

The cost of donating through Appco

Donation amount	Fee	Percentage in first year
\$20 per month	\$240.00	100%
\$30 per month	\$306.00	85%
\$60 per month	\$504.00	70%

Potential return from a donor base

Donors	Value raised	Net marketing fee*	Net annual return
5000	\$1,719,000	\$244,715	\$1,474,285
10,000	\$3,438,000	\$491,901	\$2,946,099
15,000	\$5,157,000	\$739,087	\$4,417,913
20,000	\$6,876,000	\$983,802	\$5,892,198

*Per year to maintain donor base

Source: Appco