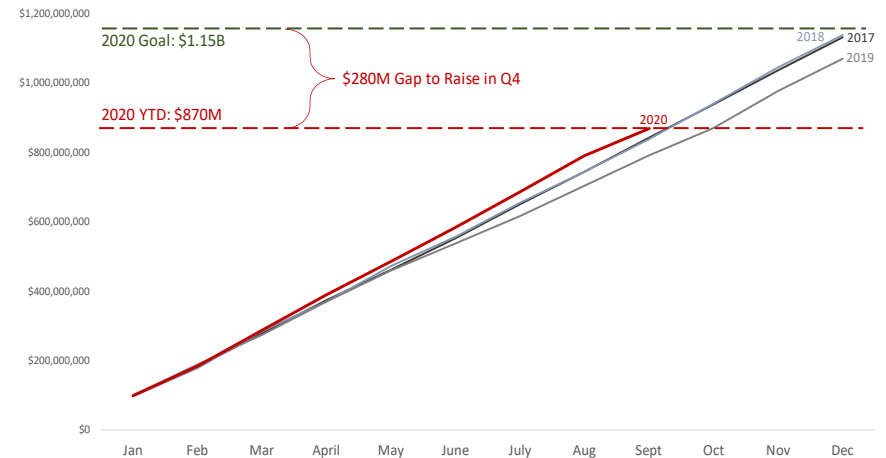
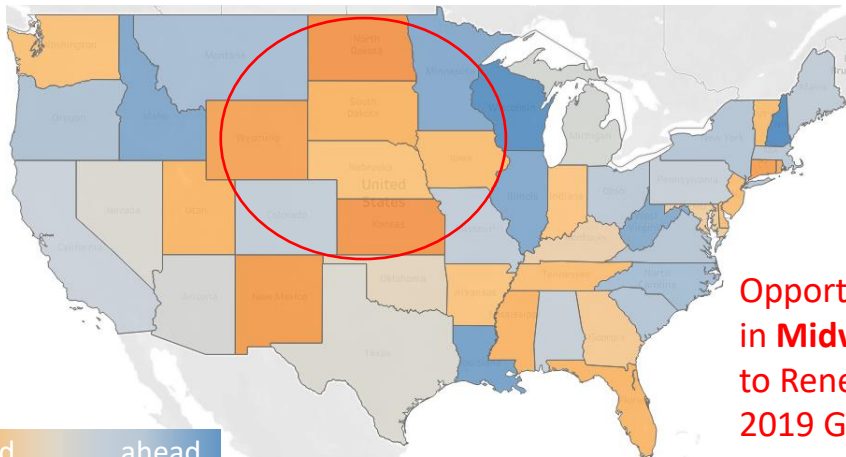


- Assumptions
 - Quarterly dash board to President
 - Reports progress
 - Reports on levers/opportunities to change
 - Fiscal Year = Calendar Year
- Important Things
 - Digestibility, quick to understand
 - Good design
 - Adhere to good viz principles (color blind, good charts)
- dollar by Alice Design from the Noun Project
- Contacts by AliWijaya from the Noun Project

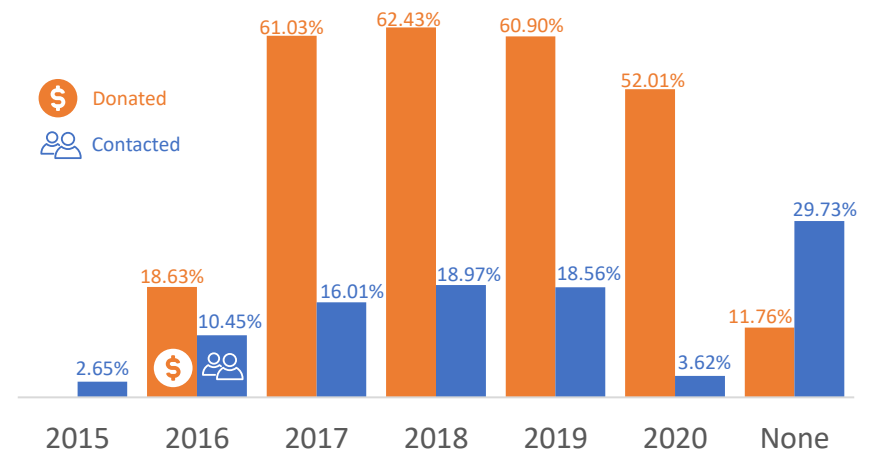
Fundraising Year to Date: Jan - Sept



2020 Dollars Raised vs 2019



Portfolio Metrics: % of Donor HH Giving and Contacted



Non-Managed Donors to Renew By Capacity

Q4 Focus:

Capacity Rank	LYBUNT	SYBUNT
A - \$5M - \$25M	2	2
B - \$1M - 5M	30	8
C - \$500K - \$1M	1,558	656
D - \$100K - \$500K	2,100	860
E - \$50K - \$100K	4,398	1,670
F - \$10K - \$50K	6,698	2,606
G - Up to \$10K	6,796	2,882
NA	3,842	1,574

Leadership Attention

Annual Fund Outreach

High Capacity Non-Managed Donors for Presidential Contact in Q4

Capacity Rank	Id	Name	Last Contact	Last Gift Date
A - \$5M - \$25M	2463690	el-Younan, Fakeeha	10/1/2015	10/21/2019
	3019938	Kearns, Miah	6/3/2019	10/21/2019
	7398925	Garcia, Kristin	1/8/2018	1/23/2018
B - \$1M - 5M	8686179	Eltom, Anthony	10/29/2016	1/23/2018
	1052908	Alonso, Santiago	4/24/2020	8/10/2018
	1166643	Jimenez, Aldo	3/13/2019	10/3/2019
	1365936	al-Nazir, Juwairiya	9/15/2016	3/2/2017
	1452146	el-Siddiqi, Moosha	11/5/2017	11/6/2019
	1689888	King, Barbara	Null	7/12/2018
	1940919	Ketchum, Danielle	8/14/2019	1/4/2019
	2146914	Yang, Katie	7/4/2018	10/3/2019
	2244972	Pham, Bryce	Null	2/23/2019
	2250916	Ingram, Jante	Null	12/2/2019
	2661253	Domingo, Tadiwa	Null	2/9/2019
	2686370	Soto, Daniel	Null	2/8/2019
	3315600	Schippers, Marcus	5/6/2017	2/9/2019
	3401256	Biglow, Robert	5/17/2019	11/15/2019

Development to provide talking points and contact info.

Development leadership to contact remaining list.