

## Literature “Sale” Analysis

**Proposal:** Continue “Sale” of free shipping and waive 10% WSO fee through the end of 2021 to members of King County AFGs

**Why:** Support our members by providing easy access at minimum costs while not losing money selling literature. Encourages members to purchase literature even though it isn’t available while doing electronic meetings.

### Financial Analysis:

Reviewed Aug-Dec 2020 separately from Jan-May 2021, each 5 months, thinking that 2020 was the start of the program, so it may have been slow ramp. However, the stats are very similar and therefore provide more reasons to believe future results will also be positive net income.

AIS made money selling literature (\$333 in 2020 and \$774 Jan-May 2021) even with free shipping and no 10% fees. This is due to the Literature discounts AIS gets from WSO by being a high volume AIS and purchasing case quantities when appropriate. These cost savings are greater than our media rate shipping costs.

	2020	2021
	Aug-Dec	Jan-May
<b>Lit rev</b>	<b>\$ 5,718</b>	<b>\$ 6,115</b>
# invoices	233	234
avg \$	\$ 25	\$ 26
Lit cogs	\$ 4,803	\$ 5,345
Lit discounts	\$ (440)	\$ (1,084)
WSO ship cost	\$ 212	\$ 533
<b>Total Lit COGS</b>	<b>\$ 4,575</b>	<b>\$ 4,794</b>
<b>Lit Gross Inc</b>	<b>\$ 1,143</b>	<b>\$ 1,321</b>
shipping rev	\$ 56	\$ 44
shipping cost	\$ 866	\$ 591
<b>shipping inc</b>	<b>\$ (810)</b>	<b>\$ (547)</b>
Total Rev	\$ 5,774	\$ 6,159
Total Cost	\$ 5,441	\$ 5,385
<b>Lit Net Income</b>	<b>\$ 333</b>	<b>\$ 774</b>

If AFGs begin to meet in person in the 4<sup>th</sup> Qtr, the volume may change but given total shipping costs as the proportion of shipments are larger rather than 1 book at a time, the financial result will most likely be more net income, not less.