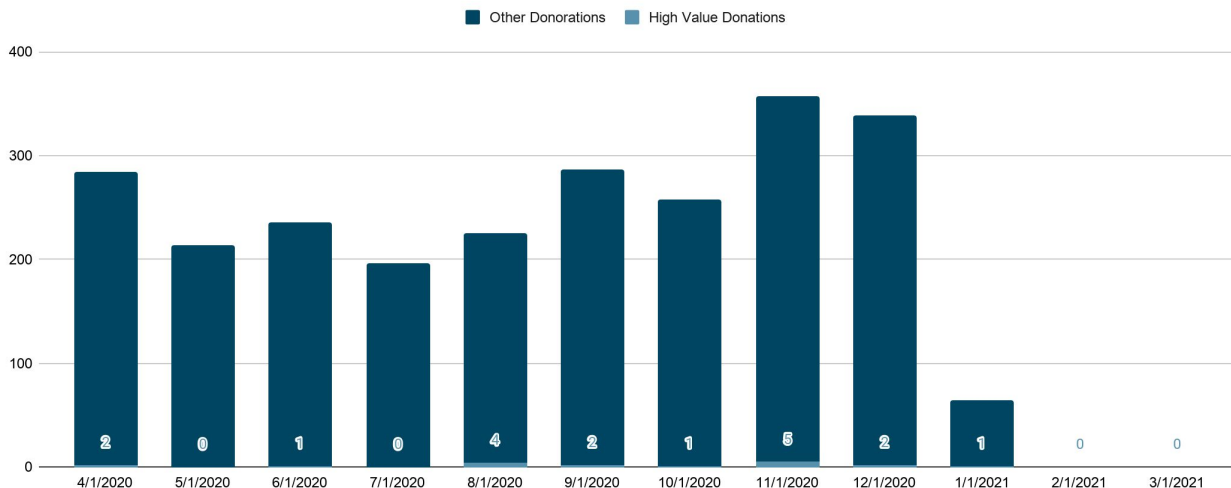




Who are my High Value Donors (top 25%)?

High Value Donors: Overall Persona



Overall Persona

Gender	M (58.2%)	F (34.2%)
Age	45-54 (27.8%)	55-64 (22.8%)
Education	Bach Degree (32.9%)	Grad Degree (21.5%)
Home Ownership	Likely Homeowner (79.7%)	Likely Renter (8.9%)
Marital Status	Married (75.9%)	Non-Traditional (1.3%)
Industry	Medical (12.7%)	Other_occupation (8.9%)
Political Affiliation	Republican (65.8%)	Non-Partisan (12.7%)
Religious Affiliation	Christian (62%)	Jewish (10.1%)
DMA	INDIANAPOLIS (63.3%)	SO. BEND/ELKHRT (5.1%)
Outreach Channel	Email (38%)	Direct Mail (30.4%)
Interests	Snow_Skiing	Religious_Inspirational
Median Household Income	\$98,000	
Median Home Value	\$314,200	

Top Donation Types

1 Donation	\$2,341,574
2 Recurring Donation Payment	\$167,518
3 Pledge	\$91,838
4 Recurring Donation Schedule	\$58,757
5 Soft Credit	\$43,698

Top Methods of Acquisition

1 Short-term	12.70%
2 Events	11.40%
3 Gift Banks	7.60%
4 Golf Tournament	7.60%
5 10 Month	7.60%

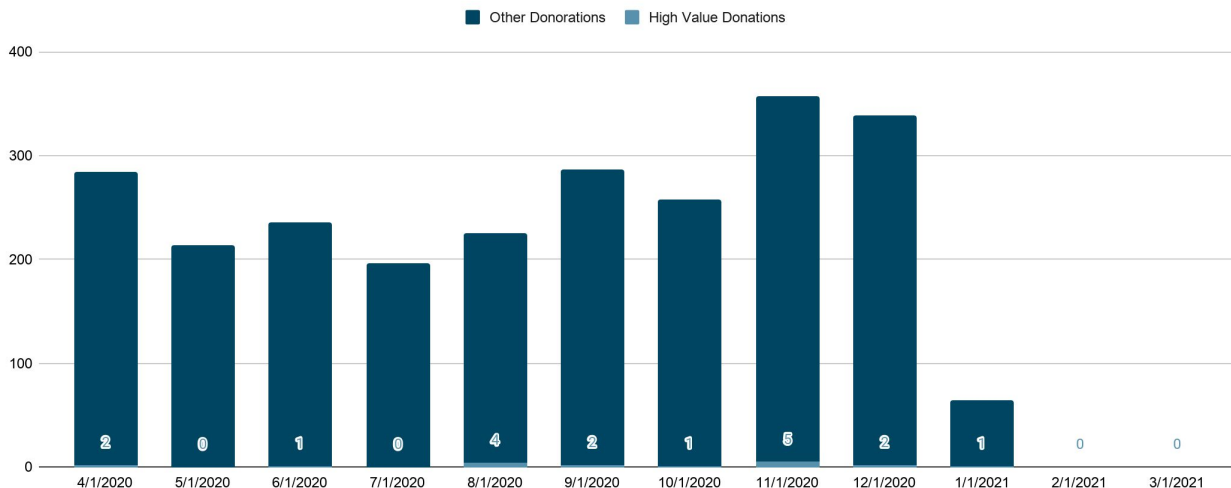
Top Lookalike DMAs

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



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

High Value Donors: Primary Persona



Primary Persona

	M (63.3%)	F (36.7%)
Gender	M (63.3%)	F (36.7%)
Age	45-54 (31.7%)	55-64 (26.7%)
Education	Bach Degree (38.3%)	Grad Degree (20%)
Home Ownership	Likely Homeowner (85%)	Likely Renter (11.7%)
Marital Status	Married (100%)	
Industry	Other_occupation (11.7%)	Medical (10%)
Political Affiliation	Republican (75%)	Non-Partisan (11.7%)
Religious Affiliation	Christian (68.3%)	Jewish (10%)
DMA	INDIANAPOLIS (70%)	SO. BEND/ELKHRT (6.7%)
Outreach Channel	Email (43.3%)	Direct Mail (33.3%)
Interests	Snow_Skiing	Religious_Inspirational
	Median Household Income	\$98,000
	Median Home Value	\$357,900

Top Donation Types

1 Donation	\$1,393,940
2 Recurring Donation Payment	\$94,398
3 Pledge	\$75,076
4 Recurring Donation Schedule	\$53,742
5 Pledge Payment	\$27,698

Top Methods of Acquisition

1 Short-term	13.30%
2 Events	10.00%
3 10 Month	8.30%
4 Golf Tournament	8.30%
5 Wishlist	8.30%

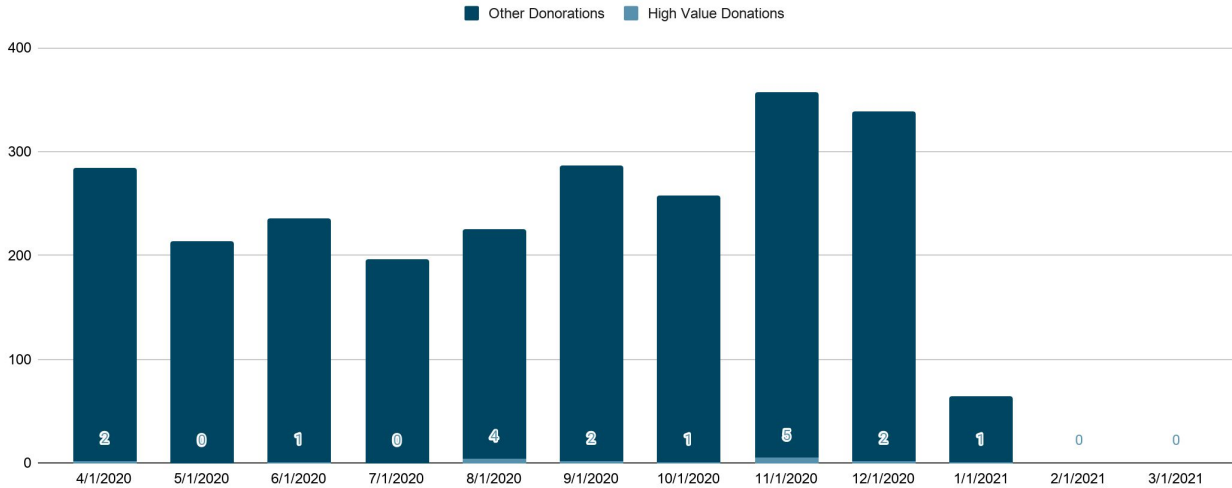
Top Lookalike DMAs

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



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

High Value Donors: Secondary Persona



Secondary Persona

Gender	M (66.7%)	F (33.3%)
Age	45-54 (25%)	35-44 (25%)
Education	Grad Degree (41.7%)	Some College (25%)
Home Ownership	Likely Homeowner (100%)	
Marital Status	Non-Traditional (8.3%)	
Industry	Medical (33.3%)	Management (8.3%)
Political Affiliation	Republican (58.3%)	Democrate (25%)
Religious Affiliation	Christian (66.7%)	Jewish (16.7%)
DMA	INDIANAPOLIS (66.7%)	LITTLE ROCK (8.3%)
Outreach Channel	SMS (33.3%)	Email (33.3%)
Interests	Scuba_Diving	Smoking
	Median Household Income	\$75,000
	Median Home Value	\$173,900

Top Donation Types

1 Donation	\$220,824
2 Recurring Donation Payment	\$25,000
3 Soft Credit	\$22,216
4 Pledge	\$16,762
5 Pledge Payment	\$5,308

Top Methods of Acquisition

1 Short-term	16.70%
2 Wishlist	16.70%
3 Events	16.70%
4 Walk/Run	8.30%
5 Staff Funding	8.30%

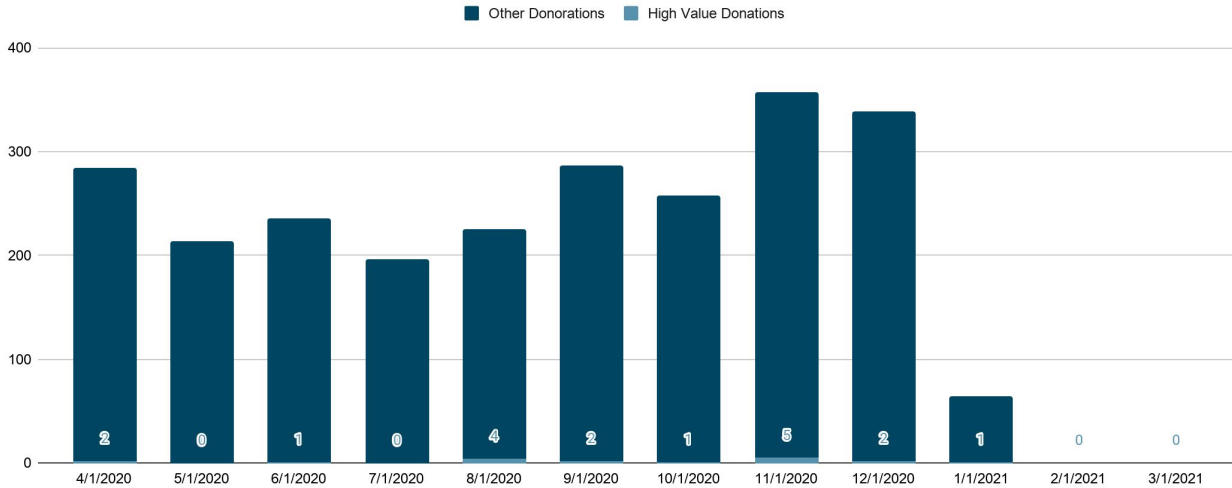
Top Lookalike DMAs

- 1 OMAHA DMA
- 2 MINN/ST. PAUL DMA
- 3 LINC/HAST/KEARN DMA
- 4 FT. WAYNE DMA
- 5 MANKATO 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

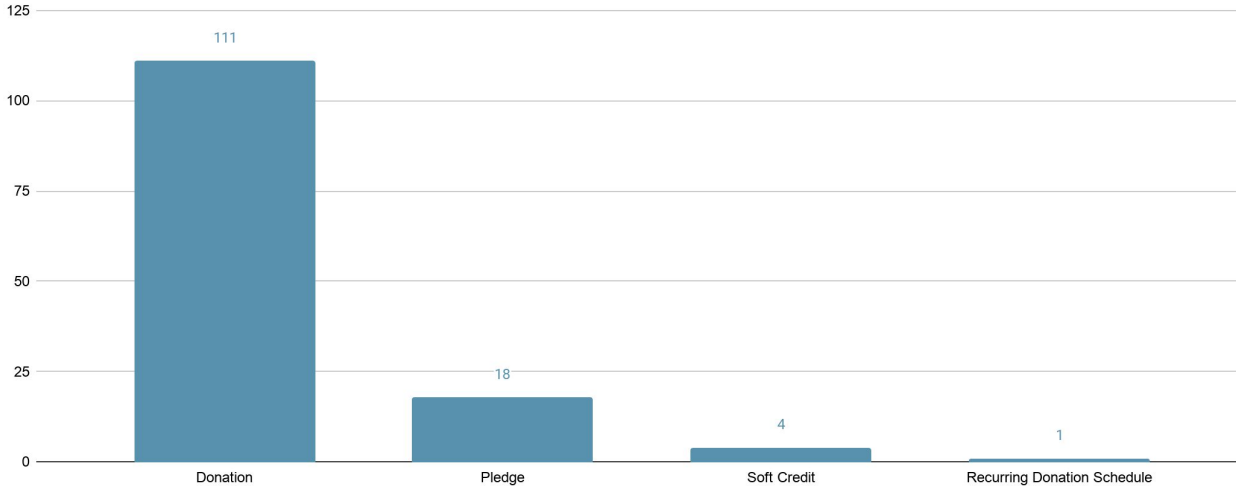
1 Building	28.60%
2 Staff Funding	14.30%
3 Wishlist	14.30%
4 Gift Bank - Online	14.30%
5 Events	14.30%

Top Lookalike DMAs

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



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



Persona of Donation Donor

Gender	M (59.5%)	F (32.4%)
Age	45-54 (27%)	55-64 (23%)
Education	Bach Degree (32.4%)	Grad Degree (23%)
Home Ownership	Likely Homeowner (79.7%)	Likely Renter (9.5%)
Marital Status	Married (75.7%)	
Industry	Medical (10.8%)	Other_occupation (9.5%)
Political Affiliation	Republican (68.9%)	Non-Partisan (10.8%)
Religious Affiliation	Christian (63.5%)	Jewish (9.5%)
DMA	INDIANAPOLIS (63.5%)	SO. BEND/ELKHRT (5.4%)
Outreach Channel	Email (37.8%)	Direct Mail (32.4%)
Interests	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%

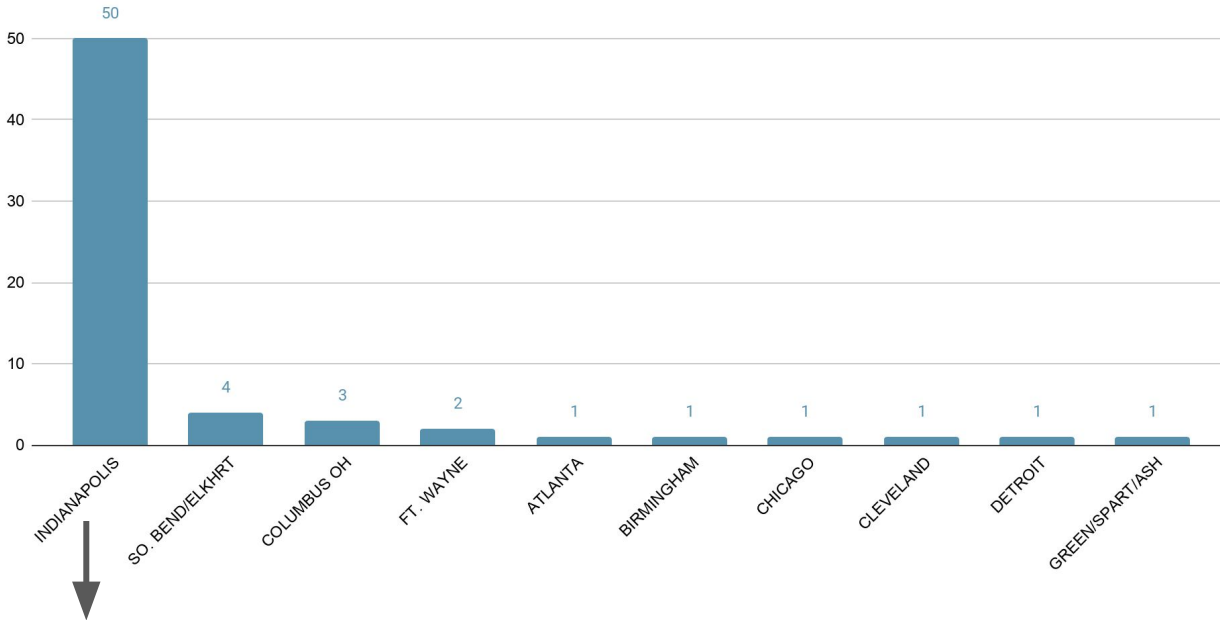
Top Lookalike DMAs

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



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%

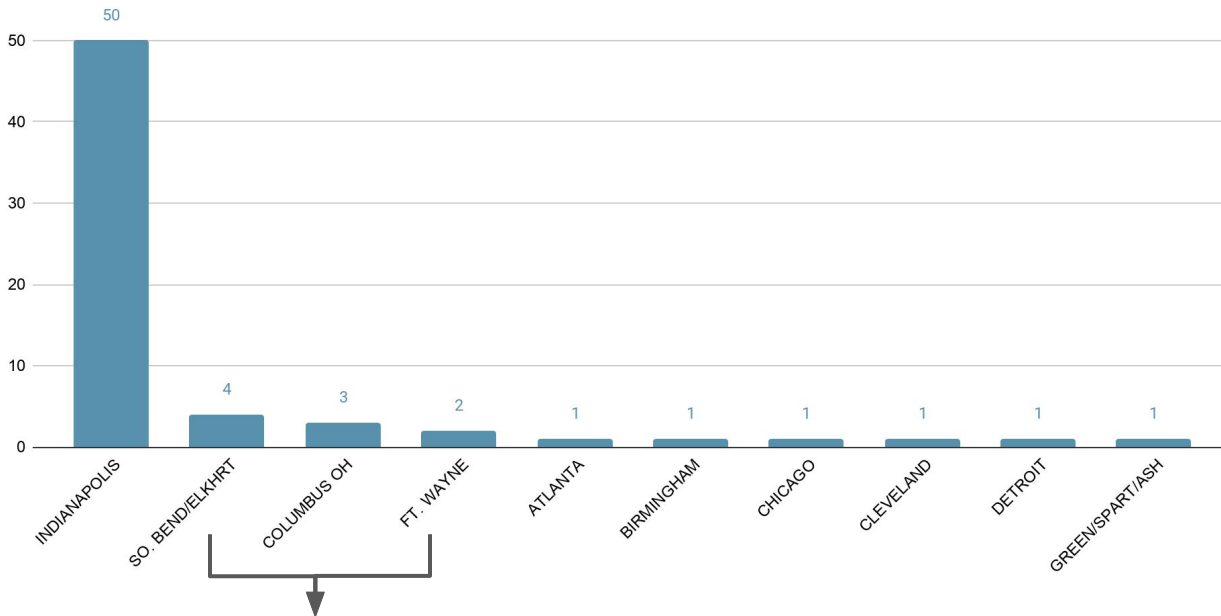
Top Lookalike DMAs

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



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

High Value Donors: Emerging Locations



Persona of Donor in Emerging DMAs

Gender	M (66.7%)	F (33.3%)
Age	45-54 (66.7%)	55-64 (11.1%)
Education	Some College (22.2%)	Grad Degree (22.2%)
Home Ownership	Likely Homeowner (88.9%)	Likely Renter (11.1%)
Marital Status	Married (77.8%)	
Industry	Other_occupation (22.2%)	Legal (11.1%)
Political Affiliation	Republican (77.8%)	Non-Partisan (11.1%)
Religious Affiliation	Christian (44.4%)	Jewish (22.2%)
DMA	SO. BEND/ELKHRT (44.4%)	COLUMBUS OH (33.3%)
Outreach Channel	Email (66.7%)	SMS (22.2%)
Interests	Musical_Instruments	Snow_Skiing
	Median Household Income	\$89,000
	Median Home Value	\$395,300

Top Donation Types

1 Donation	\$305,487
2 Recurring Donation Payment	\$4,007
3 Soft Credit	\$1,068
4 Recurring Donation Schedule	\$226

Top Methods of Acquisition

1 Short-term	22.20%
2 Wishlist	22.20%
3 Building	22.20%
4 10 Month	22.20%
5 General Fund	11.10%

Top Lookalike DMAs

- 1 IDAHO FLLS/POCA DMA
- 2 MANKATO DMA
- 3 BUTTE DMA
- 4 CHARLOTTE DMA
- 5 DES MOINES/AMES DMA