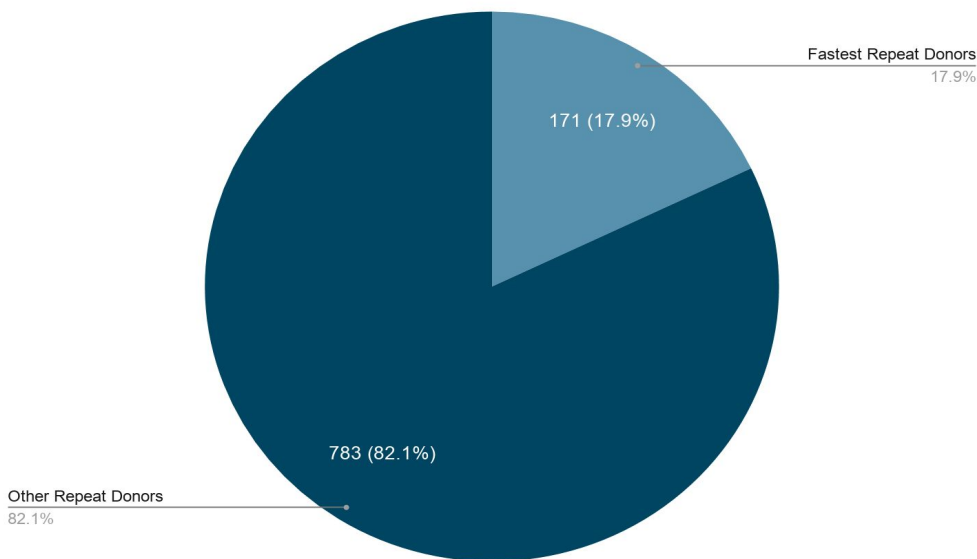




Who are my fastest repeat Donors (top 25%)?

Fastest Repeat Donors: Overall Persona



Overall Persona

Gender	F (55.6%)	M (40.4%)
Age	65+ (32.7%)	55-64 (21.1%)
Education	Bach Degree (24.6%)	Grad Degree (21.1%)
Home Ownership	Likely Homeowner (74.3%)	Likely Renter (9.9%)
Marital Status	Married (64.9%)	Non-Traditional (1.2%)
Industry	Other_occupation (7.6%)	Medical (6.4%)
Political Affiliation	Republican (69.6%)	Non-Partisan (15.2%)
Religious Affiliation	Christian (56.7%)	Jewish (4.7%)
DMA	INDIANAPOLIS (64.9%)	ATLANTA (2.9%)
Outreach Channel	Direct Mail (33.9%)	Email (26.3%)
Interests	Religious_Inspirational	Tennis
	Median Household Income	\$76,000
	Median Home Value	\$216,100

Top Donation Types

1 Donation	\$430,629
2 Recurring Donation Payment	\$105,995
3 Pledge	\$21,652
4 Recurring Donation Schedule	\$8,451
5 Pledge Payment	\$7,584

Top Methods of Acquisition

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

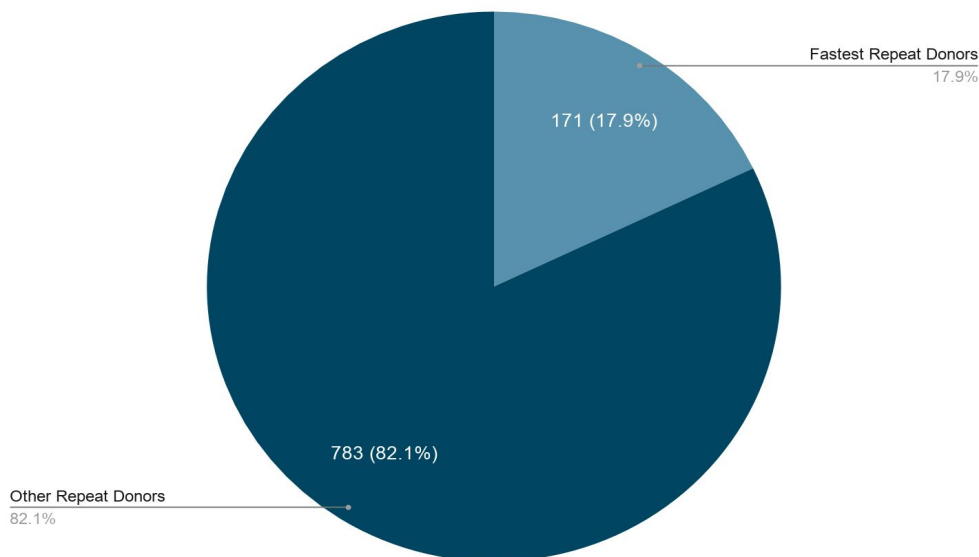
Top Lookalike DMAs

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



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

Fastest Repeat Donors: Primary Persona



Primary Persona

Gender	F (52.7%)	M (47.3%)
Age	65+ (34.1%)	55-64 (29.7%)
Education	Bach Degree (27.5%)	Grad Degree (23.1%)
Home Ownership	Likely Homeowner (80.2%)	Likely Renter (7.7%)
Marital Status	Married (100%)	
Industry	Other_occupation (9.9%)	Financial Services (9.9%)
Political Affiliation	Republican (100%)	
Religious Affiliation	Christian (62.6%)	Jewish (6.6%)
DMA	INDIANAPOLIS (73.6%)	WICHITA/HUTCHINS (2.2%)
Outreach Channel	Direct Mail (42.9%)	Email (30.8%)
Interests	Religious_Inspirational	Tennis
	Median Household Income	\$96,000
	Median Home Value	\$225,700

Top Donation Types

1 Donation	\$175,209
2 Recurring Donation Payment	\$21,816
3 Pledge	\$5,000
4 Pledge Payment	\$2,200
5 Recurring Donation Schedule	\$1,722

Top Methods of Acquisition

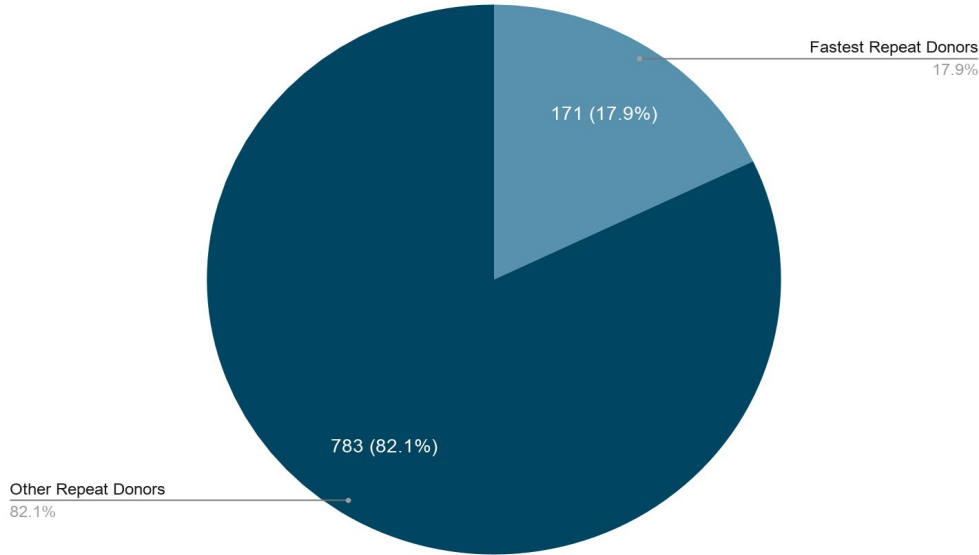
1 Gift Banks	11.00%
2 Short-term	9.90%
3 Gift Bank - Other	9.90%
4 Staff Funding	6.60%
5 General Fund	6.60%

Top Lookalike DMAs

- 1 ROCH/MAS CTY/AUS DMA
- 2 KANSAS CITY DMA
- 3 HUNTSVIL/DECATUR DMA
- 4 LINC/HAST/KEARN DMA
- 5 PEORIA/BLOOMNGTN DMA

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

Fastest Repeat Donors: Secondary Persona



Secondary Persona

Gender	F (65.4%)	M (34.6%)
Age	45-54 (23.1%)	35-44 (23.1%)
Education	Bach Degree (26.9%)	HS Diploma (23.1%)
Home Ownership	Likely Homeowner (73.1%)	Likely Renter (19.2%)
Marital Status	Married (46.2%)	Non-Traditional (3.8%)
Industry	Medical (11.5%)	Skilled Trades (3.8%)
Political Affiliation	Non-Partisan (100%)	
Religious Affiliation	Christian (42.3%)	Hindu (3.8%)
DMA	INDIANAPOLIS (57.7%)	ATLANTA (11.5%)
Outreach Channel	SMS (34.6%)	Email (34.6%)
Interests	Scuba_Diving	Smoking
Median Household Income		\$18,000
Median Home Value		\$475,384

Top Donation Types

1 Donation	\$104,525
2 Recurring Donation Payment	\$59,254
3 Recurring Donation Schedule	\$5,205
4 Soft Credit	\$334

Top Methods of Acquisition

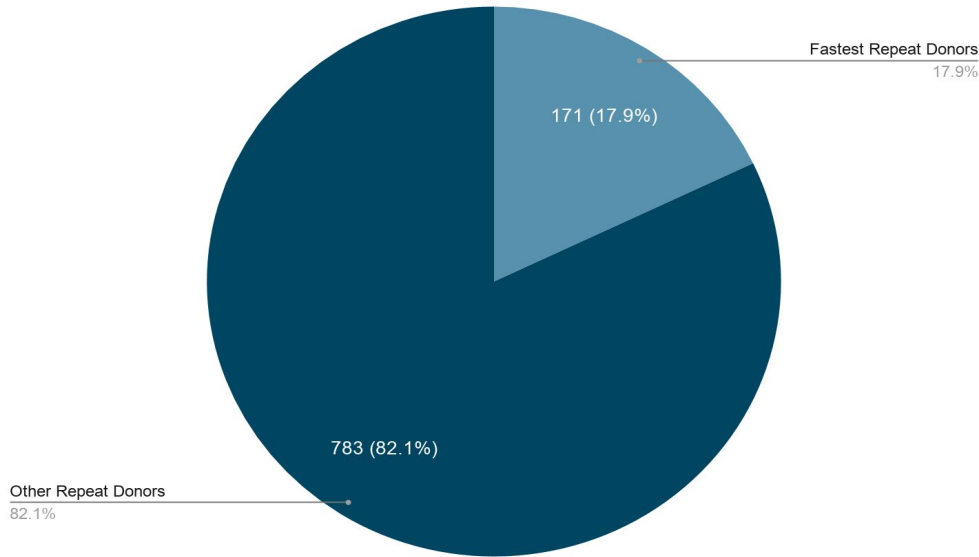
1 Short-term	15.40%
2 Staff Funding	11.50%
3 Building	11.50%
4 Walk/Run	7.70%
5 Wishlist	7.70%

Top Lookalike DMAs

- 1 WEST PALM BEACH DMA
- 2 NASHVILLE DMA
- 3 ORLANDO/DAYT BCH DMA
- 4 ATLANTA DMA
- 5 GAINESVILLE 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%

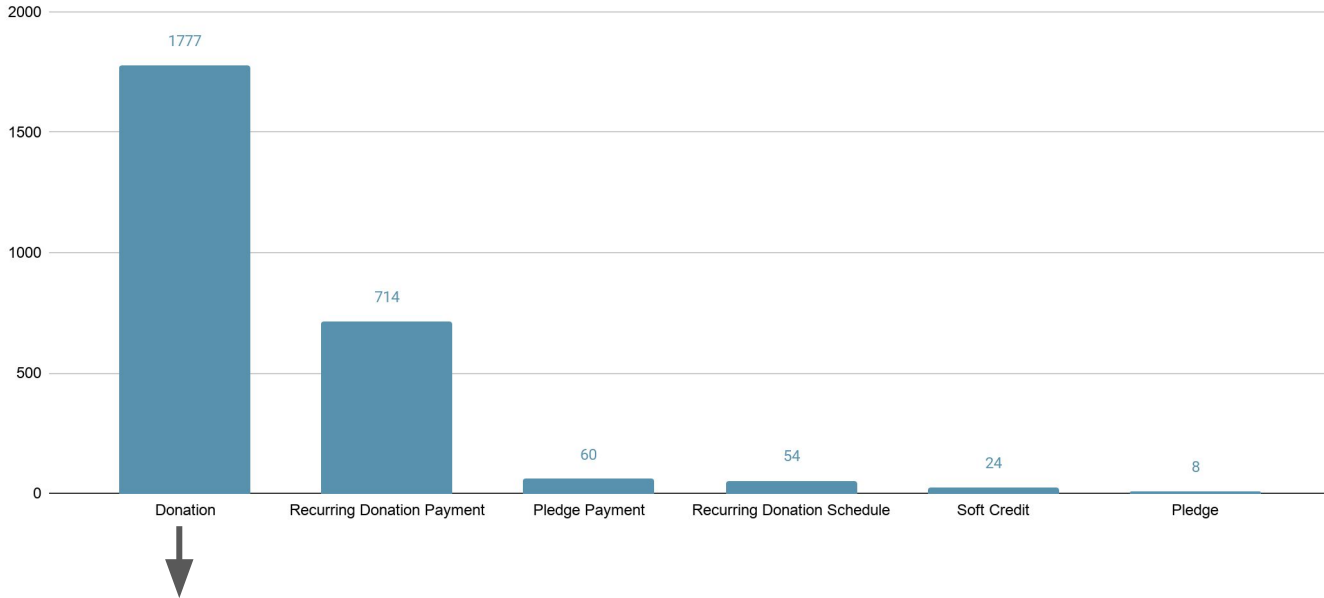
Top Lookalike DMAs

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



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

Fastest Repeat Donors: Top Donation Types



Persona of Donation Donor

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

Top Methods of Acquisition

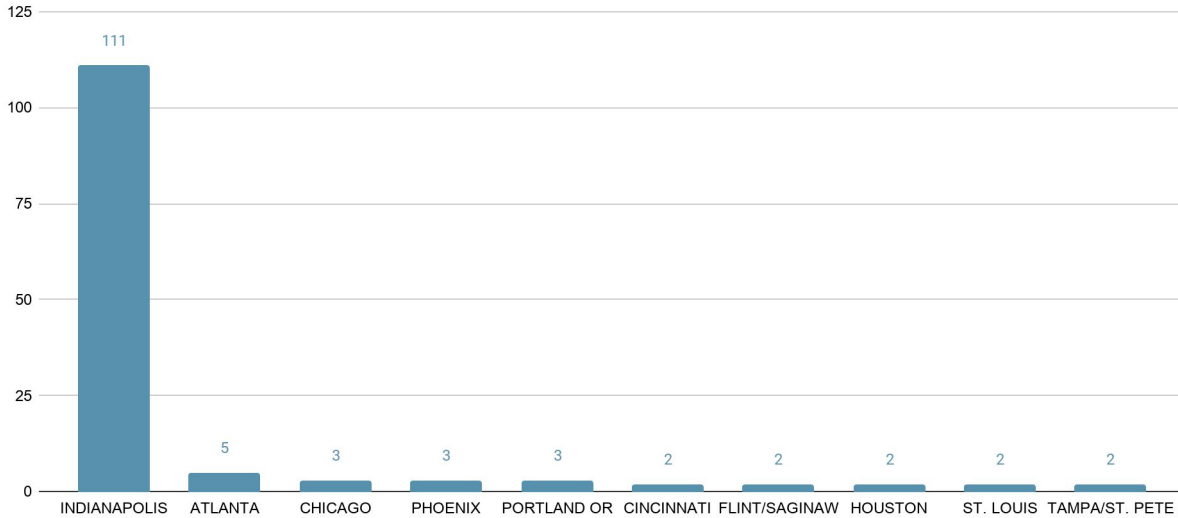
- | | |
|-----------------|--------|
| 1 Short-term | 12.30% |
| 2 Gift Banks | 8.20% |
| 3 Staff Funding | 6.40% |
| 4 Bank - Other | 6.40% |
| 5 Building | 5.80% |

Top Lookalike DMAs

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

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

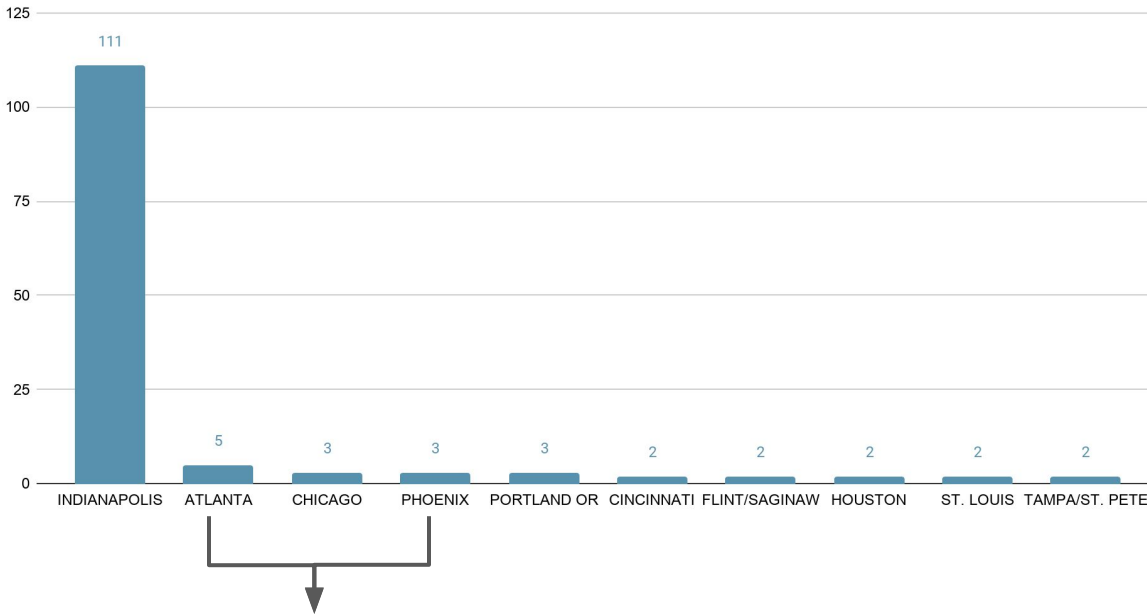
1 Gift Banks	10.80%
2 Staff Funding	9.00%
3 Short-term	9.00%
4 Gift Bank - Other	7.20%
5 Walk/Run	6.30%

Top Lookalike DMAs

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



Where are my fastest repeat Donors (top 25%) emerging? Fastest Repeat Donors: Emerging Locations



Persona of Donor in Emerging DMAs

Gender	F (54.5%)	M (45.5%)
Age	65+ (27.3%)	35-44 (27.3%)
Education	Some College (45.5%)	Bach Degree (27.3%)
Home Ownership	Likely Homeowner (81.8%)	Likely Renter (9.1%)
Marital Status	Married (54.5%)	
Industry	Medical (9.1%)	
Political Affiliation	Republican (45.5%)	Non-Partisan (45.5%)
Religious Affiliation	Christian (36.4%)	
DMA	ATLANTA (45.5%)	PORTLAND OR (27.3%)
Outreach Channel	Direct Mail (45.5%)	SMS (36.4%)
Interests	Aviation	History_Military
Median Household Income	\$101,000	
Median Home Value	\$213,000	

Top Donation Types

1 Donation	\$50,647
2 Recurring Donation Payment	\$200
3 Soft Credit	\$50
4 Recurring Donation Schedule	\$50

Top Methods of Acquisition

1 Short-term	18.20%
2 Building	18.20%
3 Walk/Run	9.10%
4 Wishlist	9.10%
5 Gift Banks	9.10%

Top Lookalike DMAs

- 1 LUBBOCK DMA
- 2 TYLER TX DMA
- 3 NASHVILLE DMA
- 4 AMARILLO DMA
- 5 TULSA DMA