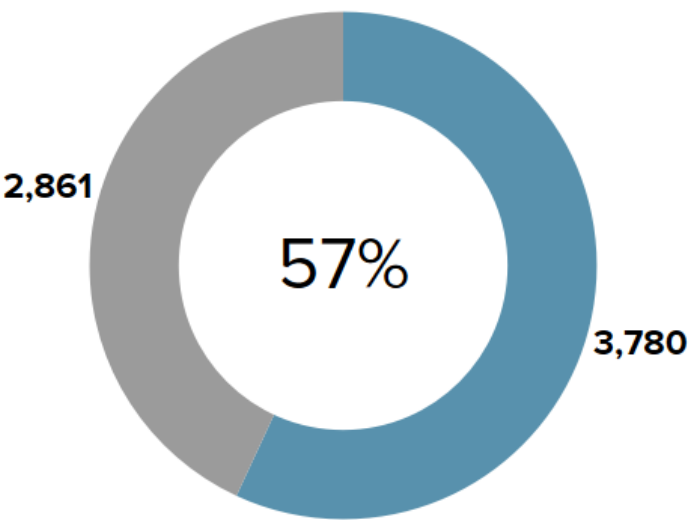


FY21 Client Reporting - Demo

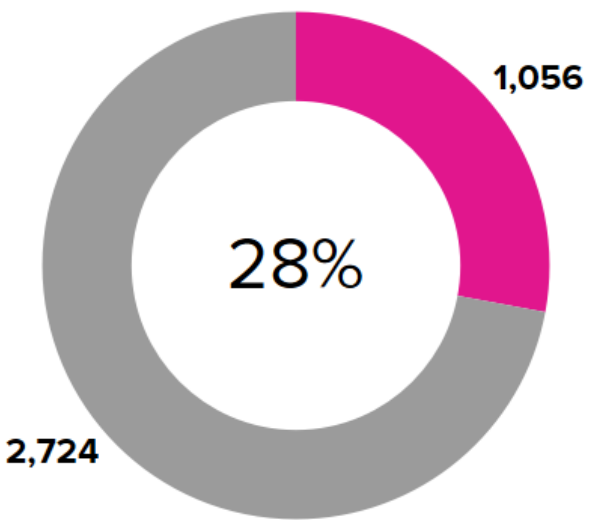
Tableau Demo – Danny Moncada

INSTITUTION

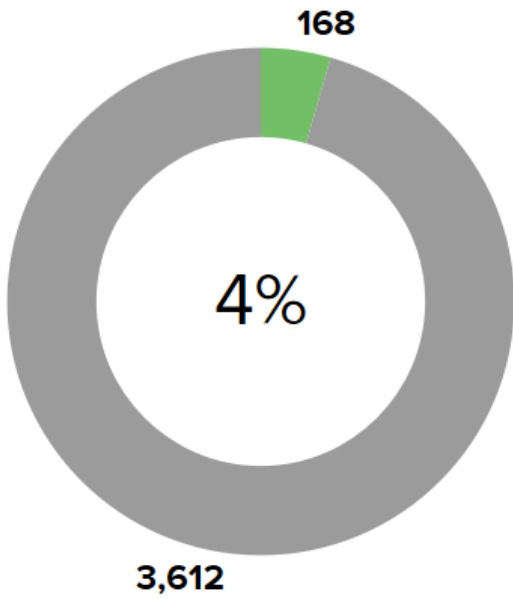
AVAILABILITY



INTERACTIONS



CLICKS



FY21 Prospects Attempted FY21 Prospects Remaining

FY21 Interaction After Action FY21 No Interaction

FY21 Solicitation After Action FY21 No Solicitation

DONOR RETENTION

54%



DOLLAR RETENTION

60%



Total Dollars
\$2,388,985

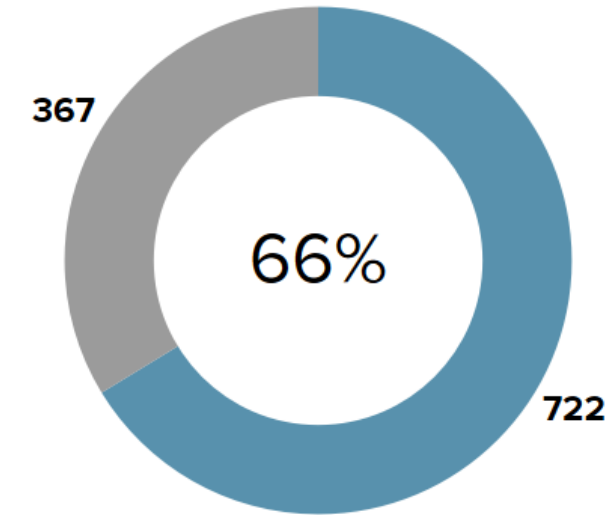
Total Customers
2,699

Total Actions
27,650

Upgrade %
19%

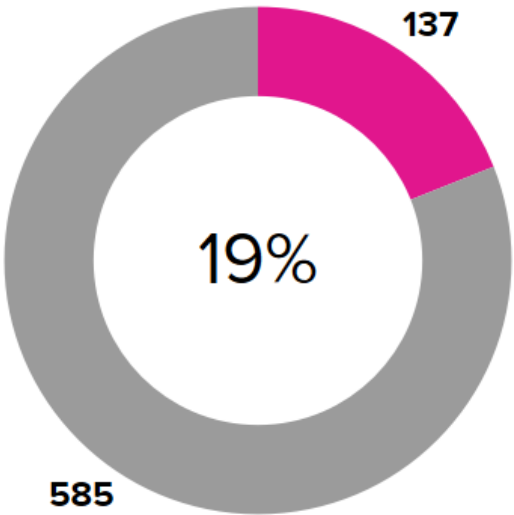
SPONSOR #1

AVAILABILITY



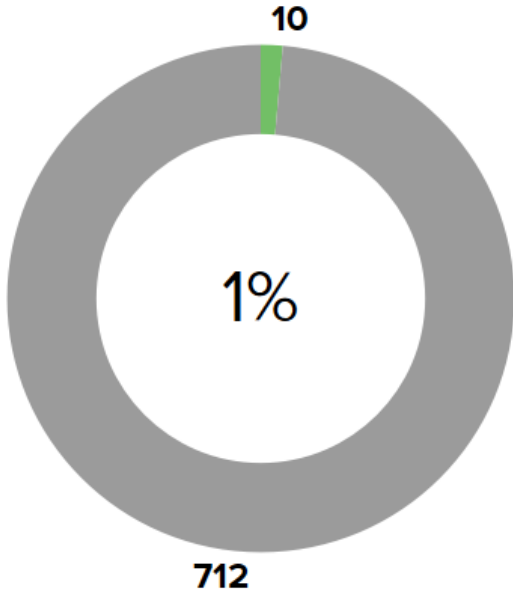
FY21 Prospects Attempted FY21 Prospects Remaining

INTERACTIONS



FY21 Interaction After Action FY21 No Interaction

CLICKS



FY21 Solicitation After Action FY21 No Solicitation

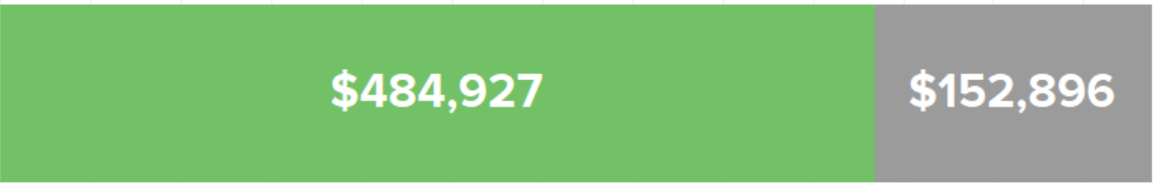
DONOR RETENTION

56%



DOLLAR RETENTION

76%



Total Dollars
\$539,688

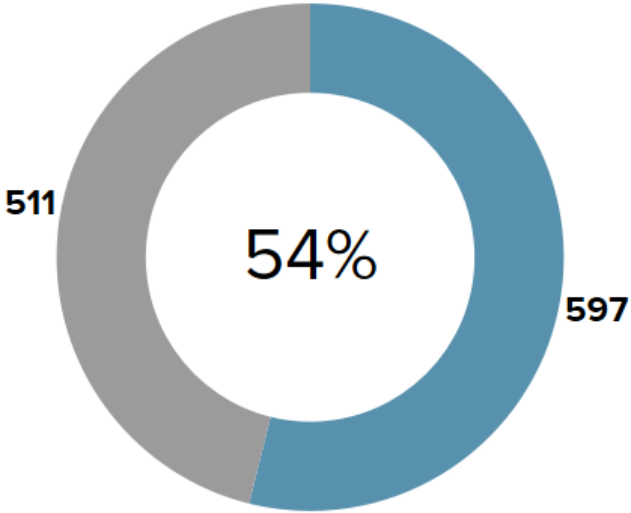
Total Customers
350

Total Actions
4,562

Upgrade %
28%

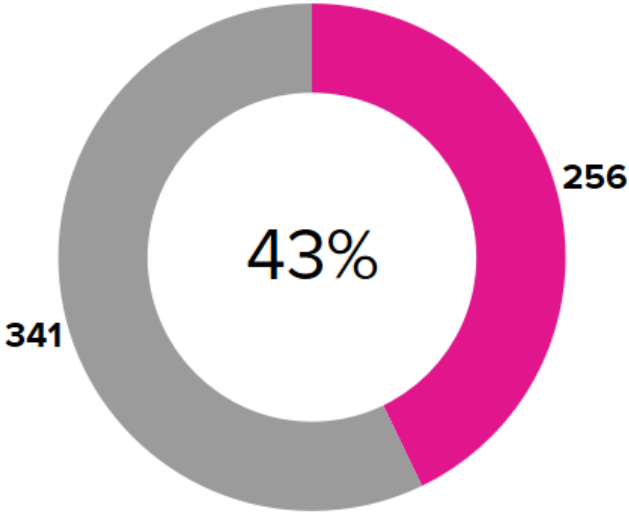
SPONSOR #2

AVAILABILITY



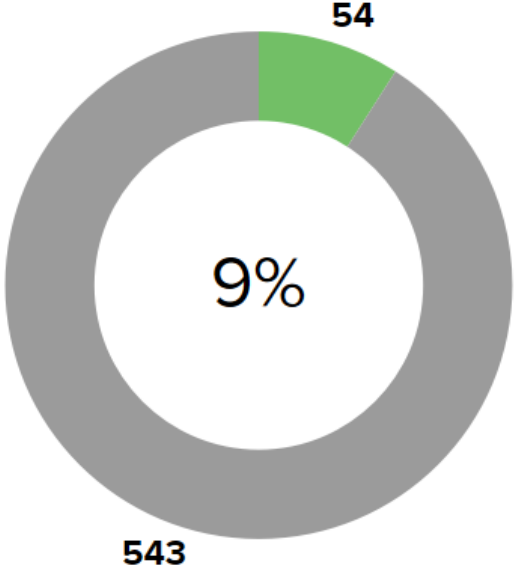
FY21 Prospects Attempted FY21 Prospects Remaining

INTERACTIONS



FY21 Interaction After Action FY21 No Interaction

CLICKS



FY21 Solicitation After Action FY21 No Solicitation

DONOR RETENTION

52%



DOLLAR RETENTION

70%



Total Dollars
\$510,307

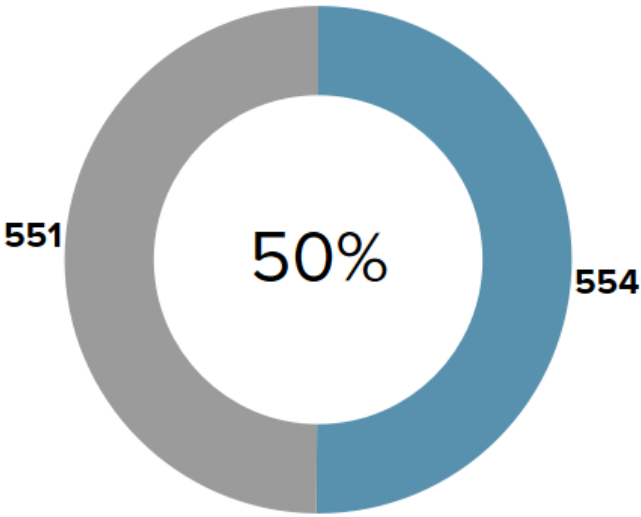
Total Customers
535

Total Actions
4,815

Upgrade %
18%

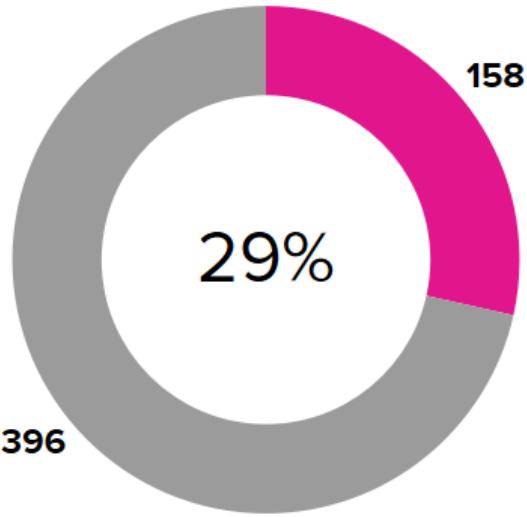
SPONSOR #3

AVAILABILITY



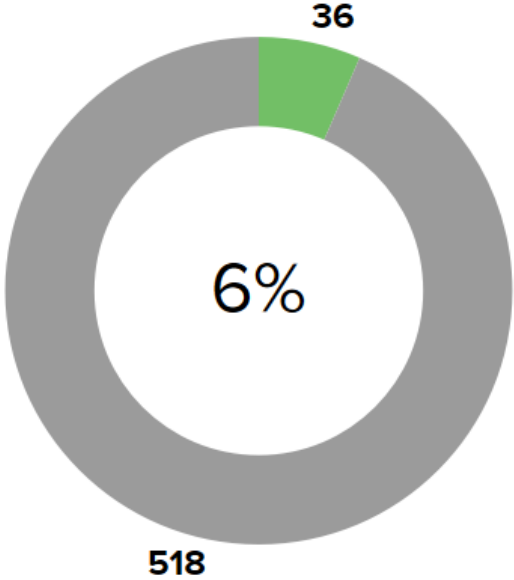
FY21 Prospects Attempted FY21 Prospects Remaining

INTERACTIONS



FY21 Interaction After Action FY21 No Interaction

CLICKS



FY21 Solicitation After Action FY21 No Solicitation

DONOR RETENTION

53%



DOLLAR RETENTION

49%



Total Dollars
\$523,020

Total Customers
565

Total Actions
3,549

Upgrade %
17%