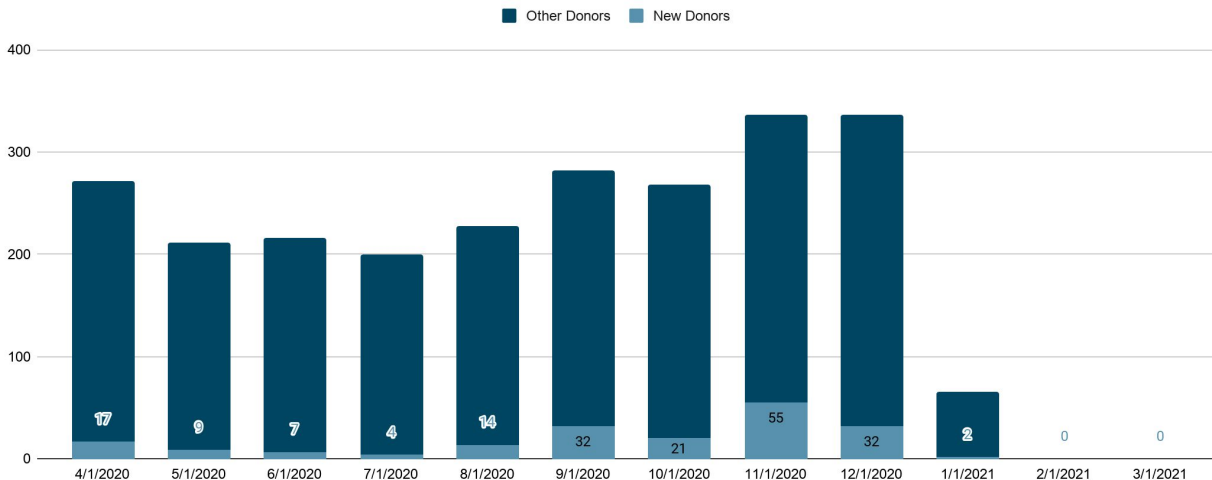




## Who are my new Donors?

# New Donors: Primary Persona



## Primary Persona

<b>Gender</b>	F (71.8%)	M (28.2%)
<b>Age</b>	45-54 (34.1%)	55-64 (22.4%)
<b>Education</b>	Bach Degree (38.8%)	Grad Degree (18.8%)
<b>Home Ownership</b>	Likely Homeowner (100%)	
<b>Marital Status</b>	Married (75.3%)	Non-Traditional (2.4%)
<b>Industry</b>	Other_occupation (14.1%)	Medical (7.1%)
<b>Political Affiliation</b>	Republican (100%)	
<b>Religious Affiliation</b>	Christian (65.9%)	Jewish (9.4%)
<b>DMA</b>	INDIANAPOLIS (60%)	SO. BEND/ELKHRT (3.5%)
<b>Outreach Channel</b>	Email (45.9%)	Direct Mail (34.1%)
<b>Interests</b>	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%

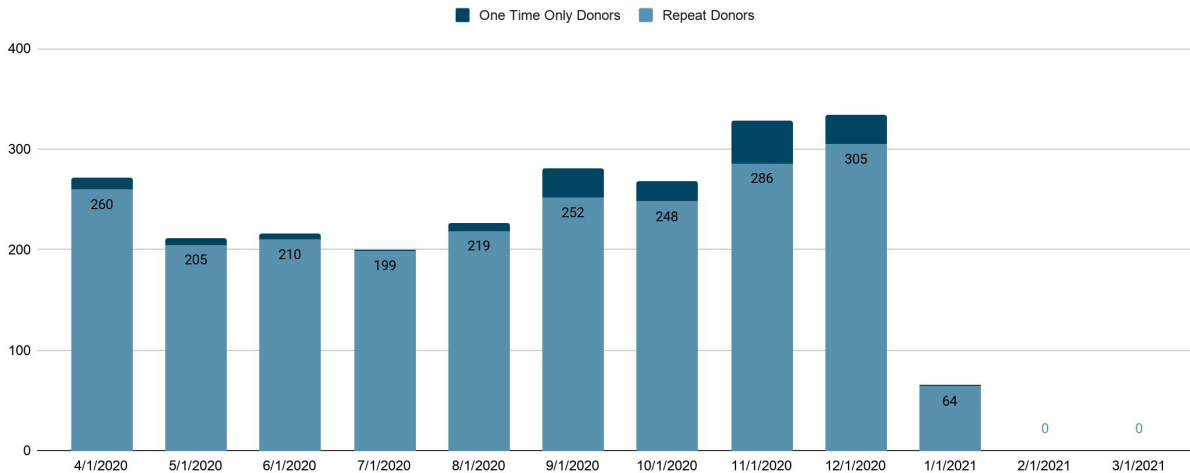
## Top Lookalike DMAs

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



## Who are my repeat Donors?

# Repeat Donors: Primary Persona



## Primary Persona

<b>Gender</b>	F (56.9%)	M (43.1%)
<b>Age</b>	65+ (31.3%)	45-54 (27.3%)
<b>Education</b>	Bach Degree (33.7%)	Grad Degree (26.3%)
<b>Home Ownership</b>	Likely Homeowner (100%)	
<b>Marital Status</b>	Married (100%)	
<b>Industry</b>	Other_occupation (12.5%)	Medical (7.7%)
<b>Political Affiliation</b>	Republican (100%)	
<b>Religious Affiliation</b>	Christian (76.4%)	Jewish (5.1%)
<b>DMA</b>	INDIANAPOLIS (68.4%)	SO. BEND/ELKHRT (2.7%)
<b>Outreach Channel</b>	Direct Mail (47.1%)	Email (36.4%)
<b>Interests</b>	Religious_Inspirationa l	Musical_Instruments
	Median Household Income	\$98,000
	Median Home Value	\$246,600

## Top Donation Types

1 Donation	\$1,548,354
2 Recurring Donation Payment	\$159,056
3 Recurring Donation Schedul	\$57,817
4 Pledge	\$40,636
5 Soft Credit	\$26,987

## Top Methods of Acquisition

1 Staff Funding	16.50%
2 Gift Bank - Other	9.80%
3 Short-term	8.80%
4 Events	6.70%
5 General Fund	6.40%

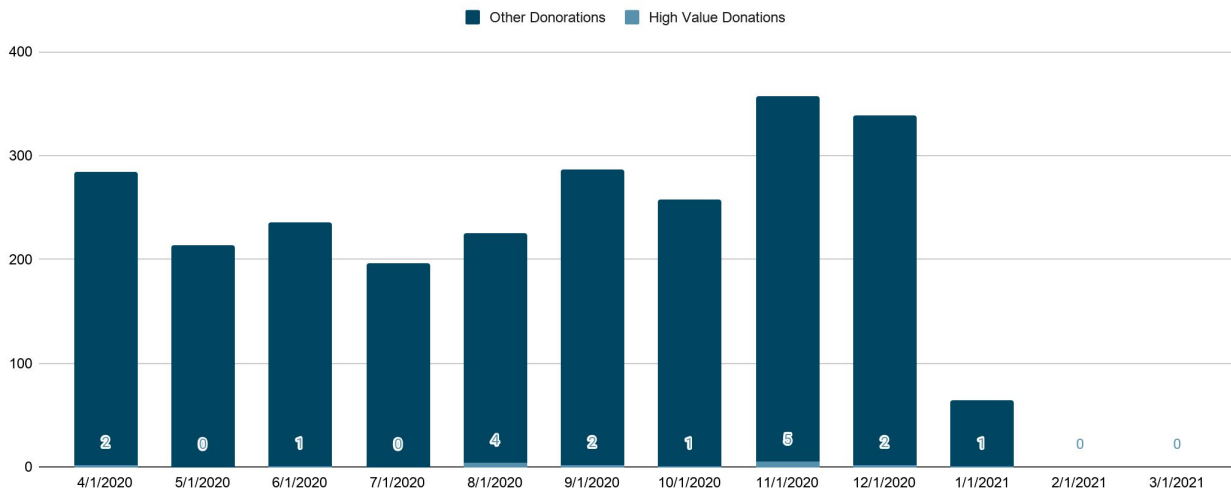
## Top Lookalike DMAs

- 1 ROCH/MAS CTY/AUS DMA
- 2 HLLY DMA
- 3 MANKATO DMA
- 4 ROCHESTER NY DMA
- 5 FT. WAYNE DMA



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

# High Value Donors: Primary Persona



### Primary Persona

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

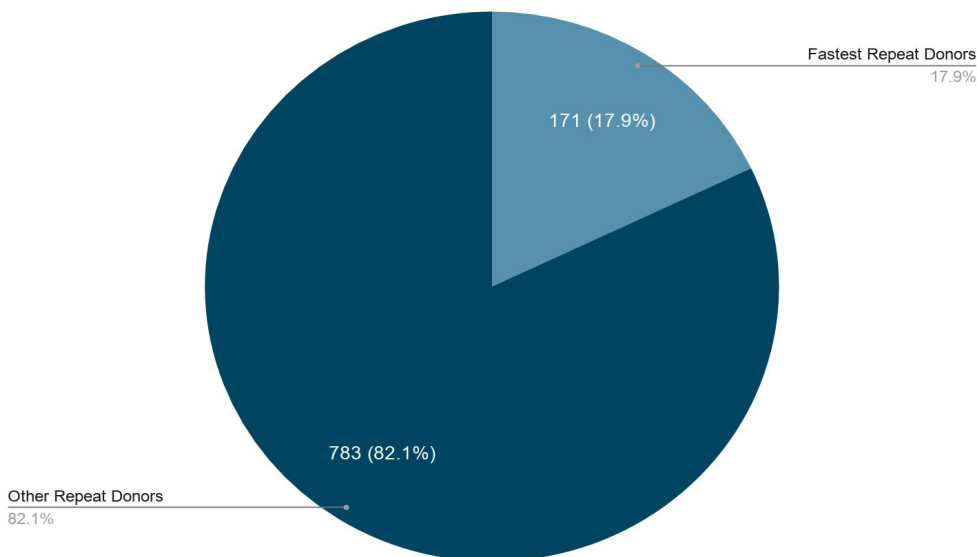
### Top Lookalike DMAs

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



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

# Fastest Repeat Donors: Primary Persona



### Primary Persona

<b>Gender</b>	F (52.7%)	M (47.3%)
<b>Age</b>	65+ (34.1%)	55-64 (29.7%)
<b>Education</b>	Bach Degree (27.5%)	Grad Degree (23.1%)
<b>Home Ownership</b>	Likely Homeowner (80.2%)	Likely Renter (7.7%)
<b>Marital Status</b>	Married (100%)	
<b>Industry</b>	Other_occupation (9.9%)	Financial Services (9.9%)
<b>Political Affiliation</b>	Republican (100%)	
<b>Religious Affiliation</b>	Christian (62.6%)	Jewish (6.6%)
<b>DMA</b>	INDIANAPOLIS (73.6%)	WICHITA/HUTCHINS (2.2%)
<b>Outreach Channel</b>	Direct Mail (42.9%)	Email (30.8%)
<b>Interests</b>	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