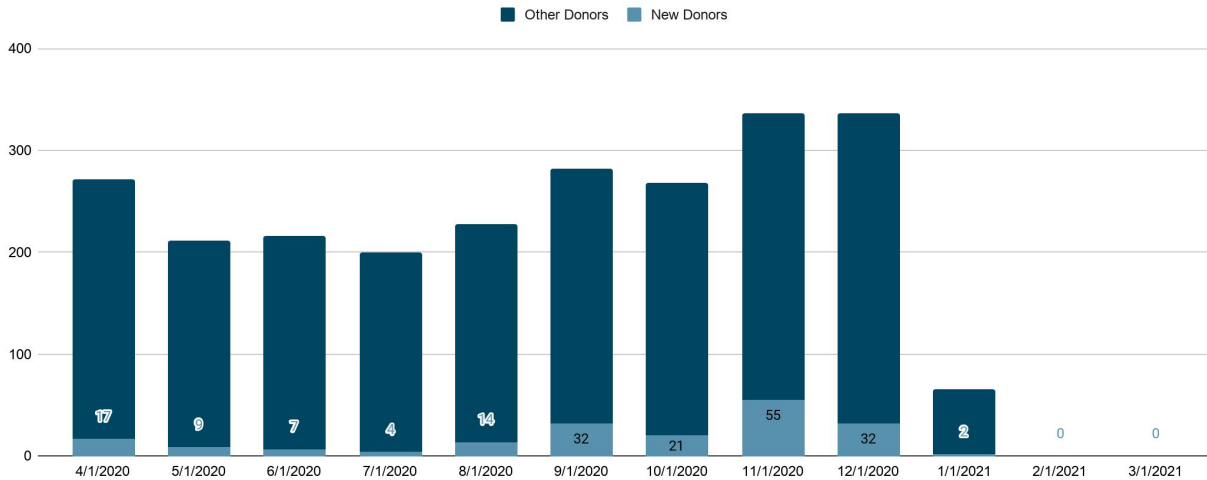


Who are my emerging new Donors?

New Donors: Emerging Persona



Emerging Persona

| | | |
|------------------------------|---------------------------|--------------------------|
| Gender | F (60%) | M (23%) |
| Age | 35-44 (19%) | 25-34 (16%) |
| Education | Bach Degree (24%) | HS Diploma (12%) |
| Home Ownership | Likely Homeowner (50%) | Likely Renter (20%) |
| Marital Status | Married (40%) | Non-Traditional (2%) |
| Industry | Medical (6%) | Other_occupation (4%) |
| Political Affiliation | Democrate (35%) | Non-Partisan (33%) |
| Religious Affiliation | Christian (28%) | Jewish (7%) |
| DMA | INDIANAPOLIS (36%) | LOUISVILLE (4%) |
| Outreach Channel | SMS (37%) | Email (24%) |
| Interests | Aviation | History_Military |
| | Median Household Income | \$89,000 |
| | Median Home Value | \$227,550 |

Top Donation Types

| | |
|-------------------------------|----------|
| 1 Donation | \$11,348 |
| 2 Recurring Donation Payment | \$1,175 |
| 3 Soft Credit | \$1,067 |
| 4 Recurring Donation Schedule | \$332 |

Top Methods of Acquisition

| | |
|-----------------------|--------|
| 1 Events | 42.00% |
| 2 Gift Banks - Online | 14.00% |
| 3 Staff Funding | 13.00% |
| 4 Education | 11.00% |
| 5 Wishlist | 10.00% |

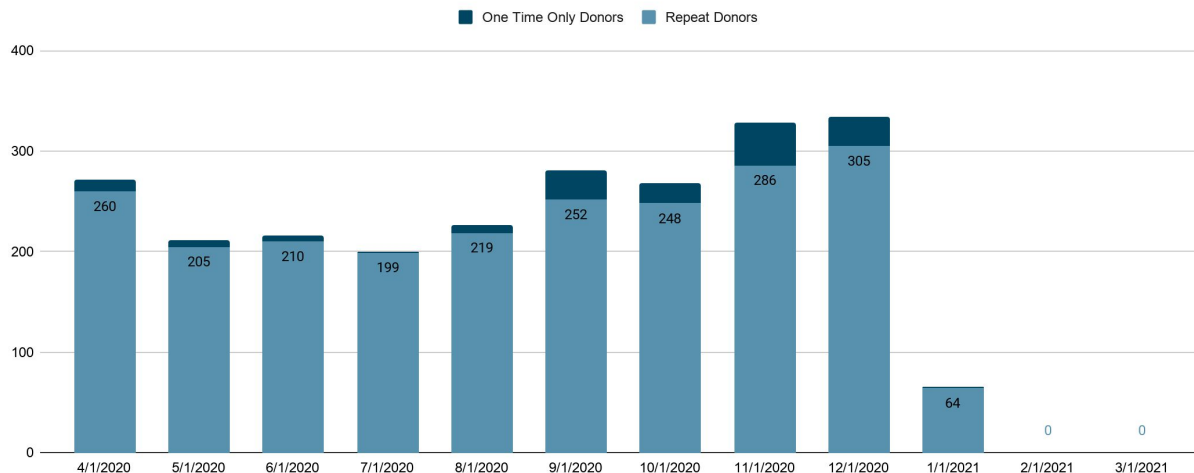
Top Lookalike DMAs

- 1 KANSAS CITY DMA
- 2 RICHMOND DMA
- 3 BATON ROUGE DMA
- 4 OMAHA DMA
- 5 NEW ORLEANS DMA



Who are my emerging repeat Donors?

Repeat Donors: Emerging Persona



Emerging Persona

| | | |
|------------------------------|-----------------------------|------------------------------|
| Gender | F (56.8%) | M (33.8%) |
| Age | 65+ (23%) | 35-44 (18.9%) |
| Education | Bach Degree (23%) | Some College (15.7%) |
| Home Ownership | Likely Homeowner (58.4%) | Likely Renter (18.4%) |
| Marital Status | Married (36.8%) | Non-Traditional (4.3%) |
| Industry | Medical (6.2%) | Financial Services (4.3%) |
| Political Affiliation | Republican (38.4%) | Non-Partisan (28.6%) |
| Religious Affiliation | Christian (43.2%) | Jewish (3.5%) |
| DMA | INDIANAPOLIS (51.1%) | CHICAGO (2.7%) |
| Outreach Channel | SMS (28.6%) | Email (24.1%) |
| Interests | Religious_Inspirational | Musical_Instruments |
| | | |
| | Median Household Income | \$75,842 |
| | Median Home Value | \$200,112 |

Top Donation Types

| | |
|-------------------------------|-------------|
| 1 Donation | \$2,245,416 |
| 2 Recurring Donation Payment | \$420,013 |
| 3 Pledge | \$70,822 |
| 4 Soft Credit | \$44,662 |
| 5 Recurring Donation Schedule | \$27,277 |

Top Methods of Acquisition

| | |
|-----------------|--------|
| 1 Staff Funding | 15.10% |
| 2 Short-term | 11.10% |
| 3 Events | 8.60% |
| 4 General Fund | 7.00% |
| 5 10 Month | 5.40% |

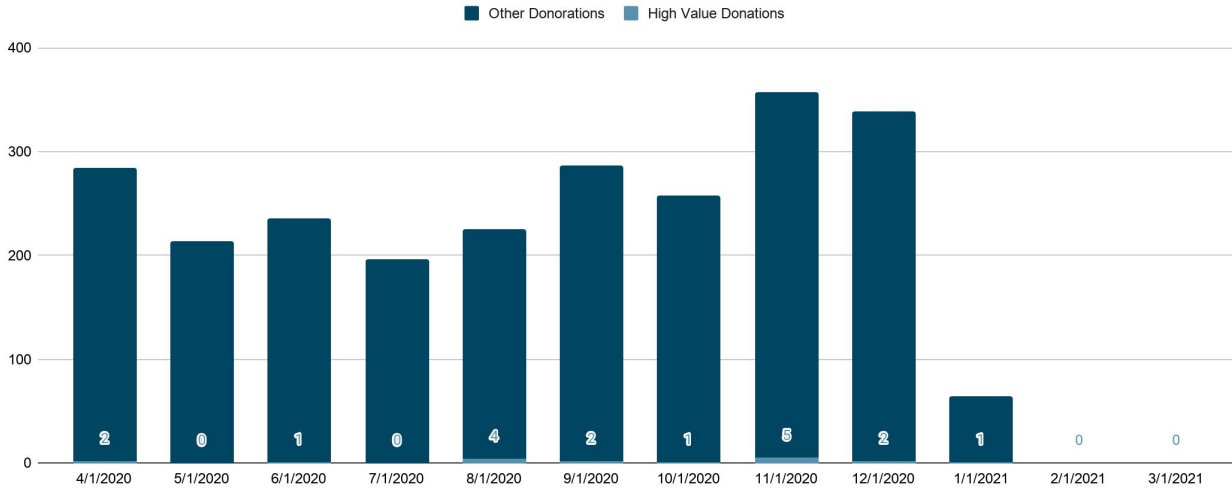
Top Lookalike DMAs

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



Who are my emerging High Value Donors (top 25%)?

High Value Donors: Emerging Persona



Emerging Persona

| | | |
|------------------------------|----------------------------|---------------|
| Gender | F (14.3%) | |
| Age | 65+ (14.3%) | |
| Education | HS Diploma (14.3%) | |
| Home Ownership | | |
| Marital Status | | |
| Industry | | |
| Political Affiliation | Non-Partisan (14.3%) | |
| Religious Affiliation | | |
| DMA | GREEN/SPART/ASH (14.3%) | |
| Outreach Channel | Phone (14.3%) | |
| Interests | Aviation | Science_Space |
| | | |
| | Median Household Income | \$58,000 |
| | Median Home Value | \$240,111 |

Top Donation Types

| | |
|-------------------------------|-----------|
| 1 Donation | \$726,811 |
| 2 Recurring Donation Payment | \$48,120 |
| 3 Soft Credit | \$7,050 |
| 4 Recurring Donation Schedule | \$3,890 |

Top Methods of Acquisition

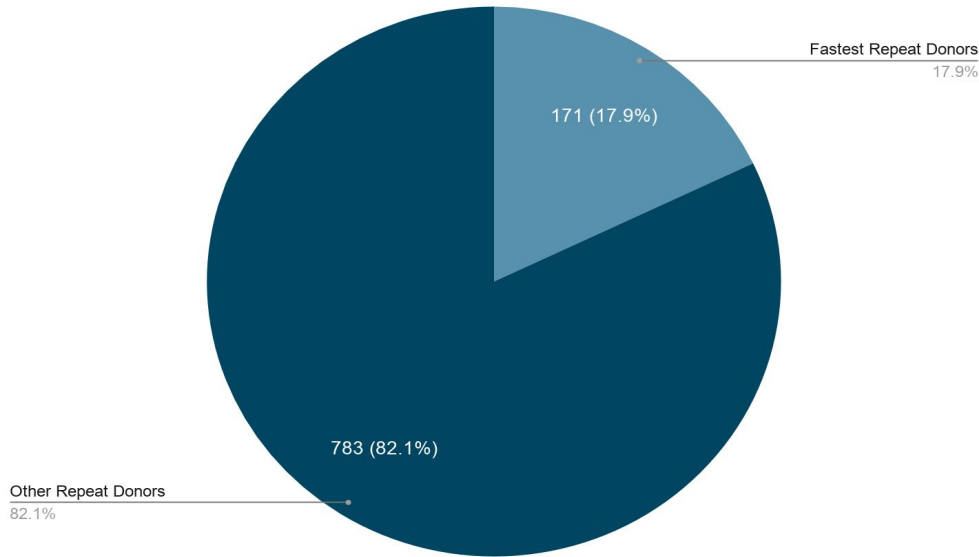
| | |
|----------------------|--------|
| 1 Building | 28.60% |
| 2 Staff Funding | 14.30% |
| 3 Wishlist | 14.30% |
| 4 Gift Bank - Online | 14.30% |
| 5 Events | 14.30% |

Top Lookalike DMAs

- 1 GREENWOOD DMA
- 2 HARL/WESL/BRNSVL DMA
- 3 EL PASO DMA
- 4 YUMA/EL CENTRO DMA
- 5 LAREDO DMA

Who are my emerging fastest repeat Donors (top 25%)?

Fastest Repeat Donors: Emerging Persona



Emerging Persona

| | | |
|------------------------------|-----------------------------|----------------------------|
| Gender | F (55.6%) | M (31.5%) |
| Age | 65+ (37%) | 45-54 (14.8%) |
| Education | Grad Degree (18.5%) | Bach Degree (18.5%) |
| Home Ownership | Likely Homeowner (64.8%) | Likely Renter (9.3%) |
| Marital Status | Married (14.8%) | Non-Traditional (1.9%) |
| Industry | Medical (7.4%) | Other_occupation (5.6%) |
| Political Affiliation | Republican (51.9%) | Democrate (33.3%) |
| Religious Affiliation | Christian (53.7%) | Jewish (3.7%) |
| DMA | INDIANAPOLIS (53.7%) | PORTLAND OR (3.7%) |
| Outreach Channel | SMS (24.1%) | Phone (24.1%) |
| Interests | BoardGames_Puzzles | Religious_Inspirational |
| | Median Household Income | \$71,992 |
| | Median Home Value | \$185,218 |

Top Donation Types

| | |
|-------------------------------|-----------|
| 1 Donation | \$150,895 |
| 2 Recurring Donation Payment | \$24,924 |
| 3 Pledge | \$16,652 |
| 4 Pledge Payment | \$5,384 |
| 5 Recurring Donation Schedule | \$1,524 |

Top Methods of Acquisition

| | |
|----------------|--------|
| 1 Short-term | 14.80% |
| 2 Wishlist | 9.30% |
| 3 General Fund | 7.40% |
| 4 Building | 5.60% |
| 5 Events | 5.60% |

Top Lookalike DMAs

- 1 ROCHESTER NY DMA
- 2 HLLY DMA
- 3 UTICA DMA
- 4 ST. LOUIS DMA
- 5 DAYTON DMA