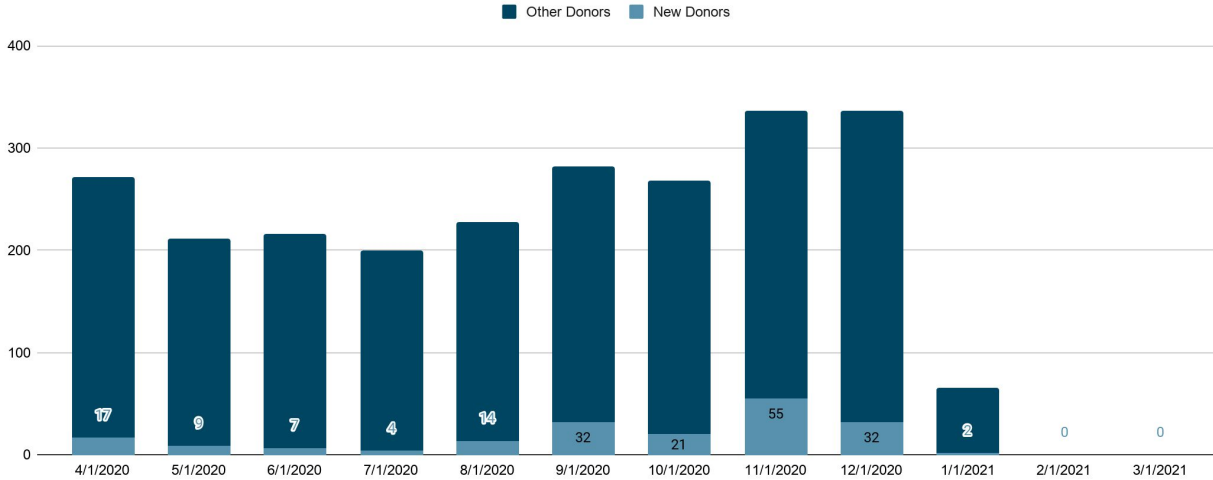




Who are my new Donors?

New Donors: Overall



Overall Persona

Gender	F (65.8%)	M (25.4%)
Age	45-54 (22.8%)	35-44 (17.6%)
Education	Bach Degree (30.1%)	Grad Degree (13%)
Home Ownership	Likely Homeowner (69.9%)	Likely Renter (14.5%)
Marital Status	Married (54.9%)	Non-Traditional (2.6%)
Industry	Other_occupation (8.3%)	Medical (6.2%)
Political Affiliation	Republican (50.3%)	Non-Partisan (21.2%)
Religious Affiliation	Christian (43.5%)	Jewish (7.8%)
DMA	INDIANAPOLIS (46.1%)	FT. WAYNE (3.6%)
Outreach Channel	Email (32.6%)	SMS (30.1%)
Interests	Aviation	Religious_Inspirational
Median Household Income		\$84,000
Median Home Value		\$219,495

Top Donation Types

1 Donation	\$27,916
2 Recurring Donation Payment	\$1,960
3 Soft Credit	\$1,586
4 Recurring Donation Schedule	\$726

Top Methods of Acquisition

1 Events	37.80%
2 Wishlist	15.50%
3 Staff Funding	14.50%
4 Gift Banks - Online	14.00%
5 Education	8.30%

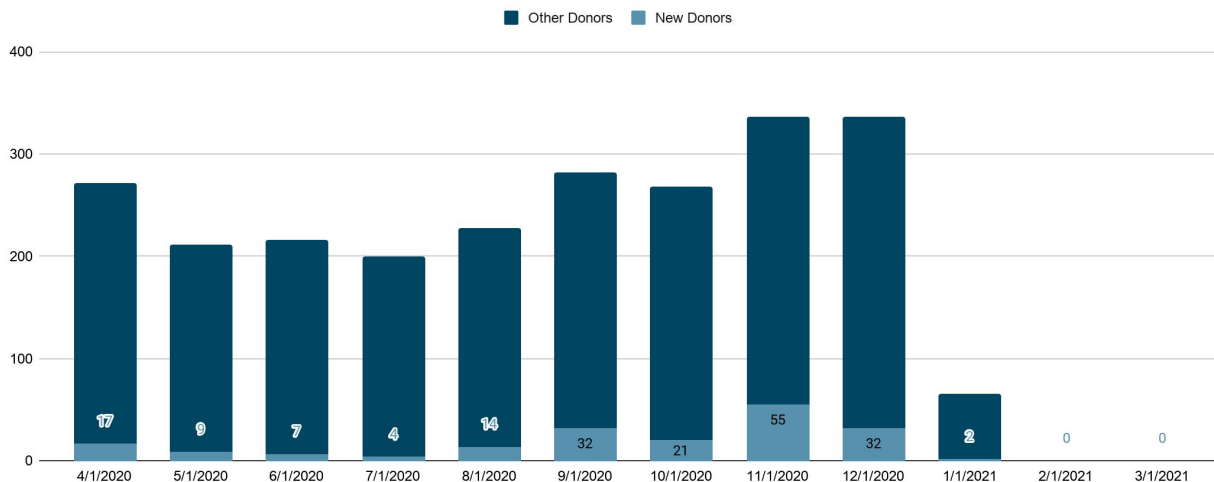
Top Lookalike DMAs

- 1 KANSAS CITY DMA
- 2 OMAHA DMA
- 3 PEORIA/BLOOMNGTN DMA
- 4 COLUMBUS OH DMA
- 5 MINN/ST. PAUL DMA



Who are my new Donors?

New Donors: Primary Persona



Primary Persona

Gender	F (71.8%)	M (28.2%)
Age	45-54 (34.1%)	55-64 (22.4%)
Education	Bach Degree (38.8%)	Grad Degree (18.8%)
Home Ownership	Likely Homeowner (100%)	
Marital Status	Married (75.3%)	Non-Traditional (2.4%)
Industry	Other_occupation (14.1%)	Medical (7.1%)
Political Affiliation	Republican (100%)	
Religious Affiliation	Christian (65.9%)	Jewish (9.4%)
DMA	INDIANAPOLIS (60%)	SO. BEND/ELKHRT (3.5%)
Outreach Channel	Email (45.9%)	Direct Mail (34.1%)
Interests	Aviation	Religious_Inspirational
	Median Household Income	\$84,000
	Median Home Value	\$217,528

Top Donation Types

1 Donation	\$16,404
2 Recurring Donation Payment	\$765
3 Soft Credit	\$447
4 Recurring Donation Schedule	\$348

Top Methods of Acquisition

1 Events	35.30%
2 Wishlist	18.80%
3 Staff Funding	15.30%
4 Gift Banks - Online	15.30%
5 General Fund	9.40%

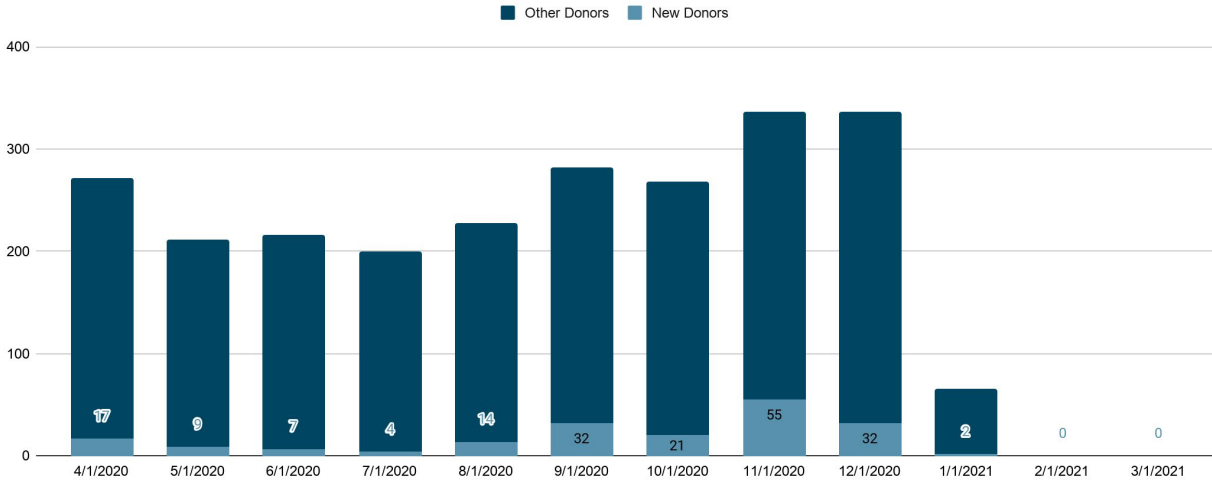
Top Lookalike DMAs

- 1 ROCH/MAS CTY/AUS DMA
- 2 PEORIA/BLOOMNGTN DMA
- 3 MINN/ST. PAUL DMA
- 4 FT. WAYNE DMA
- 5 MANKATO DMA



Who else are my new Donors?

New Donors: Secondary Persona



Secondary Persona

Gender	F (75%)	M (25%)
Age	25-34 (100%)	
Education	Bach Degree (12.5%)	
Home Ownership	Likely Renter (100%)	
Marital Status	Married (25%)	Non-Traditional (12.5%)
Industry		
Political Affiliation	Non-Partisan (100%)	
Religious Affiliation		
DMA	INDIANAPOLIS (25%)	EVANSVILLE (25%)
Outreach Channel	SMS (100%)	
Interests	Woodworking	Photography
	Median Household Income	\$29,154
	Median Home Value	\$183,645

Top Donation Types

1 Donation	\$164
2 Soft Credit	\$72
3 Recurring Donation Schedule	\$46
4 Recurring Donation Payment	\$21

Top Methods of Acquisition

1 Wishlist	50.00%
2 Staff Funding	25.00%
3 General Fund	12.50%
4 Events	12.50%

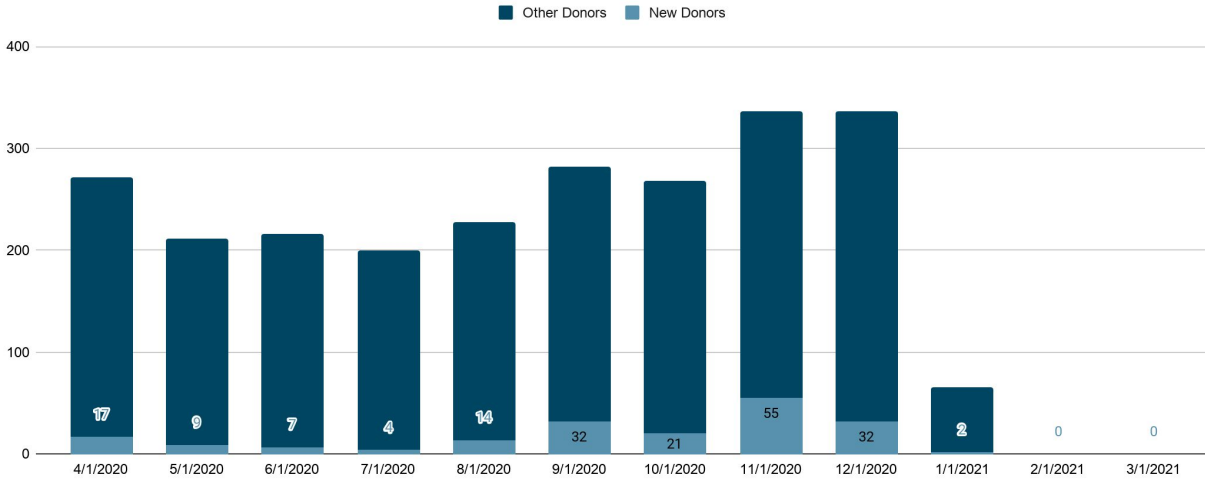
Top Lookalike DMAs

- 1 GREENWOOD DMA
- 2 MADISON DMA
- 3 EL PASO DMA
- 4 MILWAUKEE DMA
- 5 HARL/WESL/BRNSVL DMA



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%

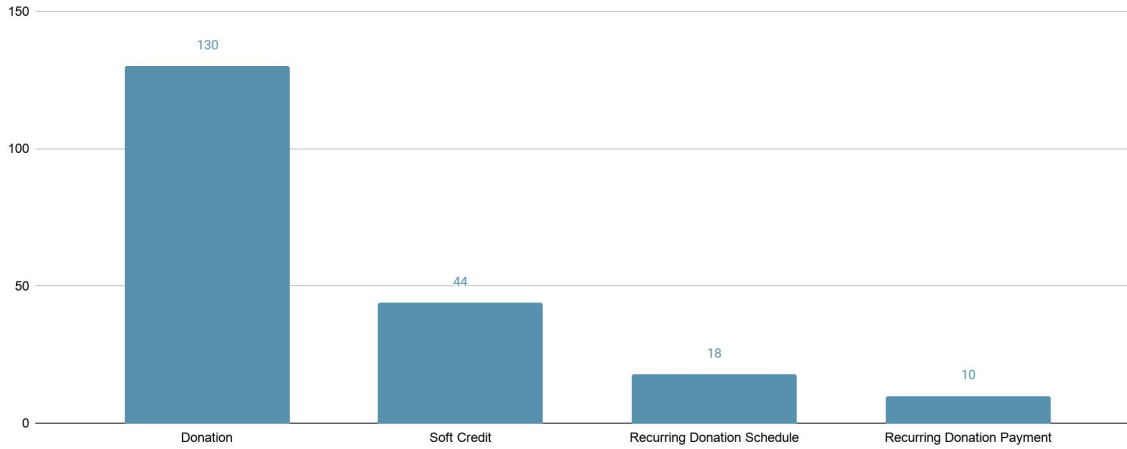
Top Lookalike DMAs

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



What type of donations are my new donors giving?

New Donors: Top Donation Types



Persona of Donation

Gender	F (71.5%)	M (20.8%)
Age	45-54 (23.1%)	35-44 (20%)
Education	Bach Degree (30.8%)	Grad Degree (14.6%)
Home Ownership	Likely Homeowner (70.8%)	Likely Renter (13.8%)
Marital Status	Married (60%)	Non-Traditional (1.5%)
Industry	Other_occupation (10.8%)	Medical (6.2%)
Political Affiliation	Republican (56.2%)	Non-Partisan (17.7%)
Religious Affiliation	Christian (43.8%)	Jewish (6.9%)
DMA	INDIANAPOLIS (45.4%)	LOUISVILLE (3.1%)
Outreach Channel	Email (32.3%)	SMS (29.2%)
Interests	Aviation	Religious_Inspirational
	Median Household Income	\$85,000
	Median Home Value	\$227,200

Top Methods of Acquisition

1	Wishlist	23.10%
2	Events	21.50%
3	Gift Banks - Online	19.20%
4	Education	12.30%
5	Staff Funding	10.00%

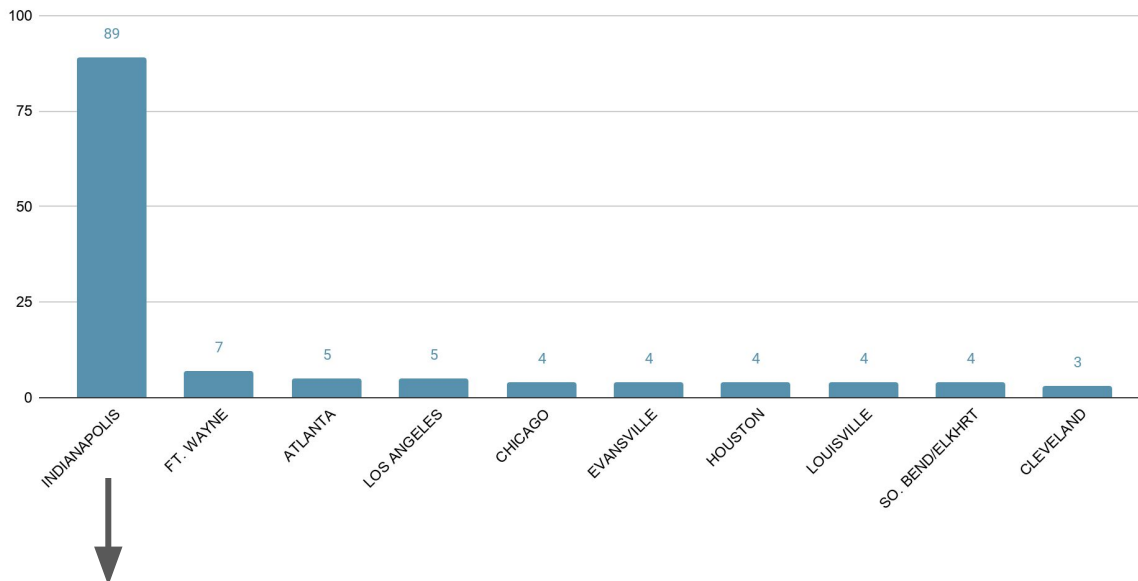
Top Lookalike DMAs

- 1 RICHMOND DMA
- 2 KANSAS CITY DMA
- 3 OMAHA DMA
- 4 CHARLOTTE DMA
- 5 TULSA DMA



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%

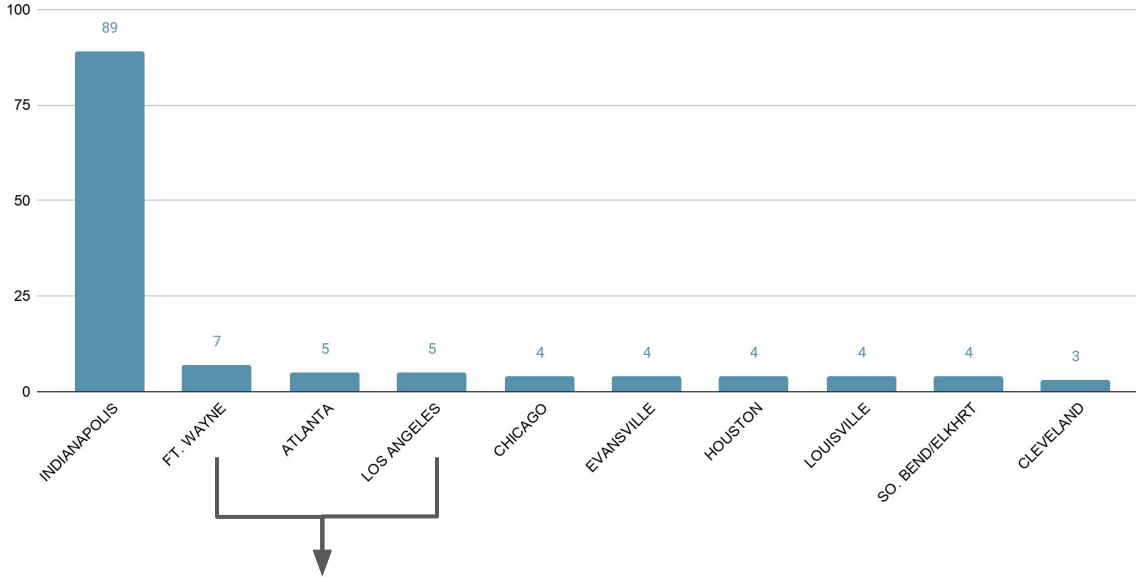
Top Lookalike DMAs

- 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 new Donors emerging?

New Donors: Emerging Locations



Persona of Donor in Emerging DMAs

Gender	F (70.6%)	M (29.4%)
Age	45-54 (23.5%)	35-44 (23.5%)
Education	Bach Degree (23.5%)	Grad Degree (17.6%)
Home Ownership	Likely Homeowner (64.7%)	Likely Renter (29.4%)
Marital Status	Married (47.1%)	Non-Traditional (11.8%)
Industry	Medical (11.8%)	Other_occupation (5.9%)
Political Affiliation	Non-Partisan (47.1%)	Republican (35.3%)
Religious Affiliation	Christian (41.2%)	Jewish (5.9%)
DMA	FT. WAYNE (41.2%)	LOS ANGELES (29.4%)
Outreach Channel	SMS (35.3%)	Email (35.3%)
Interests	Tennis	Musical_Instruments
	Median Household Income	\$53,000
	Median Home Value	\$293,749

Top Donation Types

1 Donation	\$1,088
2 Soft Credit	\$149
3 Recurring Donation Schedule	\$133
4 Recurring Donation Payment	\$52

Top Methods of Acquisition

1 Staff Funding	41.20%
2 Events	29.40%
3 Wishlist	23.50%
4 Education	5.90%

Top Lookalike DMAs

- 1 CHARLOTTESVILLE DMA
- 2 RALEIGH/DURHAM DMA
- 3 CHARLESTON SC DMA
- 4 COLUMBUS GA DMA
- 5 CHARLOTTE DMA