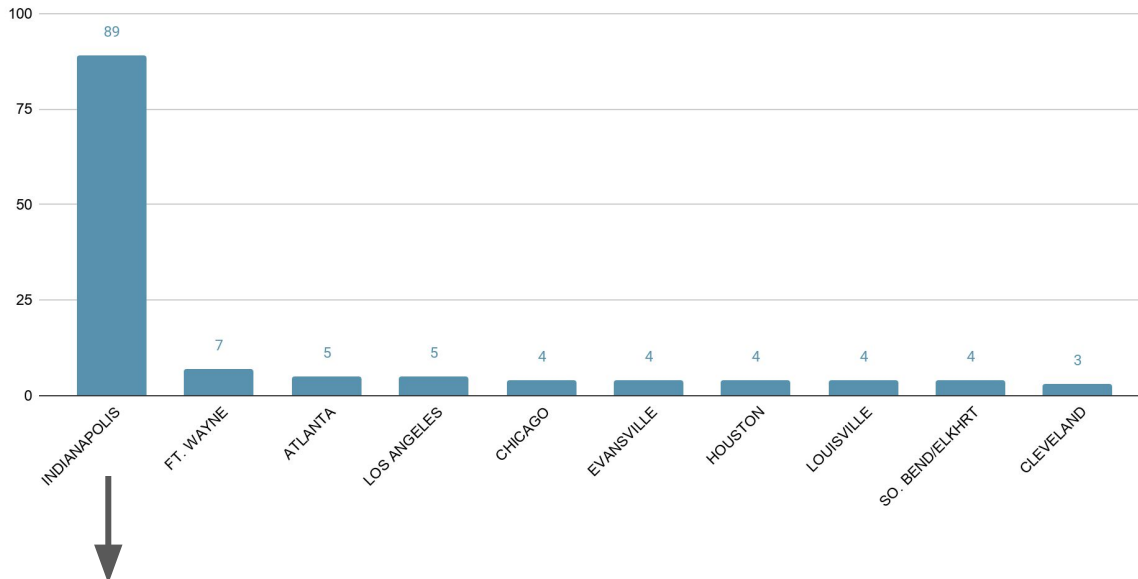




Where are my new Donors?

New Donors: Top Locations



Persona of Donor in Indianapolis

Gender	F (69.7%)	M (30.3%)
Age	45-54 (29.2%)	55-64 (21.3%)
Education	Bach Degree (34.8%)	Grad Degree (15.7%)
Home Ownership	Likely Homeowner (88.8%)	Likely Renter (3.4%)
Marital Status	Married (71.9%)	Non-Traditional (3.4%)
Industry	Other_occupation (12.4%)	Medical (6.7%)
Political Affiliation	Republican (62.9%)	Non-Partisan (24.7%)
Religious Affiliation	Christian (53.9%)	Jewish (9%)
DMA	INDIANAPOLIS (100%)	
Outreach Channel	Email (42.7%)	SMS (24.7%)
Interests	Aviation	BoardGames_Puzzles
	Median Household Income	\$92,000
	Median Home Value	\$198,200

Top Donation Types

1 Donation	\$9,564
2 Recurring Donation Payment	\$1,768
3 Soft Credit	\$788
4 Recurring Donation Schedule	\$351

Top Methods of Acquisition

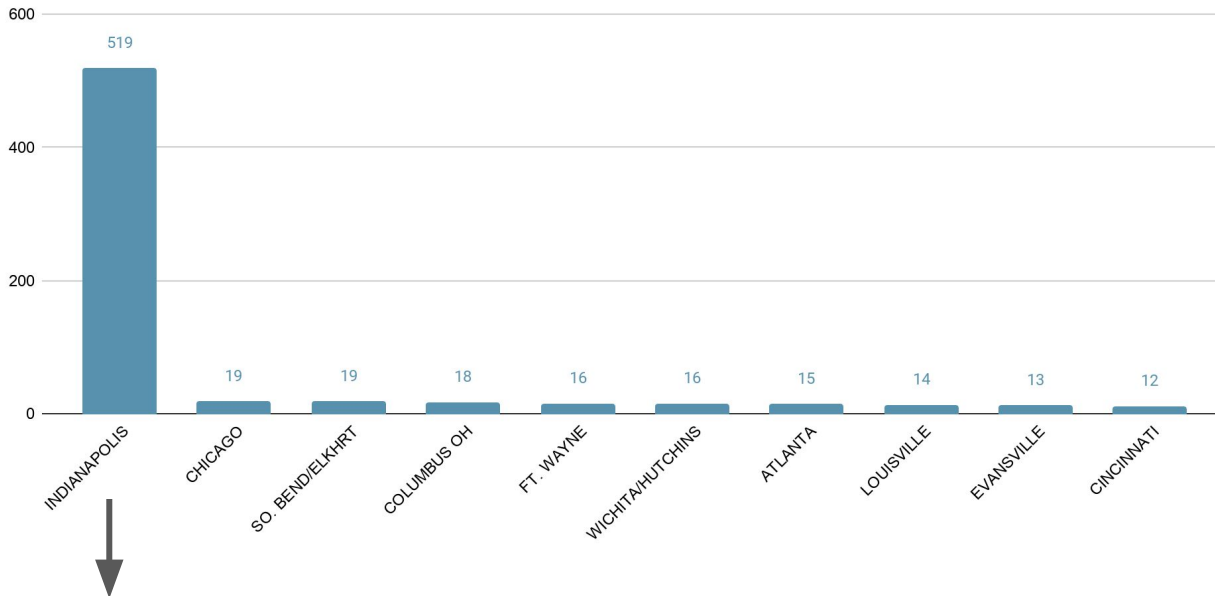
1 Events	46.10%
2 Wishlist	12.40%
3 Staff Funding	12.40%
4 Gift Banks - Online	11.20%
5 General Fund	10.10%

Top Lookalike DMAs

- 1 PEORIA/BLOOMNGTN DMA
- 2 ROCH/MAS CTY/AUS DMA
- 3 OMAHA DMA
- 4 MINN/ST. PAUL DMA
- 5 KANSAS CITY DMA

Where are my repeat Donors?

Repeat Donors: Top Locations



Persona of Donor in Indianapolis

Gender	F (61.8%)	M (38.2%)
Age	65+ (30.5%)	45-54 (22.8%)
Education	Bach Degree (30%)	Grad Degree (23%)
Home Ownership	Likely Homeowner (85.2%)	Likely Renter (8.2%)
Marital Status	Married (71.5%)	Non-Traditional (2%)
Industry	Other_occupation (9.2%)	Medical (9.2%)
Political Affiliation	Republican (74.8%)	Non-Partisan (15%)
Religious Affiliation	Christian (68.2%)	Jewish (3.8%)
DMA	INDIANAPOLIS (100%)	
Outreach Channel	Direct Mail (38%)	Email (31.2%)
Interests	Religious_Inspiration al	Musical_Instruments
Median Household Income		\$82,000
Median Home Value		\$212,500

Top Donation Types

1 Donation	\$1,607,445
2 Recurring Donation Payment	\$246,918
3 Pledge	\$104,758
4 Pledge Payment	\$37,496
5 Soft Credit	\$31,367

Top Methods of Acquisition

1 Staff Funding	15.50%
2 Events	11.00%
3 Gift Bank - Other	8.80%
4 Short-term	8.80%
5 Gift Banks	6.20%

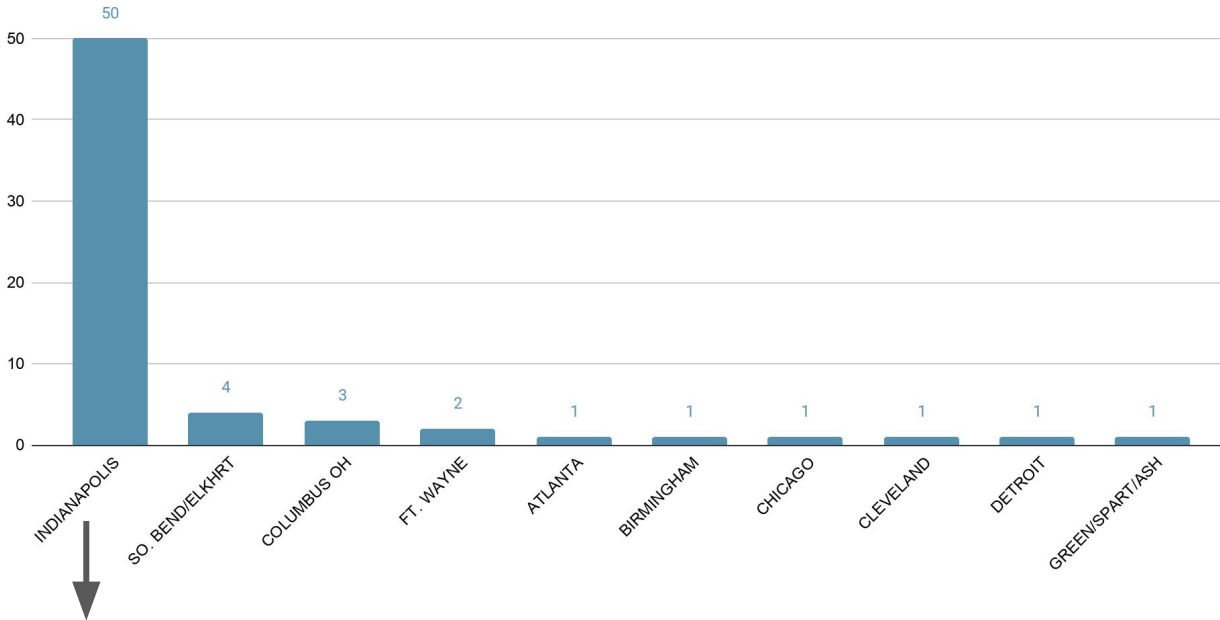
Top Lookalike DMAs

- 1 ROCH/MAS CTY/AUS DMA
- 2 PEORIA/BLOOMNGTN DMA
- 3 KANSAS CITY DMA
- 4 HLLY DMA
- 5 DAYTON DMA



Where are my High Value Donors (top 25%)?

High Value Donors: Top Locations



Persona of Donor in Indianapolis

Gender	M (62%)	F (38%)
Age	65+ (26%)	55-64 (26%)
Education	Bach Degree (36%)	Grad Degree (28%)
Home Ownership	Likely Homeowner (84%)	Likely Renter (12%)
Marital Status	Married (84%)	
Industry	Medical (16%)	Other_occupation (10%)
Political Affiliation	Republican (74%)	Non-Partisan (12%)
Religious Affiliation	Christian (74%)	Jewish (10%)
DMA	INDIANAPOLIS (100%)	
Outreach Channel	Direct Mail (38%)	Email (36%)
Interests	Scuba_Diving	Religious_Inspirational
	Median Household Income	\$98,000
	Median Home Value	\$275,800

Top Donation Types

1 Donation	\$987,139
2 Pledge	\$89,138
3 Recurring Donation Payment	\$83,091
4 Pledge Payment	\$32,106
5 Soft Credit	\$19,735

Top Methods of Acquisition

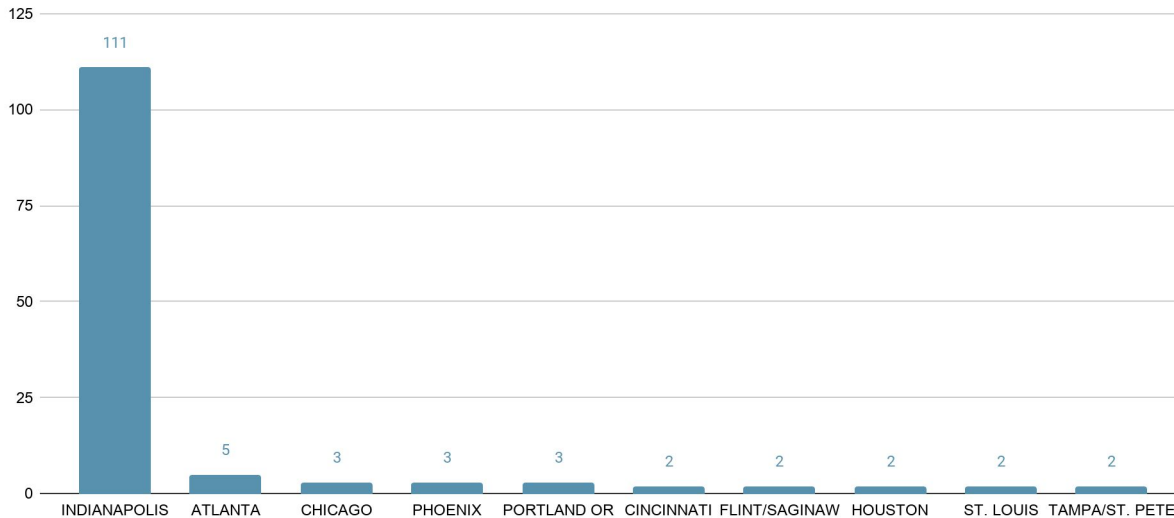
1 Events	16.00%
2 Short-term	10.00%
3 Golf Tournament	10.00%
4 10 Month	8.00%
5 Staff Funding	8.00%

Top Lookalike DMAs

- 1 FT. WAYNE DMA
- 2 ROCH/MAS CTY/AUS DMA
- 3 CINCINNATI DMA
- 4 MANKATO DMA
- 5 LIMA DMA

Where are my fastest repeat Donors (top 25%)?

Fastest Repeat Donors: Top Locations



Persona of Donor in Indianapolis

Gender	F (57.7%)	M (42.3%)
Age	65+ (31.5%)	55-64 (25.2%)
Education	Grad Degree (27%)	Bach Degree (27%)
Home Ownership	Likely Homeowner (82%)	Likely Renter (9%)
Marital Status	Married (67.6%)	Non-Traditional (0.9%)
Industry	Financial Services (9%)	Other_occupation (8.1%)
Political Affiliation	Republican (76.6%)	Non-Partisan (13.5%)
Religious Affiliation	Christian (62.2%)	Jewish (7.2%)
DMA	INDIANAPOLIS (100%)	
Outreach Channel	Direct Mail (38.7%)	Email (28.8%)
Interests	Religious_Inspirational	Scuba_Diving
	Median Household Income	\$78,000
	Median Home Value	\$187,500

Top Donation Types

1 Donation	\$271,386
2 Recurring Donation Payment	\$45,814
3 Pledge	\$21,652
4 Pledge Payment	\$7,584
5 Recurring Donation Schedule	\$2,575

Top Methods of Acquisition

1 Gift Banks	10.80%
2 Staff Funding	9.00%
3 Short-term	9.00%
4 Gift Bank - Other	7.20%
5 Walk/Run	6.30%

Top Lookalike DMAs

- 1 PEORIA/BLOOMNGTN DMA
- 2 ST. LOUIS DMA
- 3 HLLY DMA
- 4 ROCH/MAS CTY/AUS DMA
- 5 KANSAS CITY DMA