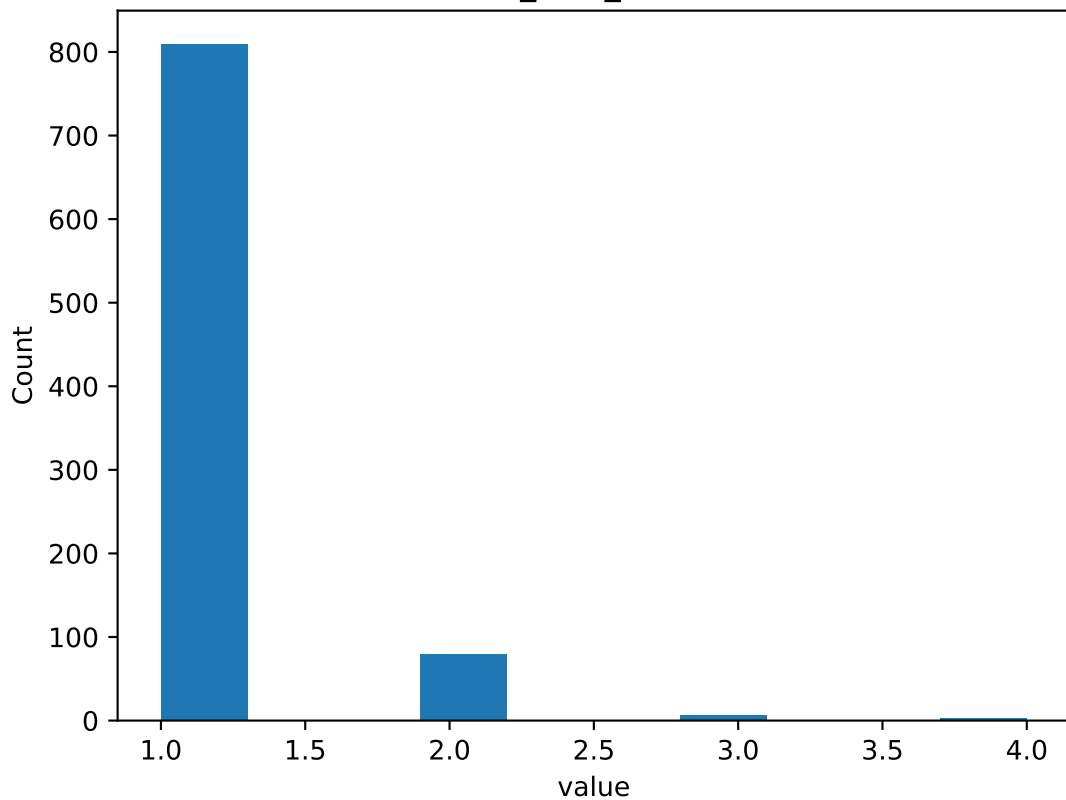
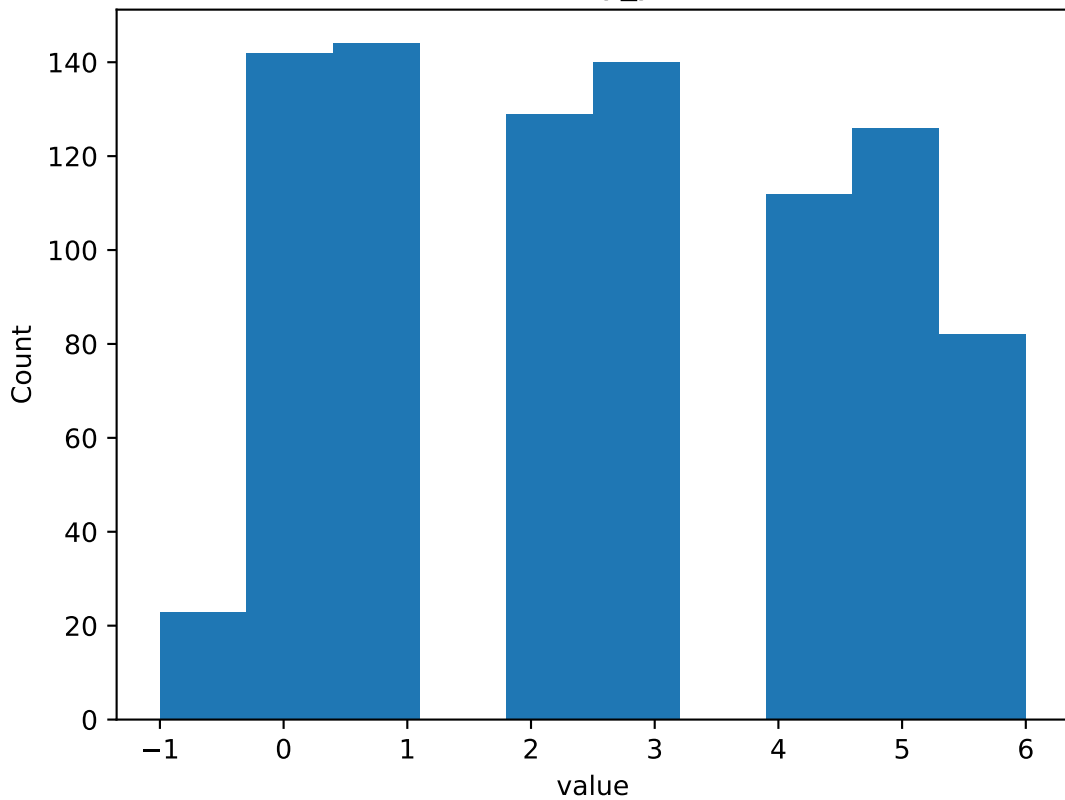


non\_zero\_counts

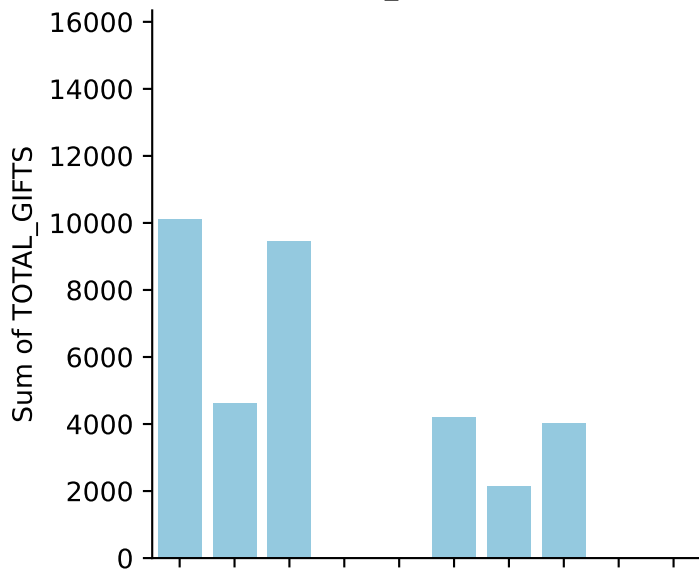


dormancy\_years

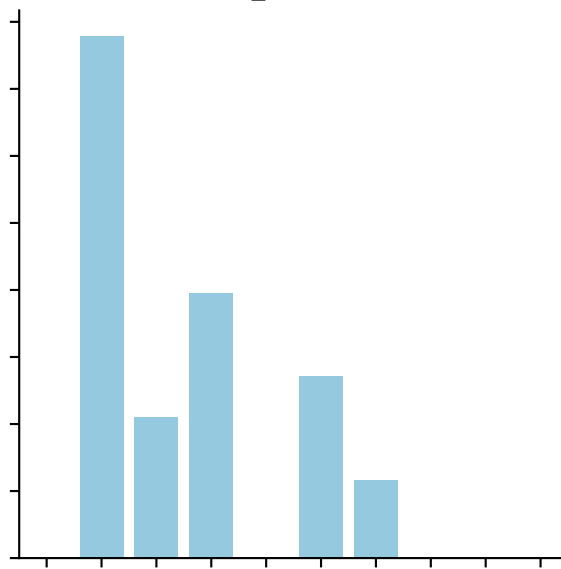


# Sum of TOTAL\_GIFTS by NUM\_OPENS bins for Top 5 CAMPAIGN\_IDs

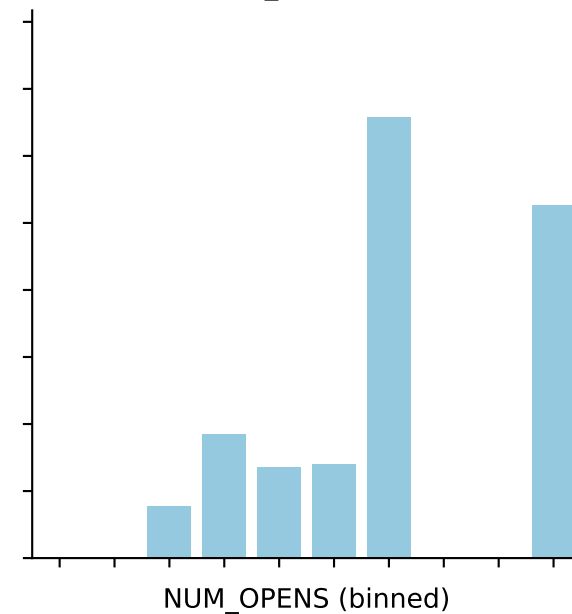
CAMPAIGN\_ID = CM100135



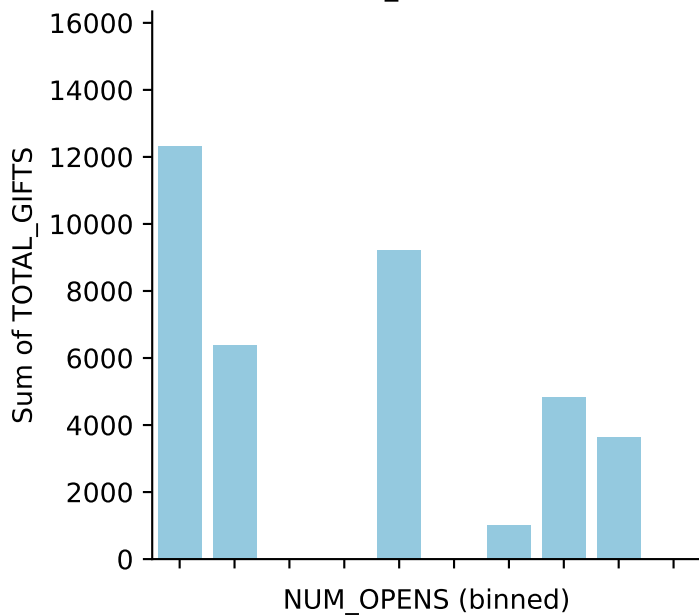
CAMPAIGN\_ID = CM100138



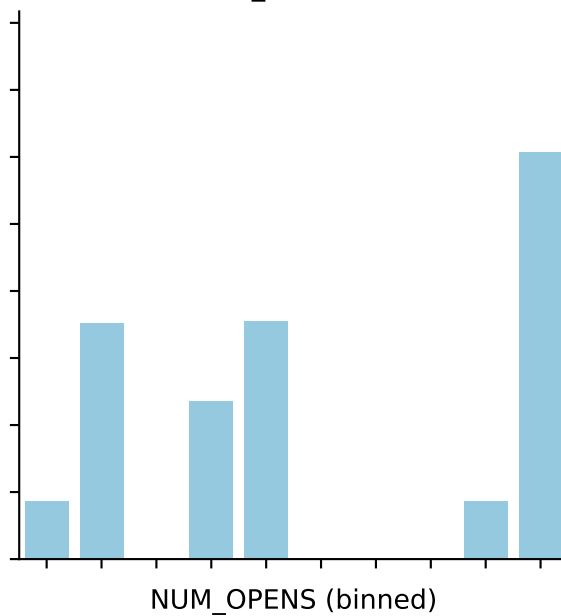
CAMPAIGN\_ID = CM100167



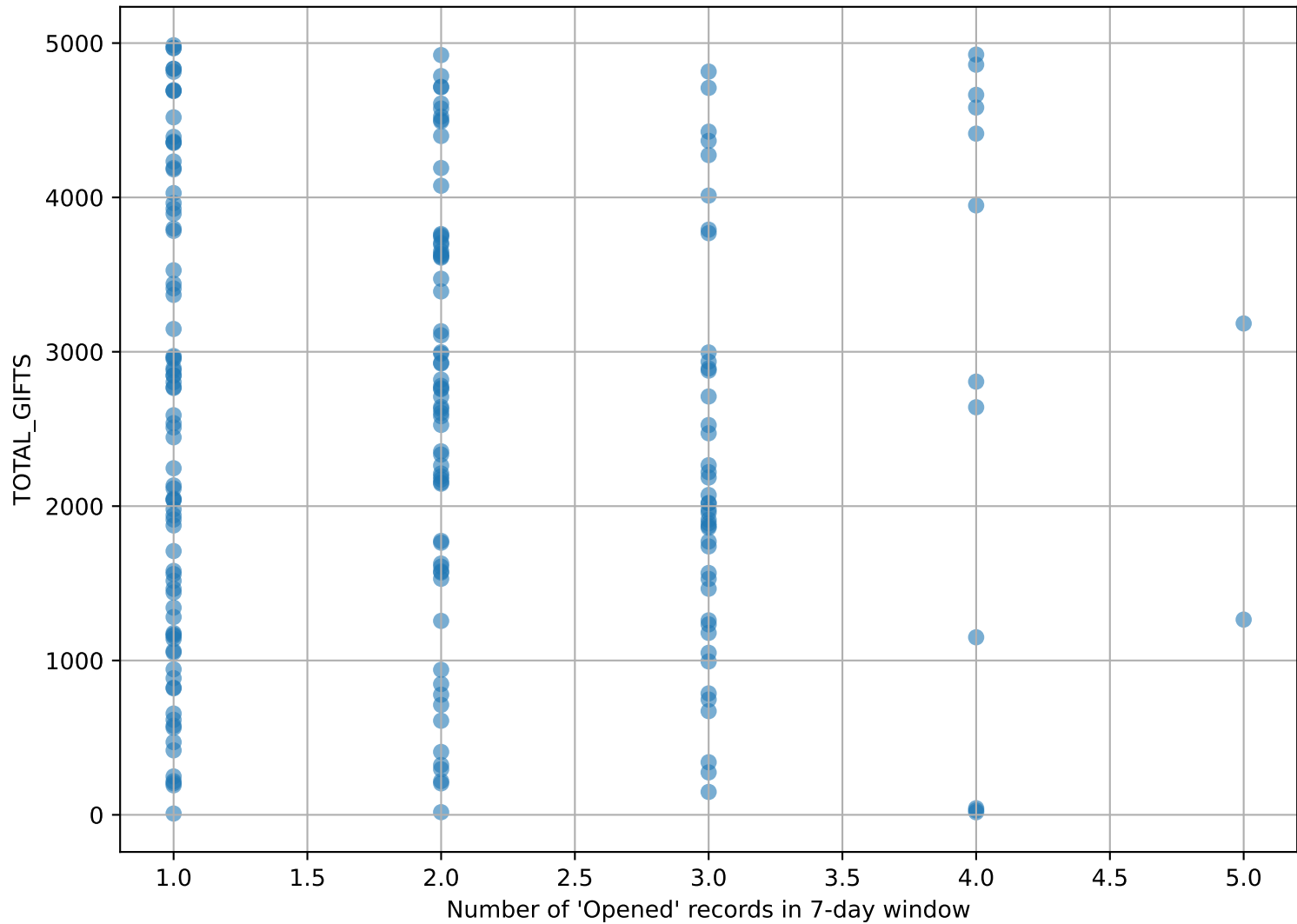
CAMPAIGN\_ID = CM100178



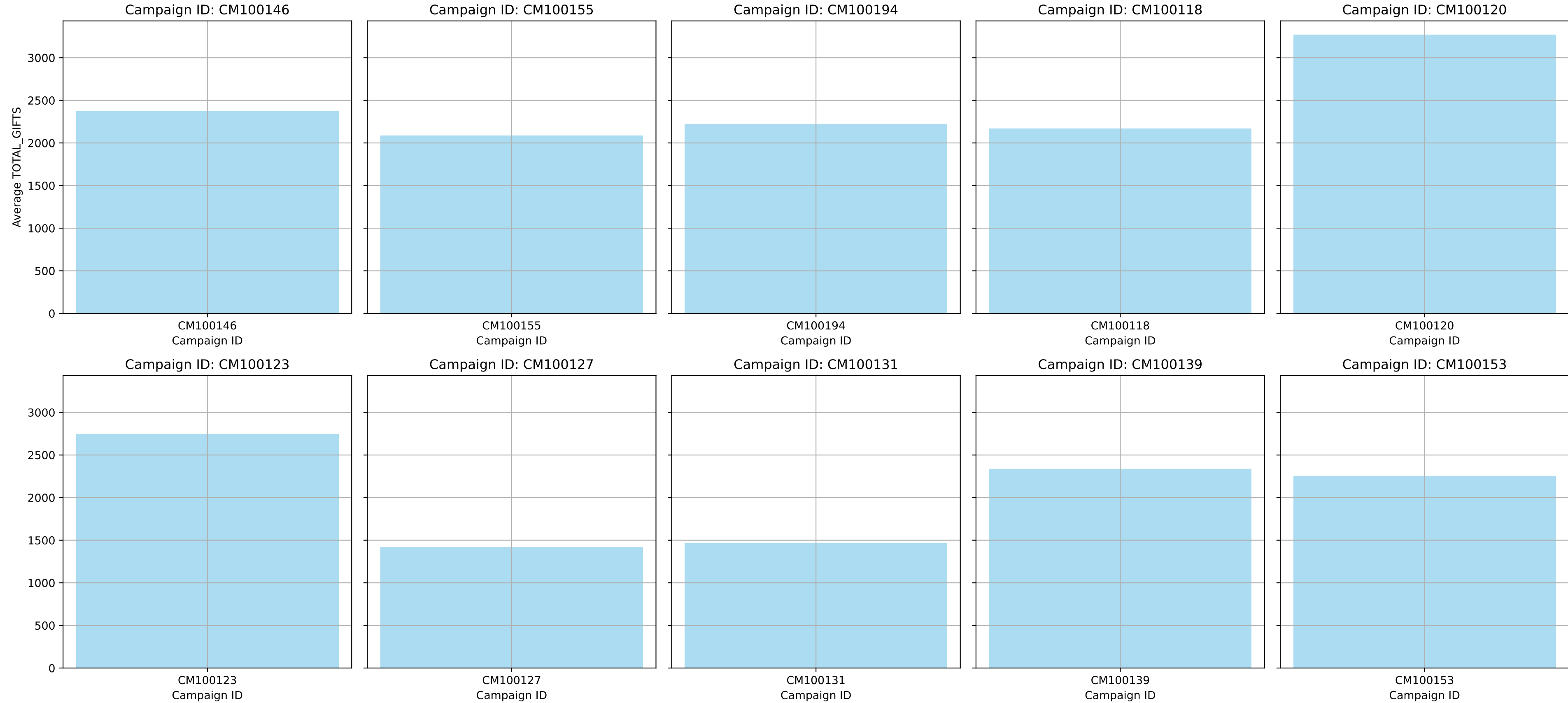
CAMPAIGN\_ID = CM100179



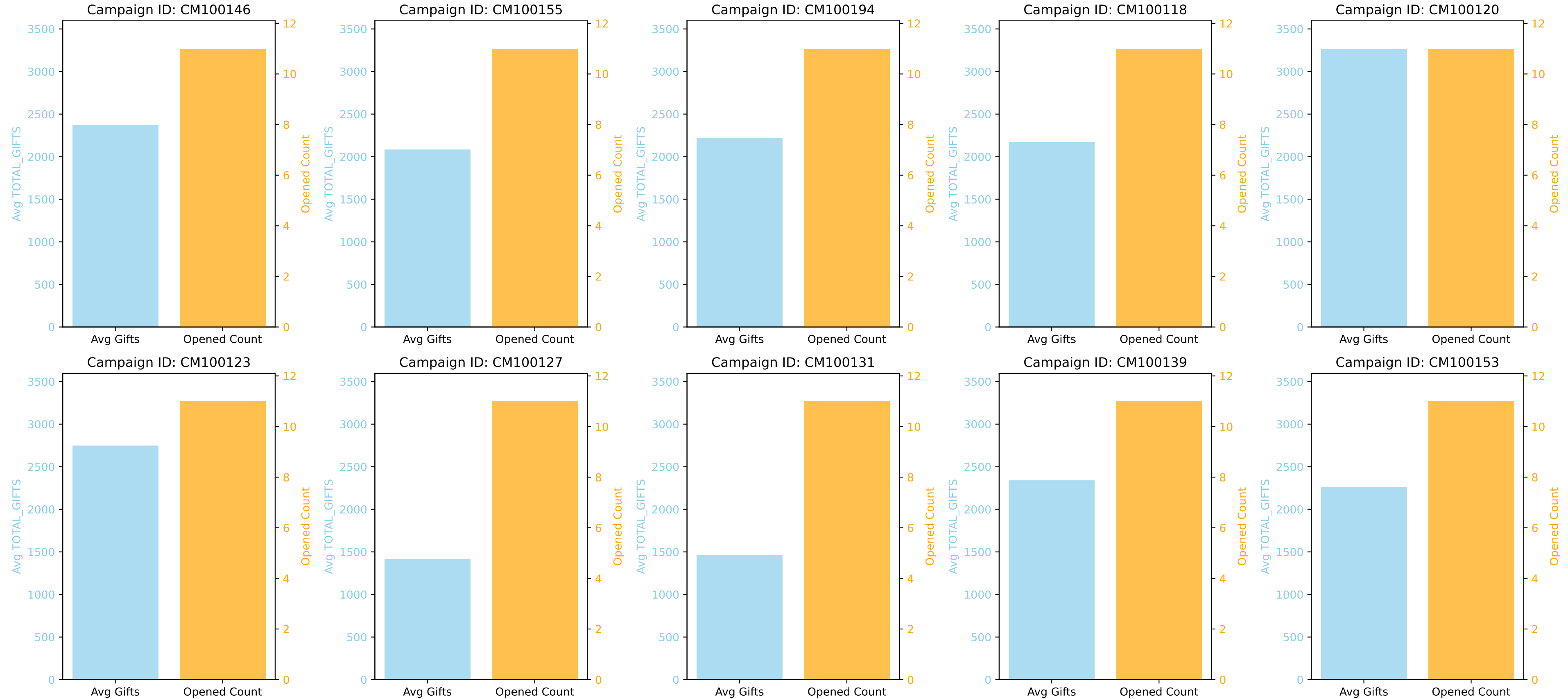
Distribution of 'Opened' Activity Count (7d window) vs TOTAL\_GIFTS



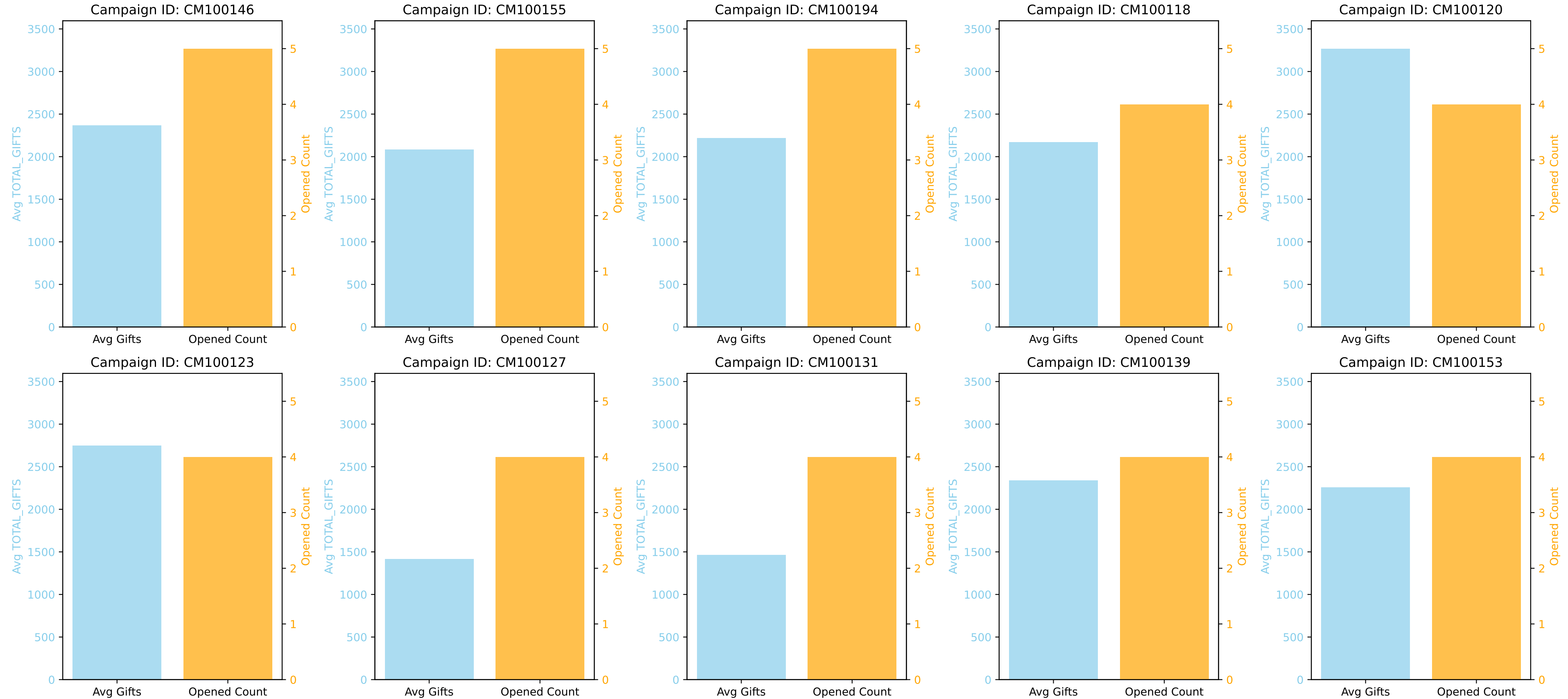
## Top 10 Campaigns: Average TOTAL\_GIFTS (7-day window)



## Top 10 Campaigns: Avg TOTAL\_GIFTS and Opened Count (7-day window)

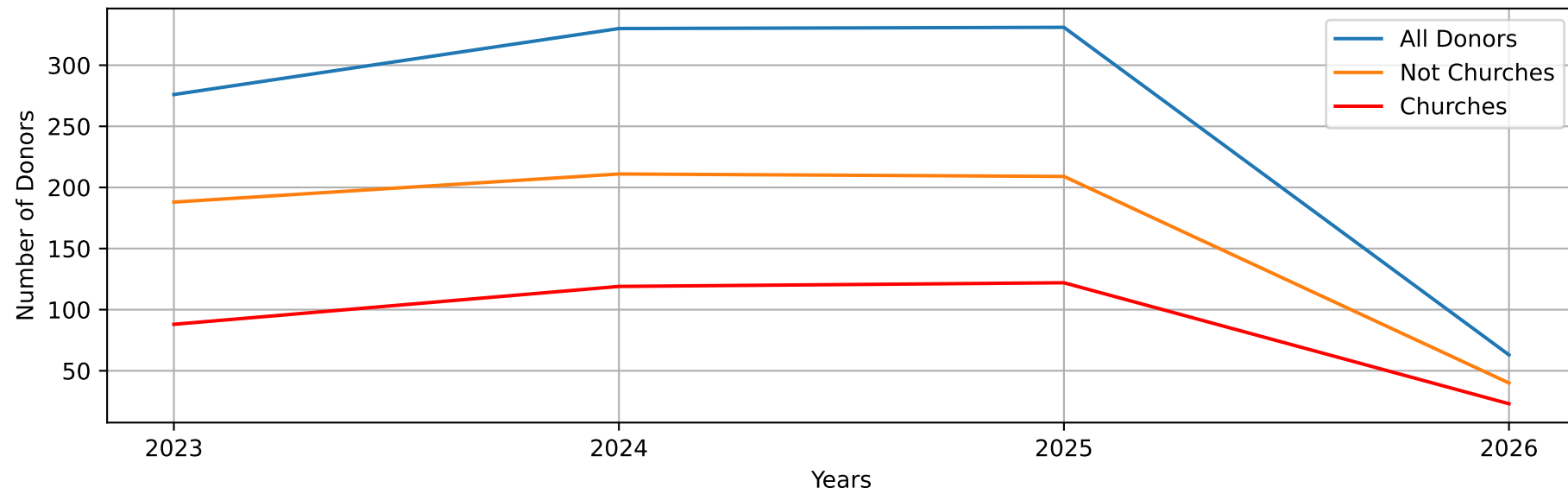


## Top 10 Campaigns: Avg TOTAL\_GIFTS and Opened Count (7-day window)

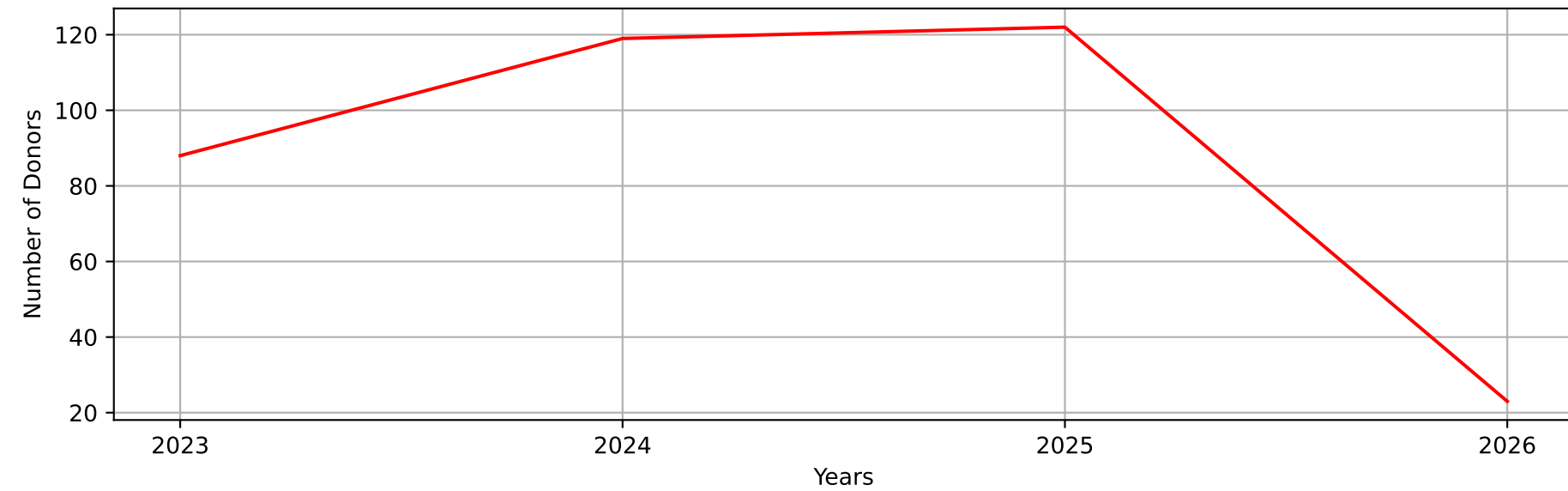




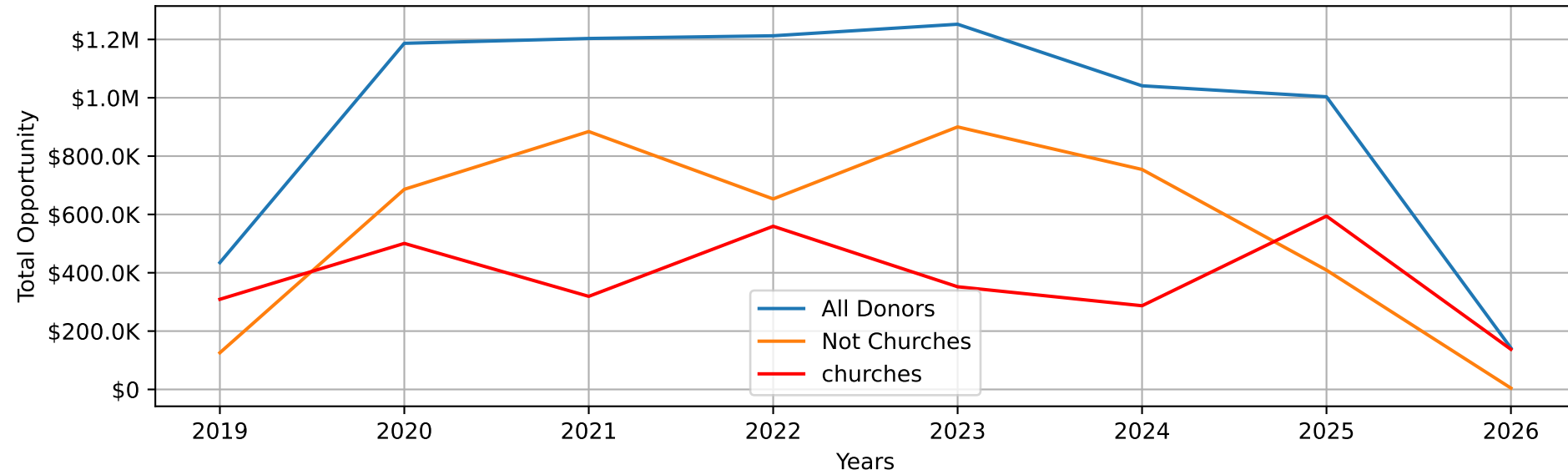
Number of Donors Gained Each Year



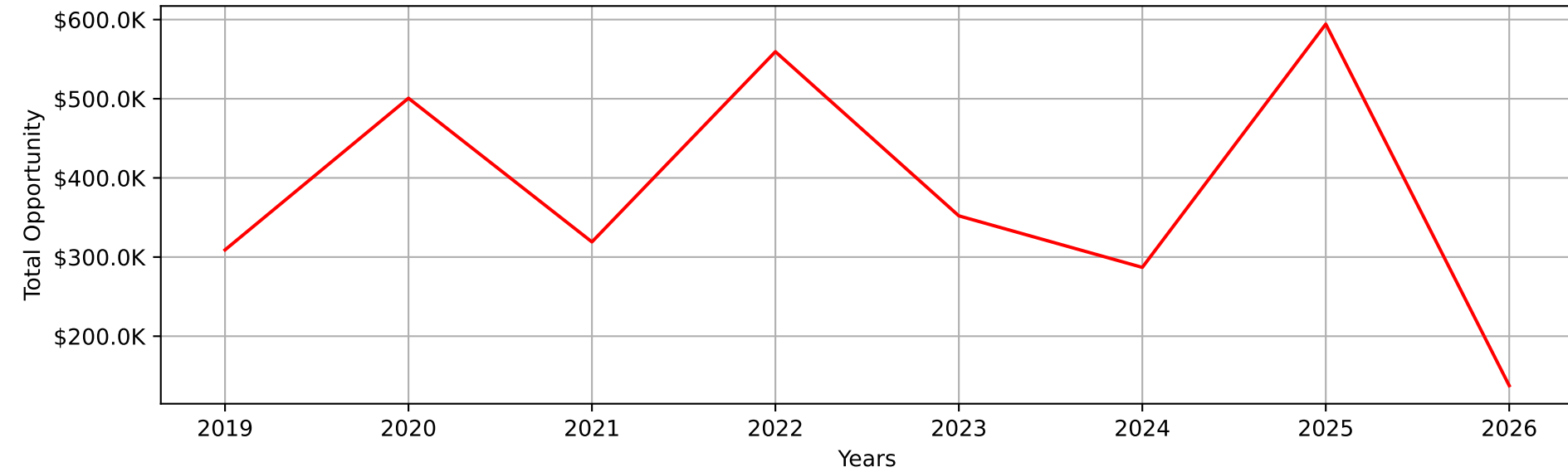
Number of Church Donors Gained Each Year



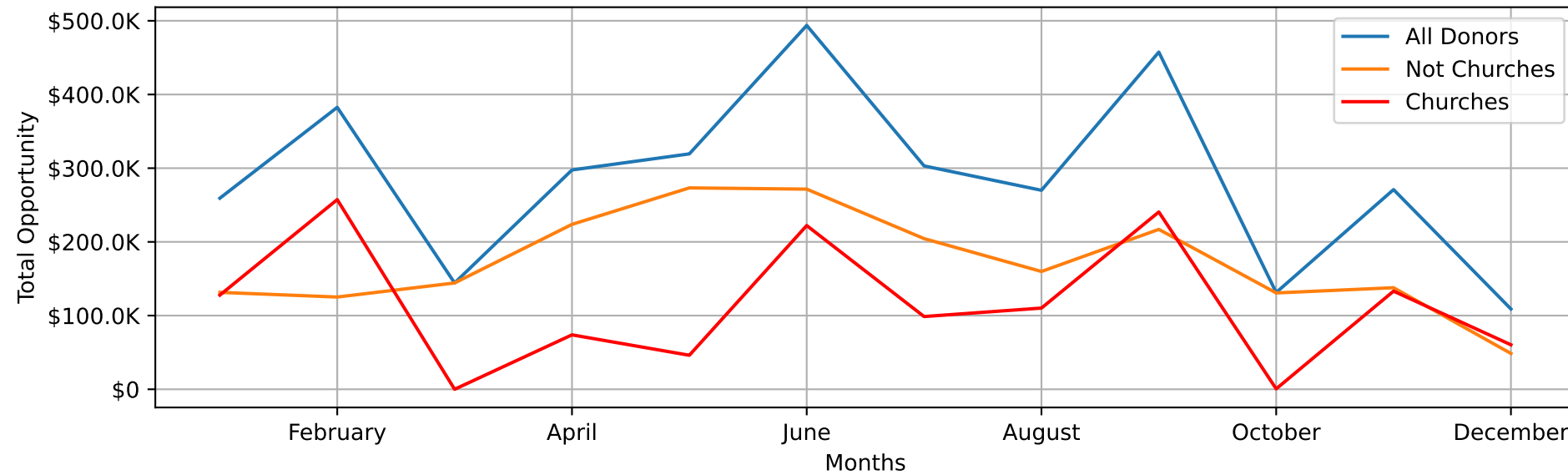
Total Donation Opportunity Each Year



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

