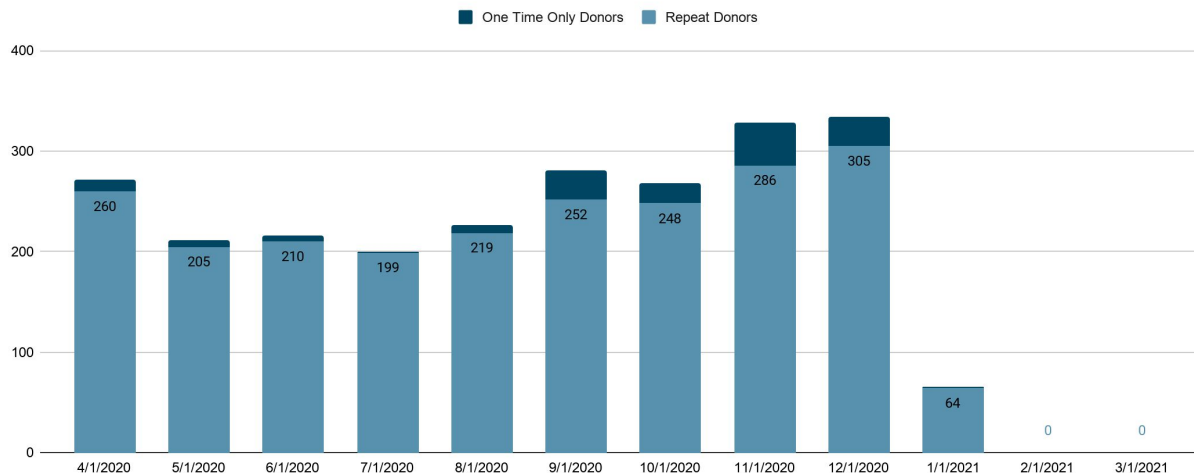




Who are my repeat Donors?

Repeat Donors: Overall



Overall Persona

	F (57.3%)	M (37.5%)
Gender		
Age	65+ (27.3%)	45-54 (20.8%)
Education	Bach Degree (28%)	Grad Degree (19.8%)
Home Ownership	Likely Homeowner (76.5%)	Likely Renter (10.7%)
Marital Status	Married (63.9%)	Non-Traditional (2.3%)
Industry	Other_occupation (8.4%)	Medical (6.7%)
Political Affiliation	Republican (66.6%)	Non-Partisan (15.5%)
Religious Affiliation	Christian (58.9%)	Jewish (4.1%)
DMA	INDIANAPOLIS (58.7%)	CHICAGO (2.2%)
Outreach Channel	Direct Mail (31.2%)	Email (29.3%)
Interests	Religious_Inspiration I	Musical_Instruments
Median Household Income	\$85,000	
Median Home Value	\$216,200	

Top Donation Types

1 Donation	\$3,811,718
2 Recurring Donation Payment	\$581,570
3 Pledge	\$111,458
4 Recurring Donation Schedu	\$85,344
5 Soft Credit	\$72,903

Top Methods of Acquisition

1 Staff Funding	15.50%
2 Short-term	10.30%
3 Events	7.60%
4 Gift Bank - Other	7.00%
5 General Fund	6.60%

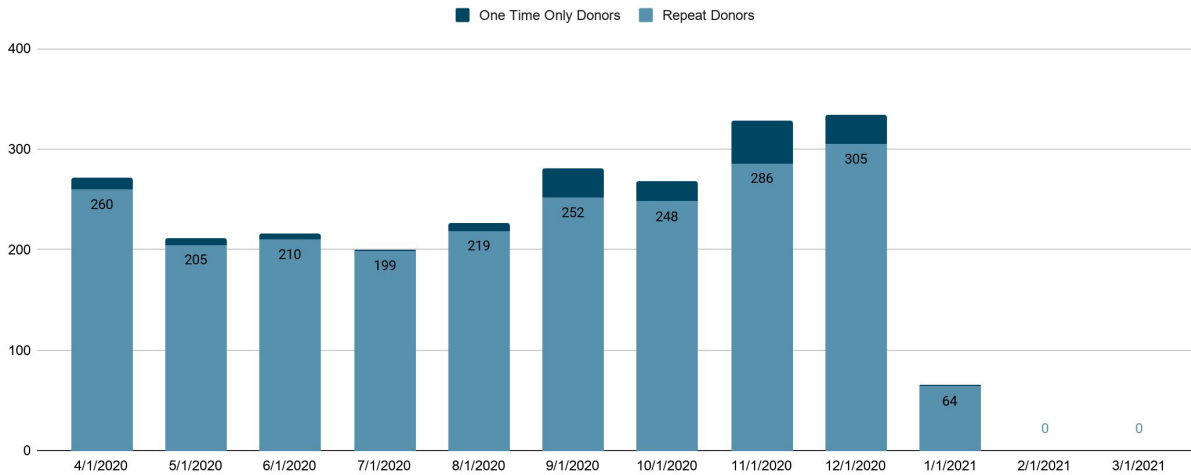
Top Lookalike DMAs

- 1 KANSAS CITY DMA
- 2 HLLY DMA
- 3 PEORIA/BLOOMNGTN DMA
- 4 ROCH/MAS CTY/AUS DMA
- 5 FARGO/VALLEY CTY DMA



Who are my repeat Donors?

Repeat Donors: Primary Persona



Primary Persona

Gender	F (56.9%)	M (43.1%)
Age	65+ (31.3%)	45-54 (27.3%)
Education	Bach Degree (33.7%)	Grad Degree (26.3%)
Home Ownership	Likely Homeowner (100%)	
Marital Status	Married (100%)	
Industry	Other_occupation (12.5%)	Medical (7.7%)
Political Affiliation	Republican (100%)	
Religious Affiliation	Christian (76.4%)	Jewish (5.1%)
DMA	INDIANAPOLIS (68.4%)	SO. BEND/ELKHRT (2.7%)
Outreach Channel	Direct Mail (47.1%)	Email (36.4%)
Interests	Religious_Inspirational	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 Schedules	\$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%

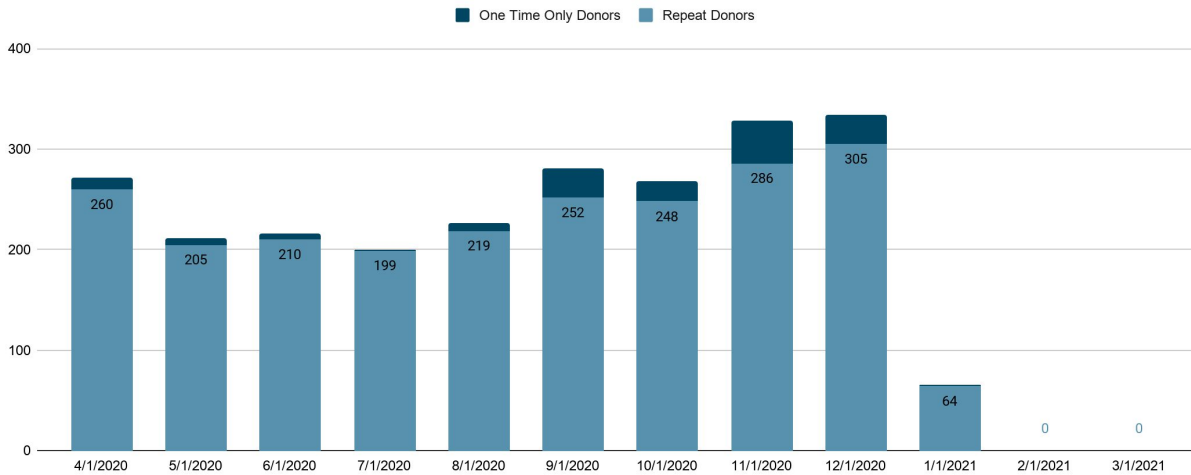
Top Lookalike DMAs

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



Who else are my repeat Donors?

Repeat Donors: Secondary Persona



Secondary Persona

Gender	F (80%)	M (20%)
Age	65+ (53.3%)	55-64 (20%)
Education	Bach Degree (40%)	HS Diploma (33.3%)
Home Ownership	Likely Homeowner (60%)	Likely Renter (33.3%)
Marital Status	Married (20%)	
Industry	Other_occupation (100%)	
Political Affiliation	Republican (100%)	
Religious Affiliation	Christian (100%)	
DMA	INDIANAPOLIS (53.3%)	WICHITA/HUTCHINS (6.7%)
Outreach Channel	Phone (53.3%)	Email (20%)
Interests	Musical_Instruments	Sewing_Knitting
	Median Household Income	\$63,000
	Median Home Value	\$137,500

Top Donation Types

1 Donation	\$17,947
2 Recurring Donation Payment	\$2,502
3 Soft Credit	\$1,255
4 Recurring Donation Schedule	\$250

Top Methods of Acquisition

1 Short-term	20.00%
2 Gift Bank - Online	20.00%
3 Walk/Run	6.70%
4 Staff Funding	6.70%
5 Gift Bank - Other	6.70%

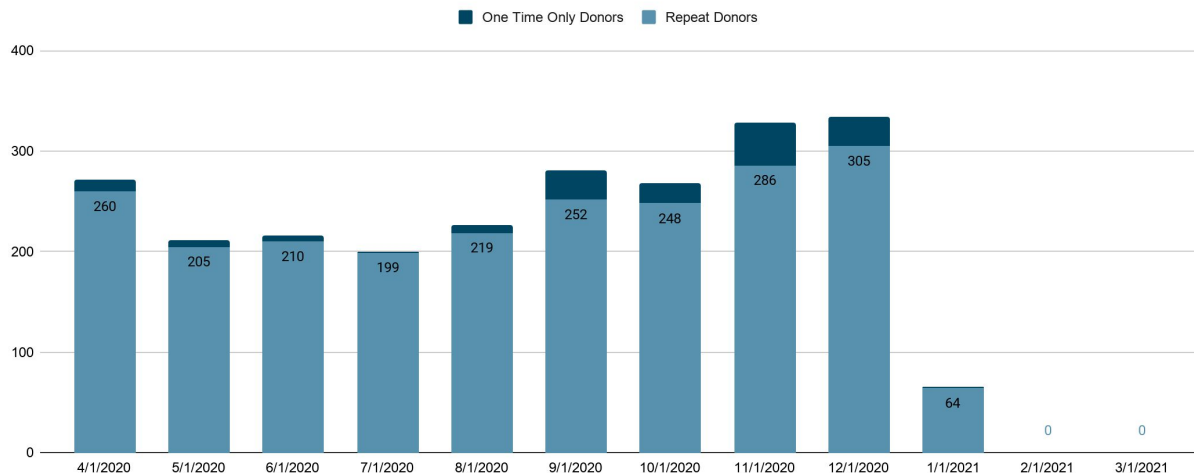
Top Lookalike DMAs

- ZANESVILLE DMA
- ERIE DMA
- MANKATO DMA
- JOHNSTWN/ALTOONA DMA
- LIMA DMA



Who are my emerging repeat Donors?

Repeat Donors: Emerging Persona



Emerging Persona

Gender	F (56.8%)	M (33.8%)
Age	65+ (23%)	35-44 (18.9%)
Education	Bach Degree (23%)	Some College (15.7%)
Home Ownership	Likely Homeowner (58.4%)	Likely Renter (18.4%)
Marital Status	Married (36.8%)	Non-Traditional (4.3%)
Industry	Medical (6.2%)	Financial Services (4.3%)
Political Affiliation	Republican (38.4%)	Non-Partisan (28.6%)
Religious Affiliation	Christian (43.2%)	Jewish (3.5%)
DMA	INDIANAPOLIS (51.1%)	CHICAGO (2.7%)
Outreach Channel	SMS (28.6%)	Email (24.1%)
Interests	Religious_Inspirational	Musical_Instruments
	Median Household Income	\$75,842
	Median Home Value	\$200,112

Top Donation Types

1 Donation	\$2,245,416
2 Recurring Donation Payment	\$420,013
3 Pledge	\$70,822
4 Soft Credit	\$44,662
5 Recurring Donation Schedule	\$27,277

Top Methods of Acquisition

1 Staff Funding	15.10%
2 Short-term	11.10%
3 Events	8.60%
4 General Fund	7.00%
5 10 Month	5.40%

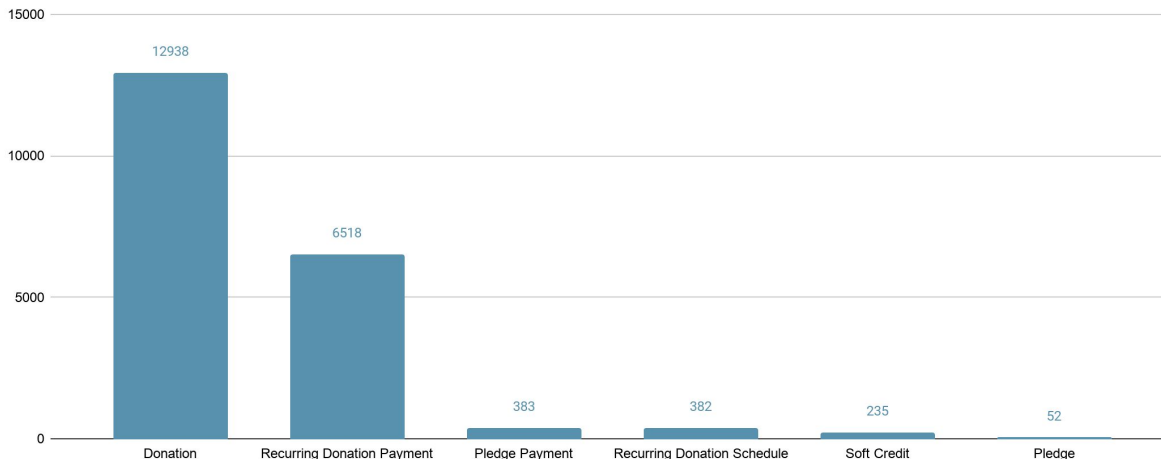
Top Lookalike DMAs

- 1 KANSAS CITY DMA
- 2 OKLAHOMA CITY DMA
- 3 RICHMOND DMA
- 4 CHARLOTTESVILLE DMA
- 5 PEORIA/BLOOMNGTN DMA



What type of donations are my repeat donors giving?

Repeat Donors: Top Donation Types



Persona of Donation Donor

Gender	F (56.1%)	M (38.8%)
Age	65+ (27.9%)	45-54 (20.6%)
Education	Bach Degree (28.5%)	Grad Degree (20.3%)
Home Ownership	Likely Homeowner (76.2%)	Likely Renter (10.8%)
Marital Status	Married (64.8%)	Non-Traditional (1.8%)
Industry	Other_occupation (8.5%)	Medical (6.7%)
Political Affiliation	Republican (68.3%)	Non-Partisan (14.5%)
Religious Affiliation	Christian (59.5%)	Jewish (4%)
DMA	INDIANAPOLIS (58.2%)	CHICAGO (2.2%)
Outreach Channel	Direct Mail (31.7%)	Email (28.9%)
Interests	Religious_Inspirational	Musical_Instruments
	Median Household Income	\$85,000
	Median Home Value	\$218,400

Top Methods of Acquisition

1 Staff Funding	11.60%
2 Short-term	11.00%
3 Gift Bank - Other	7.70%
4 General Fund	6.90%
5 Events	5.90%

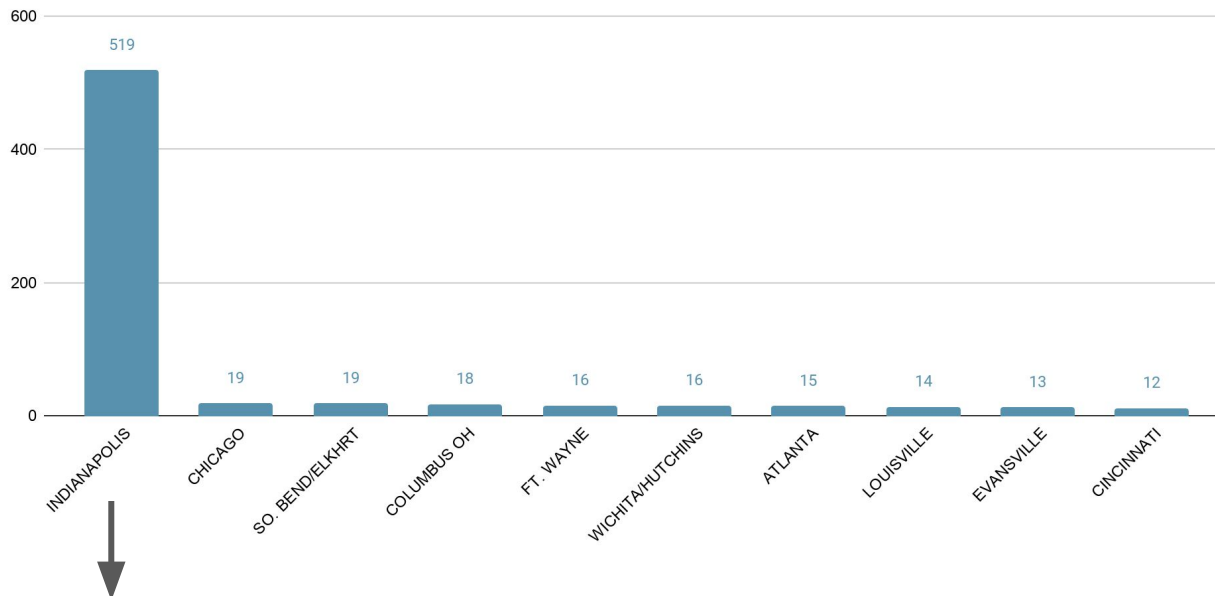
Top Lookalike DMAs

- 1 KANSAS CITY DMA
- 2 OKLAHOMA CITY DMA
- 3 RICHMOND DMA
- 4 CHARLOTTESVILLE DMA
- 5 PEORIA/BLOOMNGTN DMA



Where are my repeat Donors?

Repeat Donors: Top Locations



Persona of Donor in Indianapolis

Gender	F (61.8%)	M (38.2%)
Age	65+ (30.5%)	45-54 (22.8%)
Education	Bach Degree (30%)	Grad Degree (23%)
Home Ownership	Likely Homeowner (85.2%)	Likely Renter (8.2%)
Marital Status	Married (71.5%)	Non-Traditional (2%)
Industry	Other_occupation (9.2%)	Medical (9.2%)
Political Affiliation	Republican (74.8%)	Non-Partisan (15%)
Religious Affiliation	Christian (68.2%)	Jewish (3.8%)
DMA	INDIANAPOLIS (100%)	
Outreach Channel	Direct Mail (38%)	Email (31.2%)
Interests	Religious_Inspiration al	Musical_Instruments
	Median Household Income	\$82,000
	Median Home Value	\$212,500

Top Donation Types

1 Donation	\$1,607,445
2 Recurring Donation Payment	\$246,918
3 Pledge	\$104,758
4 Pledge Payment	\$37,496
5 Soft Credit	\$31,367

Top Methods of Acquisition

1 Staff Funding	15.50%
2 Events	11.00%
3 Gift Bank - Other	8.80%
4 Short-term	8.80%
5 Gift Banks	6.20%

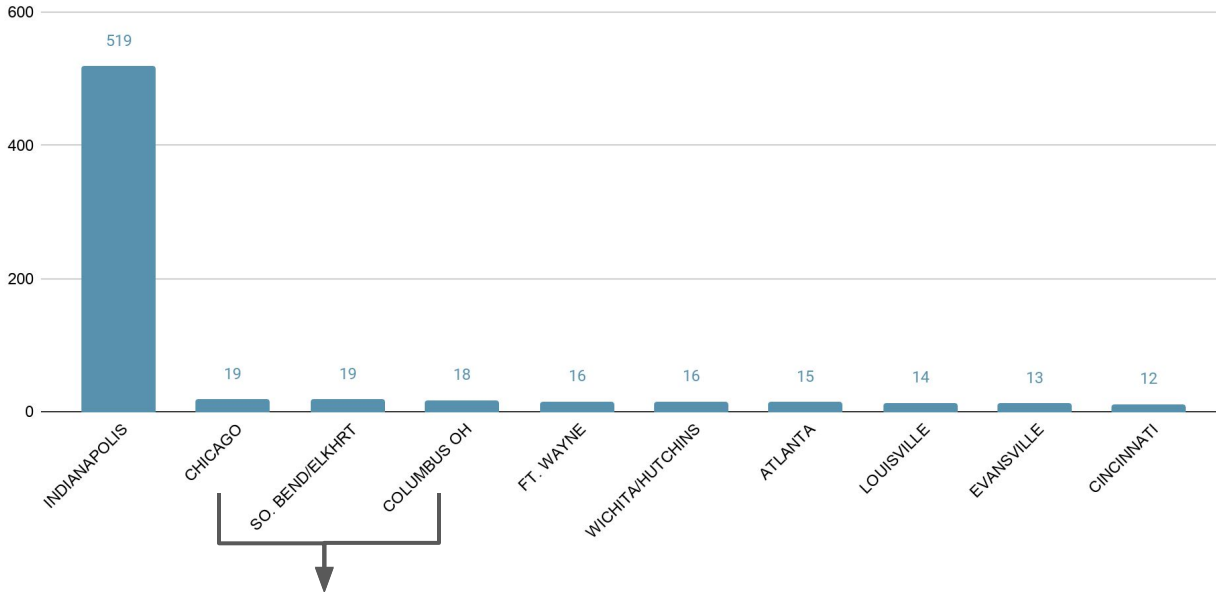
Top Lookalike DMAs

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



Where are my repeat Donors emerging?

Repeat Donors: Emerging Locations



Persona of Donor in Emerging DMAs

Gender	F (62.8%)	M (37.2%)
Age	35-44 (20.9%)	65+ (18.6%)
Education	Bach Degree (32.6%)	Some College (16.3%)
Home Ownership	Likely Homeowner (72.1%)	Likely Renter (20.9%)
Marital Status	Married (55.8%)	Non-Traditional (4.7%)
Industry	Other_occupation (9.3%)	Medical (4.7%)
Political Affiliation	Republican (53.5%)	Non-Partisan (34.9%)
Religious Affiliation	Christian (46.5%)	Jewish (2.3%)
DMA	CHICAGO (34.9%)	SO. BEND/ELKHRT (32.6%)
Outreach Channel	SMS (34.9%)	Email (30.2%)
Interests	Musical_Instruments	Snow_Skiing
	Median Household Income	\$120,926
	Median Home Value	\$319,230

Top Donation Types

1 Donation	\$279,434
2 Recurring Donation Payment	\$37,458
3 Pledge	\$2,700
4 Recurring Donation Schedule	\$2,015
5 Pledge Payment	\$900

Top Methods of Acquisition

1 Staff Funding	27.90%
2 Walk/Run	16.30%
3 Short-term	14.00%
4 Gift Bank - Other	7.00%
5 Building	7.00%

Top Lookalike DMAs

- 1 KANSAS CITY DMA
- 2 NASHVILLE DMA
- 3 GREEN/SPART/ASH DMA
- 4 CHARLOTTE DMA
- 5 GRSBRO/WNSAL/HPT DMA