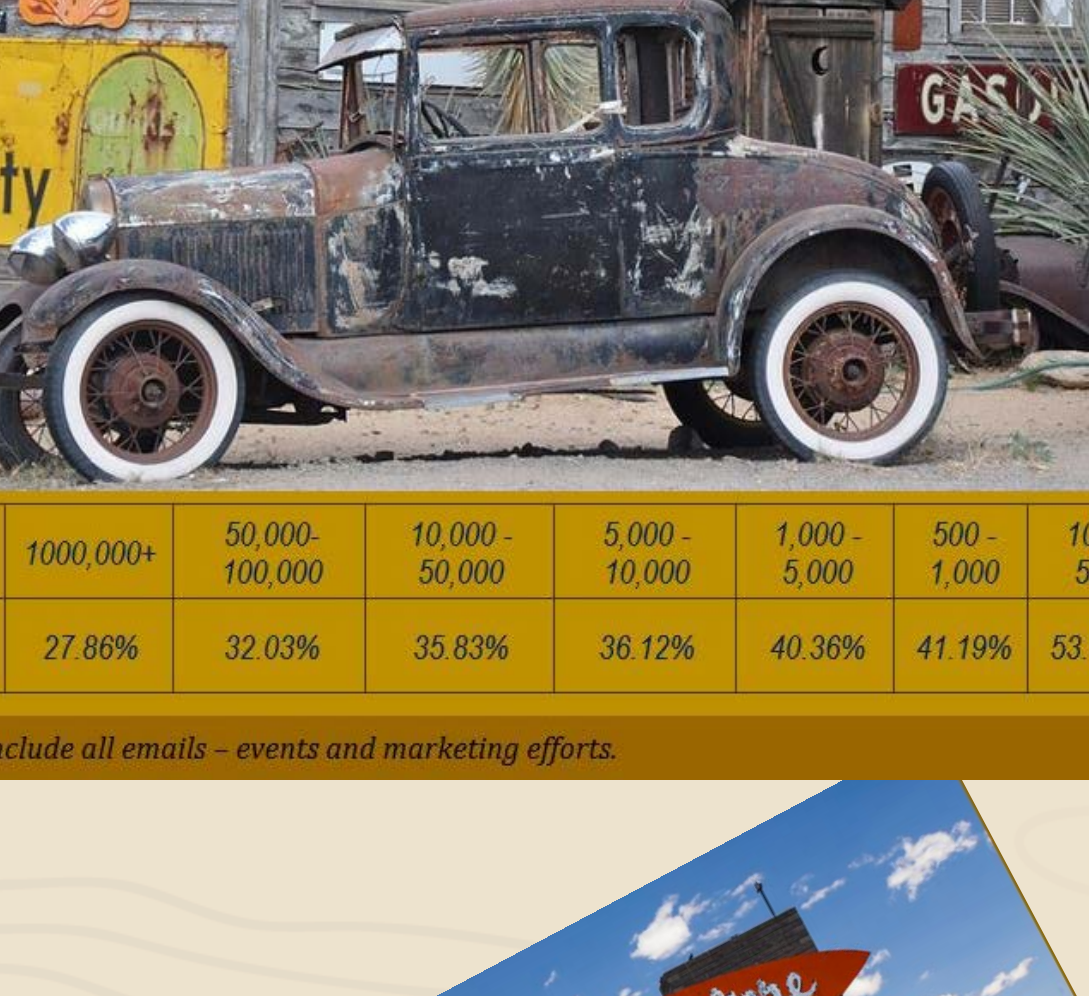
Total money raised by email marketing efforts = \$407,532.17
 Average Gift Amount = \$46.39
 Number of email efforts sent = 1,730
 Total number of constituents who received an email effort = 483,192
 Average number of email marketing efforts received = 43



Postal Marketing Efforts



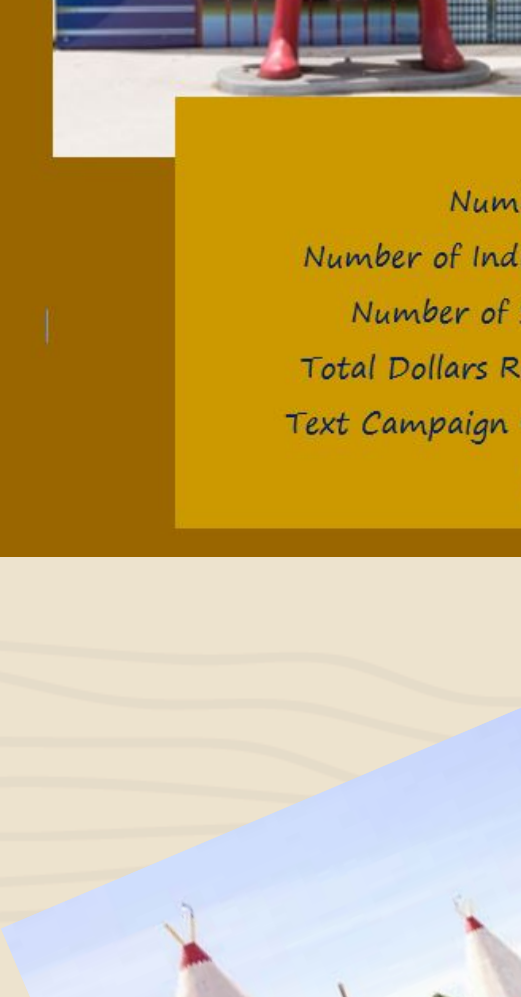
Total money raised by postal mail marketing efforts = \$1,066,378.72
 Average gift amount = \$260.28
 Number of mailed efforts sent = 359
 Total number of constituents who received a mailed effort = 332,220
 Average number of postal marketing efforts received = 2.4
 Number of constituents who added a Do Not Mail preference to their record = 69



Events



Number of Events in GAIL = 905
 Total money raised from gifts associated with registrations = \$823,677.36
 Number of constituents who registered for an event = 21,962
 Number of constituents who registered for an event the first time = 9,640
 Number of constituents who registered for 2 or more events = 5,448
 Number of constituents who attended any event = 9,274



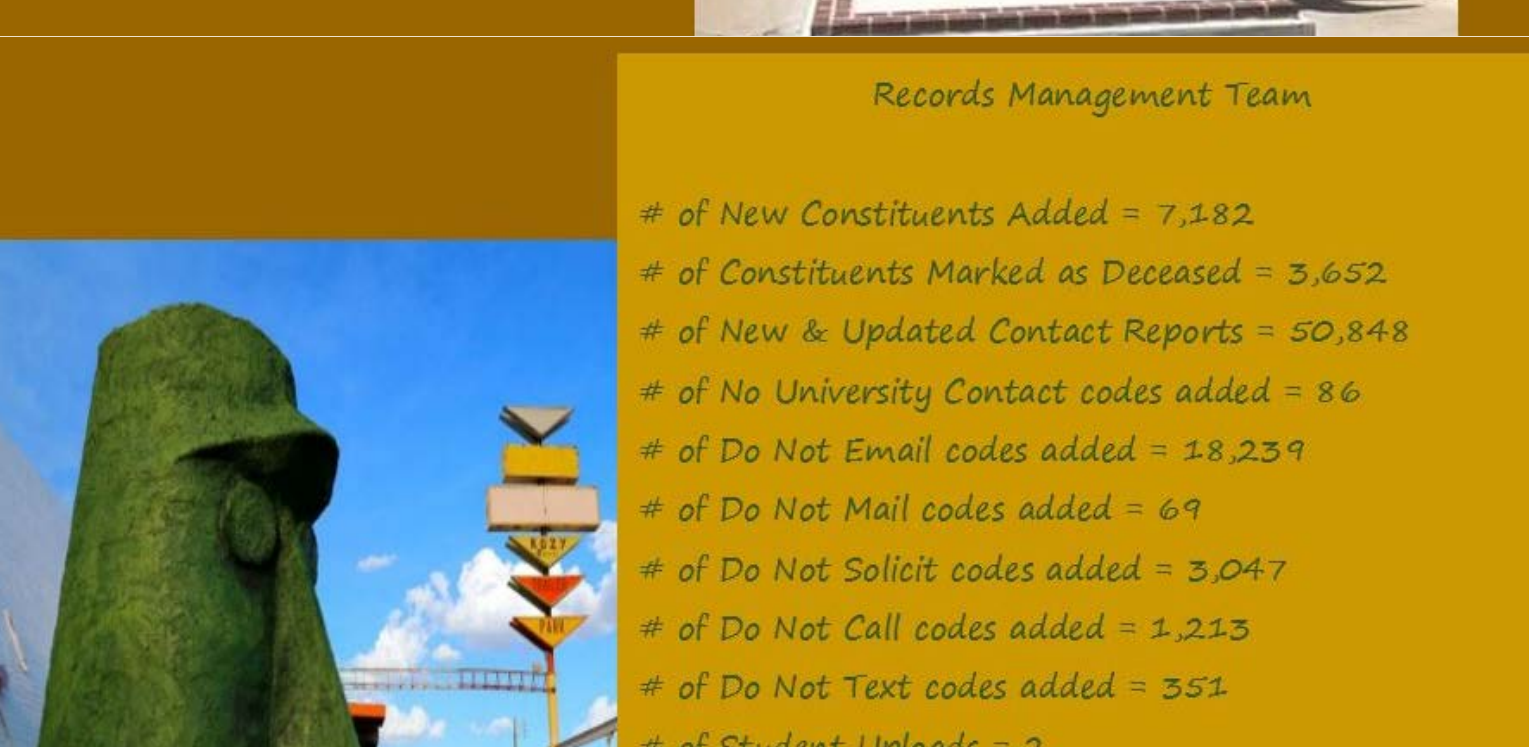
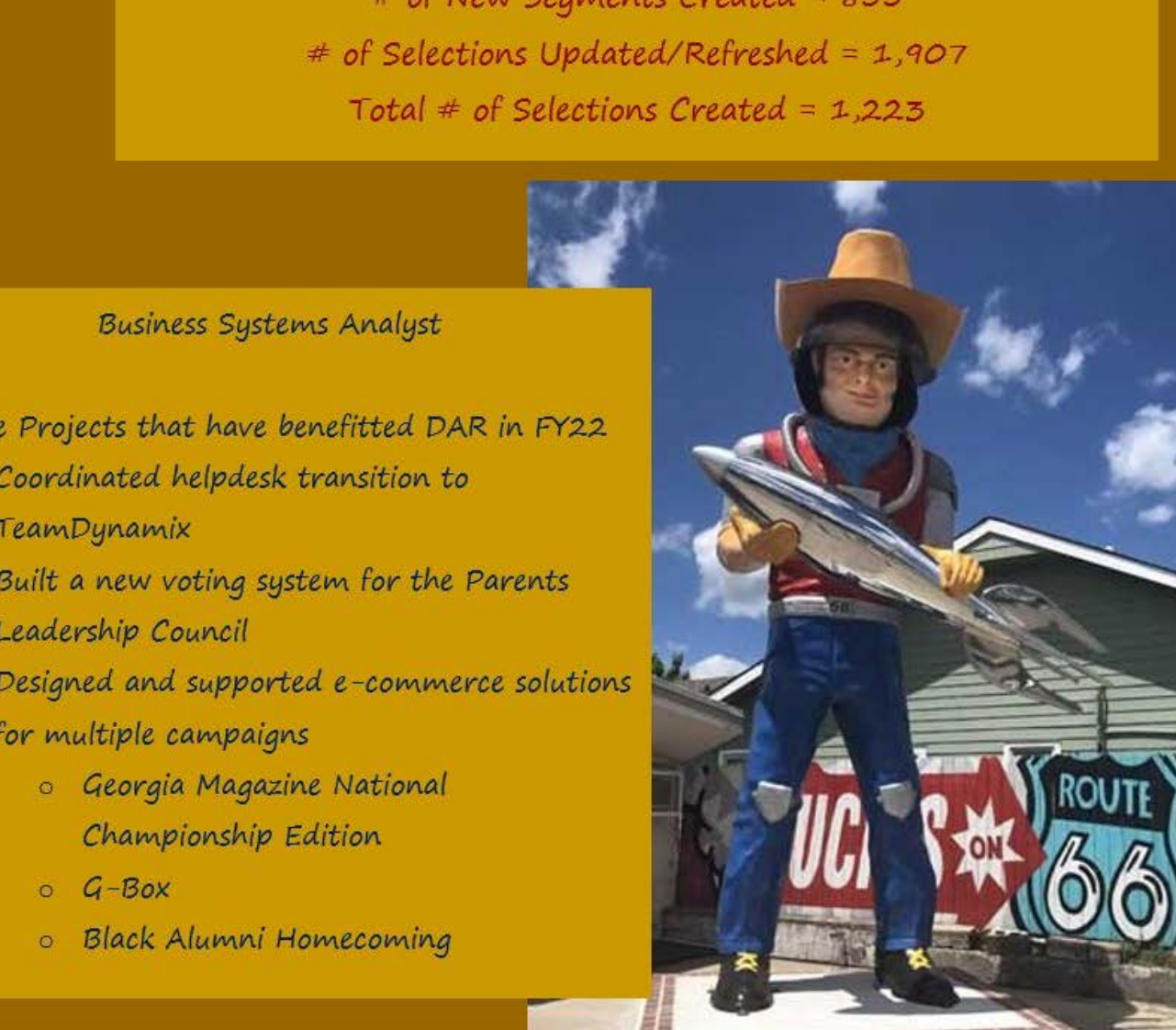
Number of Emailed Invitations = 1,215
 Average number of Emailed Invitees = 49,074
 Total number of constituents who received an Emailed Invitation = 487,297
 Number of Postal Mailed Invitations = 100
 Average number of Mailed Invitees = 17,598
 Total number of constituents who received a Mailed Invitation = 178,920

Event with the most registrations =
 AA – National Championship Pregame event

Email Open Rates

Audience Size	1000,000+	50,000-100,000	10,000-50,000	5,000-10,000	1,000-5,000	500-1,000	100-500	Less than 100
Average Open Rate	27.86%	32.03%	35.83%	36.12%	40.36%	41.19%	53.54%	68.23%

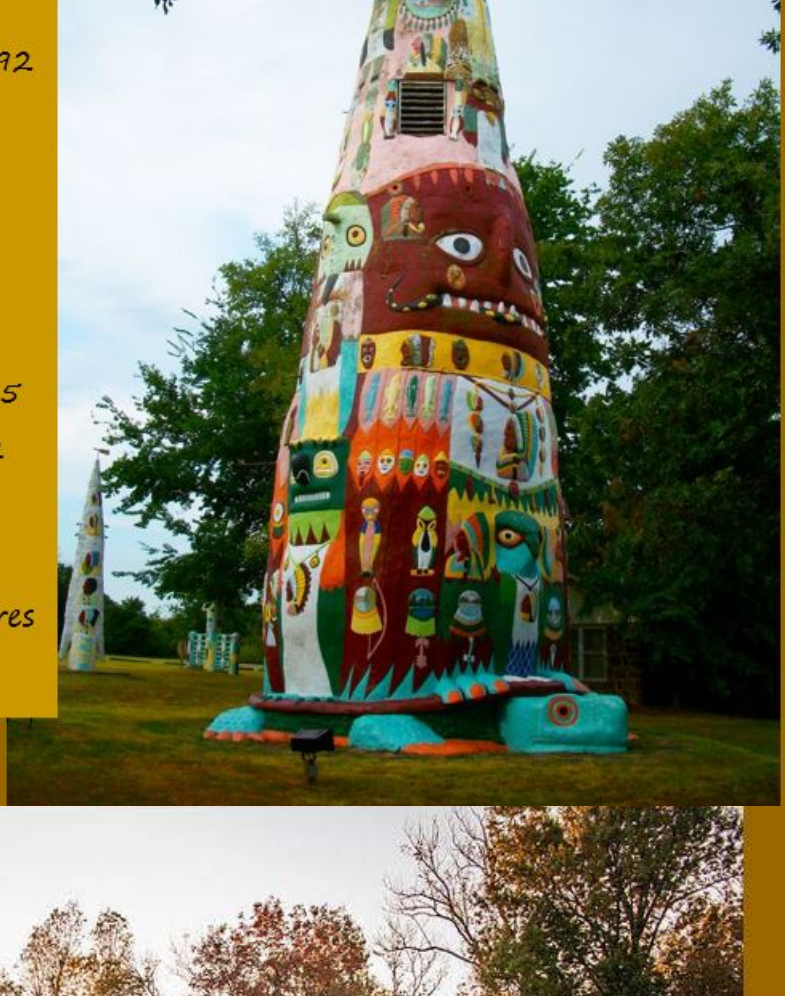
Open rates above include all emails – events and marketing efforts.



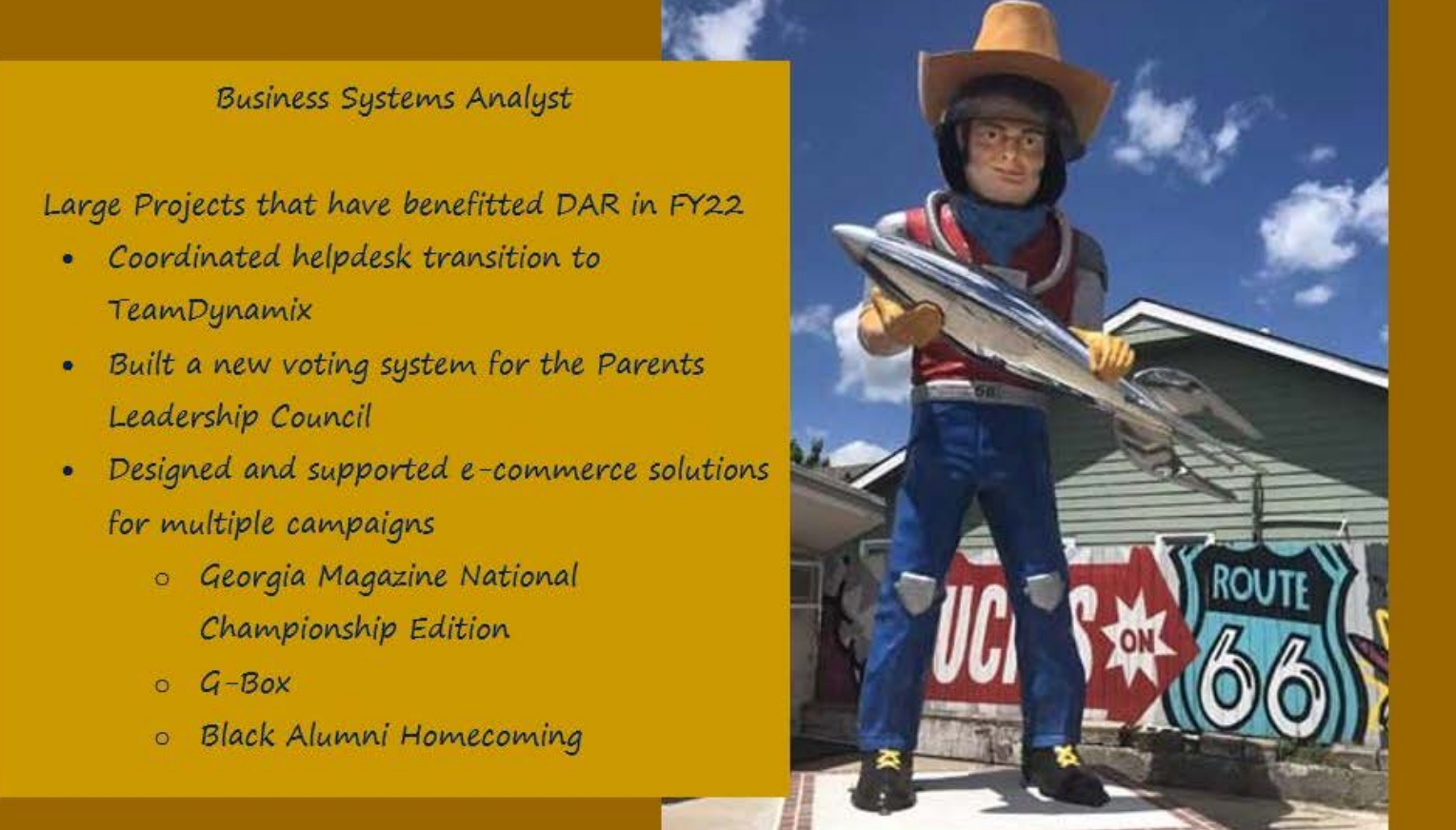
E-Commerce
 # of Marketplace Storefronts = 2
 # of Transactions = 5,335
 \$ of Revenue = \$169,000

Phonathon
 Total # of Hours Called = 5,263.75
 Total Calls with a Conversation = 465,550
 Total Calls with a Conversion = 14,724
 Average Gift Amount = \$88.77

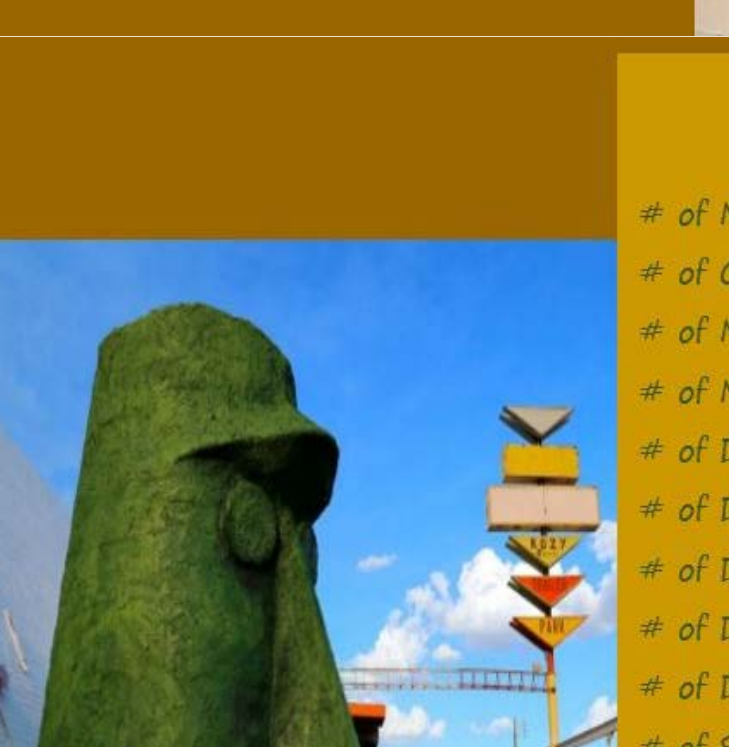
Texting
 Number of Texting Campaigns = 38
 Number of Individuals that Were Sent a Text = 96,264
 Number of Successfully Delivered Texts = 83,496
 Total Dollars Raised from Texting Campaign = \$15,033
 Text Campaign with the Most Revenue = Senior Signature (\$6,885 from 472 gifts)



Stats for the 5 Advancement Texts Services Teams



Reporting & Analytics Team
 # of Tickets Closed = 1,331
 # of New Segments Created = 855
 # of Selections Updated/Refreshed = 1,907
 Total # of Selections Created = 1,223



Business Systems Analyst
 Large Projects that have benefitted DAR in FY22
 • Coordinated helpdesk transition to TeamDynamix
 • Built a new voting system for the Parents Leadership Council
 • Designed and supported e-commerce solutions for multiple campaigns
 o Georgia Magazine National Championship Edition
 o G-Box
 o Black Alumni Homecoming

Records Management Team
 # of New Constituents Added = 7,182
 # of Constituents Marked as Deceased = 3,652
 # of New & Updated Contact Reports = 50,848
 # of No University Contact codes added = 86
 # of Do Not Email codes added = 18,239
 # of Do Not Mail codes added = 69
 # of Do Not Solicit codes added = 3,047
 # of Do Not Call codes added = 1,213
 # of Do Not Text codes added = 351
 # of Student Uploads = 2
 # of Graduation Uploads = 3
 # of Admissions Uploads = 2
 # of Employment Changes = 65,171
 # of HR Uploads = 7
 # of Update Your Information forms submitted = 1,352
 # of School/College Records Requests = 970
 # of Constituent Update Requests = 256
 (link from within GAIL)

Application Support Team
 # of Event Registration Page Requests = 492
 # of Donation Page Requests = 118+
 # of Customizations/Enhancements = 41
 # of Interaction Batch Imports = 53
 # of Event Registrant Imports = 1
 # of Student/Alternate Email Imports = 1
 # of Public/Private High School Imports = 5
 # of First-Generation Student Imports = 2
 # of Modeling Score Imports = 57
 # of Scholarship Imports = 7
 # of Social Media Contacts & Profile Pictures Added = Hundreds



Client Services Team
 # of Tickets Closed = 606
 # of Unique Individuals Given GAIL access = 175
 # of GAIL User Access Request Forms Processed = 187
 # of GAIL Non-Disclosure Agreement Forms Processed = 84 (of which 77 were individuals and 7 were Companies)
 # of Classes Offered = 131 (of which 30 were Virtual)
 # of Class Participants for all classes = 390

Class Type	# Classes Offered	# Attendees
GAIL 103	28	205
Direct Marketing Efforts	14	23
Event Management	23	47
Acknowledgements & Stewardship	9	27
Research & Prospect Mgmt.	16	24
Event Assistants	16	4
Communication Assistants	20	25

Happy Trails!



But before you go, see alumni by USA State and by Country below...

Alumni By State

State/Territory	Alumni Count	State/Territory	Alumni Count
Georgia	219,532	Utah	580
Florida	15,894	Nevada	511
North Carolina	12,624	Oklahoma	481
South Carolina	11,165	Kansas	480
Tennessee	7,627	New Mexico	476
Texas	7,524	Montana	995
California	7,353	West Virginia	988
Virginia	6,633	Idaho	970
Alabama	4,880	Iowa	846
New York	4,589	Maine	844
Colorado	3,555	Delaware	291
Maryland	2,974	New Hampshire	290
Illinois	2,883	Hawaii	284
Pennsylvania	2,280	Alaska	287
Washington	1,963	Vermont	281
Massachusetts	1,787	Nebraska	202
Ohio	1,743	Rhode Island	196
New Jersey	1,690	Armed Forces Europe/Canada/Middle East/Africa	189
Louisiana	1,577	Wyoming	182
District of Columbia	1,543	Puerto Rico	87
Kentucky	1,380	South Dakota	75
Arizona	1,284	Armed Forces Pacific	67
Oregon	1,170	North Dakota	59
Michigan	1,116	Virgin Islands	43
Missouri	1,065	Guam	17
Indiana	986	Armed Forces Americas	16
Mississippi	968	Northern Mariana Islands	2
Connecticut	832	American Samoa	1
Arkansas	708	Marshall Islands	1
Wisconsin	677	Palau	1
Minnesota	667		

Alumni By Country

Country	Alumni Count	Country	Alumni Count
China	424	Armenia	2
South Korea	226	Botswana	2
Canada	216	British Virgin Islands	2
Germany	216	Burundi	2
United Kingdom	213	Cambodia	2
Taiwan	192	Cayman Islands	2
India	167	Curacao	2
Japan	122	Democratic Republic of the Congo	2
Malaysia	109	Lebanon	2
Thailand	102	Madagascar	2
France	85	Northern Ireland	2
Brazil	76	Principe	2
Australia	70	St. Kitts	2
Netherlands	66	Suriname	2
Colombia	45	Tunisia	2
Turkey	42	Ukraine	2
Spain	40	Alghastian	1
Belgium	38	Bulgaria	1
Singapore	38	Burkina Faso	1
Venezuela	35	Comoros	1
Hong Kong	34	Dominica	1
Italy	30	Equatorial Guinea	1
Mexico	30	Ethiopia	1
Sri Lanka	29	Federal Republic of Somalia	1
Egypt	29	Georgia	1
Greece	29	Grenada	1
Saudi Arabia	29	Guyana	1
Nigeria	29	Ivory Coast	1
Switzerland	25	Kazakhstan	1
New Zealand	24	Kuwait	1
Indonesia	23	Lithuania	1
Bahamas	21	Macedonia-F.Y.R.O.M.	1
Norway	21	Mauritius	1
Pakistan	21	Montenegro	1
Philippines	21	Nicaragua	1
Argentina	17	Paper New Guinea	1
Ghana	16	Paraguay	1
Israel	16	Republic of Azerbaijan	1
Kenya	16	Slovak Republic	1
Russia	16	Togo	1
Cyprus	15	Turkmenistan	1
Iceland	15	Turks Islands	1
Portugal	15	Uganda	1
Sri Lanka	15	Yugoslavia	1
Vietnam	15		
Bermuda	14		