



Who are my Donors?

Primary Persona Summary

	New Donor	Repeat Donor	High Value Donor (top 25%)	Fastest Repeat Donor (top 25%)
Gender	F (71.8%)	F (56.9%)	M (63.3%)	F (52.7%)
Age	45-54 (34.1%)	65+ (31.3%)	45-54 (31.7%)	65+ (34.1%)
Education	Bach Degree (38.8%)	Bach Degree (33.7%)	Bach Degree (38.3%)	Bach Degree (27.5%)
Home Ownership	Likely Homeowner (100%)	Likely Homeowner (100%)	Likely Homeowner (85%)	Likely Homeowner (80.2%)
Marital Status	Married (75.3%)	Married (100%)	Married (100%)	Married (100%)
Industry	Other_occupation (14.1%)	Other_occupation (12.5%)	Other_occupation (11.7%)	Other_occupation (9.9%)
Political Affiliation	Republican (100%)	Republican (100%)	Republican (75%)	Republican (100%)
Religious Affiliation	Christian (65.9%)	Christian (76.4%)	Christian (68.3%)	Christian (62.6%)
DMA	INDIANAPOLIS (60%)	INDIANAPOLIS (68.4%)	INDIANAPOLIS (70%)	INDIANAPOLIS (73.6%)
Preferred Outreach	Email (45.9%)	Direct Mail (47.1%)	Email (43.3%)	Direct Mail (42.9%)
Interests	Aviation	Religious_Inspirational	Snow_Skiing	Religious_Inspirational
Median Household Income	\$84,000	\$98,000	\$98,000	\$96,000
Median Home Value	\$217,528	\$246,600	\$357,900	\$225,700



Who are else are my Donors?

Secondary Persona Summary

	New Donor	Repeat Donor	High Value Donor (top 25%)	Fastest Repeat Donor (top 25%)
Gender	F (75%)	F (80%)	M (66.7%)	F (65.4%)
Age	25-34 (100%)	65+ (53.3%)	45-54 (25%)	45-54 (23.1%)
Education	Bach Degree (12.5%)	Bach Degree (40%)	Grad Degree (41.7%)	Bach Degree (26.9%)
Home Ownership	Likely Renter (100%)	Likely Homeowner (60%)	Likely Homeowner (100%)	Likely Homeowner (73.1%)
Marital Status	Married (25%)	Married (20%)	Non-Traditional (8.3%)	Married (46.2%)
Industry		Other_occupation (100%)	Medical (33.3%)	Medical (11.5%)
Political Affiliation	Non-Partisan (100%)	Republican (100%)	Republican (58.3%)	Non-Partisan (100%)
Religious Affiliation		Christian (100%)	Christian (66.7%)	Christian (42.3%)
DMA	INDIANAPOLIS (25%)	INDIANAPOLIS (53.3%)	INDIANAPOLIS (66.7%)	INDIANAPOLIS (57.7%)
Preferred Outreach	SMS (100%)	Phone (53.3%)	SMS (33.3%)	SMS (34.6%)
Interests	Woodworking	Musical_Instruments	Scuba_Diving	Scuba_Diving
Median Household Income	\$29,154	\$63,000	\$75,000	\$18,000
Median Home Value	\$183,645	\$137,500	\$173,900	\$475,384



What are my emerging Donors?

Emerging Persona Summary

	New Donor	Repeat Donor	High Value Donor (top 25%)	Fastest Repeat Donor (top 25%)
Gender	F (60%)	F (56.8%)	F (14.3%)	F (55.6%)
Age	35-44 (19%)	65+ (23%)	65+ (14.3%)	65+ (37%)
Education	Bach Degree (24%)	Bach Degree (23%)	HS Diploma (14.3%)	Grad Degree (18.5%)
Home Ownership	Likely Homeowner (50%)	Likely Homeowner (58.4%)		Likely Homeowner (64.8%)
Marital Status	Married (40%)	Married (36.8%)		Married (14.8%)
Industry	Medical (6%)	Medical (6.2%)		Medical (7.4%)
Political Affiliation	Democrat (35%)	Republican (38.4%)	Non-Partisan (14.3%)	Republican (51.9%)
Religious Affiliation	Christian (28%)	Christian (43.2%)		Christian (53.7%)
DMA	INDIANAPOLIS (36%)	INDIANAPOLIS (51.1%)	GREEN/SPART/ASH (14.3%)	INDIANAPOLIS (53.7%)
Preferred Outreach	SMS (37%)	SMS (28.6%)	Phone (14.3%)	SMS (24.1%)
Interests	Aviation	Religious_Inspirational	Aviation	BoardGames_Puzzles
Median Household Income	\$89,000	\$75,842	\$58,000	\$71,992
Median Home Value	\$227,550	\$200,112	\$240,111	\$185,218



What type of donations are my donors giving?

Top Donation Types Summary

	New Donor	Repeat Donor	High Value Donor (top 25%)	Fastest Repeat Donor (top 25%)
1	Donation (\$27916)	Donation (\$3811718)	Donation (\$715564)	Donation (\$430629)
2	Soft Credit (\$1586)	Recurring Donation Payment (\$581570)	Pledge (\$77977)	Recurring Donation Payment (\$105995)
3	Recurring Donation Schedule (\$726)	Pledge Payment (\$40346)	Soft Credit (\$16479)	Pledge Payment (\$7584)
4	Recurring Donation Payment (\$1960)	Recurring Donation Schedule (\$85344)	Recurring Donation Schedule (\$50000)	Recurring Donation Schedule (\$8451)
5		Soft Credit (\$72903)		Soft Credit (\$2538)
6		Pledge (\$111458)		Pledge (\$21652)



Where are my Donors?

Top Location Summary

	New Donor	Repeat Donor	High Value Donor (top 25%)	Fastest Repeat Donor (top 25%)
1	INDIANAPOLIS (47.1%)	INDIANAPOLIS (72%)	INDIANAPOLIS (40%)	INDIANAPOLIS (56.9%)
2	FT. WAYNE (3.7%)	CHICAGO (2.6%)	SO. BEND/ELKHRT (3.2%)	ATLANTA (2.6%)
3	ATLANTA (2.6%)	SO. BEND/ELKHRT (2.6%)	COLUMBUS OH (2.4%)	CHICAGO (1.5%)
4	LOS ANGELES (2.6%)	COLUMBUS OH (2.5%)	FT. WAYNE (1.6%)	PHOENIX (1.5%)
5	CHICAGO (2.1%)	FT. WAYNE (2.2%)	ATLANTA (0.8%)	PORTLAND OR (1.5%)
6	EVANSVILLE (2.1%)	WICHITA/HUTCHINS (2.2%)	BIRMINGHAM (0.8%)	CINCINNATI (1%)
7	HOUSTON (2.1%)	ATLANTA (2.1%)	CHICAGO (0.8%)	FLINT/SAGINAW (1%)
8	LOUISVILLE (2.1%)	LOUISVILLE (1.9%)	CLEVELAND (0.8%)	HOUSTON (1%)
9	SO. BEND/ELKHRT (2.1%)	EVANSVILLE (1.8%)	DETROIT (0.8%)	ST. LOUIS (1%)
10	CLEVELAND (1.6%)	CINCINNATI (1.7%)	GREEN/SPART/ASH (0.8%)	TAMPA/ST. PETE (1%)



How am I acquiring Donors?

Method of Acquisition Summary

	New Donor	Repeat Donor	High Value Donor (top 25%)	Fastest Repeat Donor (top 25%)
1	Events (36%)	Staff Funding (21.9%)	Short-term (11.8%)	Short-term (14.9%)
2	Wishlist (14.8%)	Short-term (14.5%)	Events (10.6%)	Gift Banks (9.9%)
3	Staff Funding (13.8%)	Events (10.7%)	10 Month (7.1%)	Gift Bank - Other (7.8%)
4	Golf Tournament (13.3%)	Gift Bank - Other (9.9%)	Golf Tournament (7.1%)	Staff Funding (7.8%)
5	Education (7.9%)	General Fund (9.3%)	General Fund (7.1%)	Building (7.1%)
6	General Fund (6.4%)	10 Month (6.6%)	Staff Funding (7.1%)	General Fund (7.1%)
7	Short-term (2%)	Gift Banks (6.6%)	Building (5.9%)	Events (5.7%)
8	Building (0.5%)	Wishlist (6.4%)	Wishlist (5.9%)	Gift Bank - Online (5.7%)
9	Gift Bank - Online (0.5%)	Building (6%)	Gift Bank - Online (3.5%)	Ladies Night Out (5%)
10		Gift Bank - Online (4.3%)	Walk/Run (3.5%)	Walk/Run (5%)