

FUND DRIVE SUMMARY / HISTORY - NUMBER OF FUND DRIVE DAYS PER FISCAL YEAR & '06 BUDGET

Fiscal Year	Drives	# of Fund Drive Days	% Increase or Decrease in # Fund	Gross Pledges	% Increase or Decrease in Gross	Daily Average Pledges	% Increase or Decrease in Gross Pledges	Actual or Budget Received Pledges	% Increase or Decrease in Pledges Received	Average Fulfillment Rates	
2001	Fall, Wntr, Sprg Drives	45		1,421,656		31,592		1,261,633		89%	
2002	Fall, Wntr, Sprg, Sumr Drives	43	-4%	2,392,131	68%	55,631	76%	2,183,877	73%	91%	
2003	Fall, Wntr, Sprg, Sumr Drives	52	21%	3,263,877	36%	62,767	13%	2,931,639	34%	90%	
2004	Fall, Wntr, Sprg, Sumr Drives	60	15%	3,051,279	-7%	50,855	-19%	2,781,805	-5%	91%	
2005	Fall, Wntr, Sprg, Sumr Drives	60.75	1%	3,145,521	3%	51,778	2%	2,652,282	-5%	84%	<\$ recvd thru Aug 05
2006	Fall, Wntr, Sprg, Sumr Drives BUDGET	59	-3%	3,250,000	3%	55,085	6%	2,827,500	7%	87%	Avg fulfillment rate received in '06 is per Development Director
2006	Fall, Wntr, Sprg, Sumr Drives - POTENTIAL SCENARIO Note: number of days needed to raise the '06 Budget Goal based on 2004 daily pledge average experience is:	64		3,250,000		50,855					WOULD 64 DAYS of ON-AIR FUND DRIVES in '06 -- MOVE KPFA INTO DONOR FATIGUE TERRITORY?
	% Increase in Minimum number of days needed to meet Gross Pledge Budget for '06 IF daily pledge average is at the '04 level instead of the optimistic & much higher '06 Budgeted level		8%				8%				% Increase in average daily pledge \$ needed to meet the Gross Pledge Budget for '06 IF daily pledge average is at the '04 level instead of the optimistic & much higher '06 Budgeted level
<p>Note: KPFA has NOT seen Daily pledge averages of the budgeted \$55,085/day since 2002 & 2003 when internal and external conditions were quite different.</p>											