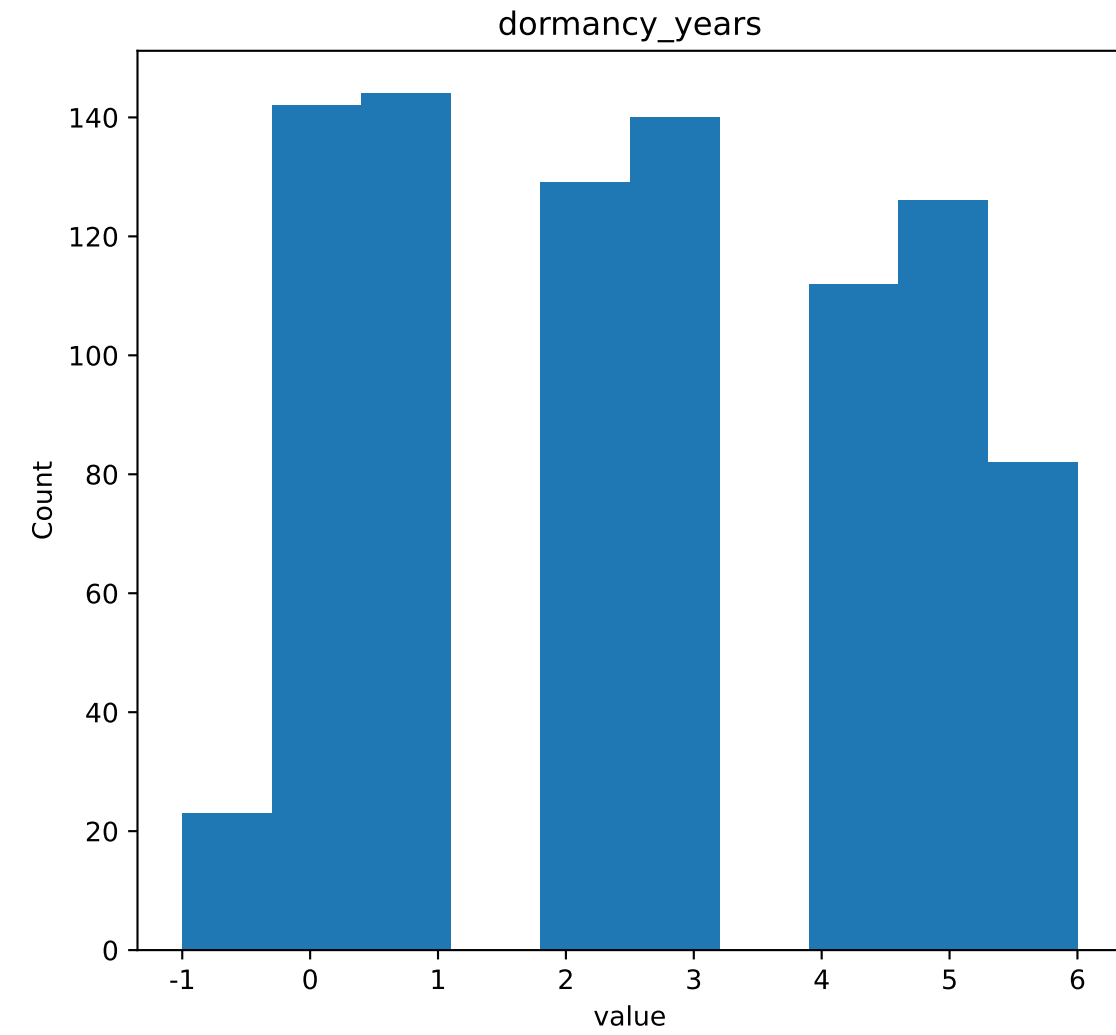
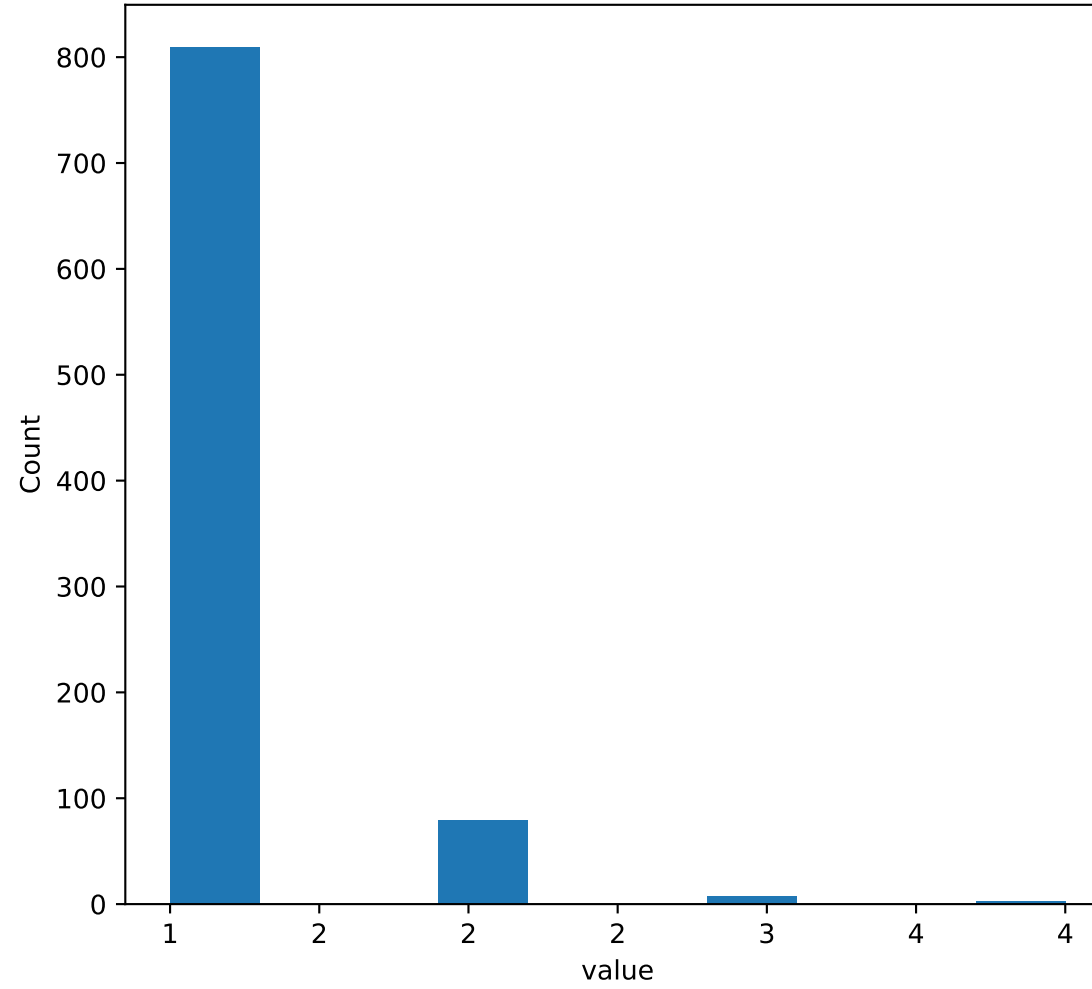
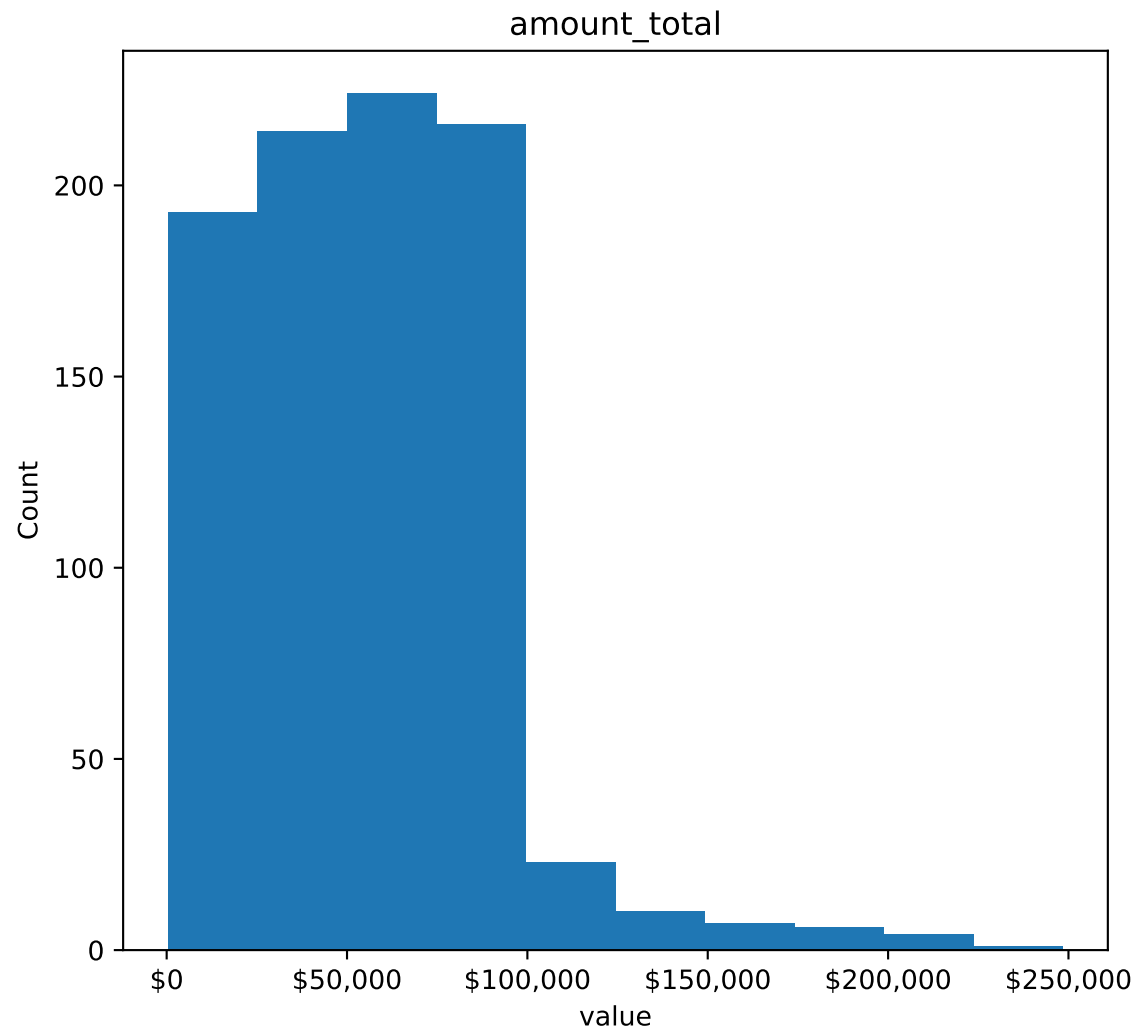
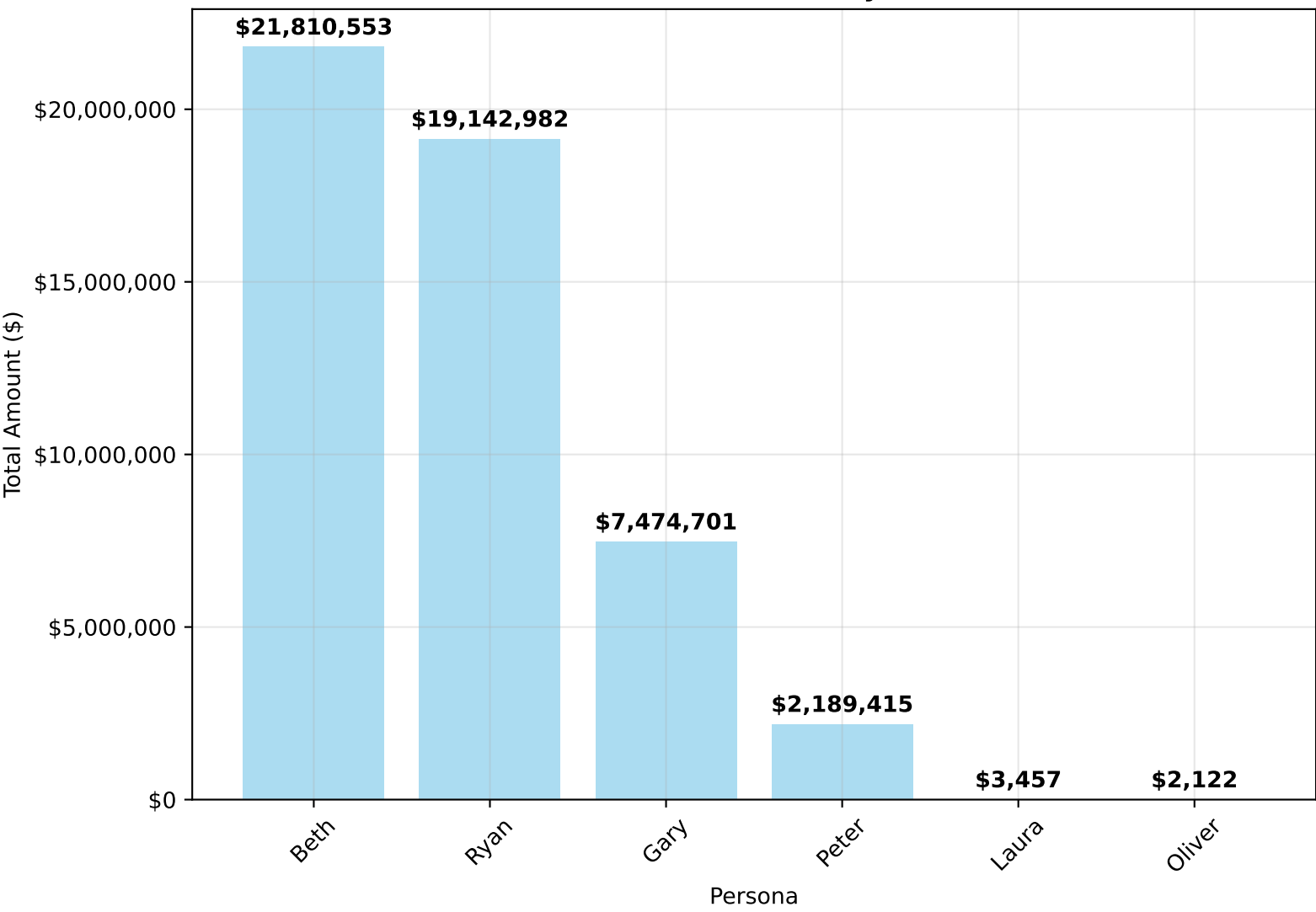


Overall Donor Statistics

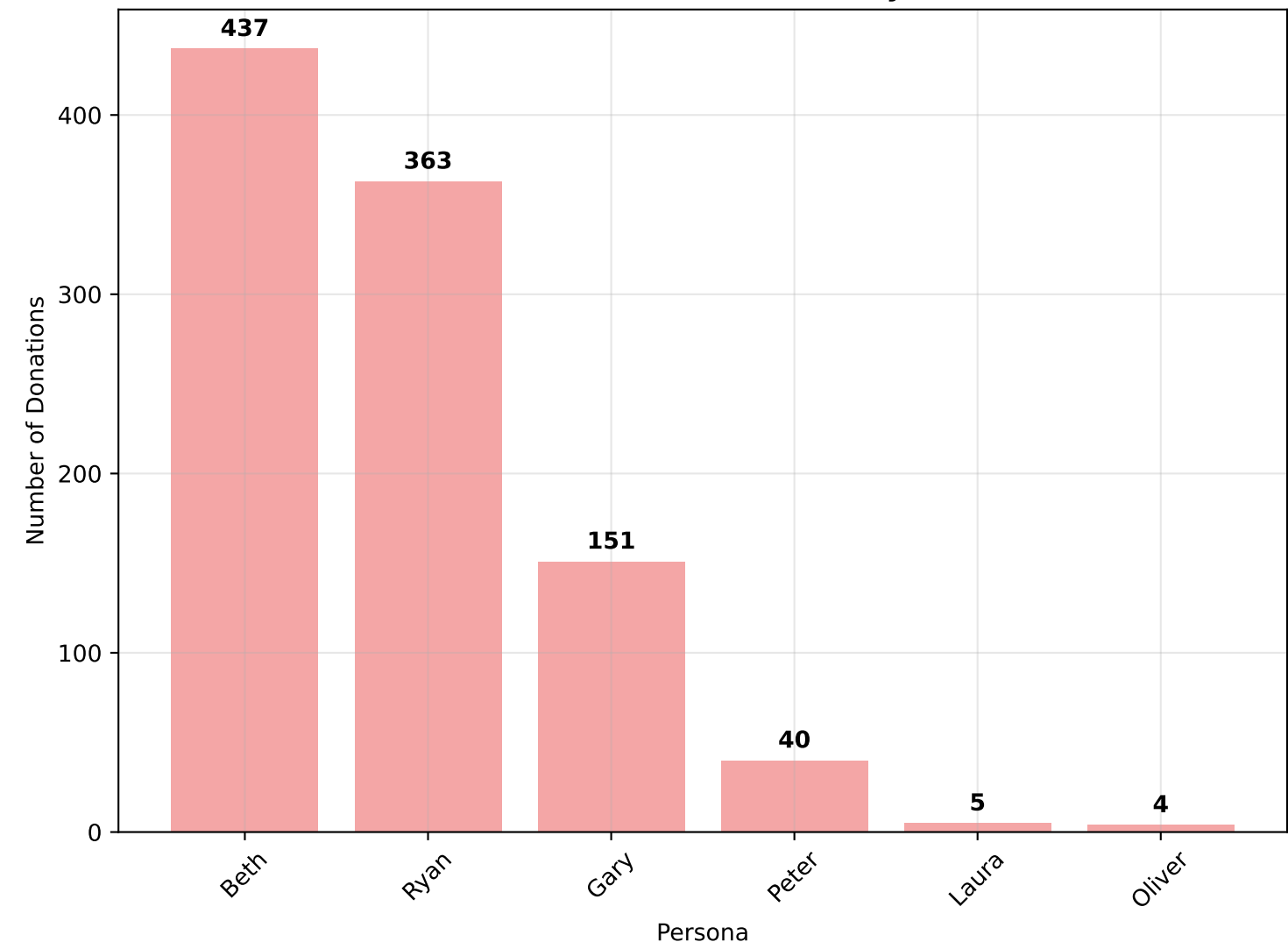
non_zero_counts



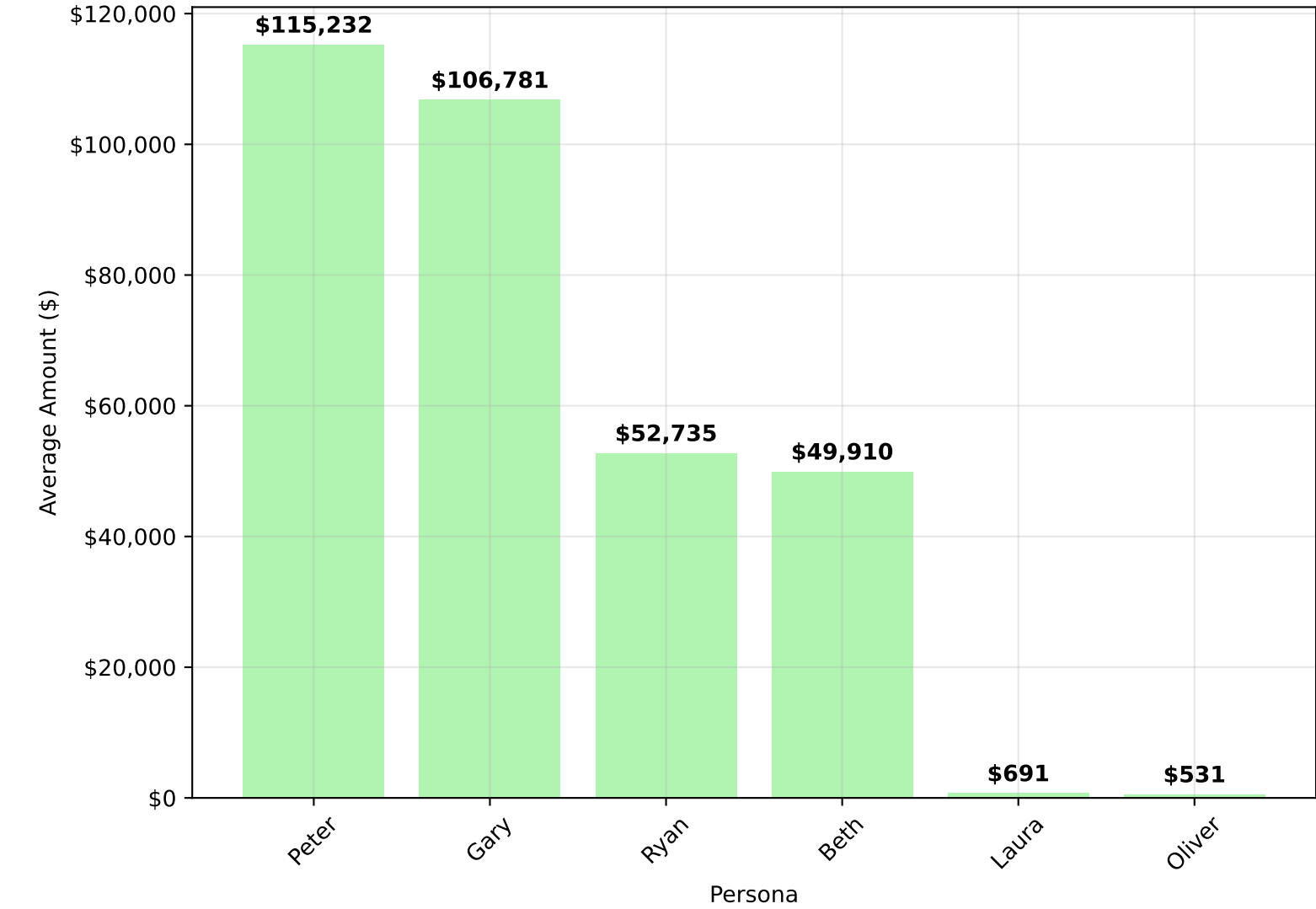
Total Amount Donated by Persona



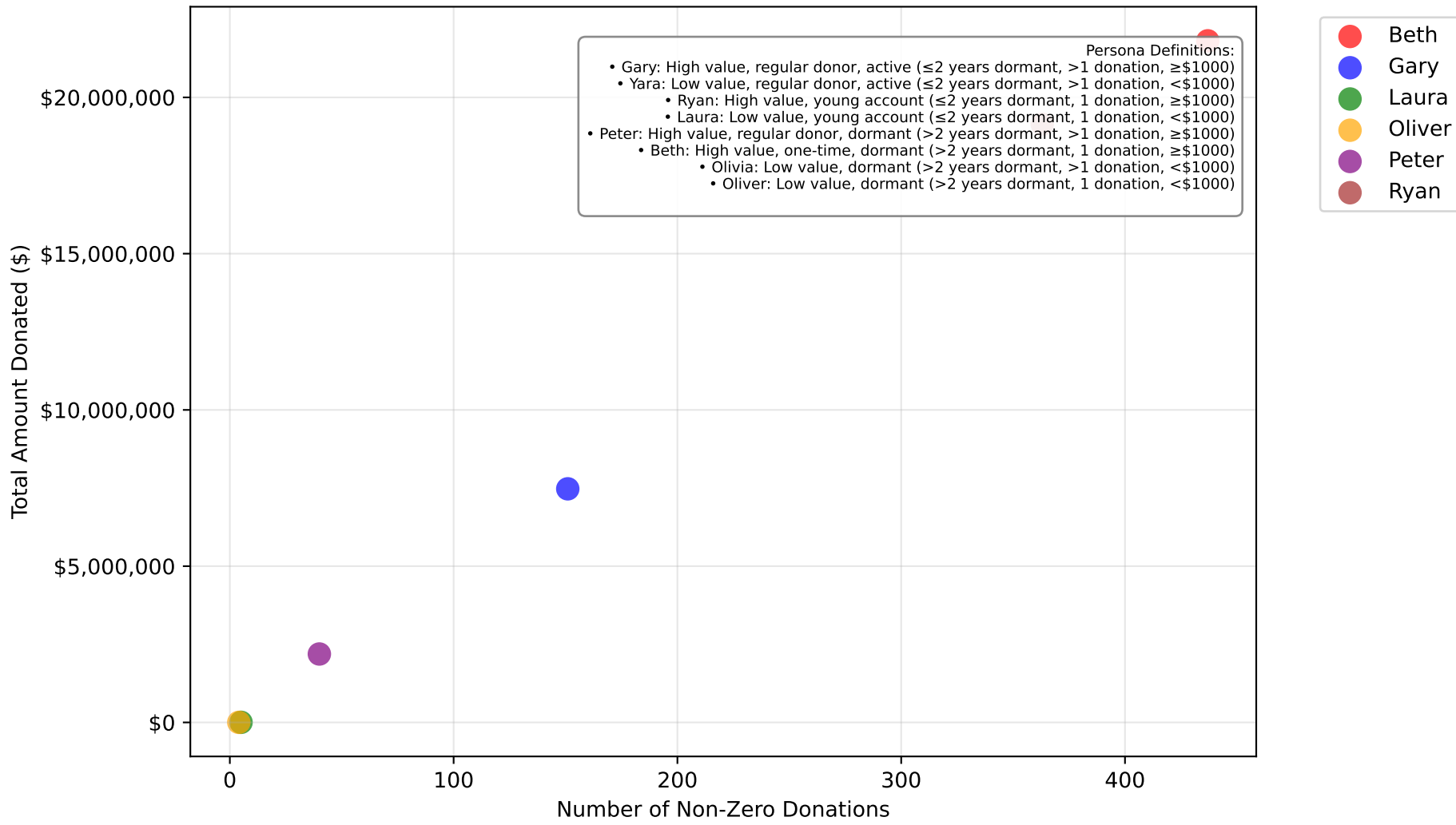
Number of Non-Zero Donations by Persona



Average Amount per Donation by Persona

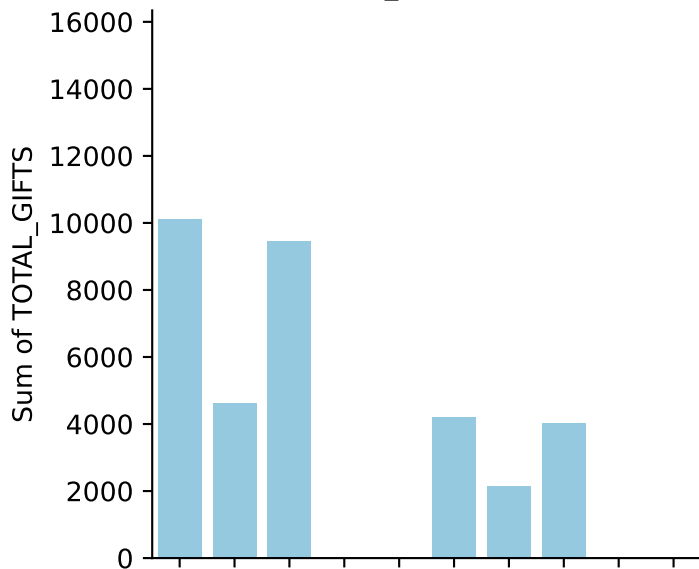


Donation Behavior: Amount vs Number of Donations

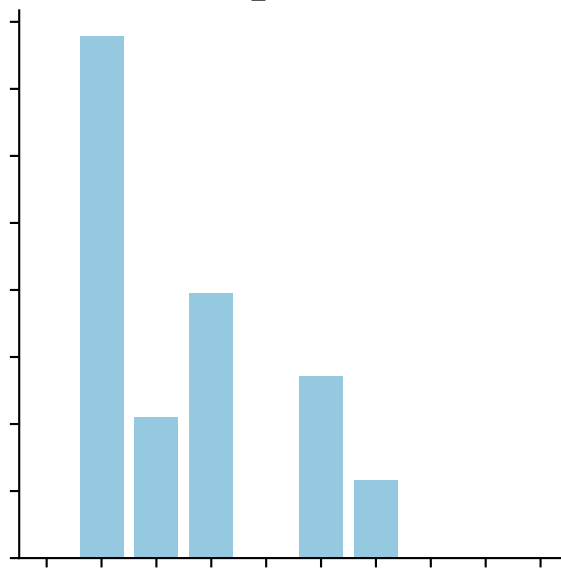


Sum of TOTAL_GIFTS by NUM_OPENS bins for Top 5 CAMPAIGN_IDs

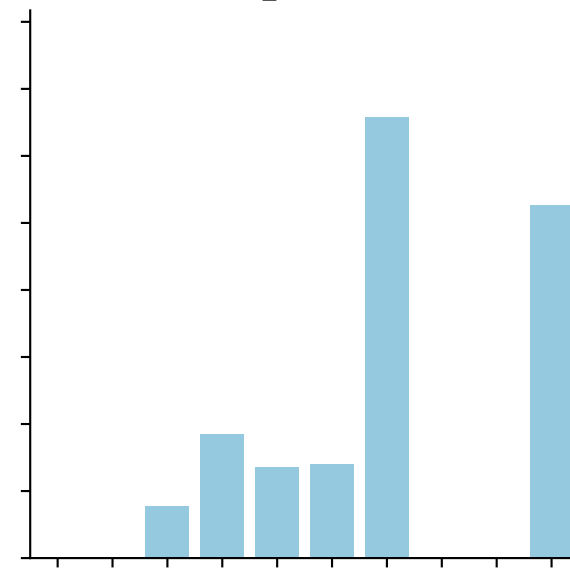
CAMPAIGN_ID = CM100135



CAMPAIGN_ID = CM100138

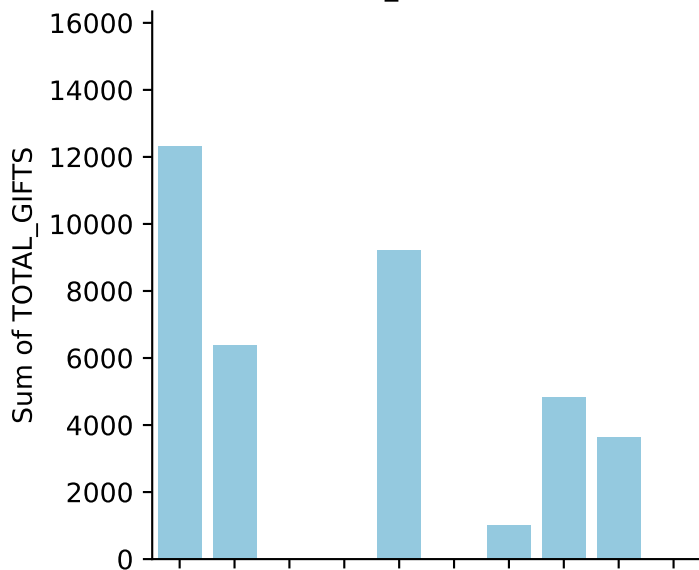


CAMPAIGN_ID = CM100167



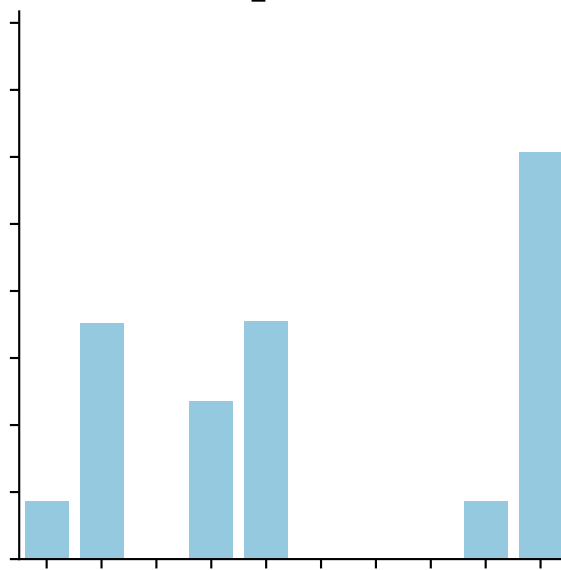
NUM_OPENS (binned)

CAMPAIGN_ID = CM100178



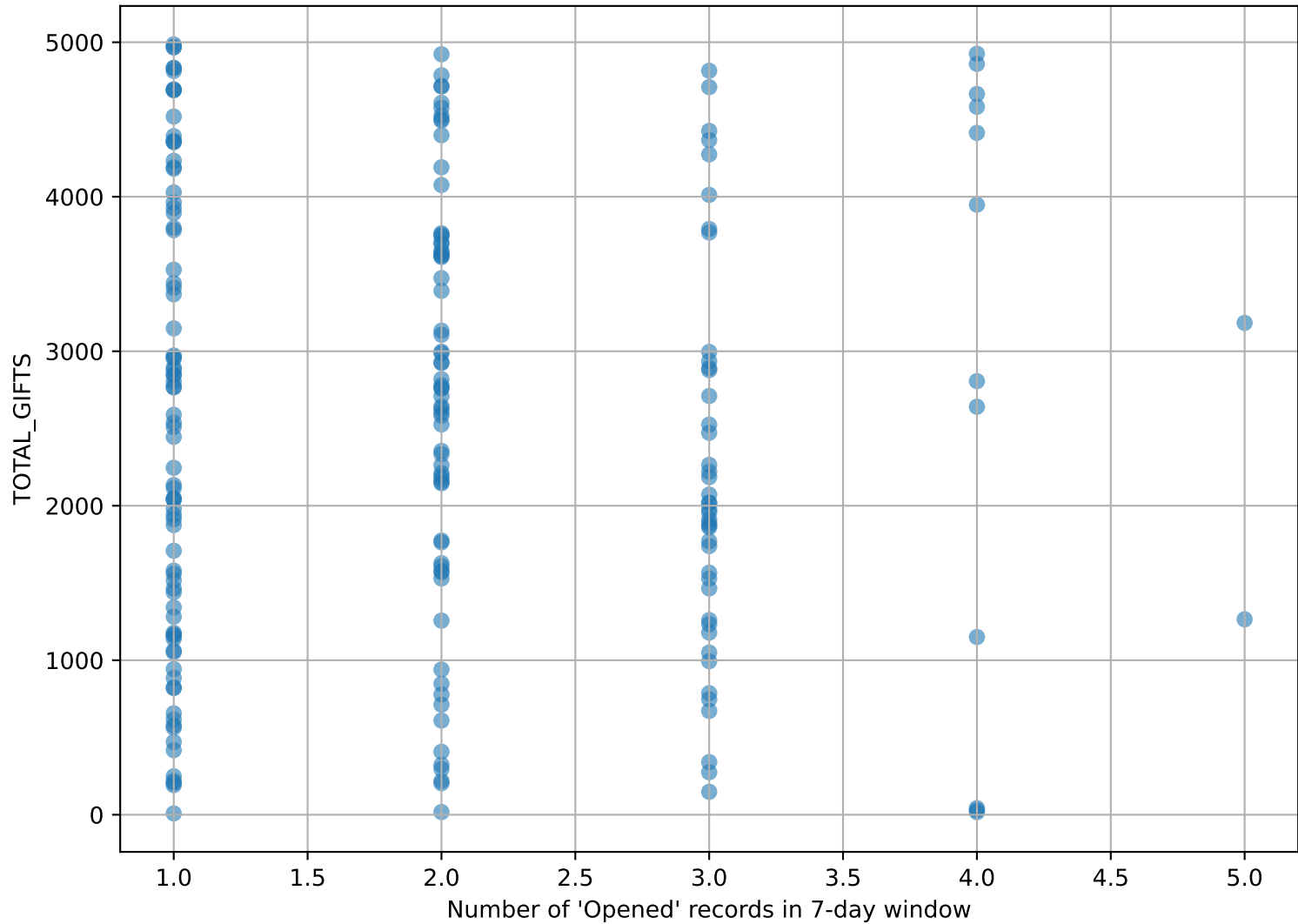
NUM_OPENS (binned)

CAMPAIGN_ID = CM100179

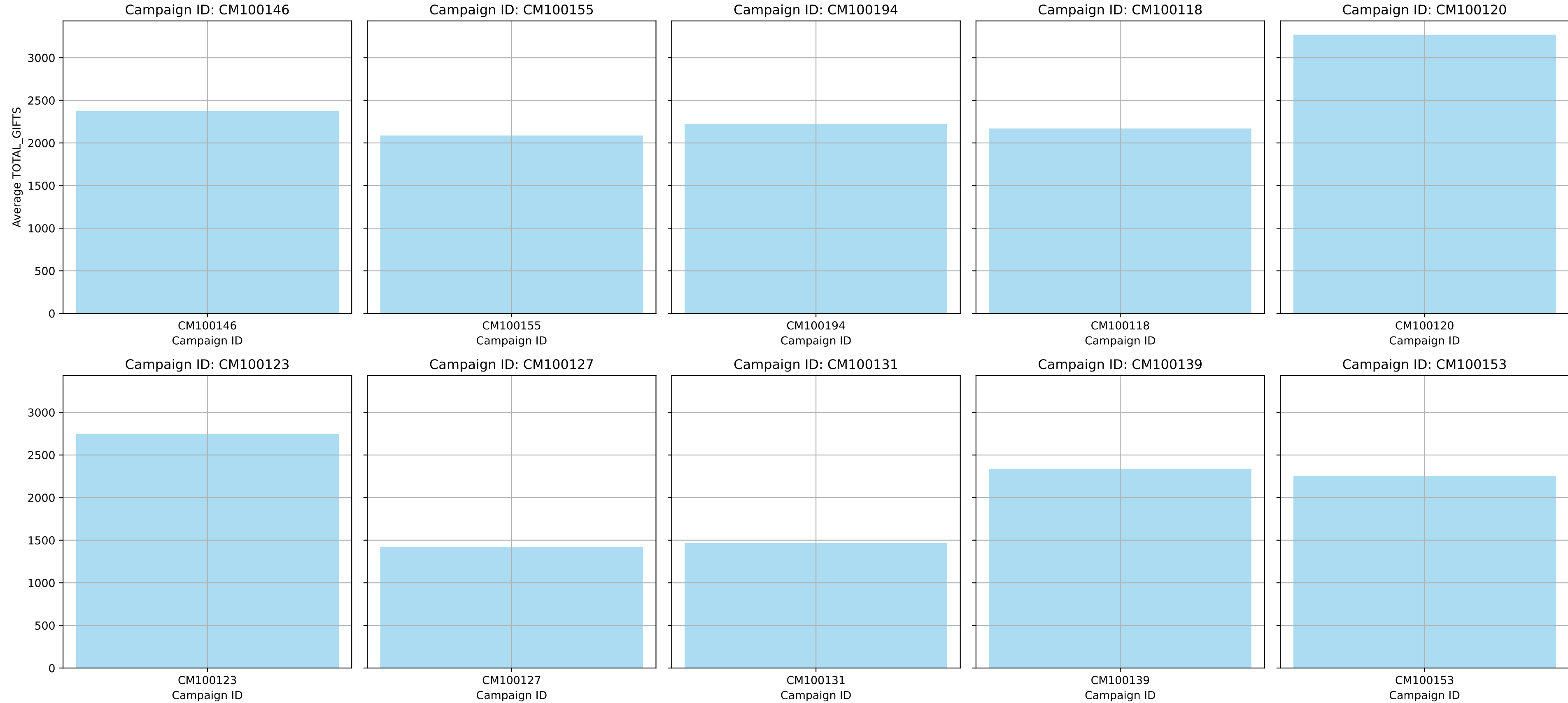


NUM_OPENS (binned)

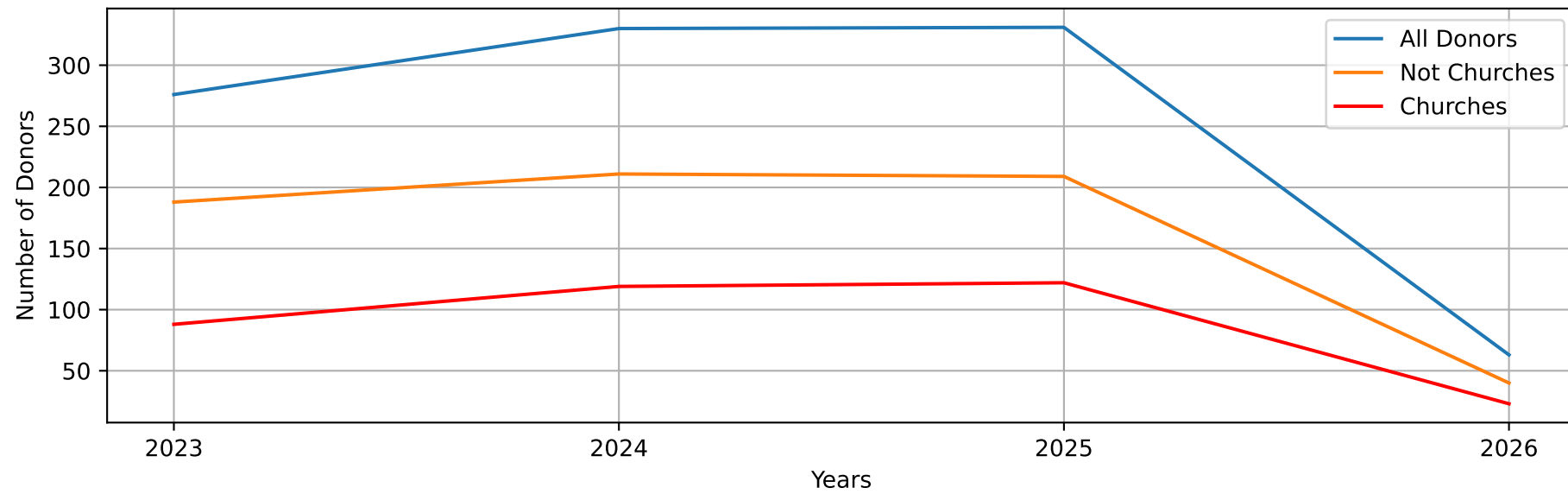
Distribution of 'Opened' Activity Count (7d window) vs TOTAL_GIFTS



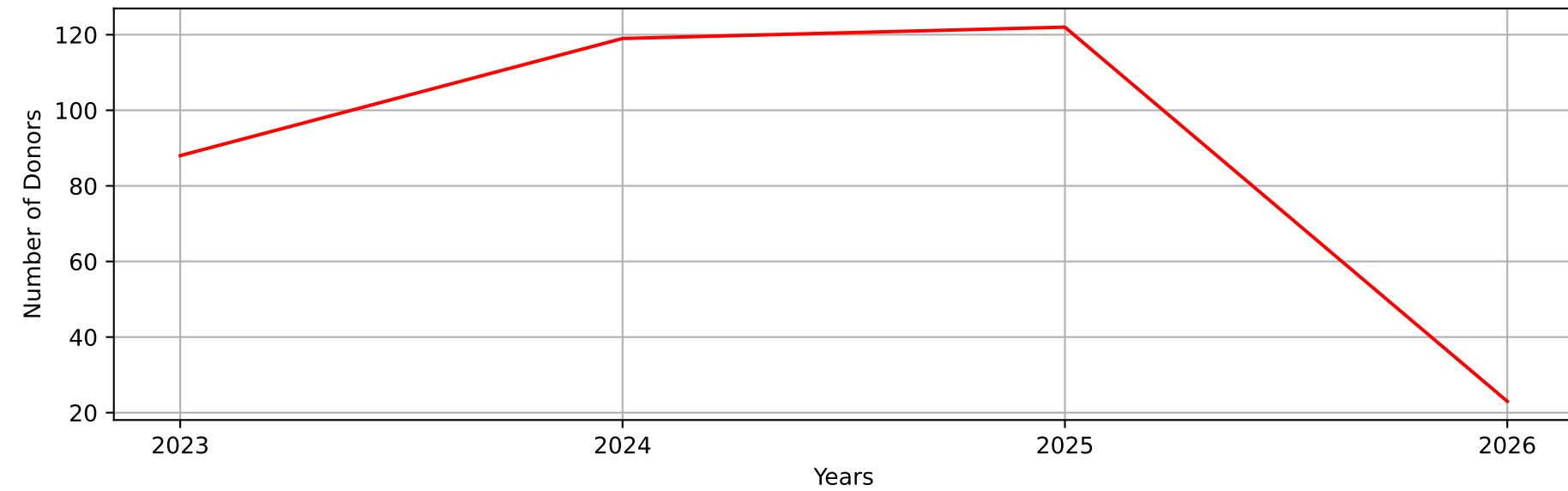
Top 10 Campaigns: Average TOTAL_GIFTS (7-day window)



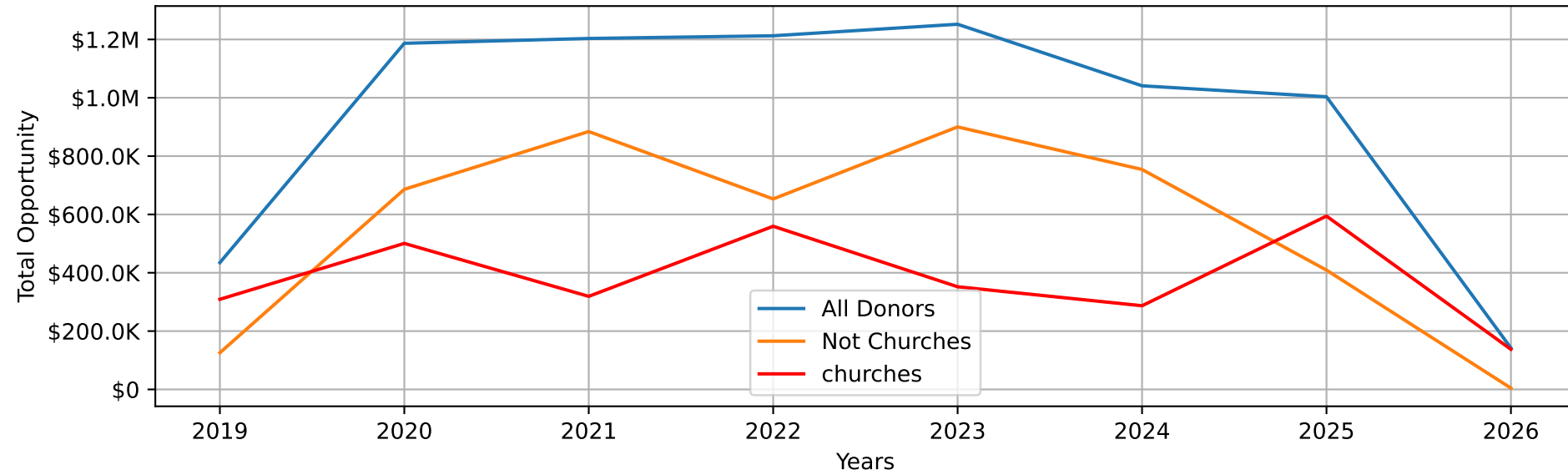
Number of Donors Gained Each Year



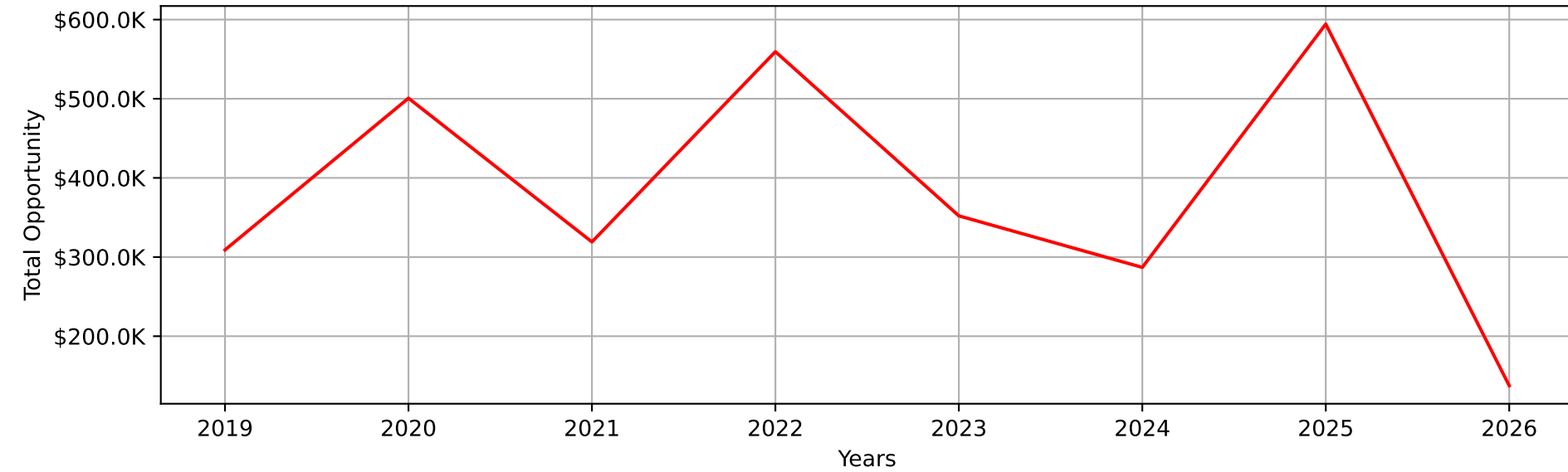
Number of Church Donors Gained Each Year



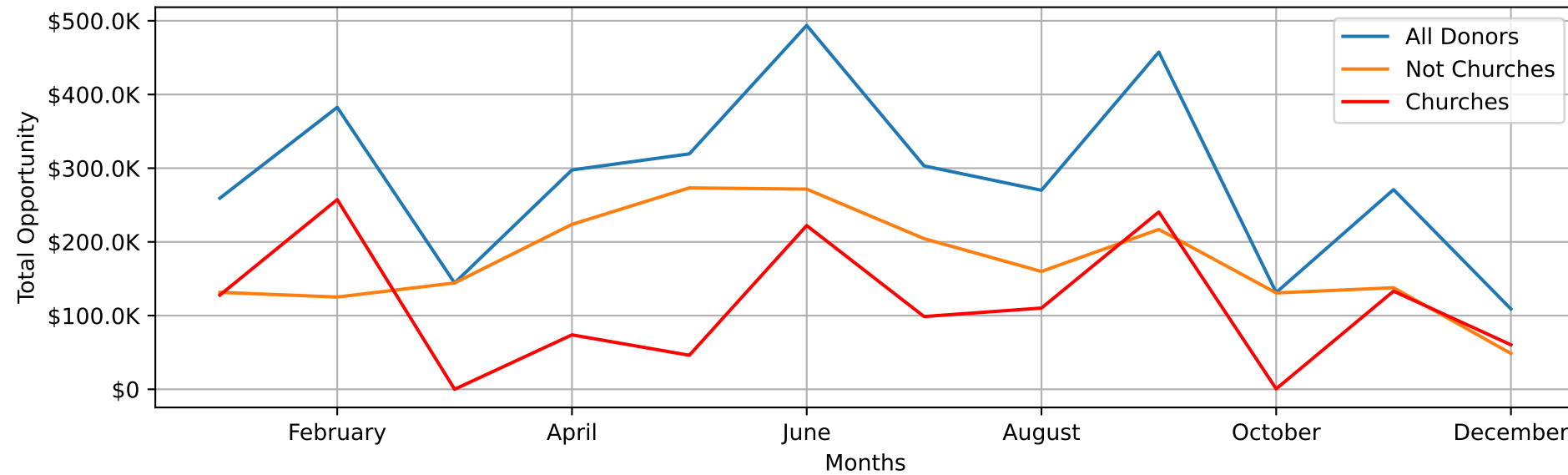
Total Donation Opportunity Each Year



Total Church Donation Opportunity Each Year



Total Opportunity By Month For the Past 2 Years



Total Opportunity By Month For Churches For the Past 2 Years

