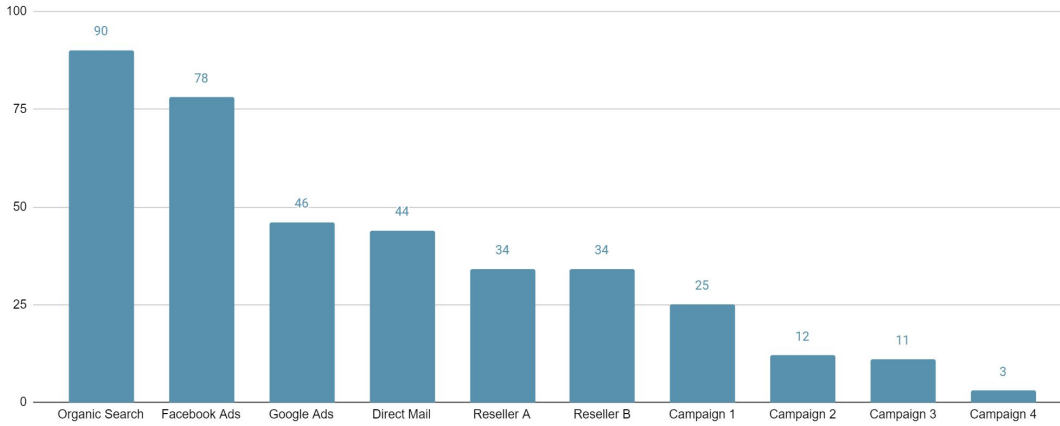


How am I acquiring new Donors?

New Donors: Acquisition Method



Persona of Donor Acquired by [Method]

Gender	F (79%)	M (21%)
Age	25-34 (34%)	35-44 (19%)
Education	Bach Degree (35%)	Some College (24%)
Home Ownership	Home Owner (65%)	Renter (35%)
Marital Status	Married (78%)	Non-Trad (22%)
Industry	Medical (29%)	Mgmt (16%)
Political Affiliation	Democratic (42%)	Non-Partisan (31%)
Religious Affiliation	Christian (79%)	Jewish (13%)
DMA	New York (16%)	Los Angeles (7%)
Interests	Natural Foods	Soccer
Preferred Outreach	Email	Phone
	Median Household Income	\$375,861
	Median Home Value	\$98,830

Top 5 Donation Types

1. Donation A (\$XXX)
2. Donation B (\$XXX)
3. Donation C (\$XXX)
4. Donation D (\$XXX)
5. Donation E (\$XXX)

Top 5 Lookalike DMAs

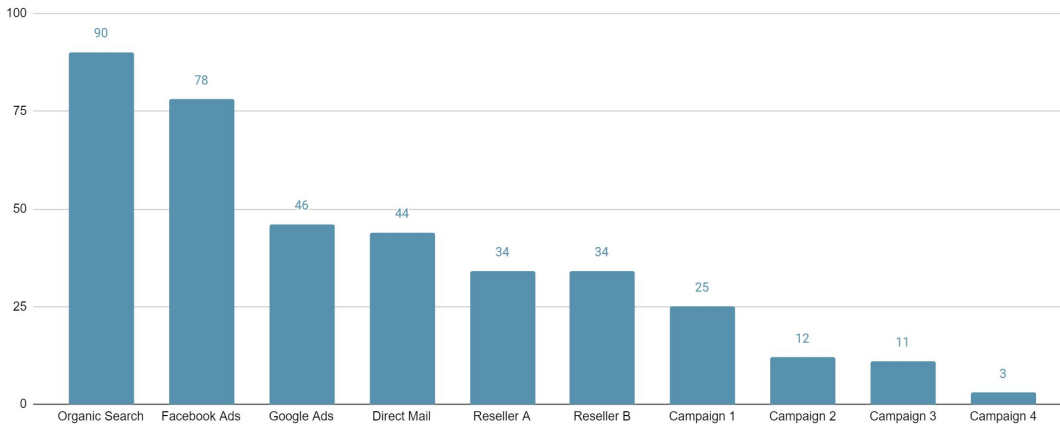
1. DMA
2. DMA
3. DMA
4. DMA
5. DMA

Top 5 Lookalike Zip Codes

1. Zip Code
2. Zip Code
3. Zip Code
4. Zip Code
5. Zip Code

How am I acquiring repeat Donors?

Repeat Donors: Acquisition Method



Persona of Donor Acquired by [Method]

Top 5 Donation Types

Gender	F (79%)	M (21%)
Age	25-34 (34%)	35-44 (19%)
Education	Bach Degree (35%)	Some College (24%)
Home Ownership	Home Owner (65%)	Renter (35%)
Marital Status	Married (78%)	Non-Trad (22%)
Industry	Medical (29%)	Mgmt (16%)
Political Affiliation	Democratic (42%)	Non-Partisan (31%)
Religious Affiliation	Christian (79%)	Jewish (13%)
DMA	New York (16%)	Los Angeles (7%)
Interests	Natural Foods	Soccer
Preferred Outreach	Email	Phone
	Median Household Income	\$375,861
	Median Home Value	\$98,830

1. Donation A (\$XXX)
2. Donation B (\$XXX)
3. Donation C (\$XXX)
4. Donation D (\$XXX)
5. Donation E (\$XXX)

Top 5 Lookalike DMAs

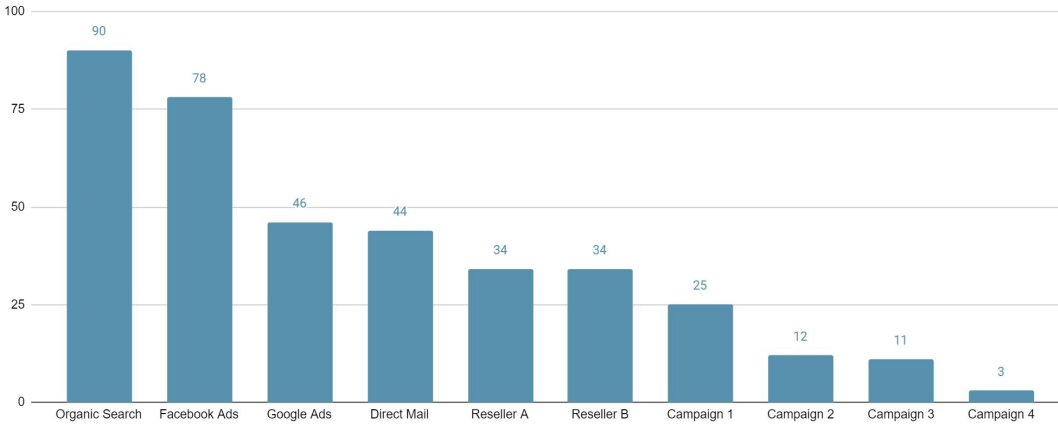
1. DMA
2. DMA
3. DMA
4. DMA
5. DMA

Top 5 Lookalike Zip Codes

1. Zip Code
2. Zip Code
3. Zip Code
4. Zip Code
5. Zip Code

How am I acquiring High Value Donors (top 25%)?

High Value Donors: Acquisition Method



Persona of Donor Acquired by [Method]

Gender	F (79%)	M (21%)
Age	25-34 (34%)	35-44 (19%)
Education	Bach Degree (35%)	Some College (24%)
Home Ownership	Home Owner (65%)	Renter (35%)
Marital Status	Married (78%)	Non-Trad (22%)
Industry	Medical (29%)	Mgmt (16%)
Political Affiliation	Democratic (42%)	Non-Partisan (31%)
Religious Affiliation	Christian (79%)	Jewish (13%)
DMA	New York (16%)	Los Angeles (7%)
Interests	Natural Foods	Soccer
Preferred Outreach	Email	Phone
Median Household Income	\$375,861	
Median Home Value	\$98,830	

Top 5 Donation Types

1. Donation A (\$XXX)
2. Donation B (\$XXX)
3. Donation C (\$XXX)
4. Donation D (\$XXX)
5. Donation E (\$XXX)

Top 5 Lookalike DMAs

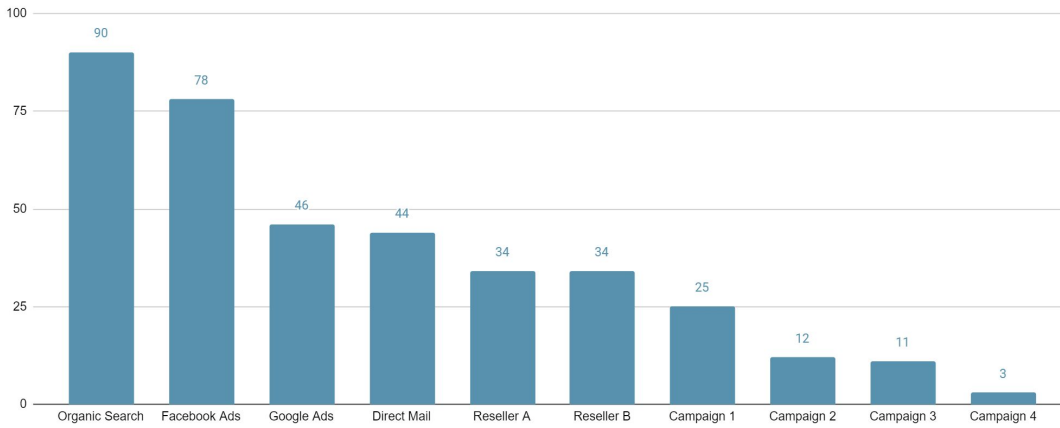
1. DMA
2. DMA
3. DMA
4. DMA
5. DMA

Top 5 Lookalike Zip Codes

1. Zip Code
2. Zip Code
3. Zip Code
4. Zip Code
5. Zip Code

How am I acquiring my fastest new Donors (top 25%)?

Fastest New Donors: Acquisition Method



Persona of Donor Acquired by [Method]

Gender	F (79%)	M (21%)
Age	25-34 (34%)	35-44 (19%)
Education	Bach Degree (35%)	Some College (24%)
Home Ownership	Home Owner (65%)	Renter (35%)
Marital Status	Married (78%)	Non-Trad (22%)
Industry	Medical (29%)	Mgmt (16%)
Political Affiliation	Democratic (42%)	Non-Partisan (31%)
Religious Affiliation	Christian (79%)	Jewish (13%)
DMA	New York (16%)	Los Angeles (7%)
Interests	Natural Foods	Soccer
Preferred Outreach	Email	Phone
Median Household Income	\$375,861	
Median Home Value	\$98,830	

Top 5 Donation Types

1. Donation A (\$XXX)
2. Donation B (\$XXX)
3. Donation C (\$XXX)
4. Donation D (\$XXX)
5. Donation E (\$XXX)

Top 5 Lookalike DMAs

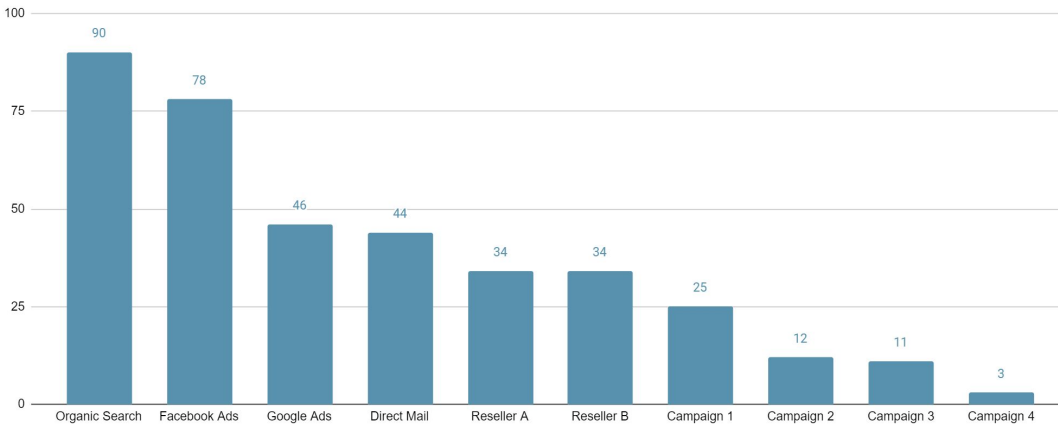
1. DMA
2. DMA
3. DMA
4. DMA
5. DMA

Top 5 Lookalike Zip Codes

1. Zip Code
2. Zip Code
3. Zip Code
4. Zip Code
5. Zip Code

How am I acquiring my fastest repeat Donors (top 25%)?

Fastest Repeat Donors: Acquisition Method



Persona of Donor Acquired by [Method]

Gender	F (79%)	M (21%)
Age	25-34 (34%)	35-44 (19%)
Education	Bach Degree (35%)	Some College (24%)
Home Ownership	Home Owner (65%)	Renter (35%)
Marital Status	Married (78%)	Non-Trad (22%)
Industry	Medical (29%)	Mgmt (16%)
Political Affiliation	Democratic (42%)	Non-Partisan (31%)
Religious Affiliation	Christian (79%)	Jewish (13%)
DMA	New York (16%)	Los Angeles (7%)
Interests	Natural Foods	Soccer
Preferred Outreach	Email	Phone
Median Household Income	\$375,861	
Median Home Value	\$98,830	

Top 5 Donation Types

1. Donation A (\$XXX)
2. Donation B (\$XXX)
3. Donation C (\$XXX)
4. Donation D (\$XXX)
5. Donation E (\$XXX)

Top 5 Lookalike DMAs

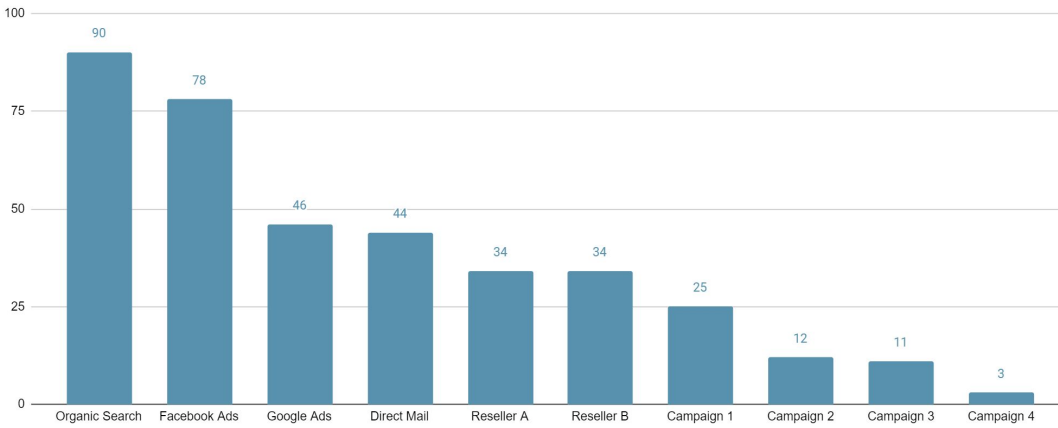
1. DMA
2. DMA
3. DMA
4. DMA
5. DMA

Top 5 Lookalike Zip Codes

1. Zip Code
2. Zip Code
3. Zip Code
4. Zip Code
5. Zip Code

How am I acquiring my highest margin Donors (top 25%)?

Highest Margin Donors: Acquisition Method



Persona of Donor Acquired by [Method]

Gender	F (79%)	M (21%)
Age	25-34 (34%)	35-44 (19%)
Education	Bach Degree (35%)	Some College (24%)
Home Ownership	Home Owner (65%)	Renter (35%)
Marital Status	Married (78%)	Non-Trad (22%)
Industry	Medical (29%)	Mgmt (16%)
Political Affiliation	Democratic (42%)	Non-Partisan (31%)
Religious Affiliation	Christian (79%)	Jewish (13%)
DMA	New York (16%)	Los Angeles (7%)
Interests	Natural Foods	Soccer
Preferred Outreach	Email	Phone
Median Household Income	\$375,861	
Median Home Value	\$98,830	

Top 5 Donation Types

1. Donation A (\$XXX)
2. Donation B (\$XXX)
3. Donation C (\$XXX)
4. Donation D (\$XXX)
5. Donation E (\$XXX)

Top 5 Lookalike DMAs

1. DMA
2. DMA
3. DMA
4. DMA
5. DMA

Top 5 Lookalike Zip Codes

1. Zip Code
2. Zip Code
3. Zip Code
4. Zip Code
5. Zip Code