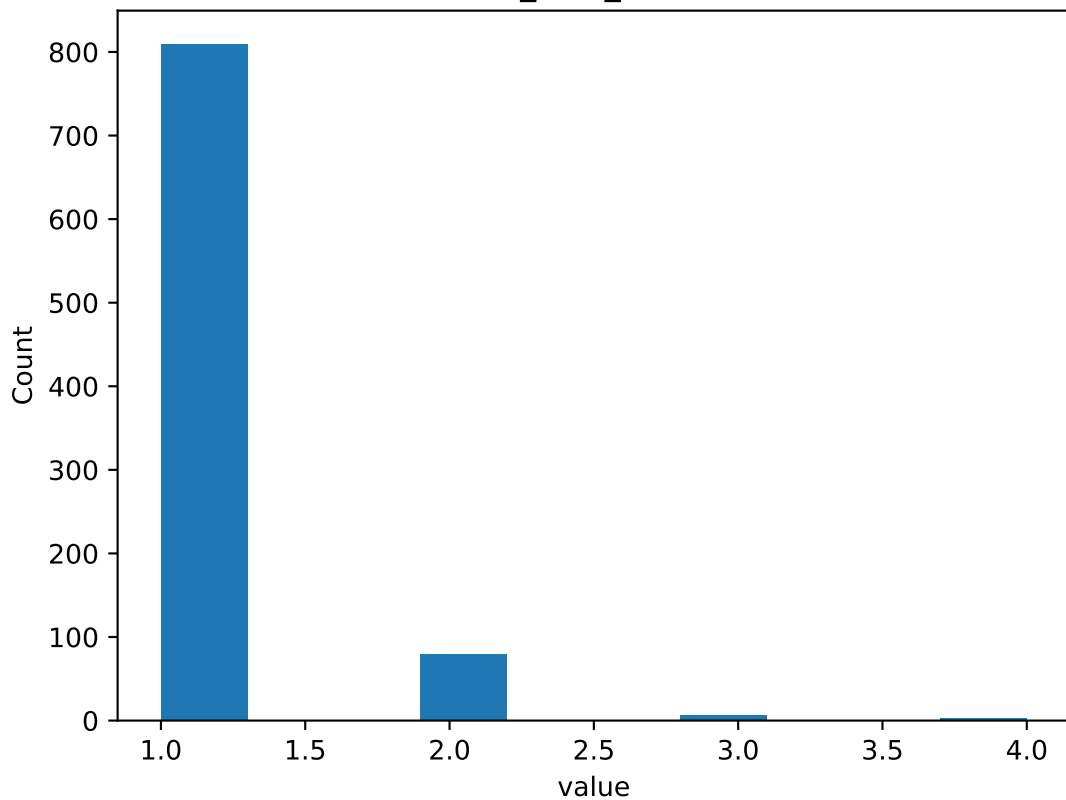
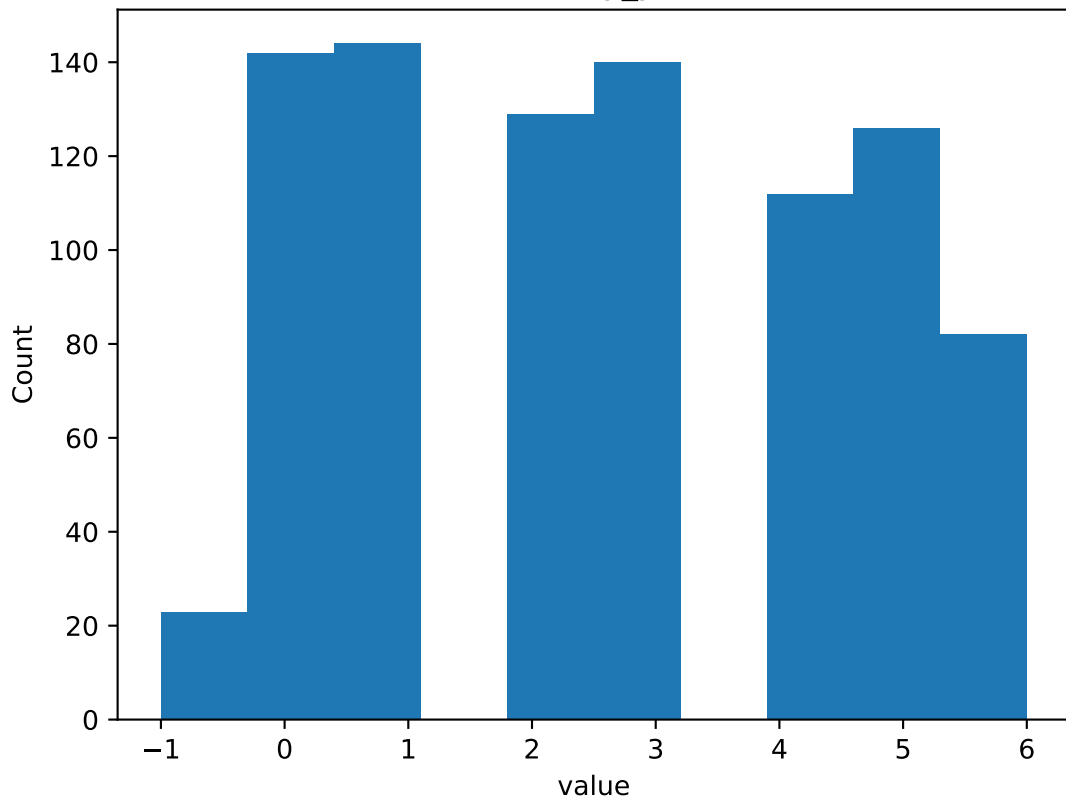


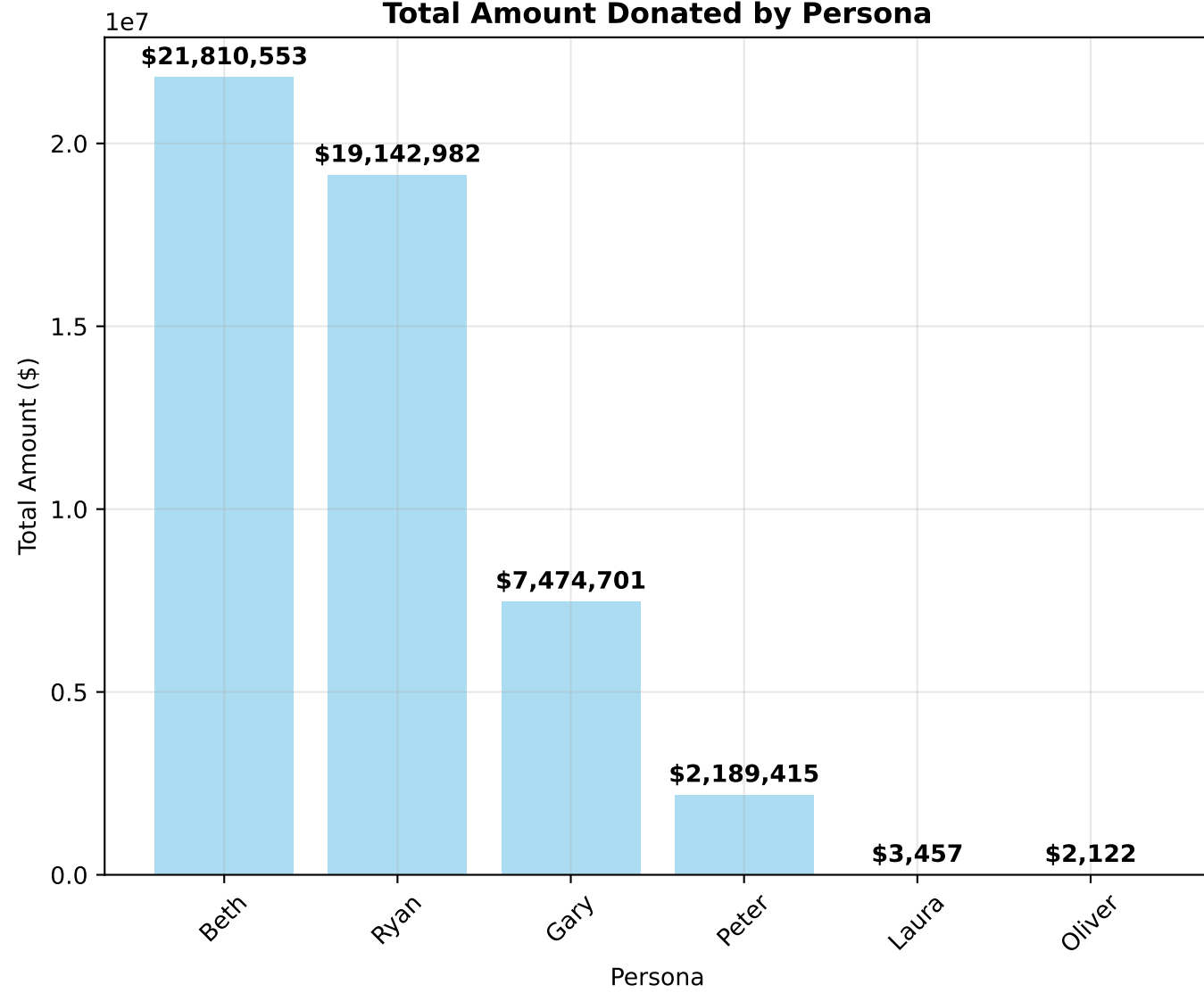
non\_zero\_counts



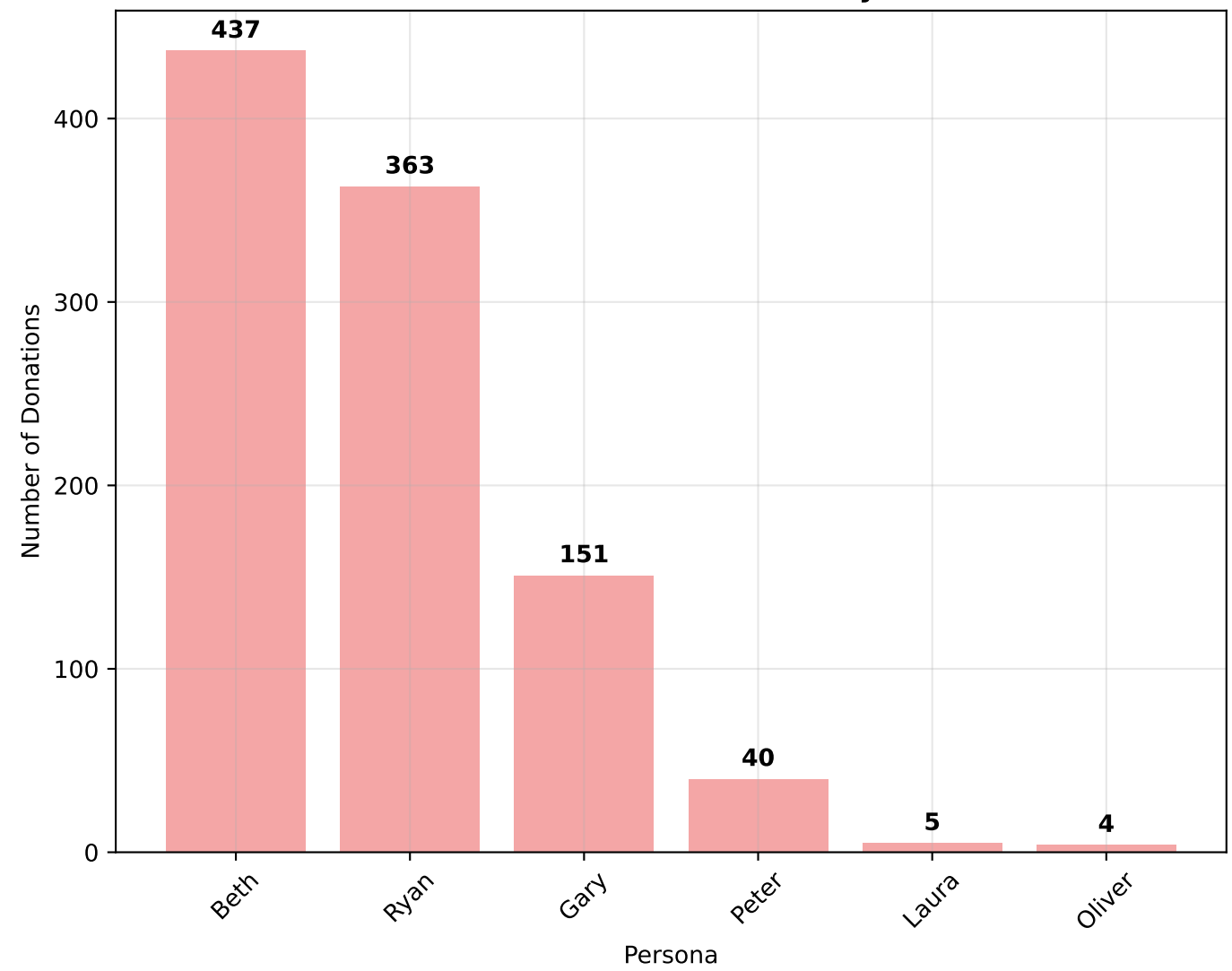
dormancy\_years



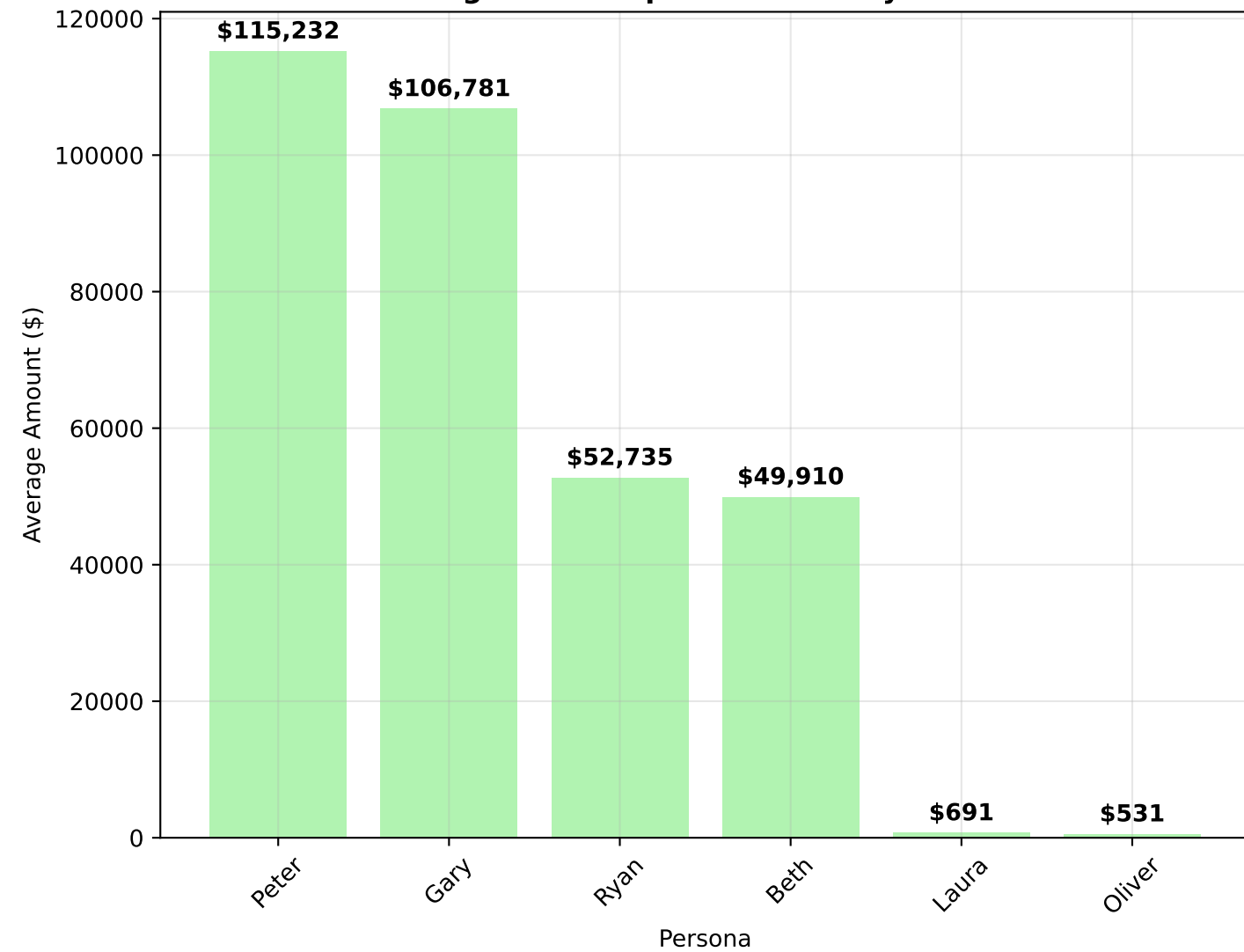
Total Amount Donated by Persona



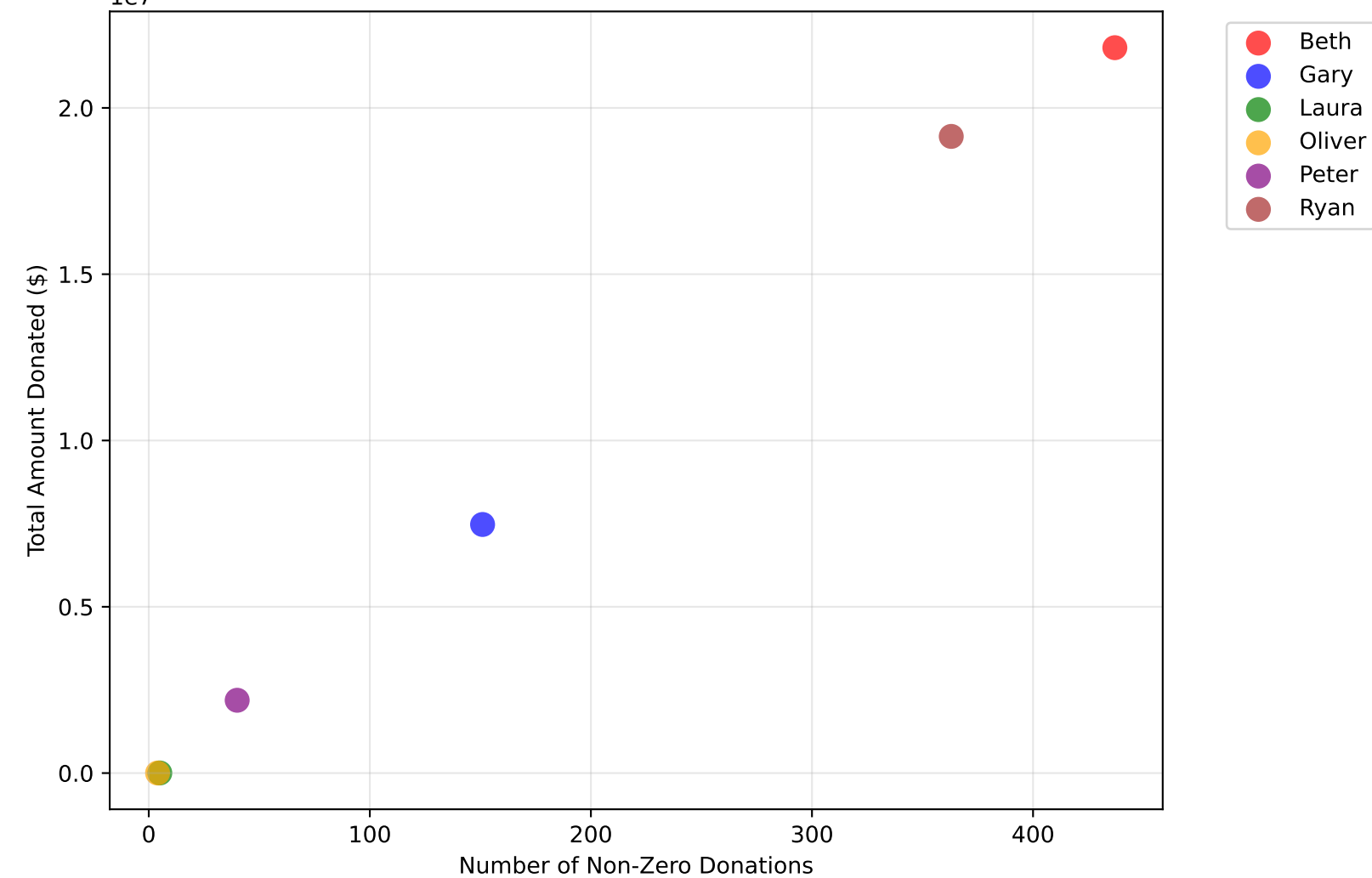
Number of Non-Zero Donations by Persona



Average Amount per Donation by Persona



Donation Behavior: Amount vs Number of Donations



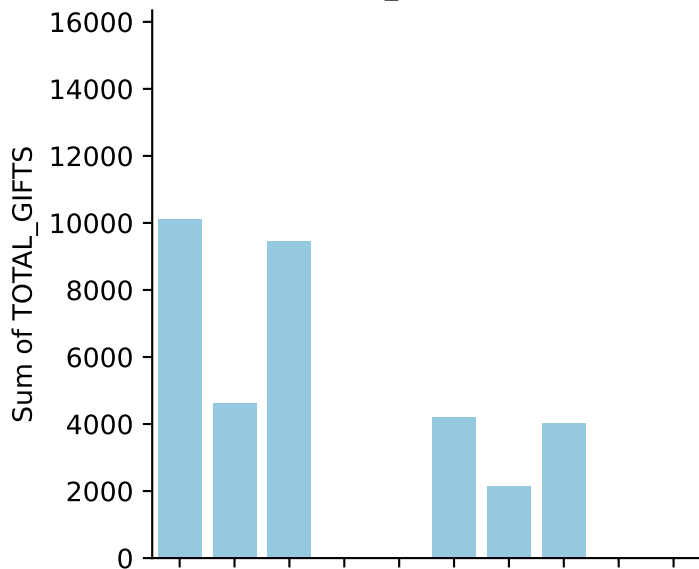
## Persona Definitions Reference

### Persona Definitions:

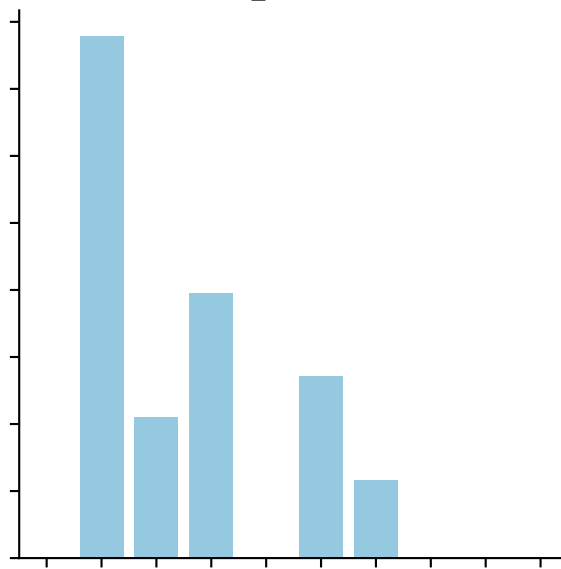
- Gary: High value, regular donor, active ( $\leq 2$  years dormant,  $> 1$  donation,  $\geq \$1000$ )
- Yara: Low value, regular donor, active ( $\leq 2$  years dormant,  $> 1$  donation,  $< \$1000$ )
- Ryan: High value, young account ( $\leq 2$  years dormant, 1 donation,  $\geq \$1000$ )
- Laura: Low value, young account ( $\leq 2$  years dormant, 1 donation,  $< \$1000$ )
- Peter: High value, regular donor, dormant ( $> 2$  years dormant,  $> 1$  donation,  $\geq \$1000$ )
- Beth: High value, one-time, dormant ( $> 2$  years dormant, 1 donation,  $\geq \$1000$ )
- Olivia: Low value, dormant ( $> 2$  years dormant,  $> 1$  donation,  $< \$1000$ )
- Oliver: Low value, dormant ( $> 2$  years dormant, 1 donation,  $< \$1000$ )

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

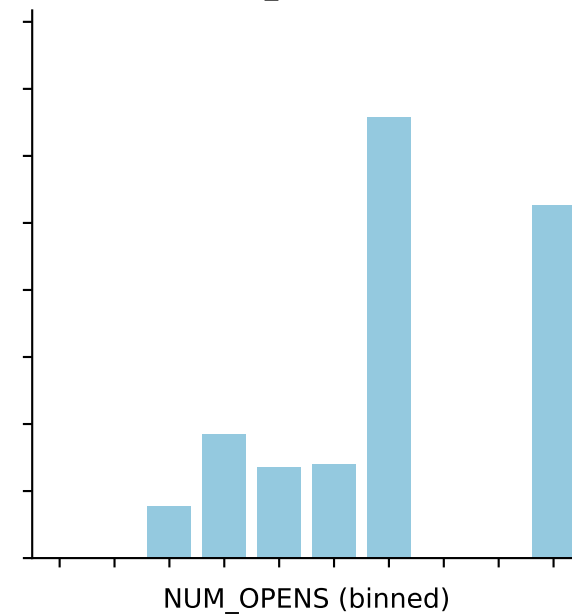
CAMPAIGN\_ID = CM100135



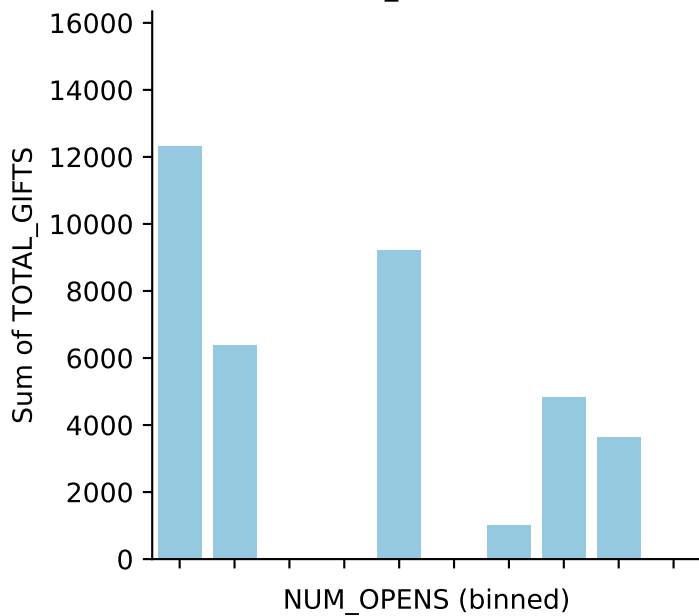
CAMPAIGN\_ID = CM100138



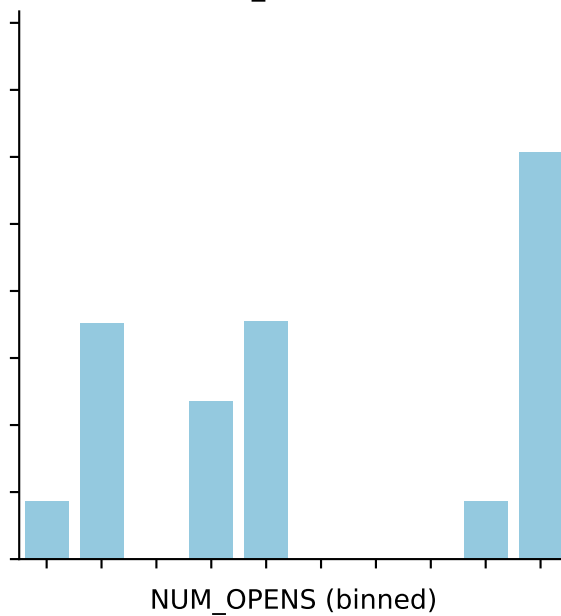
CAMPAIGN\_ID = CM100167



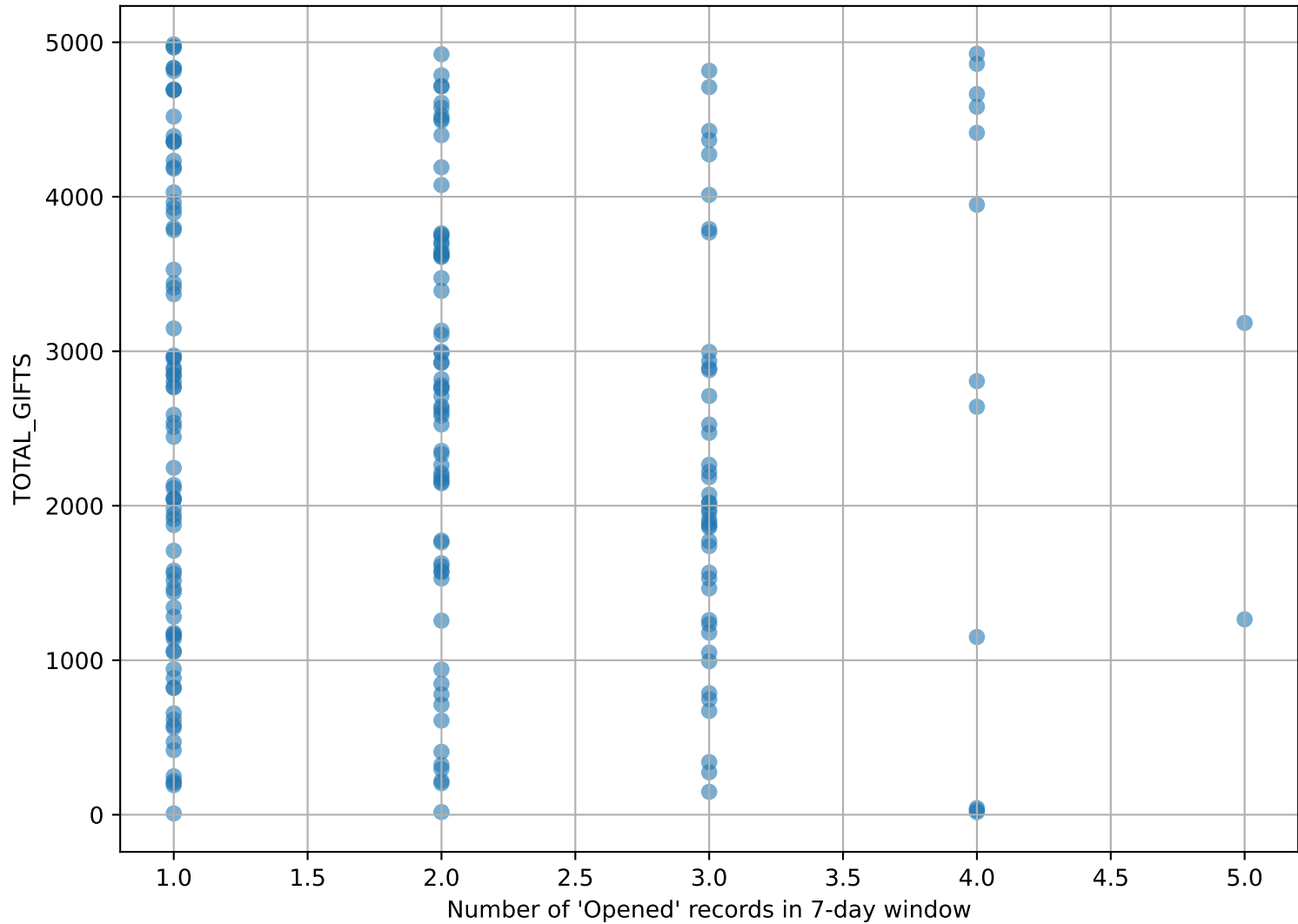
CAMPAIGN\_ID = CM100178



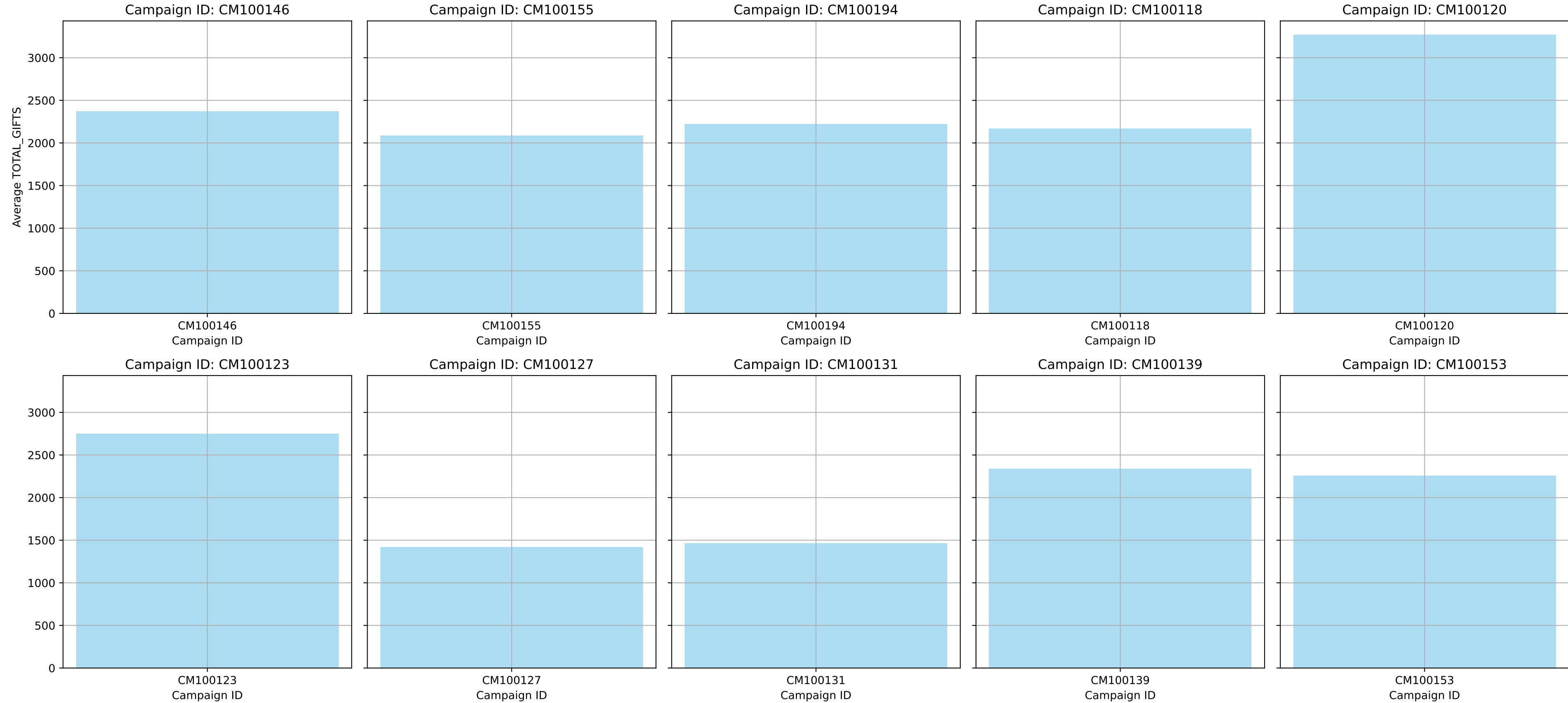
CAMPAIGN\_ID = CM100179



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

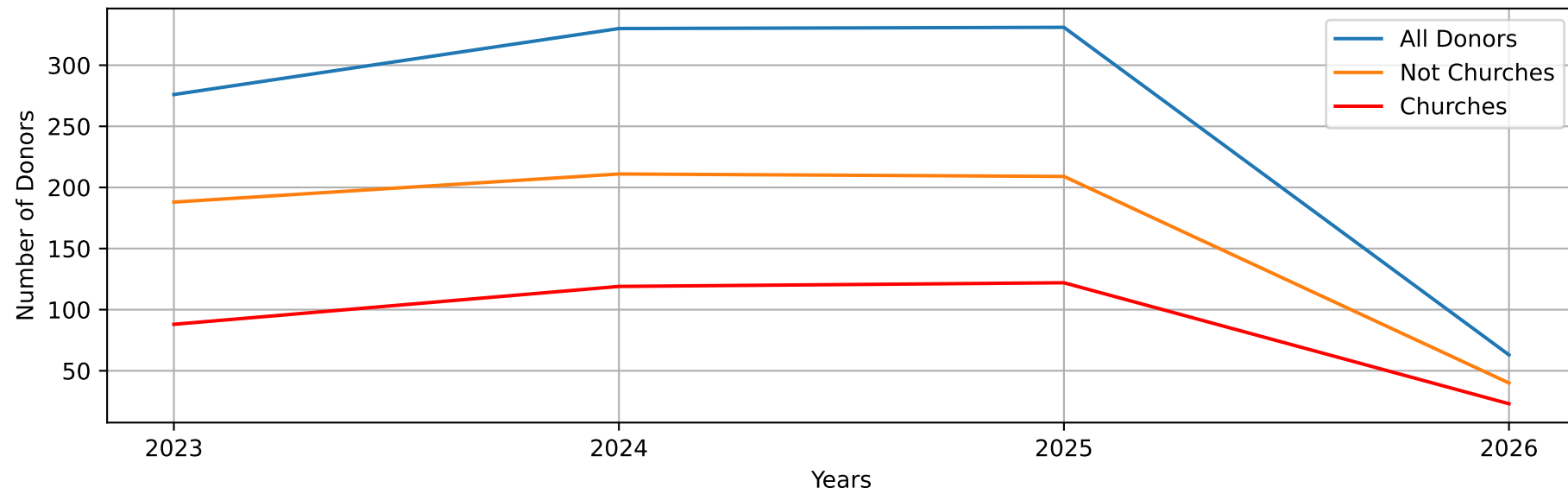


## Top 10 Campaigns: Average TOTAL\_GIFTS (7-day window)

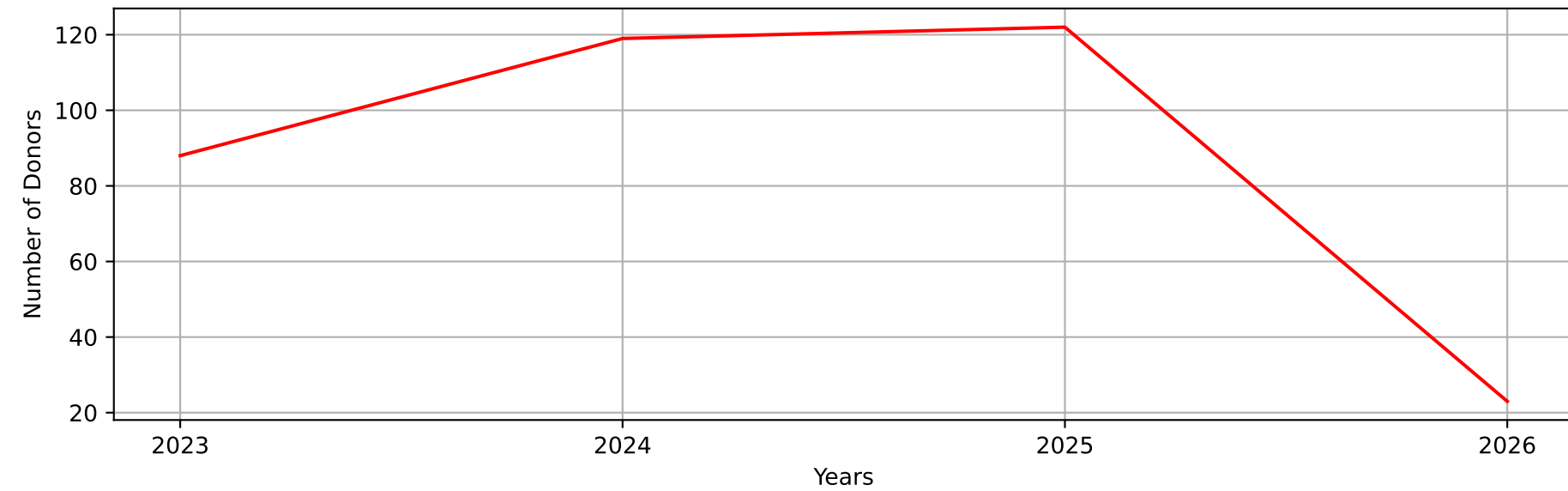




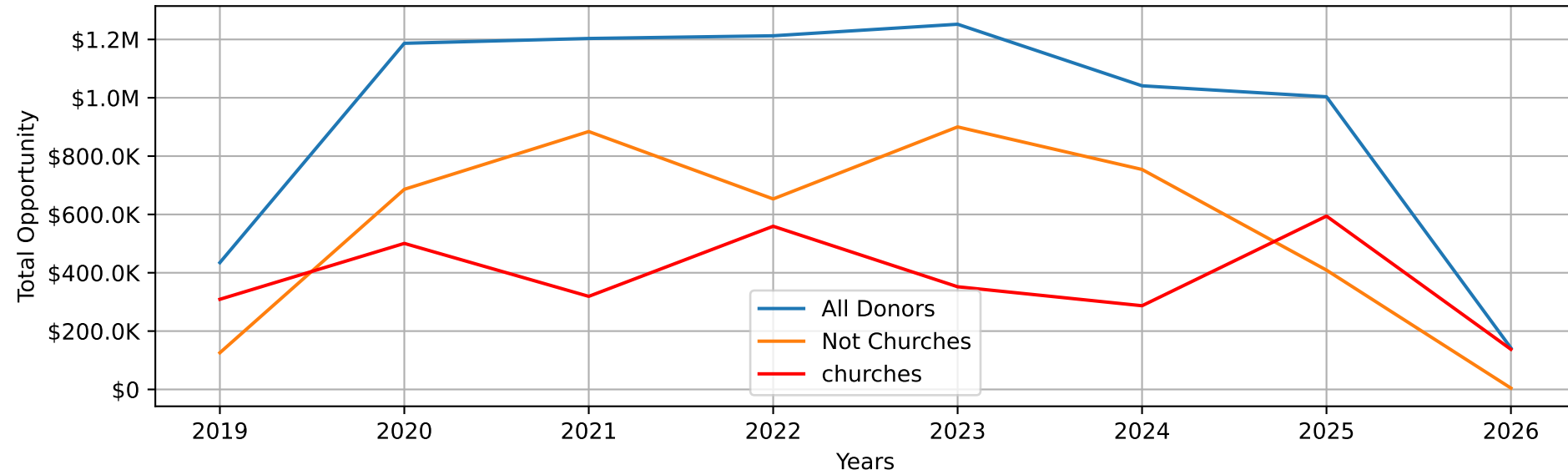
Number of Donors Gained Each Year



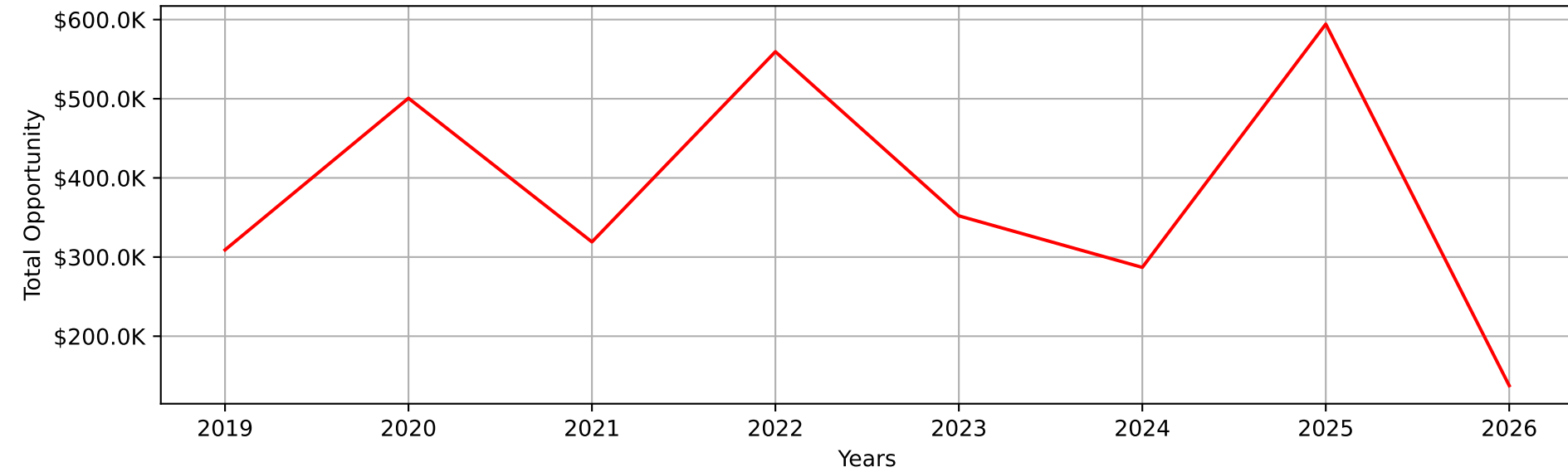
Number of Church Donors Gained Each Year



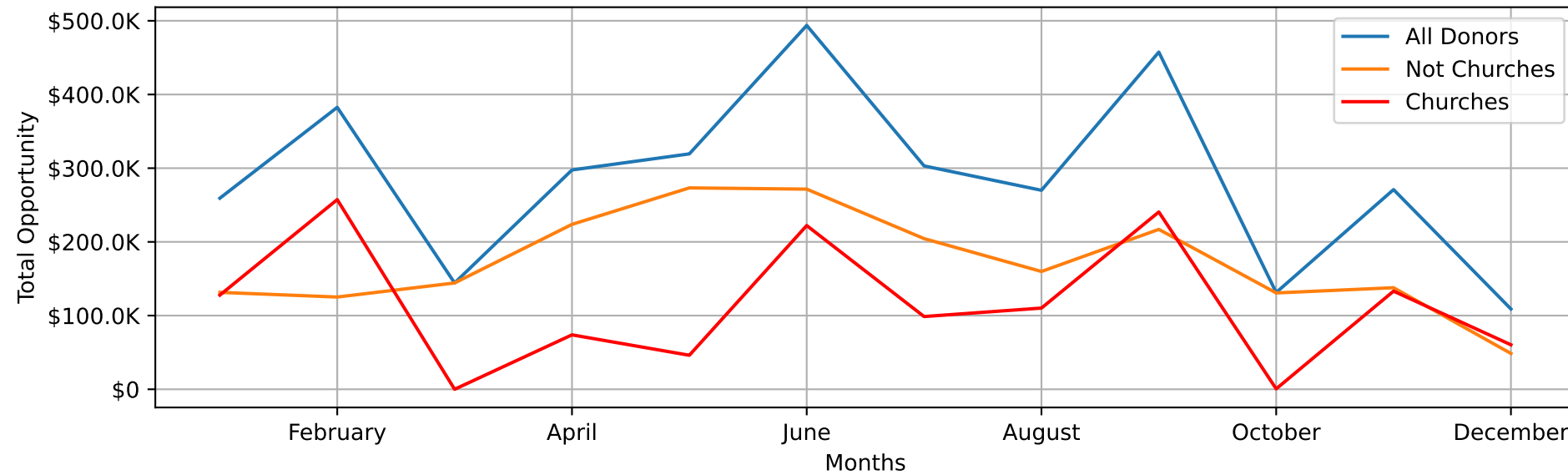
Total Donation Opportunity Each Year



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

