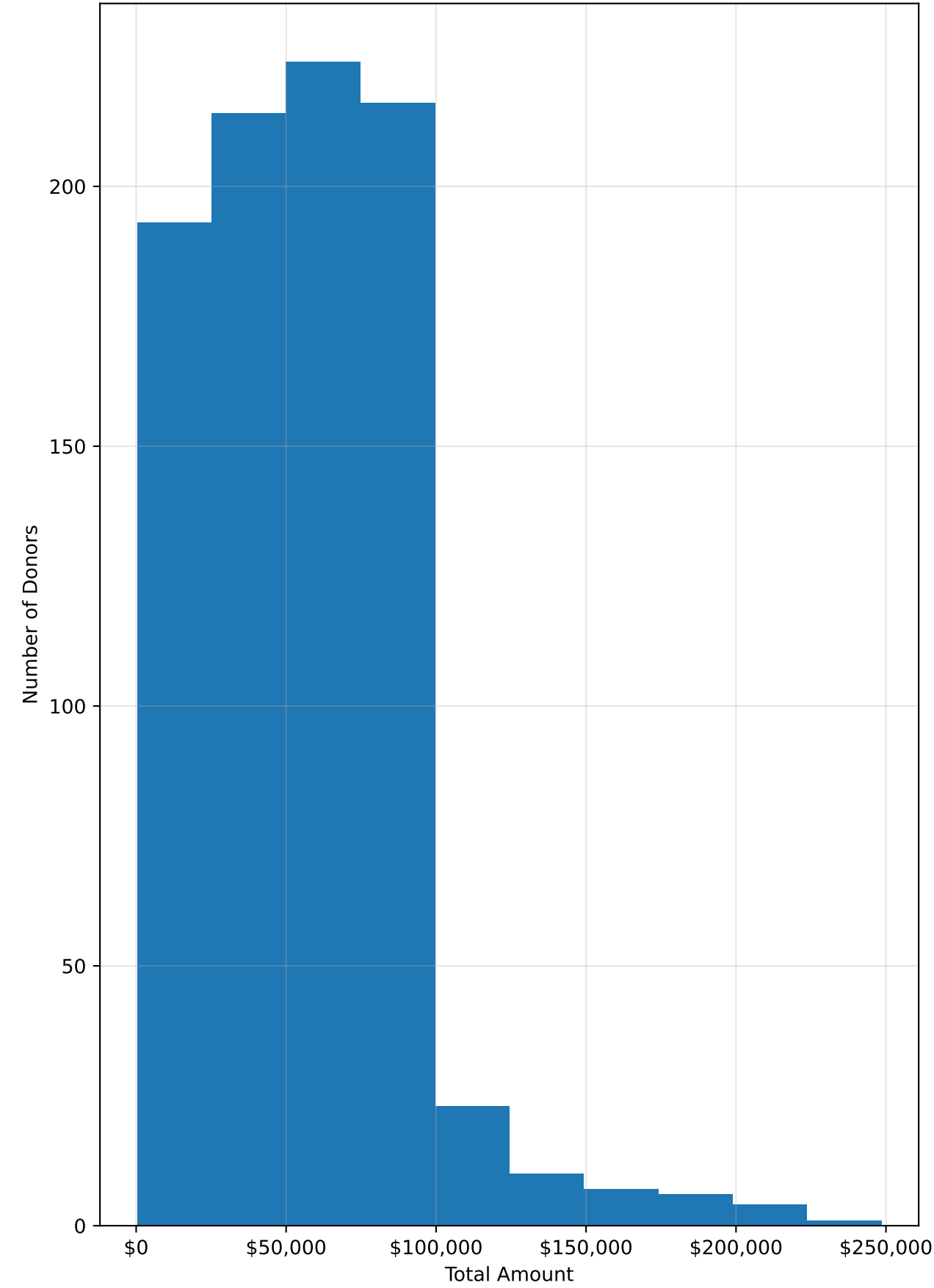
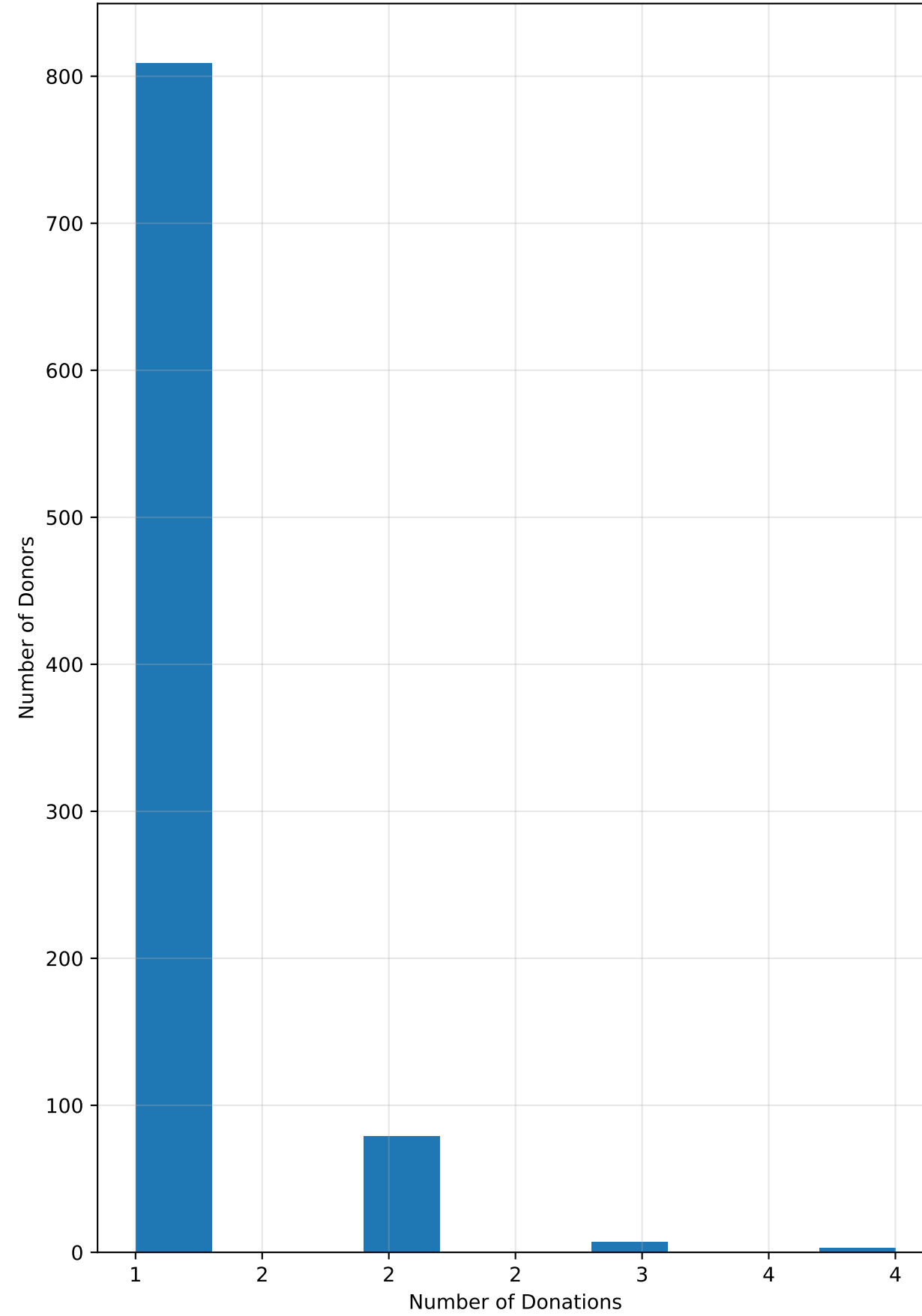


Donor Portfolio Overview

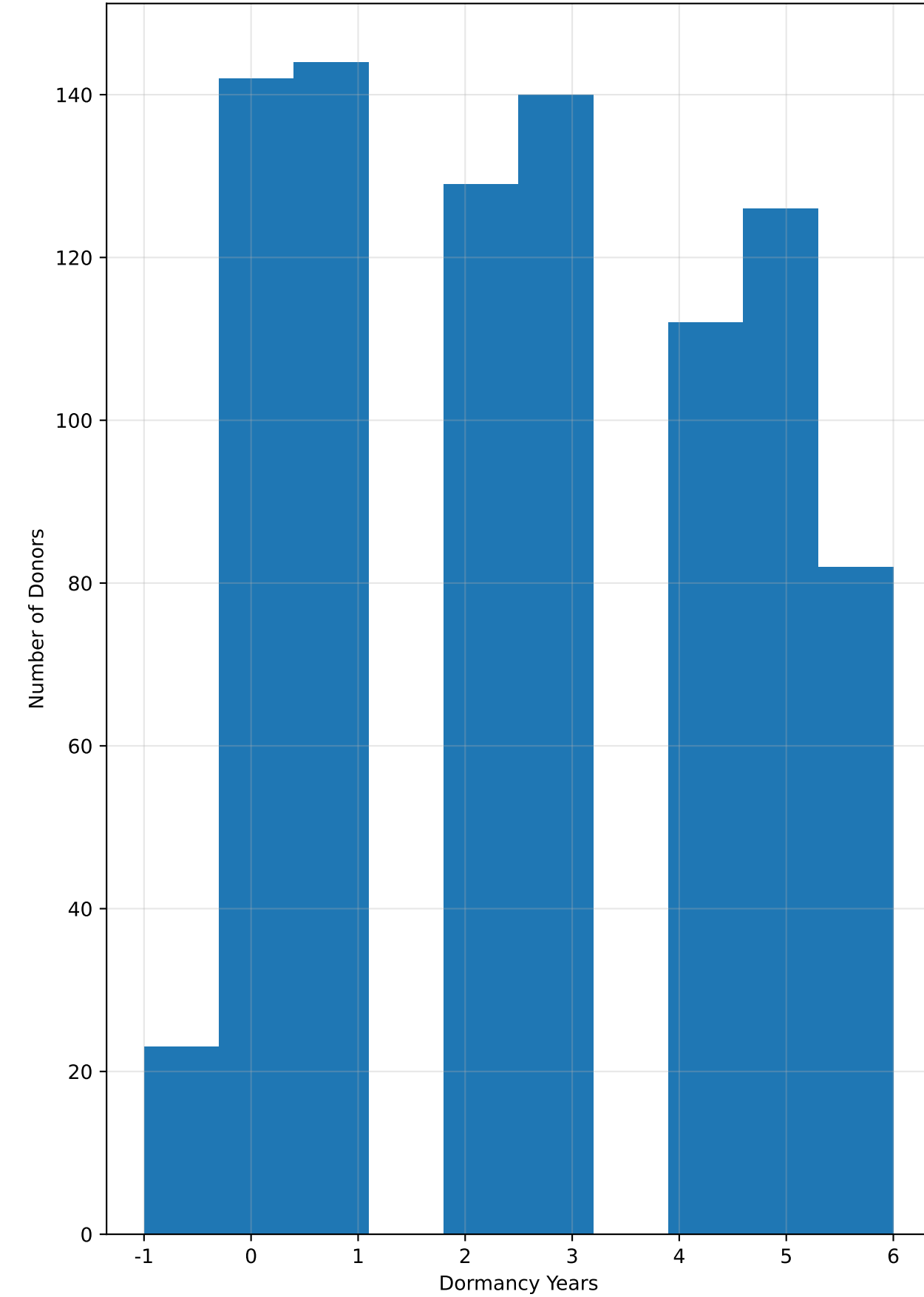
Total Donation Amount Distribution



Donation Frequency Distribution

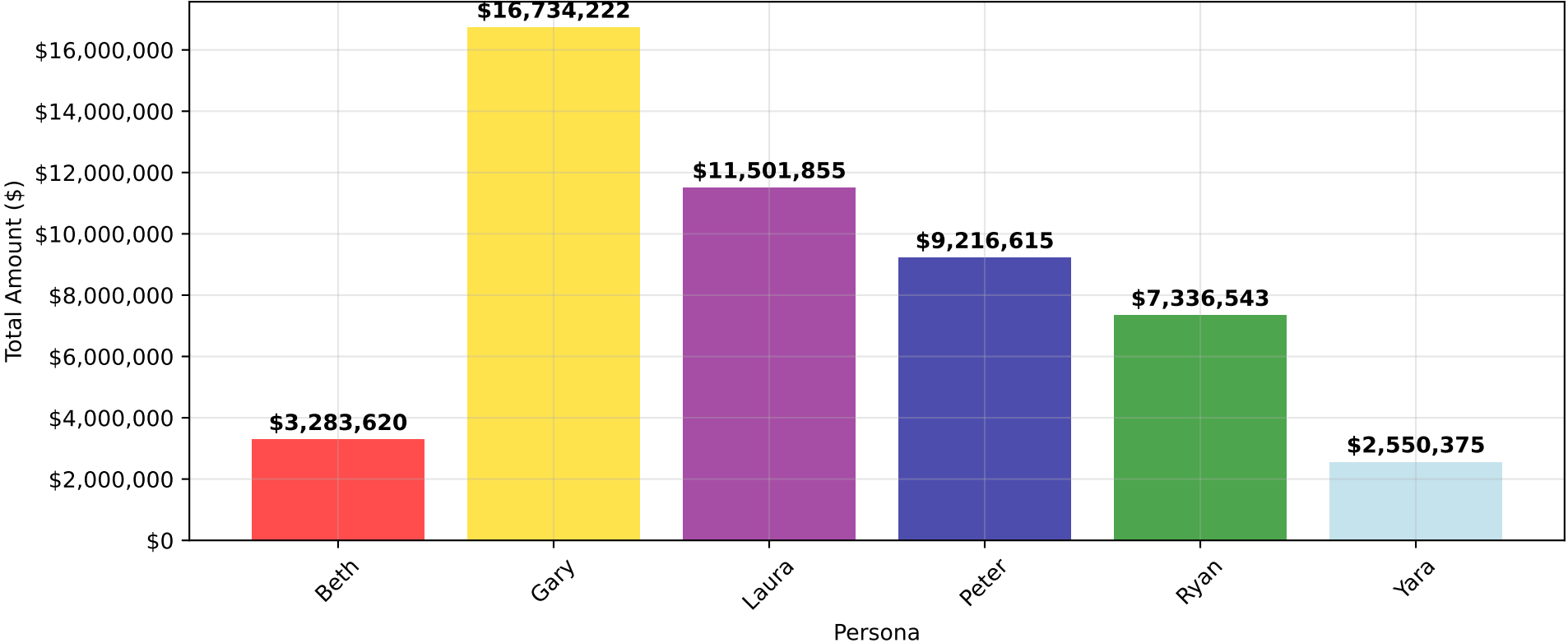


Donor Engagement Timeline

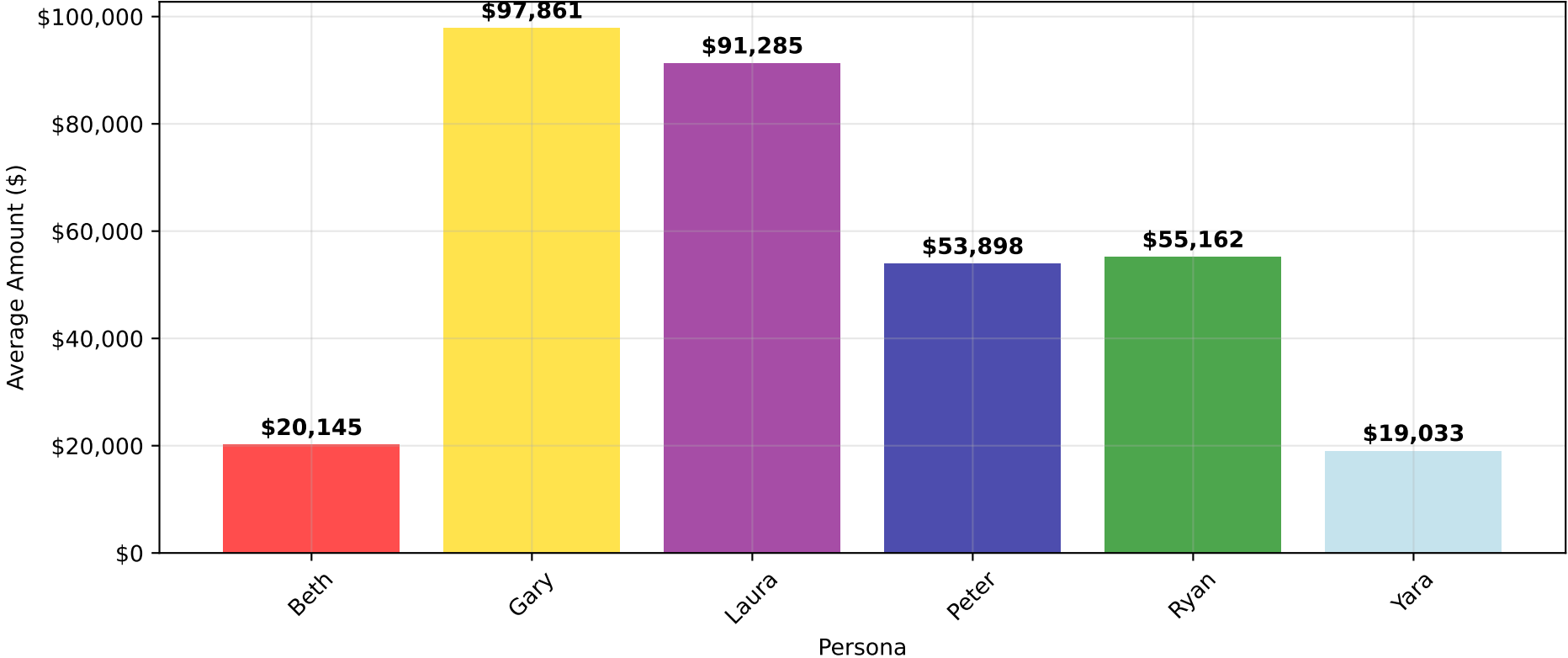


Persona Donation Analysis

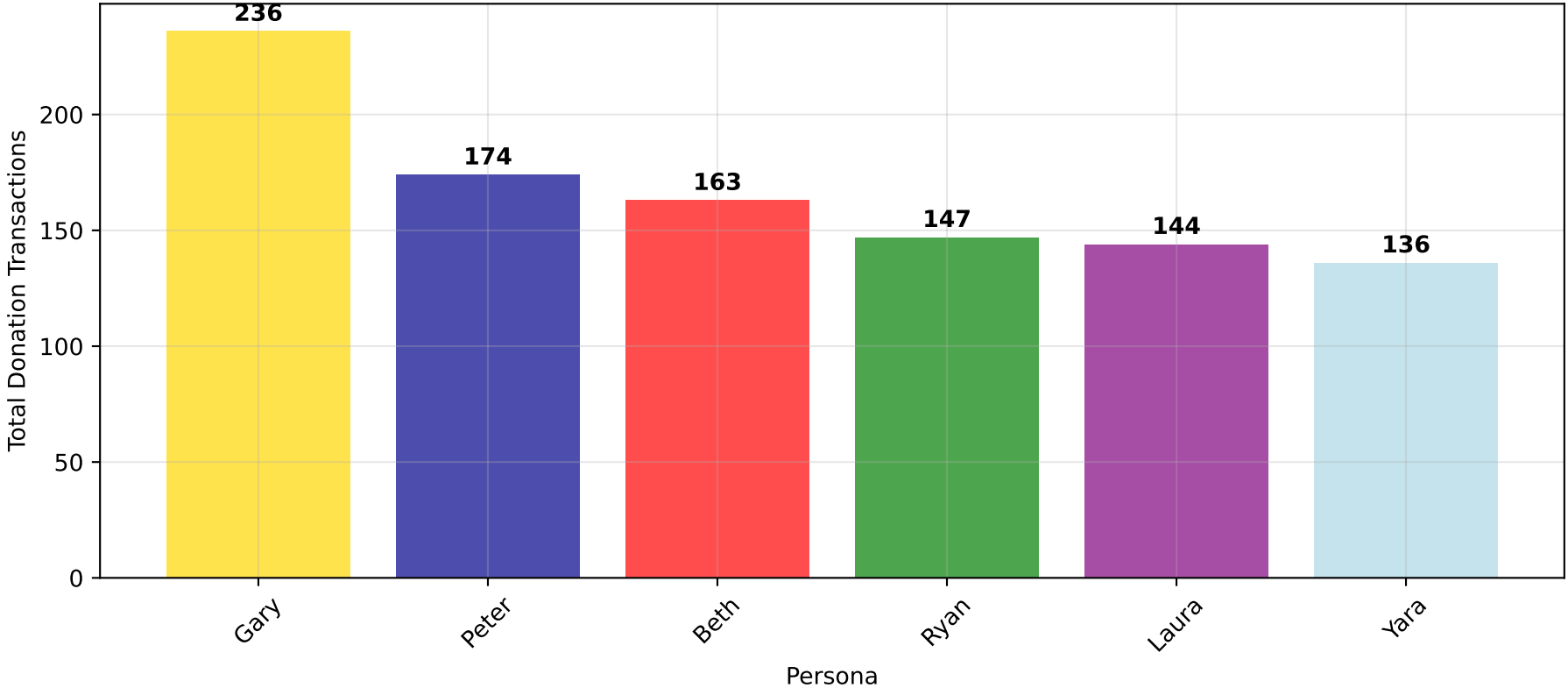
Total Donation Amount by Persona



Average Donation Amount by Persona



Donation Activity by Persona



Donor Persona Profiles

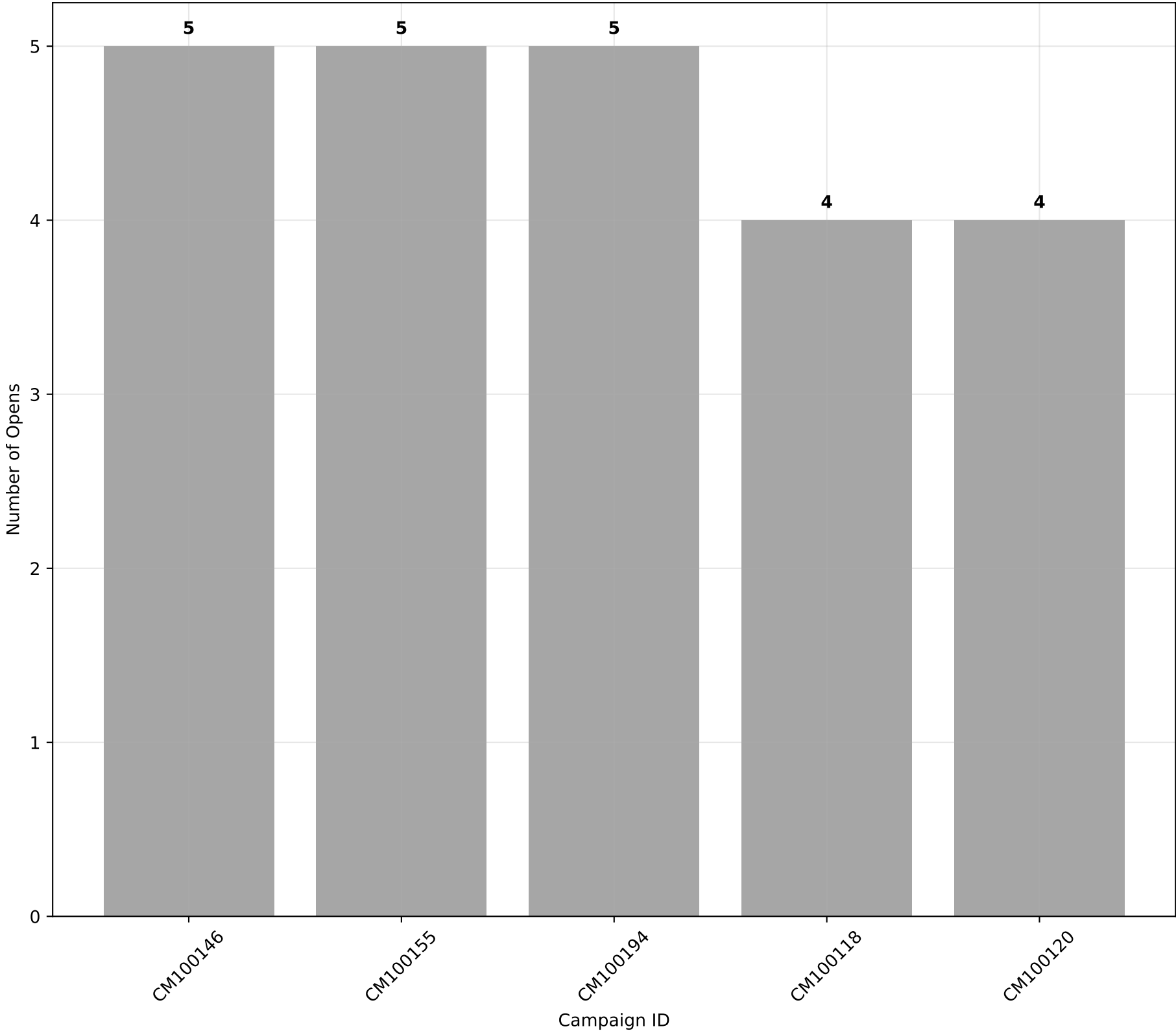
Persona	Color	Description
Gary	gold	Top 33% amount, low dormancy (high value, active donors)
Ryan	green	Middle 33% amount, low dormancy (medium value, active donors)
Yara	lightblue	Lowest 33% amount, low dormancy (low value, active donors)
Laura	purple	Top 33% amount, high dormancy (high value, dormant donors)
Peter	darkblue	Middle 33% amount, high dormancy (medium value, dormant donors)
Beth	red	Lowest 33% amount, high dormancy (low value, dormant donors)

Top 10 Donors by Persona

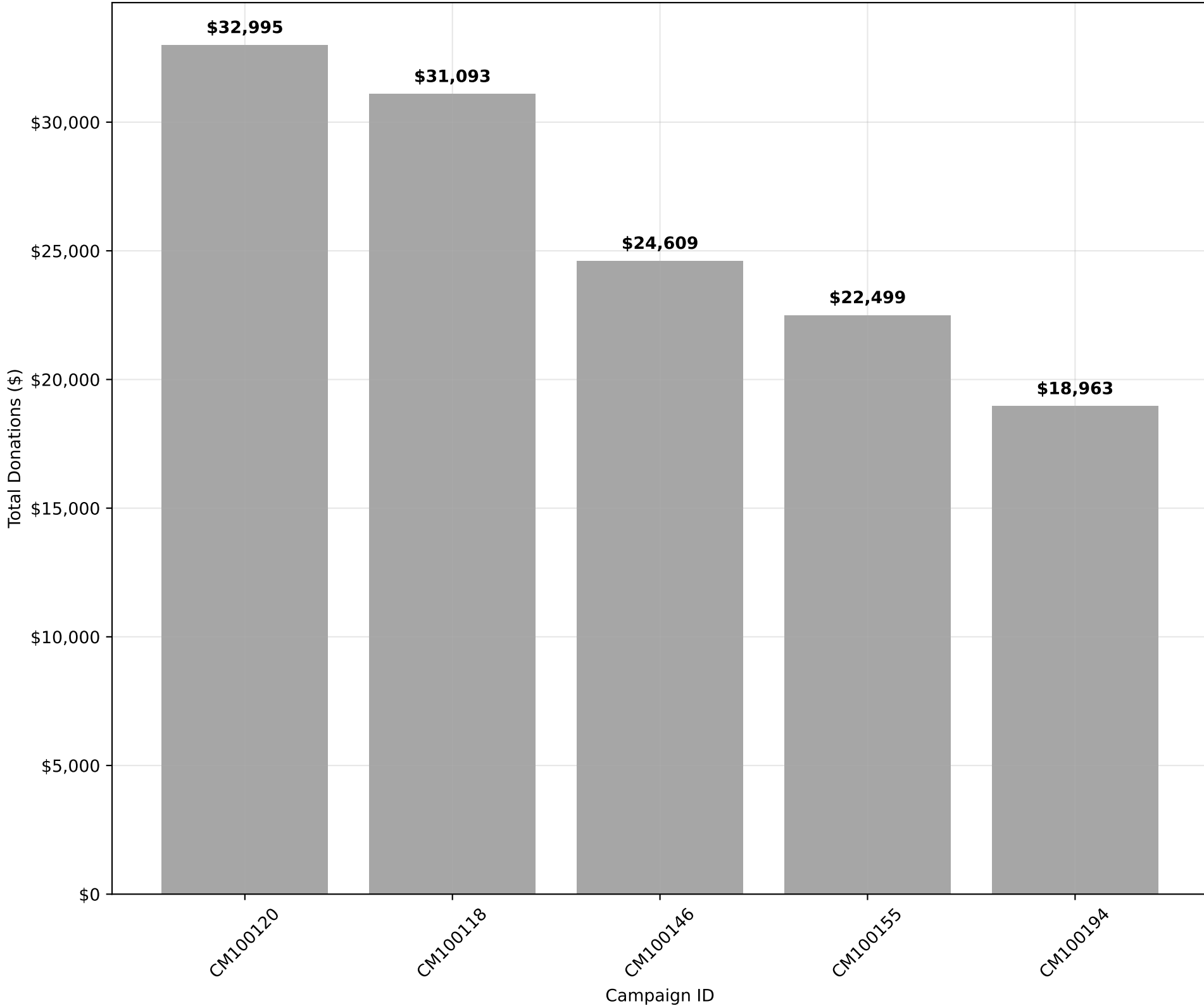
Persona	Rank	Account ID	Total Amount (\$)	Donation Count	Dormancy (Years)
Gary	#1	LgBjhJlSIHqKtAq...	\$248,507	4	0.0
Gary	#2	bqjxTcxocfYUOyv...	\$222,949	3	-1.0
Gary	#3	GbWQGPFDTVijMYH...	\$213,779	4	0.0
Gary	#4	vgxzwNclrptbLNS...	\$210,576	3	0.0
Gary	#5	daTTkYZDpXQPNnW...	\$203,836	3	0.0
Gary	#6	oYwbcRmRszZurGw...	\$193,923	3	1.0
Gary	#7	hEqoysMBMhpticA...	\$191,505	2	0.0
Gary	#8	aSVwxSScwEehEZg...	\$183,260	2	0.0
Gary	#9	GBrKFEPWKvfkcZo...	\$175,067	3	1.0
Gary	#10	pbLsTWfPzuebQdC...	\$171,327	2	0.0
Ryan	#1	hEwqQsXYewYMKso...	\$71,092	1	1.0
Ryan	#2	xVdEfoQpctOfTmz...	\$70,517	1	0.0
Ryan	#3	hlfgrSdaPwyBoBh...	\$70,478	1	0.0
Ryan	#4	EMBnPbsEAgRxigi...	\$70,444	1	-1.0
Ryan	#5	dAQXmYqvZBBcWZl...	\$69,985	1	-1.0
Ryan	#6	KGFQHzagcRCBHPO...	\$69,837	1	2.0
Ryan	#7	gbxSOMixfbyAYta...	\$69,811	1	0.0
Ryan	#8	pLPFYMVVViFMeeC...	\$69,339	1	2.0
Ryan	#9	ewEoyvSpbpolpFp...	\$69,323	2	0.0
Ryan	#10	vtssEwmRLmDUqBt...	\$68,920	1	1.0
Yara	#1	KUgYLwRrwzFWrTc...	\$37,364	1	1.0
Yara	#2	RRKCUJbiLemEsZY...	\$36,796	1	0.0
Yara	#3	akFOTyCgvENfYVH...	\$36,746	1	1.0
Yara	#4	xzfhpwqlpjDxGNr...	\$36,248	1	2.0
Yara	#5	CQUnqauxwWkRlJU...	\$36,098	1	2.0
Yara	#6	MYNIOuvcXGfOgNq...	\$35,998	1	1.0
Yara	#7	KwrwlwtDqaaFNkp...	\$35,808	1	0.0
Yara	#8	zoDCTYWIqKfZklo...	\$35,738	1	1.0
Yara	#9	kkRJYLiAVtHQpGu...	\$35,609	1	2.0
Yara	#10	LmKTQmaNKYOGyGB...	\$35,325	1	2.0
Laura	#1	xcBNUCEkflvSBiu...	\$183,538	3	3.0
Laura	#2	IgaDDIIEMZhkddi...	\$177,900	2	3.0
Laura	#3	pqKBYRdjSYPGGNF...	\$166,751	2	4.0
Laura	#4	gPeBGHTAuBgBESp...	\$158,318	3	5.0
Laura	#5	eEwyzFKAYDvsmqw...	\$142,895	2	3.0
Laura	#6	cCkcFcgjoEelzcO...	\$139,322	2	3.0
Laura	#7	JXuKOjOQhzzqjTiY...	\$137,789	2	3.0
Laura	#8	GjhOPVfNIHUoNfU...	\$123,931	2	4.0
Laura	#9	fTnpwaruaXtsowW...	\$110,111	2	3.0
Laura	#10	qIDbwtRMzUhSUuo...	\$110,043	2	3.0
Peter	#1	wOnfmQbipftmiYd...	\$71,318	1	5.0
Peter	#2	IkCSnKwmJPxhldy...	\$71,316	1	3.0
Peter	#3	paydDamwimyXRuC...	\$71,312	1	6.0
Peter	#4	WijpolRSooyooTG...	\$71,249	1	6.0
Peter	#5	axANYQHuvBClaXH...	\$71,163	1	5.0
Peter	#6	hTyOVybEcsSwrSk...	\$70,995	1	5.0
Peter	#7	XBGrrTrkNAVTmkj...	\$70,854	1	5.0
Peter	#8	XZJDgegDHgLfFVF...	\$70,853	1	4.0
Peter	#9	idMlpLrPZPwkvvw...	\$70,091	1	3.0
Peter	#10	YMginNeXgkJKPtG...	\$70,025	2	3.0
Beth	#1	zadPEQxxWgyxnlp...	\$36,693	1	3.0
Beth	#2	tSZvaMOPBaKEfaB...	\$36,426	1	5.0
Beth	#3	ZzLkDGWgddMbkaV...	\$36,298	1	5.0
Beth	#4	PzsWnkGAvmueTvW...	\$35,958	1	3.0
Beth	#5	FctPoQLNNTAWMbG...	\$35,808	1	4.0
Beth	#6	TdTFbzERZIRarnP...	\$35,760	1	4.0
Beth	#7	buOBlwoTjiMmnl...	\$35,563	1	5.0
Beth	#8	mnNRtzFOTmbWFgq...	\$35,549	1	5.0
Beth	#9	yLJNyNfMsiDaGTy...	\$35,107	1	4.0
Beth	#10	QbHAKgvmgXyADBh...	\$35,037	1	3.0

Email Campaign Analysis

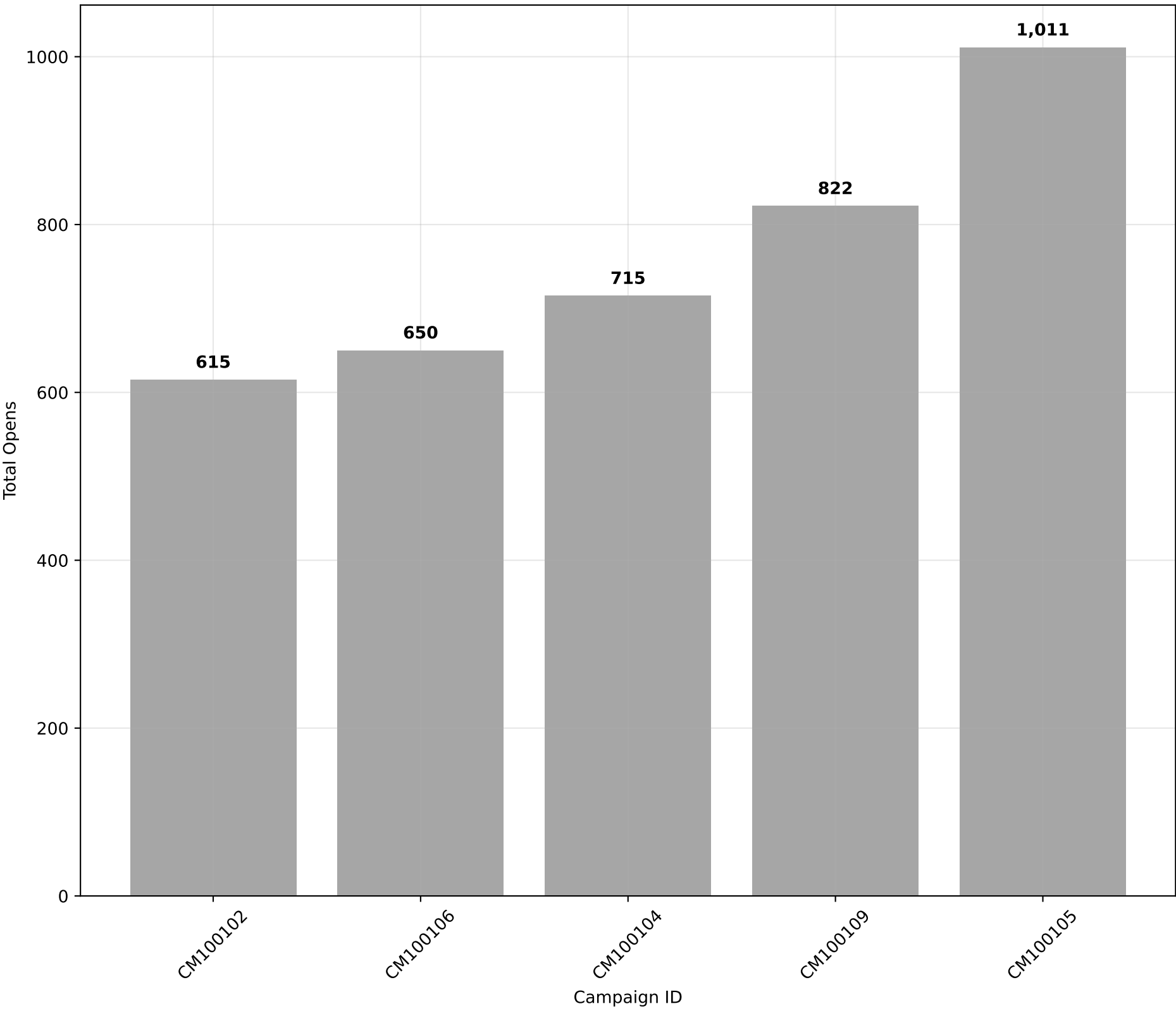
Top 5 Email Campaigns by Opens



Top 5 Email Campaigns by Total Donations within 7 days



Top 5 Campaigns with Lowest Opens

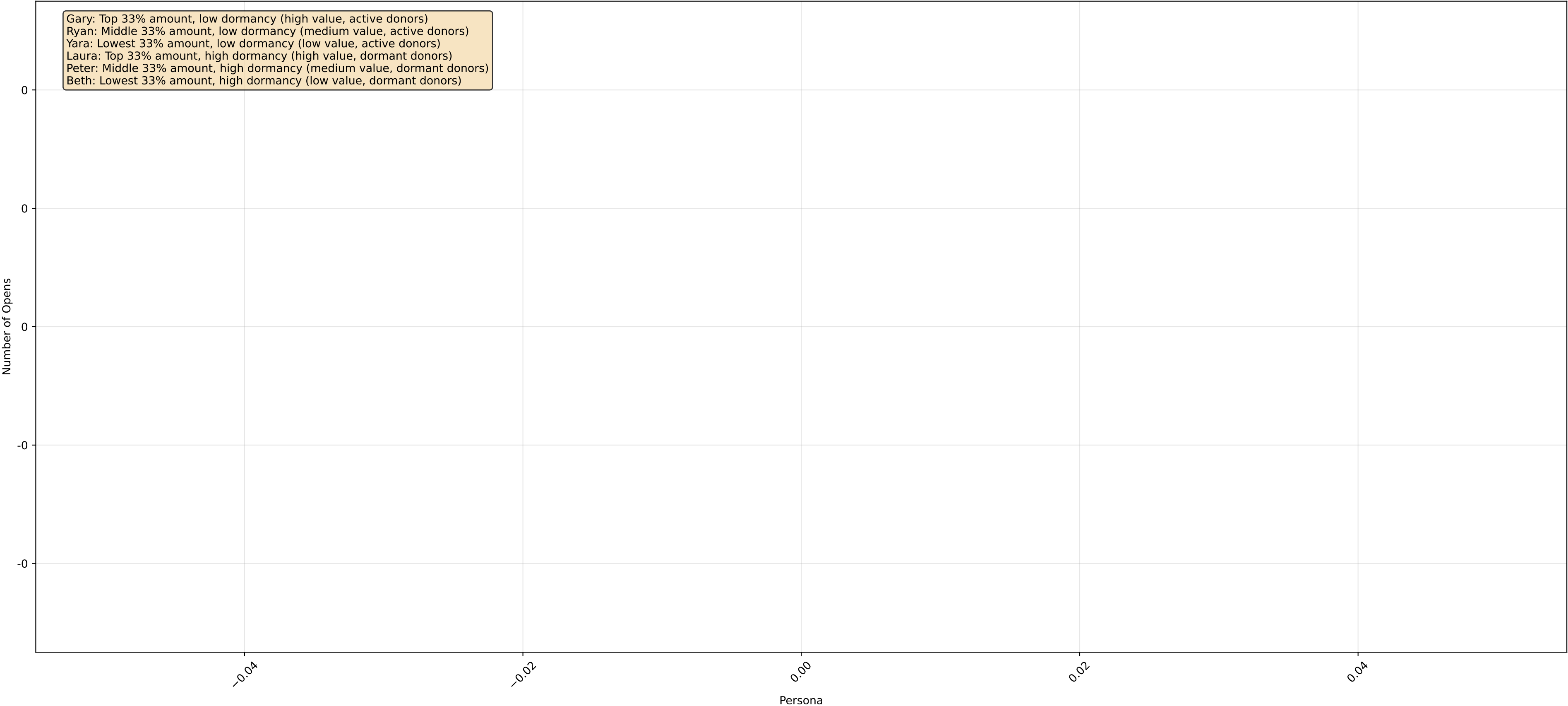


Campaign Performance Summary (Top/Bottom 4 by Opens/Clicks)

Campaign ID	Campaign Name	Opens	Clicks	Recipients
CM100168	Campaign 686	13,078	3,320	1,063
CM100158	Campaign 580	12,753	4,299	1,263
CM100127	Campaign 270	12,699	5,069	1,022
CM100188	Campaign 880	12,668	4,186	1,348
CM100169	Campaign 692	12,657	4,231	1,171
CM100168	Campaign 686	13,078	3,320	1,063
CM100158	Campaign 580	12,753	4,299	1,263
CM100127	Campaign 270	12,699	5,069	1,022
CM100188	Campaign 880	12,668	4,186	1,348
CM100169	Campaign 692	12,657	4,231	1,171

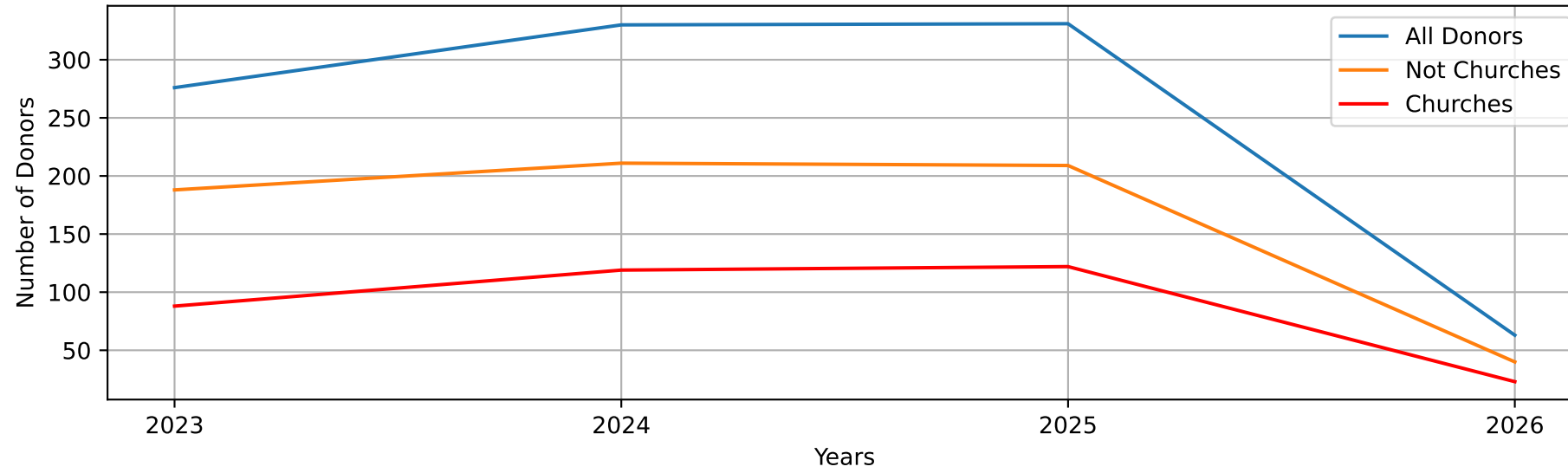
Email Campaign Performance by Donor Personas

Number of Email Opens by Persona

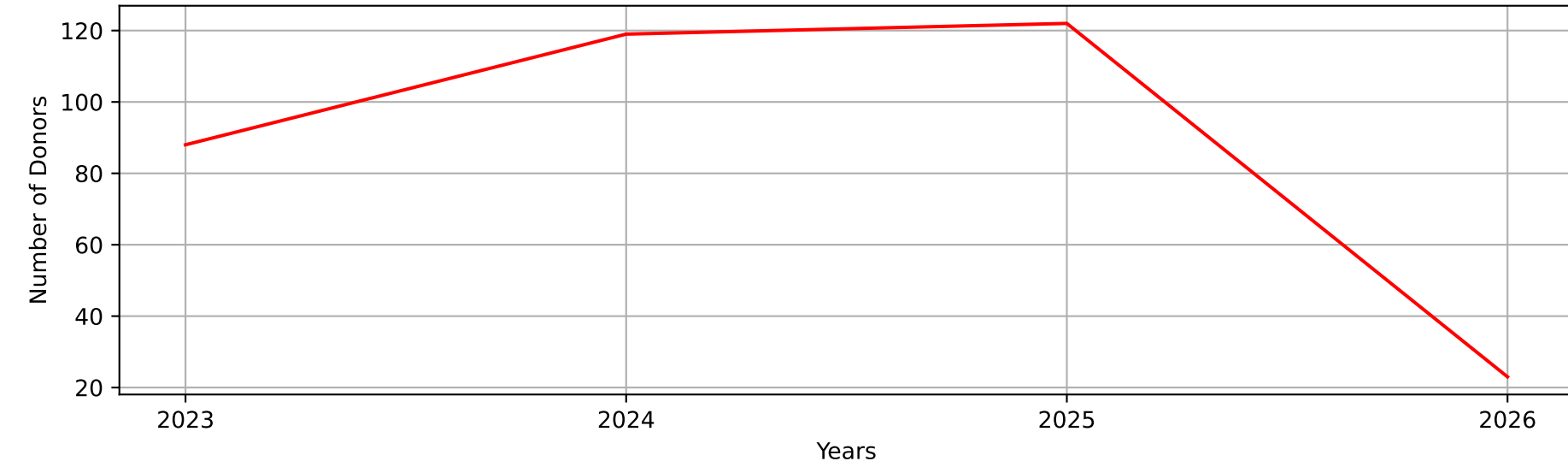


Church Donor Analysis

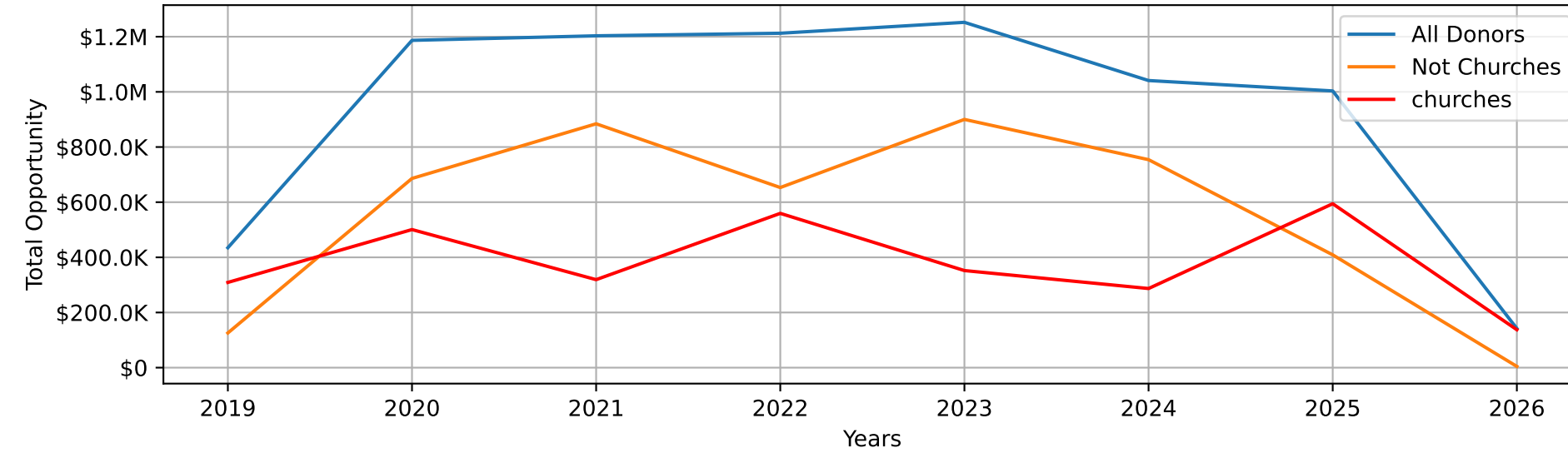
Number of Donors Gained Each Year



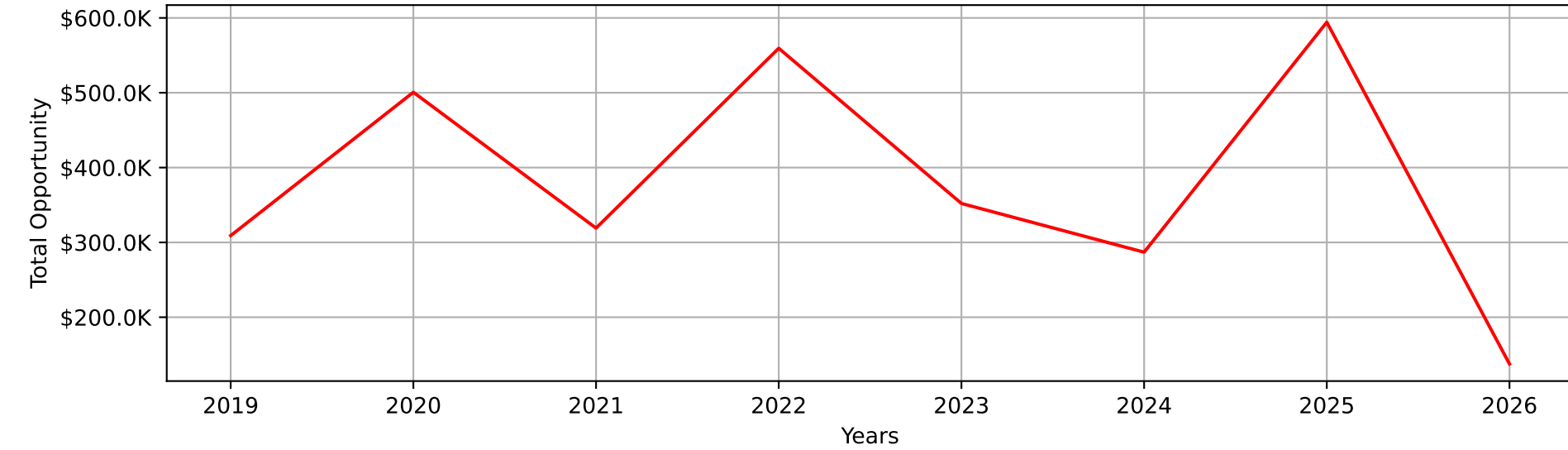
Number of Church Donors Gained Each Year



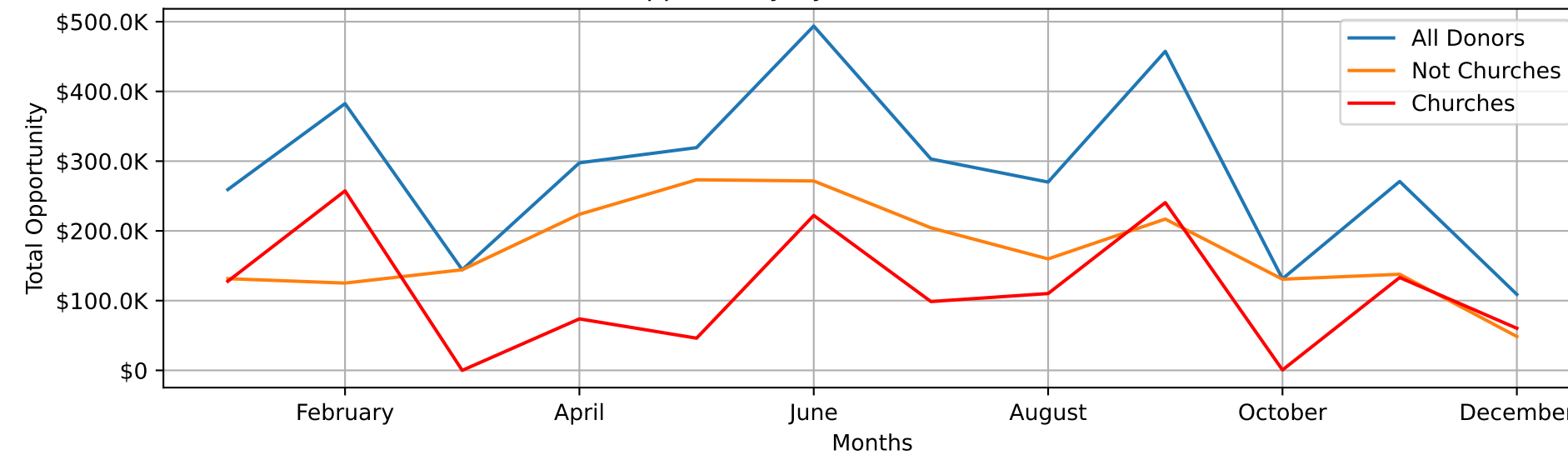
Total Donation Opportunity Each Year



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

