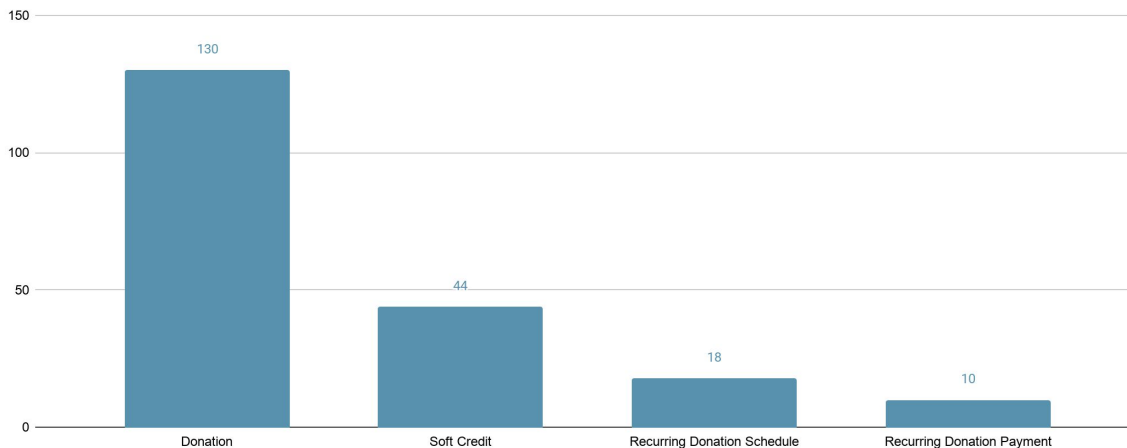




## What type of donations are my new donors giving?

# New Donors: Top Donation Types



### Persona of Donation

<b>Gender</b>	F (71.5%)	M (20.8%)
<b>Age</b>	45-54 (23.1%)	35-44 (20%)
<b>Education</b>	Bach Degree (30.8%)	Grad Degree (14.6%)
<b>Home Ownership</b>	Likely Homeowner (70.8%)	Likely Renter (13.8%)
<b>Marital Status</b>	Married (60%)	Non-Traditional (1.5%)
<b>Industry</b>	Other_occupation (10.8%)	Medical (6.2%)
<b>Political Affiliation</b>	Republican (56.2%)	Non-Partisan (17.7%)
<b>Religious Affiliation</b>	Christian (43.8%)	Jewish (6.9%)
<b>DMA</b>	INDIANAPOLIS (45.4%)	LOUISVILLE (3.1%)
<b>Outreach Channel</b>	Email (32.3%)	SMS (29.2%)
<b>Interests</b>	Aviation	Religious_Inspirational
	Median Household Income	\$85,000
	Median Home Value	\$227,200

### Top Methods of Acquisition

1	Wishlist	23.10%
2	Events	21.50%
3	Gift Banks - Online	19.20%
4	Education	12.30%
5	Staff Funding	10.00%

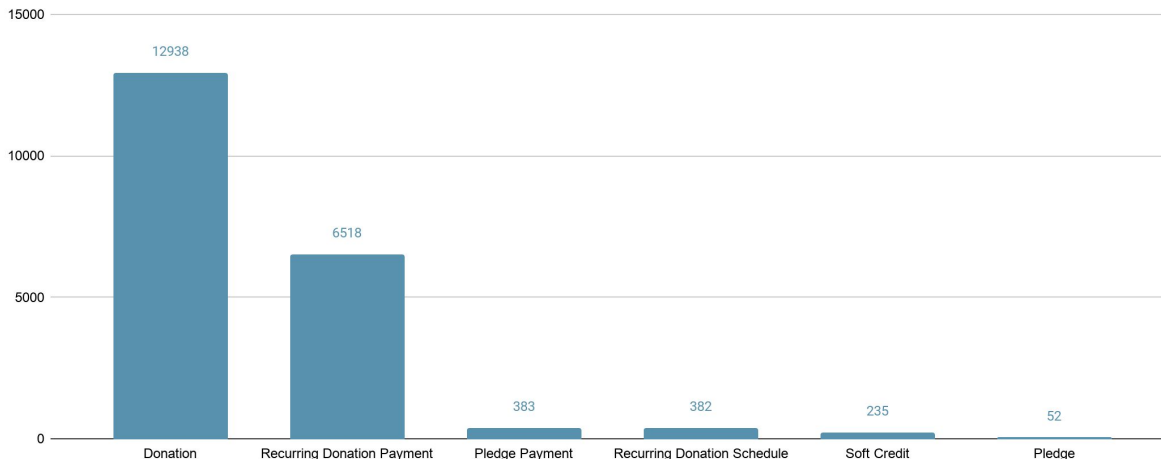
### Top Lookalike DMAs

- 1 RICHMOND DMA
- 2 KANSAS CITY DMA
- 3 OMAHA DMA
- 4 CHARLOTTE DMA
- 5 TULSA DMA



## What type of donations are my repeat donors giving?

# Repeat Donors: Top Donation Types



### Persona of Donation Donor

<b>Gender</b>	F (56.1%)	M (38.8%)
<b>Age</b>	65+ (27.9%)	45-54 (20.6%)
<b>Education</b>	Bach Degree (28.5%)	Grad Degree (20.3%)
<b>Home Ownership</b>	Likely Homeowner (76.2%)	Likely Renter (10.8%)
<b>Marital Status</b>	Married (64.8%)	Non-Traditional (1.8%)
<b>Industry</b>	Other_occupation (8.5%)	Medical (6.7%)
<b>Political Affiliation</b>	Republican (68.3%)	Non-Partisan (14.5%)
<b>Religious Affiliation</b>	Christian (59.5%)	Jewish (4%)
<b>DMA</b>	INDIANAPOLIS (58.2%)	CHICAGO (2.2%)
<b>Outreach Channel</b>	Direct Mail (31.7%)	Email (28.9%)
<b>Interests</b>	Religious_Inspirational	Musical_Instruments
	Median Household Income	\$85,000
	Median Home Value	\$218,400

### Top Methods of Acquisition

1 Staff Funding	11.60%
2 Short-term	11.00%
3 Gift Bank - Other	7.70%
4 General Fund	6.90%
5 Events	5.90%

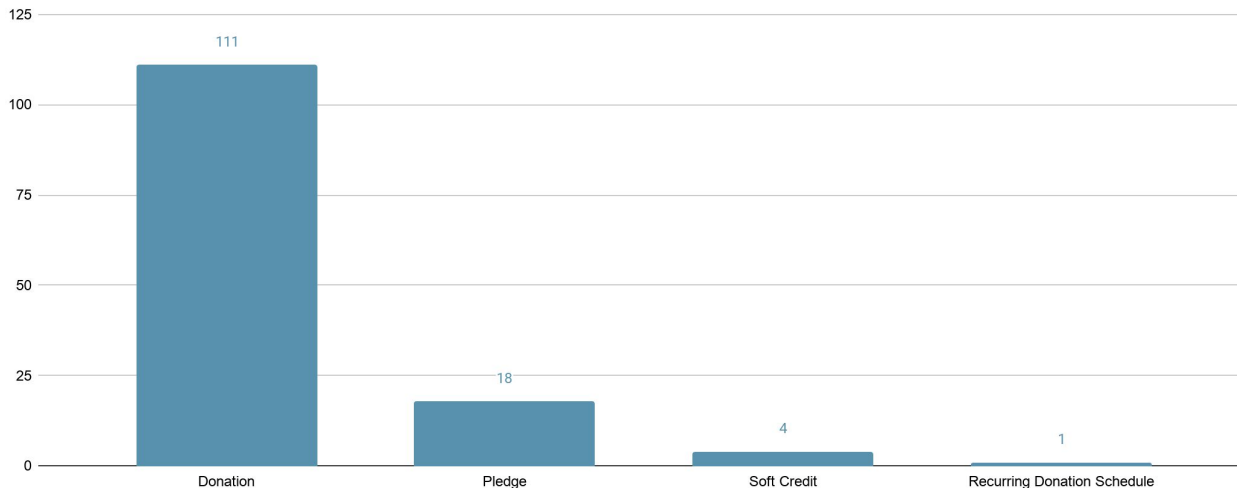
### Top Lookalike DMAs

- 1 KANSAS CITY DMA
- 2 OKLAHOMA CITY DMA
- 3 RICHMOND DMA
- 4 CHARLOTTESVILLE DMA
- 5 PEORIA/BLOOMNGTN DMA



What type of donations are my High Value Donors (top 25%) giving?

# High Value Donors: Top Donation Types



## Persona of Donation Donor

<b>Gender</b>	M (59.5%)	F (32.4%)
<b>Age</b>	45-54 (27%)	55-64 (23%)
<b>Education</b>	Bach Degree (32.4%)	Grad Degree (23%)
<b>Home Ownership</b>	Likely Homeowner (79.7%)	Likely Renter (9.5%)
<b>Marital Status</b>	Married (75.7%)	
<b>Industry</b>	Medical (10.8%)	Other_occupation (9.5%)
<b>Political Affiliation</b>	Republican (68.9%)	Non-Partisan (10.8%)
<b>Religious Affiliation</b>	Christian (63.5%)	Jewish (9.5%)
<b>DMA</b>	INDIANAPOLIS (63.5%)	SO. BEND/ELKHRT (5.4%)
<b>Outreach Channel</b>	Email (37.8%)	Direct Mail (32.4%)
<b>Interests</b>	Snow_Skiing	Religious_Inspirational
	Median Household Income	\$98,000
	Median Home Value	\$314,500

## Top Methods of Acquisition

- |                   |        |
|-------------------|--------|
| 1 Short-term      | 12.20% |
| 2 Wishlist        | 8.10%  |
| 3 Events          | 8.10%  |
| 4 Golf Tournament | 8.10%  |
| 5 10 Month        | 8.10%  |

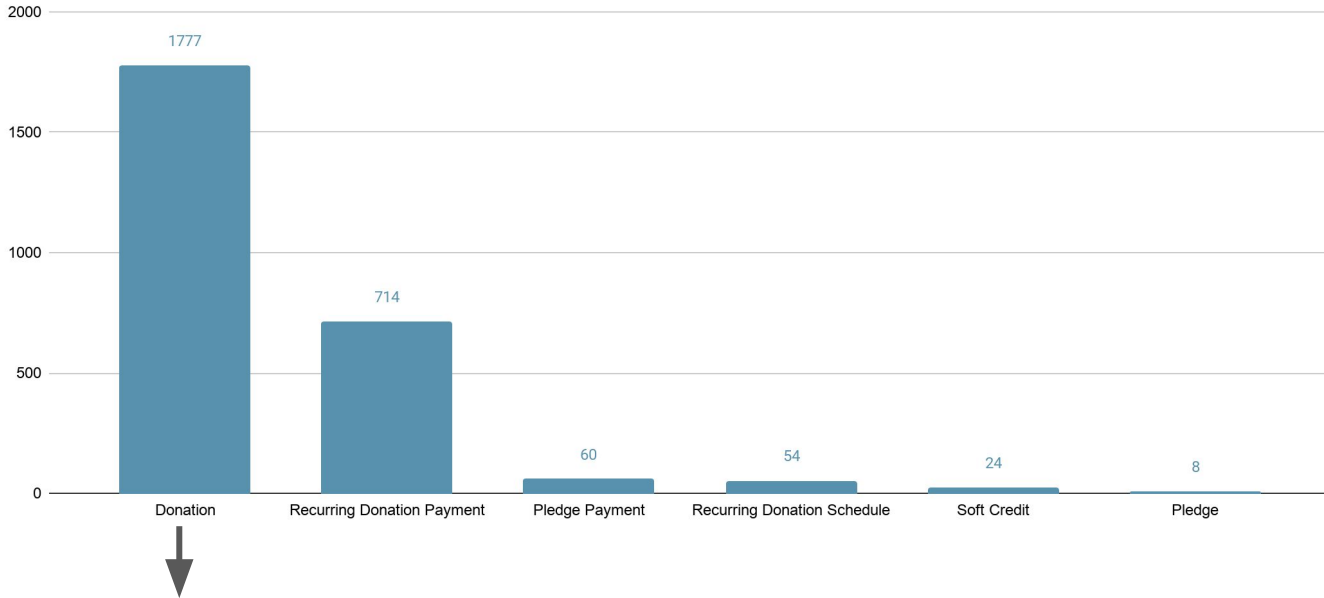
## Top Lookalike DMAs

- 1 FARGO/VALLEY CTY DMA
- 2 FT. WAYNE DMA
- 3 CINCINNATI DMA
- 4 ROCH/MAS CTY/AUS DMA
- 5 MINN/ST. PAUL DMA



What type of donations are my Fastest Repeat Donors (top 25%) giving?

# Fastest Repeat Donors: Top Donation Types



## Persona of Donation Donor

	F (55.6%)	M (40.4%)
<b>Gender</b>	F (55.6%)	M (40.4%)
<b>Age</b>	65+ (32.7%)	55-64 (21.1%)
<b>Education</b>	Bach Degree (24.6%)	Grad Degree (21.1%)
<b>Home Ownership</b>	Likely Homeowner (74.3%)	Likely Renter (9.9%)
<b>Marital Status</b>	Married (64.9%)	Non-Traditional (1.2%)
<b>Industry</b>	Other_occupation (7.6%)	Medical (6.4%)
<b>Political Affiliation</b>	Republican (69.6%)	Non-Partisan (15.2%)
<b>Religious Affiliation</b>	Christian (56.7%)	Jewish (4.7%)
<b>DMA</b>	INDIANAPOLIS (64.9%)	ATLANTA (2.9%)
<b>Outreach Channel</b>	Direct Mail (33.9%)	Email (26.3%)
<b>Interests</b>	Religious_Inspirational	Tennis
	Median Household Income	\$82,000
	Median Home Value	\$225,700

## Top Methods of Acquisition

- |                 |        |
|-----------------|--------|
| 1 Short-term    | 12.30% |
| 2 Gift Banks    | 8.20%  |
| 3 Staff Funding | 6.40%  |
| 4 Bank - Other  | 6.40%  |
| 5 Building      | 5.80%  |

## Top Lookalike DMAs

- 1 HLLY DMA
- 2 ST. LOUIS DMA
- 3 KANSAS CITY DMA
- 4 CINCINNATI DMA
- 5 DES MOINES/AMES DMA