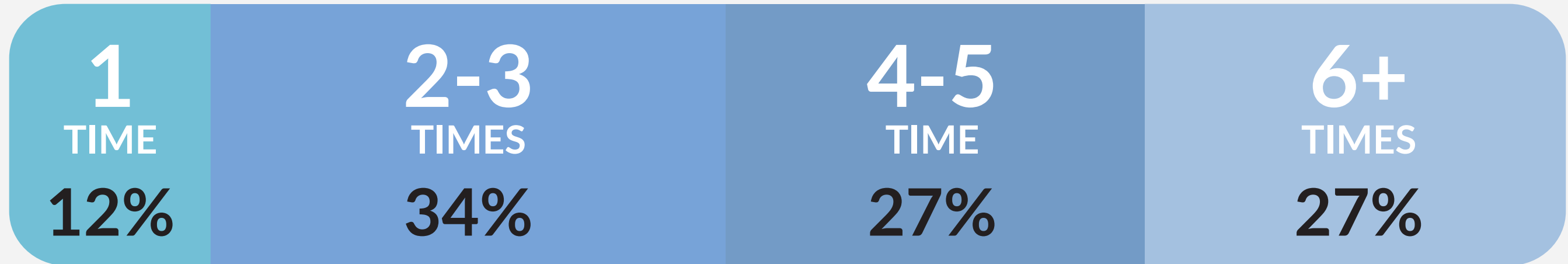
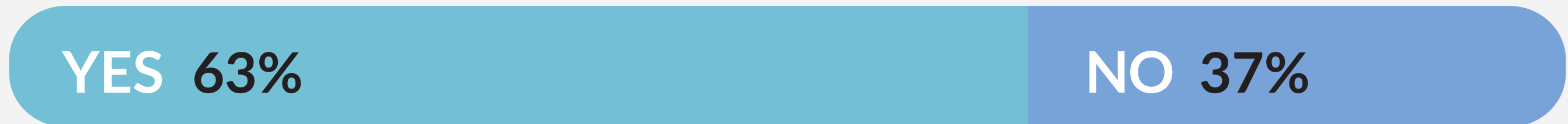


# What is your strategy for Appeal Campaigns?

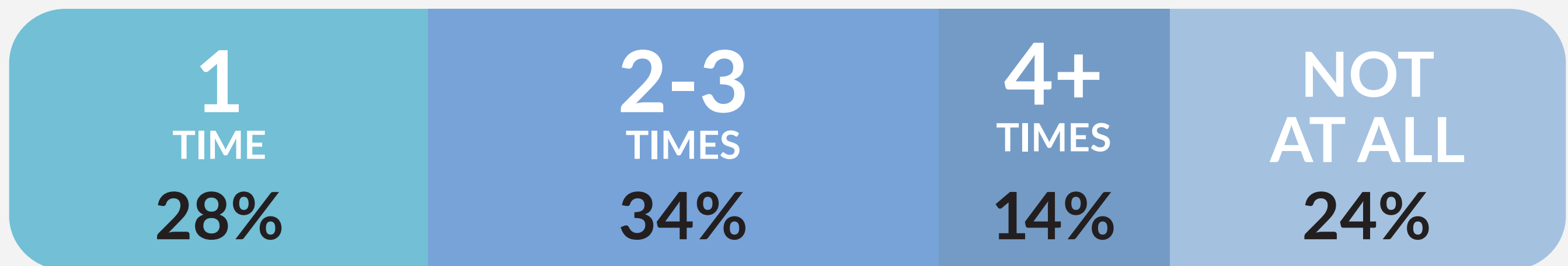
How often do you mail **active donors** per year?



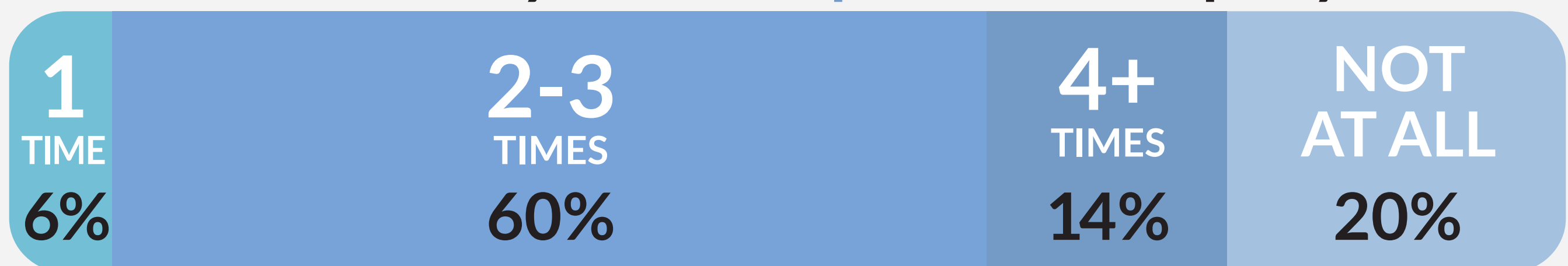
Does the amount asked vary by donor based on last gift?



How often do you mail **Acquisition lists** per year ?



How often do you mail **lapsed donors** per year?



This data was compiled by Streamworks, polling fundraising professionals at AFP ICON 2023.

47% of those who participated in the survey have less than 5,000 active donors, 41% have 5,000-50,000 active donors, and 12% have more than 50,000 active donors.