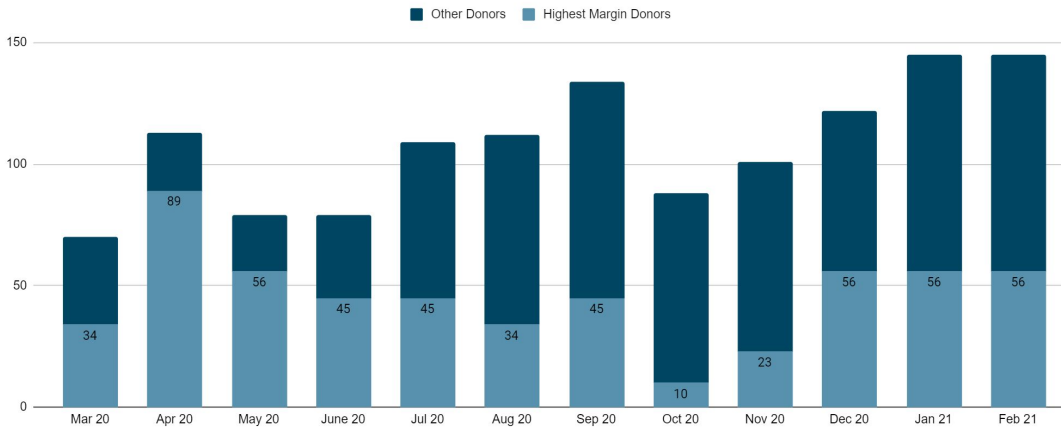




## Who are my highest margin Donors (top 25%)?

# Highest Margin Donors: Primary Persona



### Primary Persona

Gender	F (79%)	M (21%)
Age	25-34 (34%)	35-44 (19%)
Education	Bach Degree (35%)	Some College (24%)
Home Ownership	Home Owner (65%)	Renter (35%)
Marital Status	Married (78%)	Non-Trad (22%)
Industry	Medical (29%)	Mgmt (16%)
Political Affiliation	Democratic (42%)	Non-Partisan (31%)
Religious Affiliation	Christian (79%)	Jewish (13%)
DMA	New York (16%)	Los Angeles (7%)
Interests	Natural Foods	Soccer
Preferred Outreach	Email	Phone
Median Household Income		\$375,861
Median Home Value		\$98,830

### Top 5 Donation Types

1. Donation A (\$XXX)
2. Donation B (\$XXX)
3. Donation C (\$XXX)
4. Donation D (\$XXX)
5. Donation E (\$XXX)

### Top 5 Methods of Acquisition

1. Method A (XX%)
2. Method B (XX%)
3. Method C (XX%)
4. Method D (XX%)
5. Method E (XX%)

### Top 5 Lookalike DMAs

1. DMA
2. DMA
3. DMA
4. DMA
5. DMA

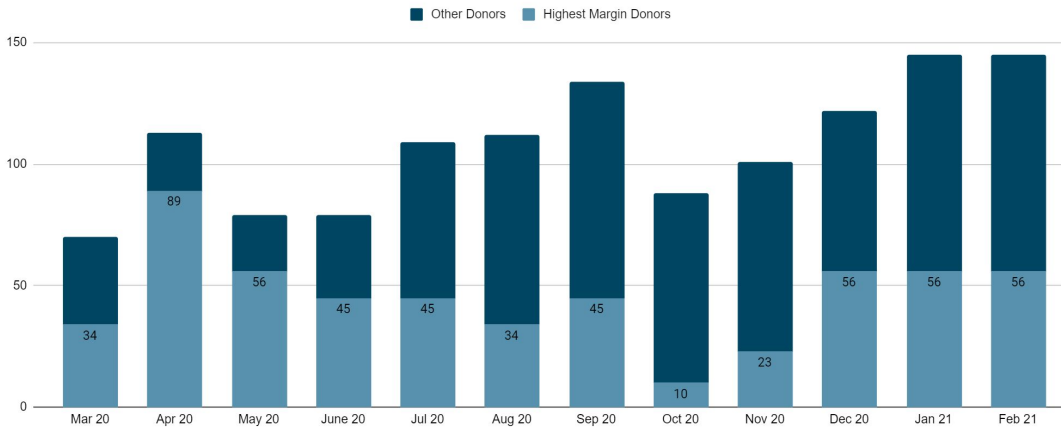
### Top 5 Lookalike Zip Codes

1. Zip Code
2. Zip Code
3. Zip Code
4. Zip Code
5. Zip Code



## Who else are my highest margin Donors (top 25%)?

# Highest Margin Donors: Secondary Persona



## Secondary Persona

Gender	F (79%)	M (21%)
Age	25-34 (34%)	35-44 (19%)
Education	Bach Degree (35%)	Some College (24%)
Home Ownership	Home Owner (65%)	Renter (35%)
Marital Status	Married (78%)	Non-Trad (22%)
Industry	Medical (29%)	Mgmt (16%)
Political Affiliation	Democratic (42%)	Non-Partisan (31%)
Religious Affiliation	Christian (79%)	Jewish (13%)
DMA	New York (16%)	Los Angeles (7%)
Interests	Natural Foods	Soccer
Preferred Outreach	Email	Phone
Median Household Income		\$375,861
Median Home Value		\$98,830

## Top 5 Donation Types

1. Donation A (\$XXX)
2. Donation B (\$XXX)
3. Donation C (\$XXX)
4. Donation D (\$XXX)
5. Donation E (\$XXX)

## Top 5 Methods of Acquisition

1. Method A (XX%)
2. Method B (XX%)
3. Method C (XX%)
4. Method D (XX%)
5. Method E (XX%)

## Top 5 Lookalike DMAs

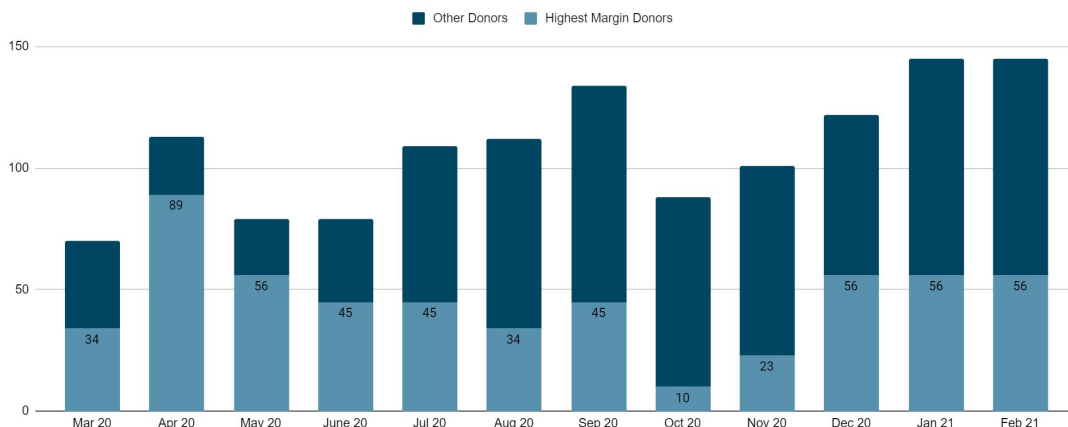
1. DMA
2. DMA
3. DMA
4. DMA
5. DMA

## Top 5 Lookalike Zip Codes

1. Zip Code
2. Zip Code
3. Zip Code
4. Zip Code
5. Zip Code



# Who are my emerging highest margin Donors (top 25%)? Highest Margin Donors: Emerging Persona



## Emerging Persona

Gender	F (79%)	M (21%)
Age	25-34 (34%)	35-44 (19%)
Education	Bach Degree (35%)	Some College (24%)
Home Ownership	Home Owner (65%)	Renter (35%)
Marital Status	Married (78%)	Non-Trad (22%)
Industry	Medical (29%)	Mgmt (16%)
Political Affiliation	Democratic (42%)	Non-Partisan (31%)
Religious Affiliation	Christian (79%)	Jewish (13%)
DMA	New York (16%)	Los Angeles (7%)
Interests	Natural Foods	Soccer
Preferred Outreach	Email	Phone
Median Household Income	\$375,861	
Median Home Value	\$98,830	

## Top 5 Donation Types

1. Donation A (\$XXX)
2. Donation B (\$XXX)
3. Donation C (\$XXX)
4. Donation D (\$XXX)
5. Donation E (\$XXX)

## Top 5 Methods of Acquisition

1. Method A (XX%)
2. Method B (XX%)
3. Method C (XX%)
4. Method D (XX%)
5. Method E (XX%)

## Top 5 Lookalike DMAs

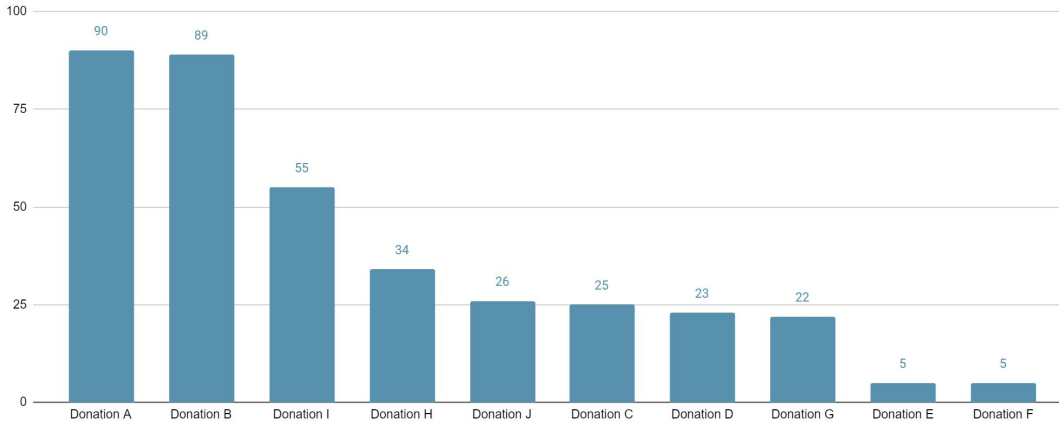
1. DMA
2. DMA
3. DMA
4. DMA
5. DMA

## Top 5 Lookalike Zip Codes

1. Zip Code
2. Zip Code
3. Zip Code
4. Zip Code
5. Zip Code



# What type of donations are my Highest Margin Donors (top 25%) giving? Highest Margin Donors: Top Donation Types



## Persona of [Donation] Donor

Gender	F (79%)	M (21%)
Age	25-34 (34%)	35-44 (19%)
Education	Bach Degree (35%)	Some College (24%)
Home Ownership	Home Owner (65%)	Renter (35%)
Marital Status	Married (78%)	Non-Trad (22%)
Industry	Medical (29%)	Mgmt (16%)
Political Affiliation	Democratic (42%)	Non-Partisan (31%)
Religious Affiliation	Christian (79%)	Jewish (13%)
DMA	New York (16%)	Los Angeles (7%)
Interests	Natural Foods	Soccer
Preferred Outreach	Email	Phone
Median Household Income		\$375,861
Median Home Value		\$98,830

## Top 5 Methods of Acquisition

1. Method A (XX%)
2. Method B (XX%)
3. Method C (XX%)
4. Method D (XX%)
5. Method E (XX%)

## Top 5 Lookalike DMAs

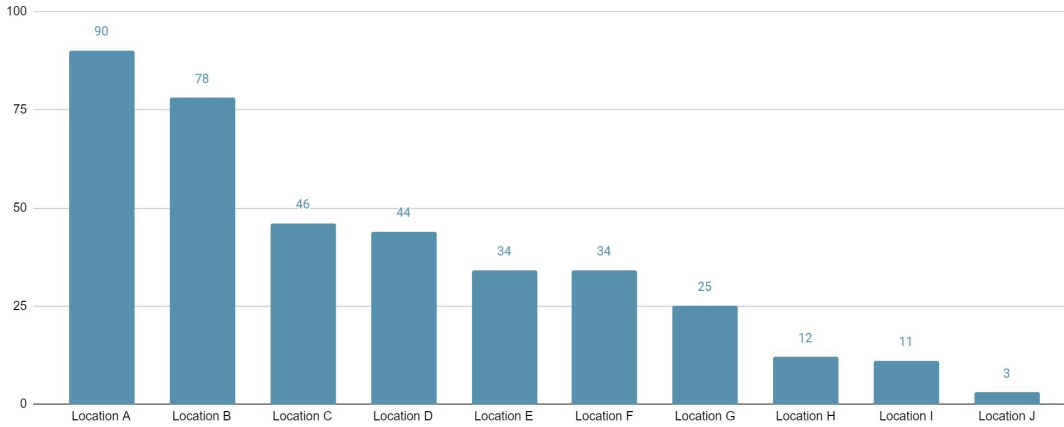
1. DMA
2. DMA
3. DMA
4. DMA
5. DMA

## Top 5 Lookalike Zip Codes

1. Zip Code
2. Zip Code
3. Zip Code
4. Zip Code
5. Zip Code

Where are my highest margin Donors (top 25%)?

# Highest Margin Donors: Top Locations



## Persona of Donor in [Location]

Gender	F (79%)	M (21%)
Age	25-34 (34%)	35-44 (19%)
Education	Bach Degree (35%)	Some College (24%)
Home Ownership	Home Owner (65%)	Renter (35%)
Marital Status	Married (78%)	Non-Trad (22%)
Industry	Medical (29%)	Mgmt (16%)
Political Affiliation	Democratic (42%)	Non-Partisan (31%)
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Interests	Natural Foods	Soccer
Preferred Outreach	Email	Phone
Median Household Income		\$375,861
Median Home Value		\$98,830

## Top 5 Donation Types

1. Donation A (\$XXX)
2. Donation B (\$XXX)
3. Donation C (\$XXX)
4. Donation D (\$XXX)
5. Donation E (\$XXX)

## Top 5 Methods of Acquisition

1. Method A (XX%)
2. Method B (XX%)
3. Method C (XX%)
4. Method D (XX%)
5. Method E (XX%)

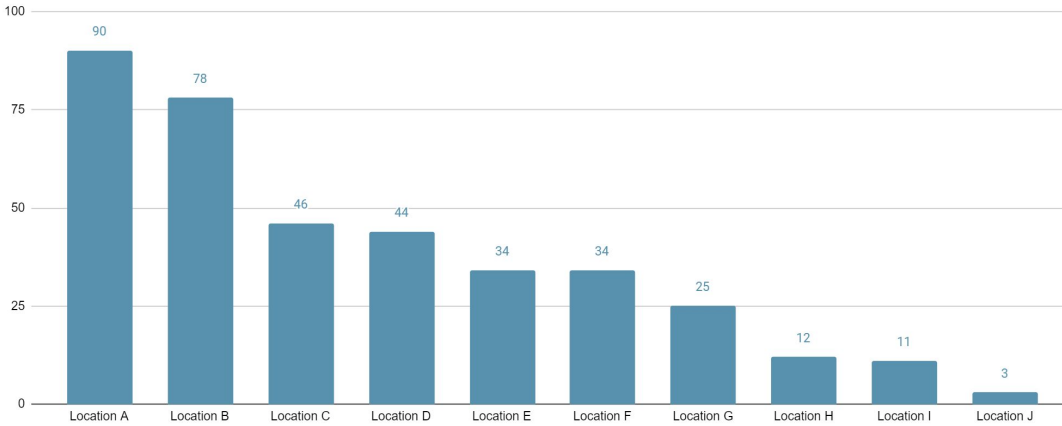
## Top 5 Lookalike DMAs

1. DMA
2. DMA
3. DMA
4. DMA
5. DMA

## Top 5 Lookalike Zip Codes

1. Zip Code
2. Zip Code
3. Zip Code
4. Zip Code
5. Zip Code

# Where are my highest margin Donors (top 25%) emerging? Highest Margin Donors: Emerging Locations



## Persona of Donor in [Location]

Gender	F (79%)	M (21%)
Age	25-34 (34%)	35-44 (19%)
Education	Bach Degree (35%)	Some College (24%)
Home Ownership	Home Owner (65%)	Renter (35%)
Marital Status	Married (78%)	Non-Trad (22%)
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Median Household Income		\$375,861
Median Home Value		\$98,830

## Top 5 Donation Types

1. Donation A (\$XXX)
2. Donation B (\$XXX)
3. Donation C (\$XXX)
4. Donation D (\$XXX)
5. Donation E (\$XXX)

## Top 5 Methods of Acquisition

1. Method A (XX%)
2. Method B (XX%)
3. Method C (XX%)
4. Method D (XX%)
5. Method E (XX%)

## Top 5 Lookalike DMAs

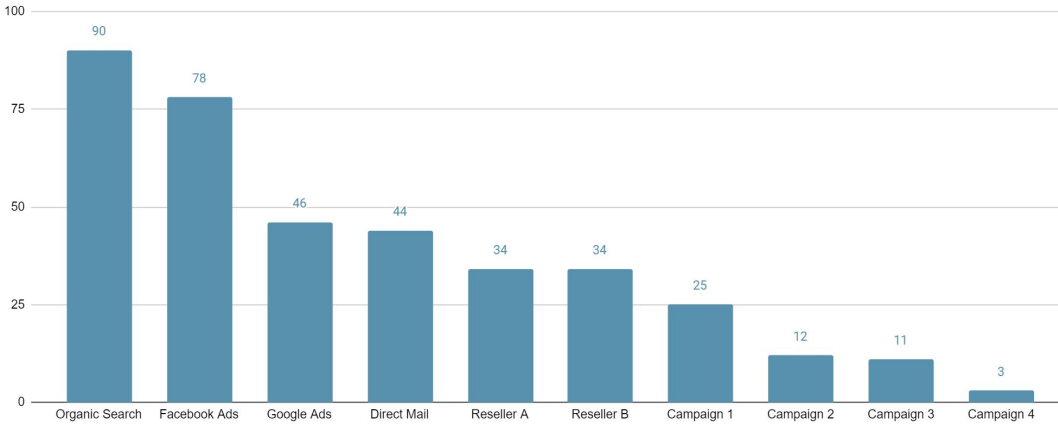
1. DMA
2. DMA
3. DMA
4. DMA
5. DMA

## Top 5 Lookalike Zip Codes

1. Zip Code
2. Zip Code
3. Zip Code
4. Zip Code
5. Zip Code

How am I acquiring my highest margin Donors (top 25%)?

# Highest Margin Donors: Acquisition Method



## Persona of Donor Acquired by [Method]

Gender	F (79%)	M (21%)
Age	25-34 (34%)	35-44 (19%)
Education	Bach Degree (35%)	Some College (24%)
Home Ownership	Home Owner (65%)	Renter (35%)
Marital Status	Married (78%)	Non-Trad (22%)
Industry	Medical (29%)	Mgmt (16%)
Political Affiliation	Democratic (42%)	Non-Partisan (31%)
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Preferred Outreach	Email	Phone
Median Household Income	\$375,861	
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## Top 5 Donation Types

1. Donation A (\$XXX)
2. Donation B (\$XXX)
3. Donation C (\$XXX)
4. Donation D (\$XXX)
5. Donation E (\$XXX)

## Top 5 Lookalike DMAs

1. DMA
2. DMA
3. DMA
4. DMA
5. DMA

## Top 5 Lookalike Zip Codes

1. Zip Code
2. Zip Code
3. Zip Code
4. Zip Code
5. Zip Code