

RELATIONSHIP OF DONATIONS TO GOSPEL LETTERS DEPLOYED

DONATION LEVELS >	\$100	\$500	\$1,000	\$5,000	\$10,000
Option 1	11,250	56,179	112,500	561,790	1,123,580
Option 2	12,570	62,850	125,700	628,500	1,257,800
Option 3	35,840	179,200	358,400	1,792,000	3,584,000
Option 4	50,120	250,600	501,200	2,506,000	5,012,000
Option 5	87,800	439,000	878,000	4,390,000	8,780,000
Option 6	143,060	715,300	1,430,600	7,153,000	14,306,000
Option 7	174,621	873,105	1,746,210	8,731,050	17,462,100
Option 8	200,200	1,001,000	2,002,000	10,010,000	20,000,000

Projected number of people who read the Gospel letter in their own languages:

1. Per 100,000 people who open the email:
 - a. Reads 100 to 200 people
 - b. Clicks 50 to 100 people (Jesus films, Bibles, Christian Tracts and Discipleship Materials, Church Services, Revival meetings, Chats, Christian Films, Blogs, Websites, and more)
2. Per 1.8 billion people who open the email:
 - a. Reads 1.8 million to 3.6 million people
 - b. Clicks 900,000 to 1.8 million people (Jesus films, Bibles, Christian Tracts and Discipleship Materials, Church Services, Revivals meetings, Chats, Christian Films, Blogs, Websites, and more)

Ministry development features:

1. Respondents’ Opens and Clicks are captured in .csv file for follow up
 - a. Church planting and growth, evangelizing ministries, Bible studies, sharing digital Bibles, etc.

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