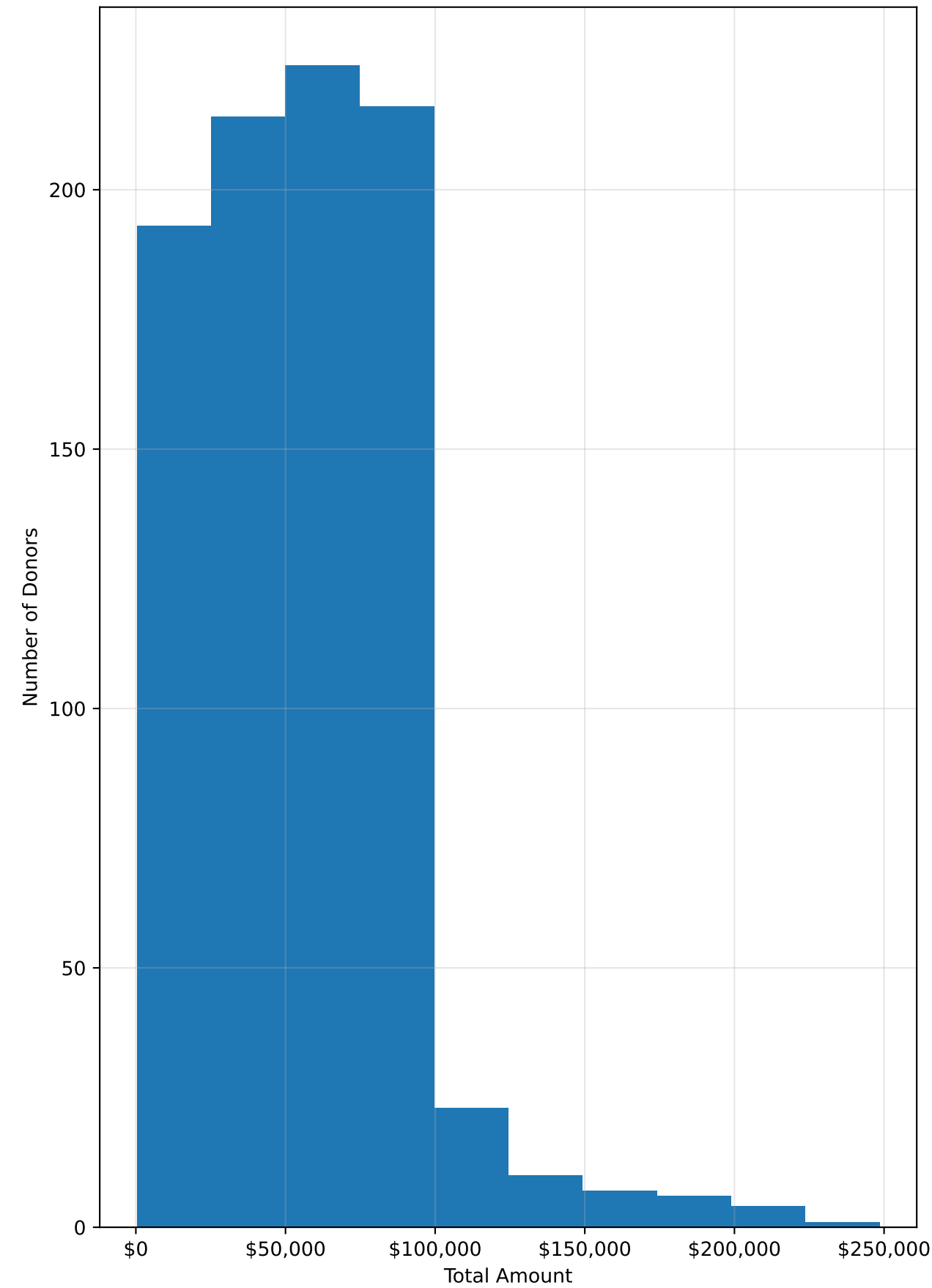
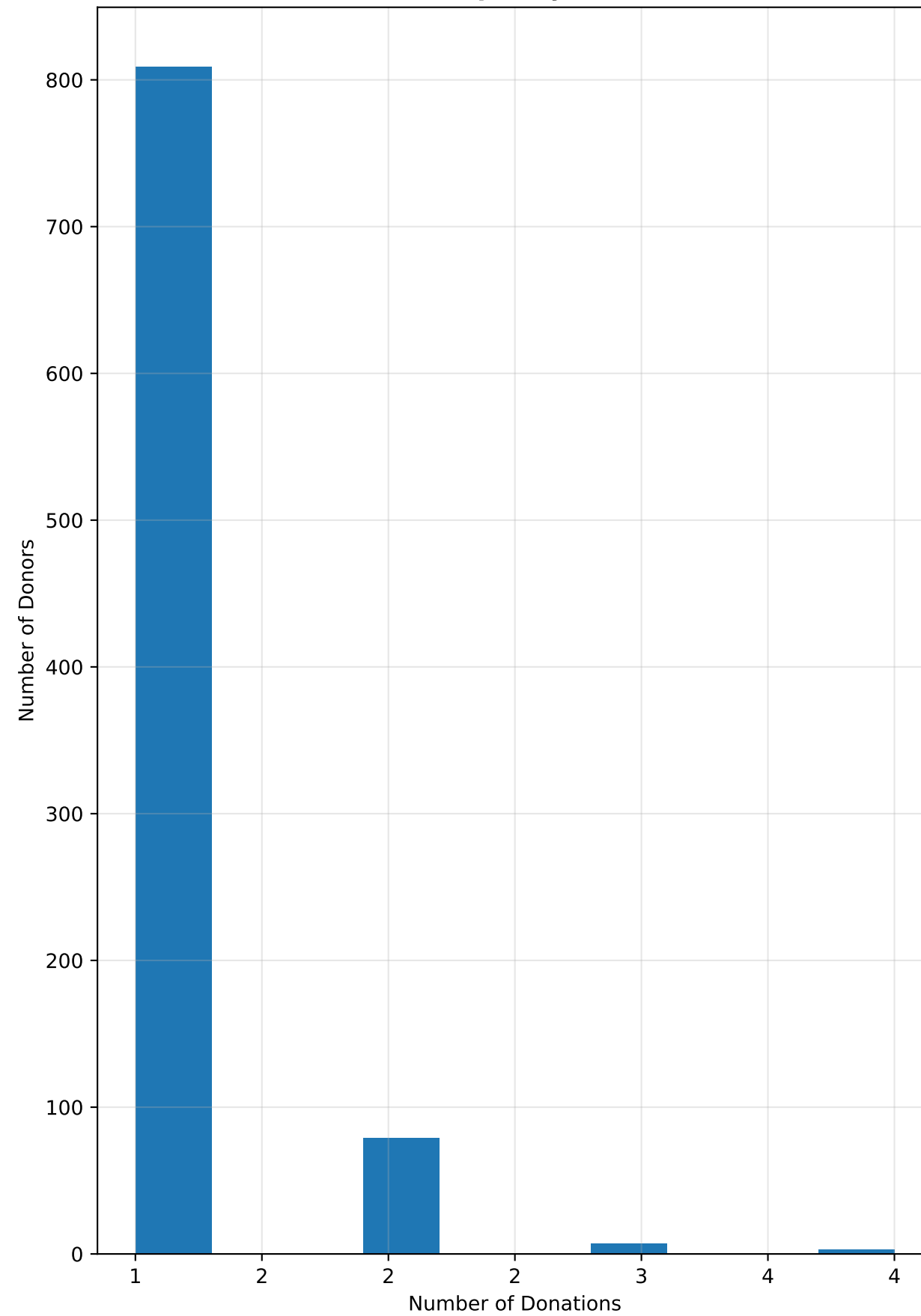


# Donor Portfolio Overview

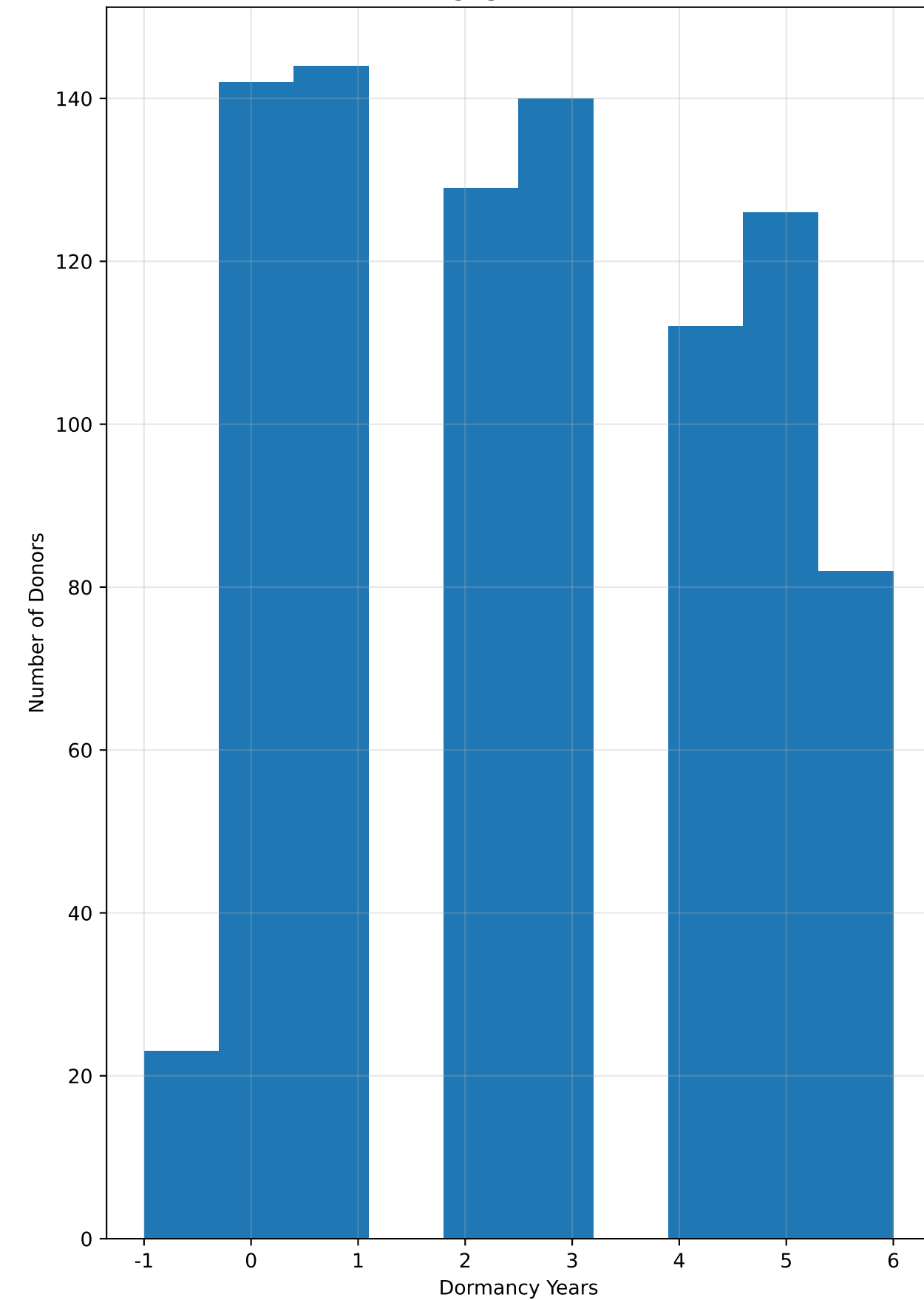
## Total Donation Amount Distribution



## Donation Frequency Distribution

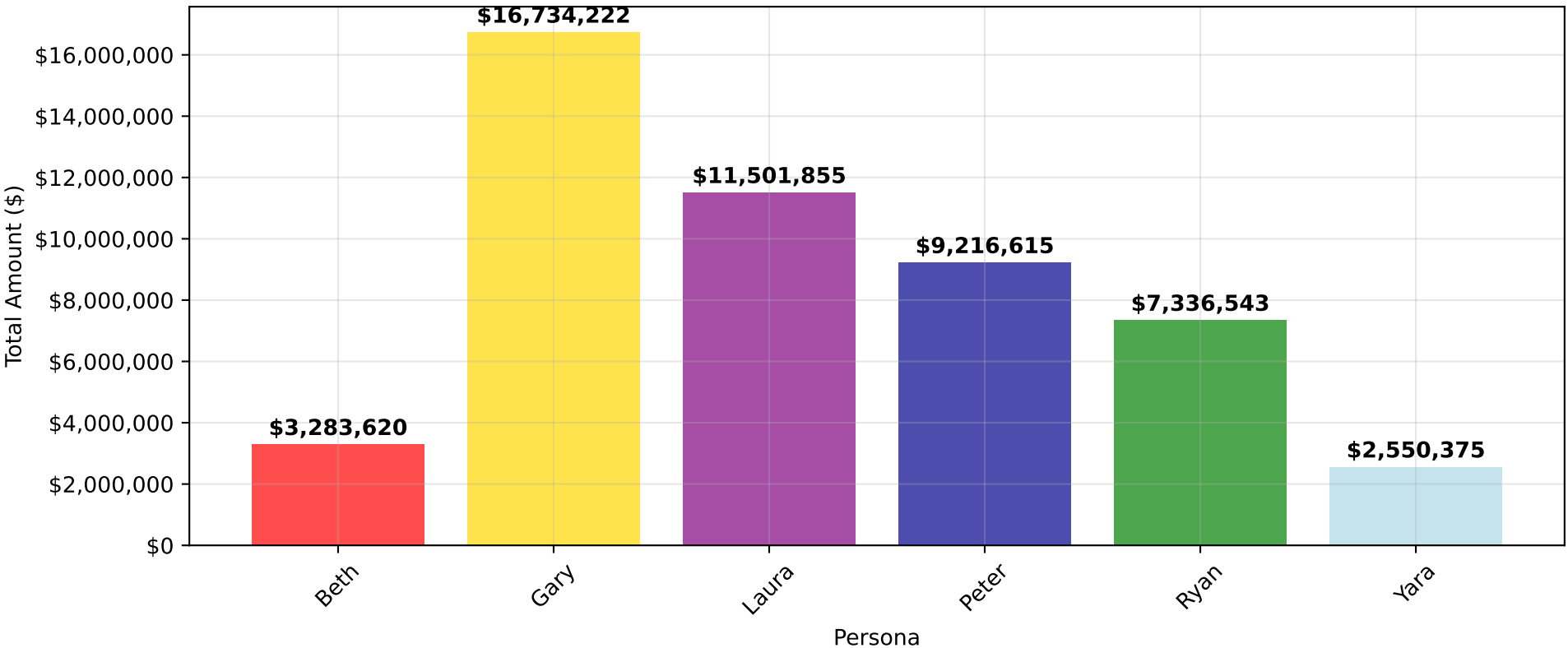


## Donor Engagement Timeline

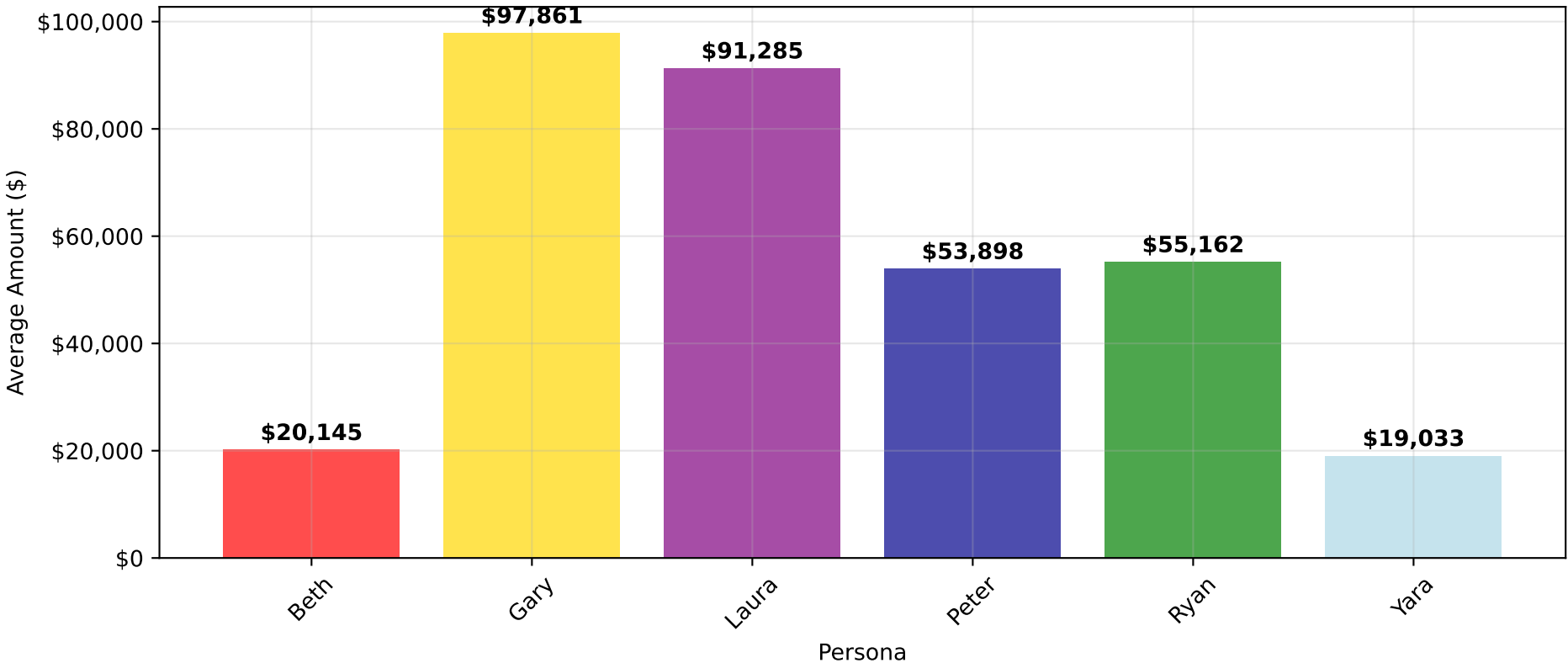


# Persona Donation Analysis

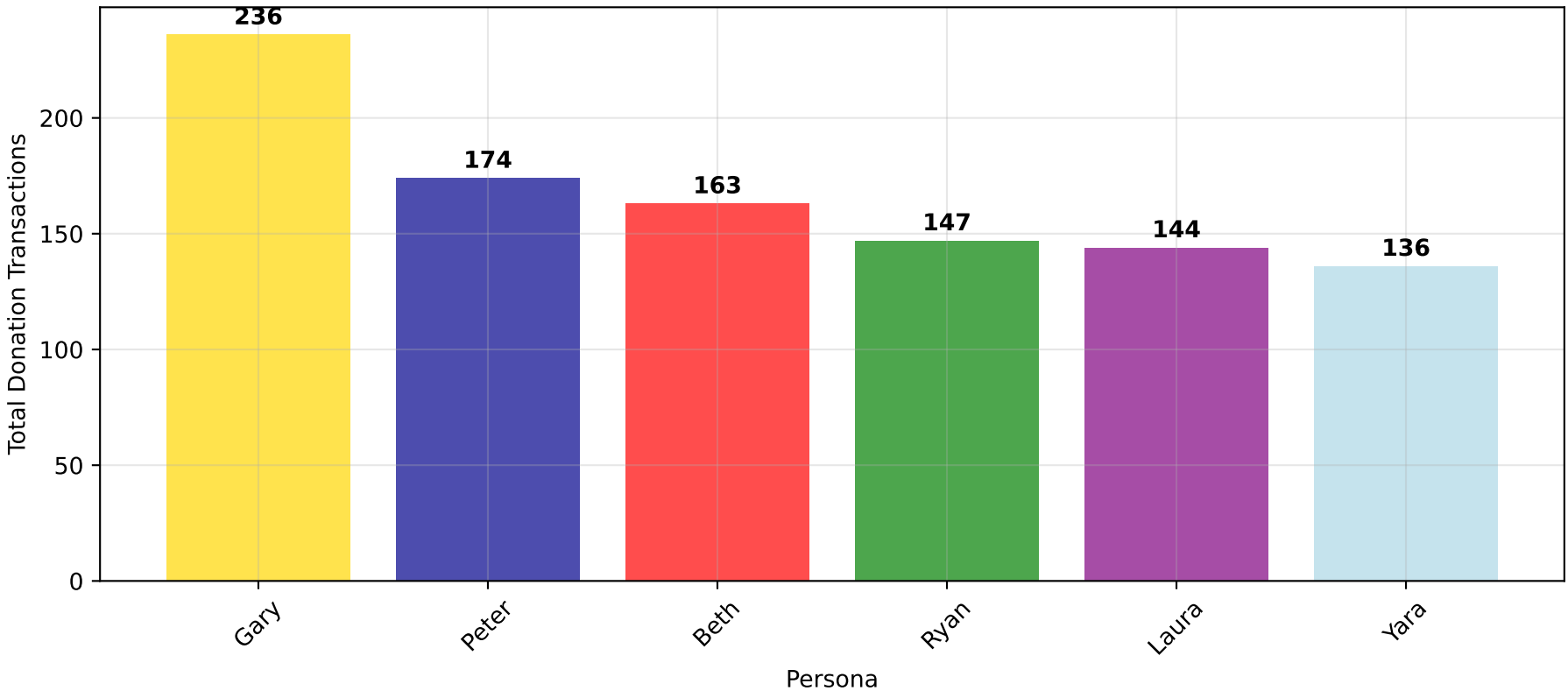
Total Donation Amount by Persona



Average Donation Amount by Persona



Donation Activity by Persona



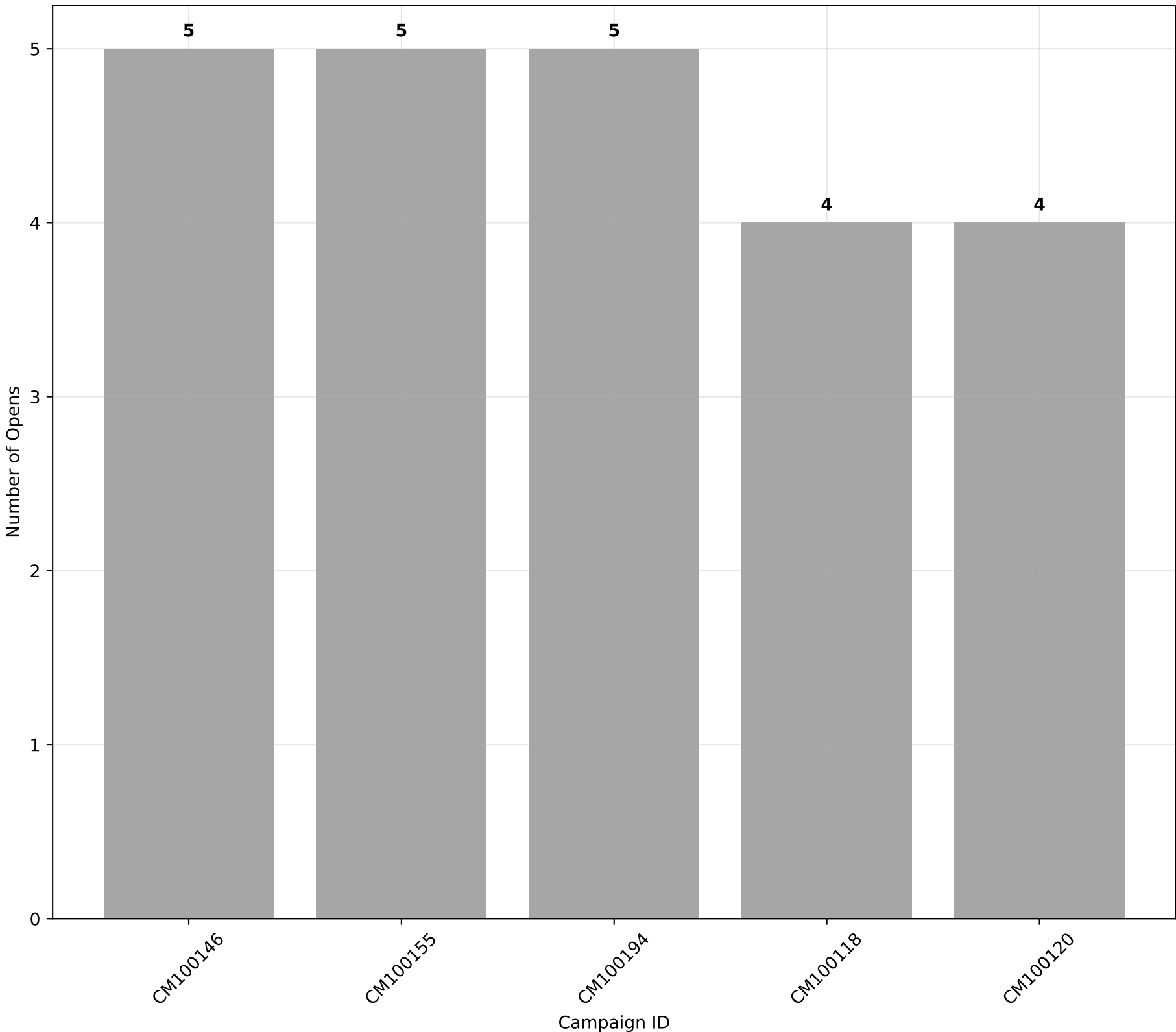
Donor Persona Profiles

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)

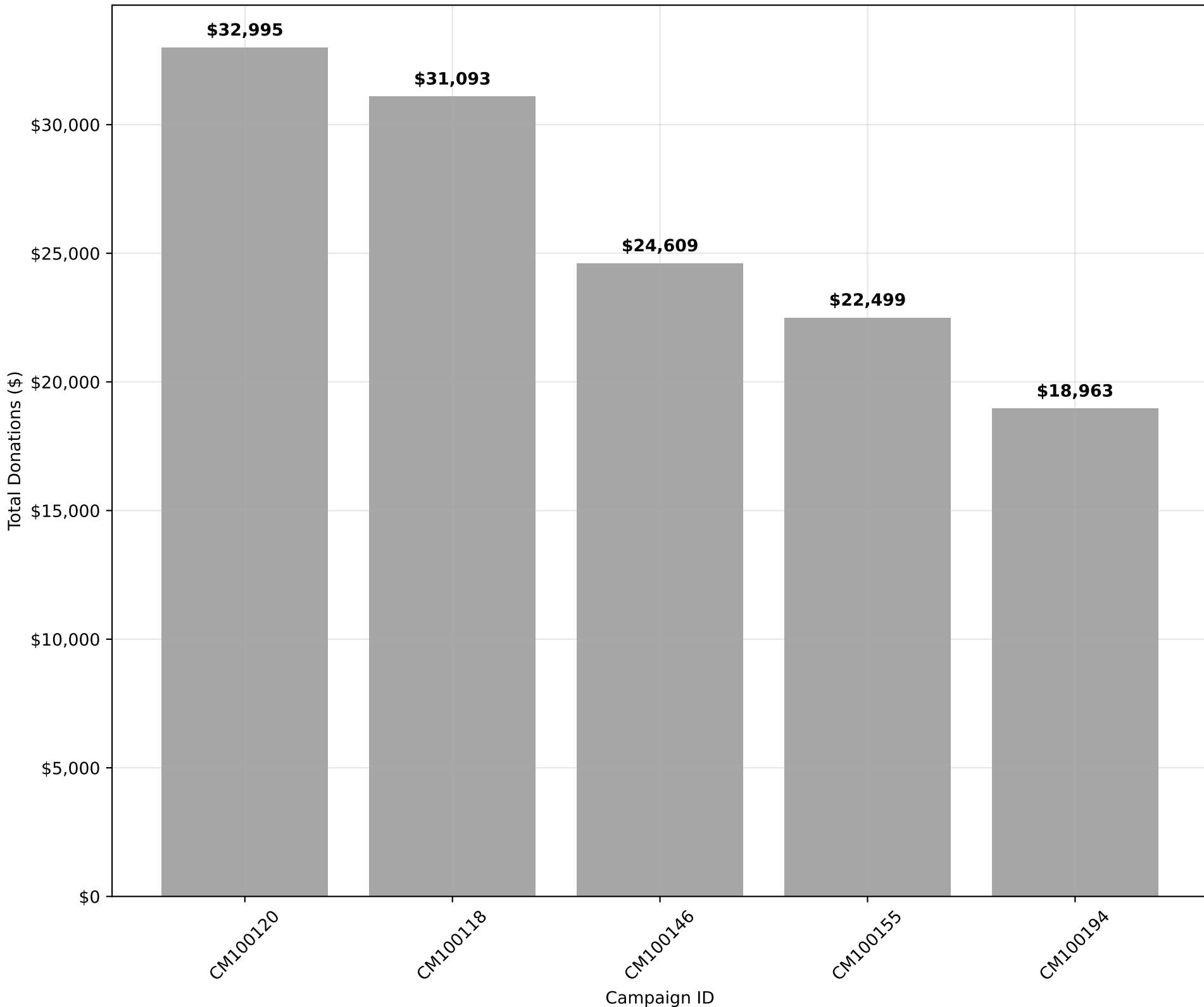
Top 10 Donors by Persona					
Persona	Rank	Account ID	Total Amount (\$)	Donation Count	Dormancy (Years)
Gary	#1	LgBjhJlSIHqKtAq...	\$248,507	4	0.0
Gary	#2	bqjxTcxocfYUOyv...	\$222,949	3	-1.0
Gary	#3	GbWQGPFDTVijMYH...	\$213,779	4	0.0
Gary	#4	vgxzwNclrptbLNS...	\$210,576	3	0.0
Gary	#5	daTTkYZDpXQPNnW...	\$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

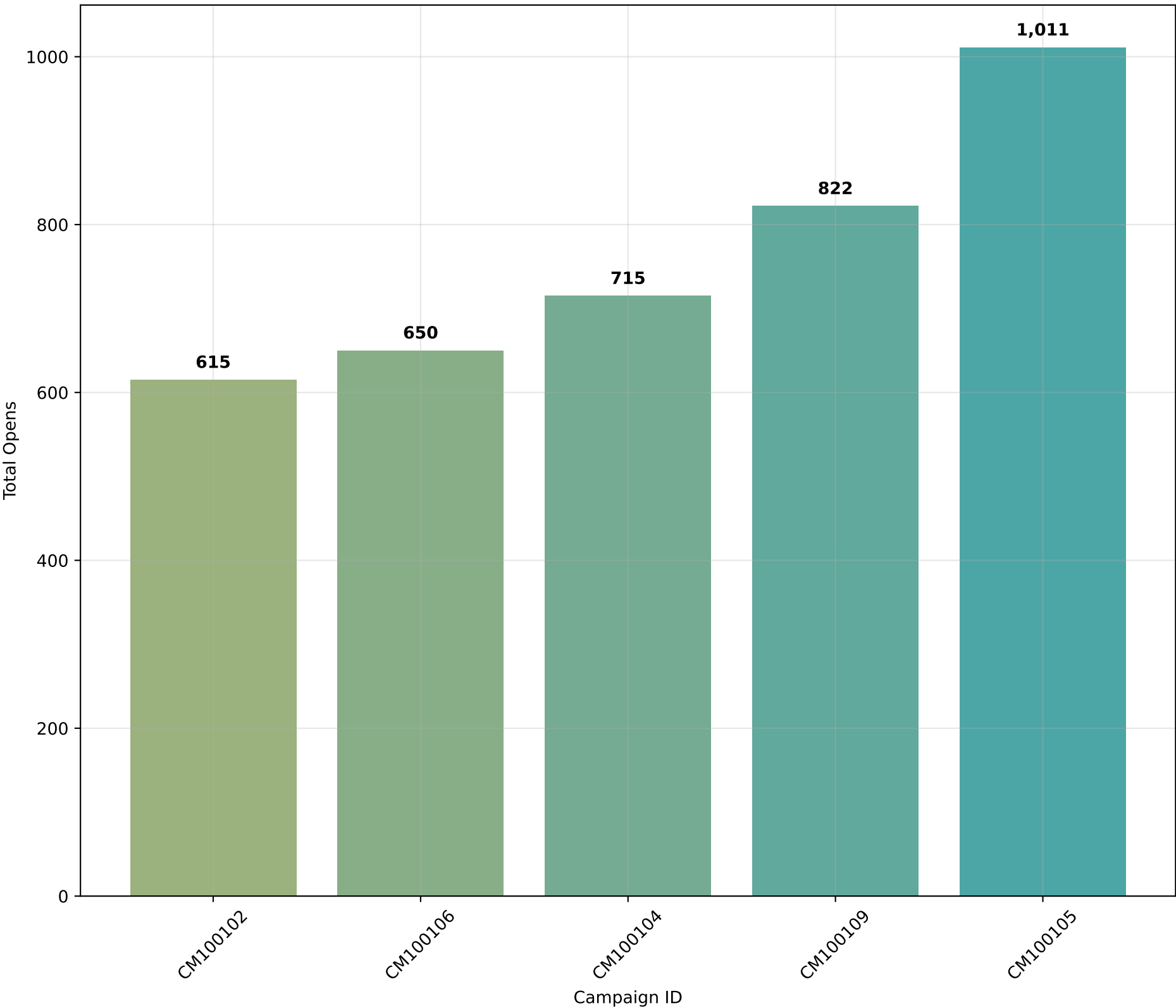
Top 5 Email Campaigns by Opens



Top 5 Email Campaigns by Total Donations within 7 days



Top 5 Campaigns with Lowest Opens

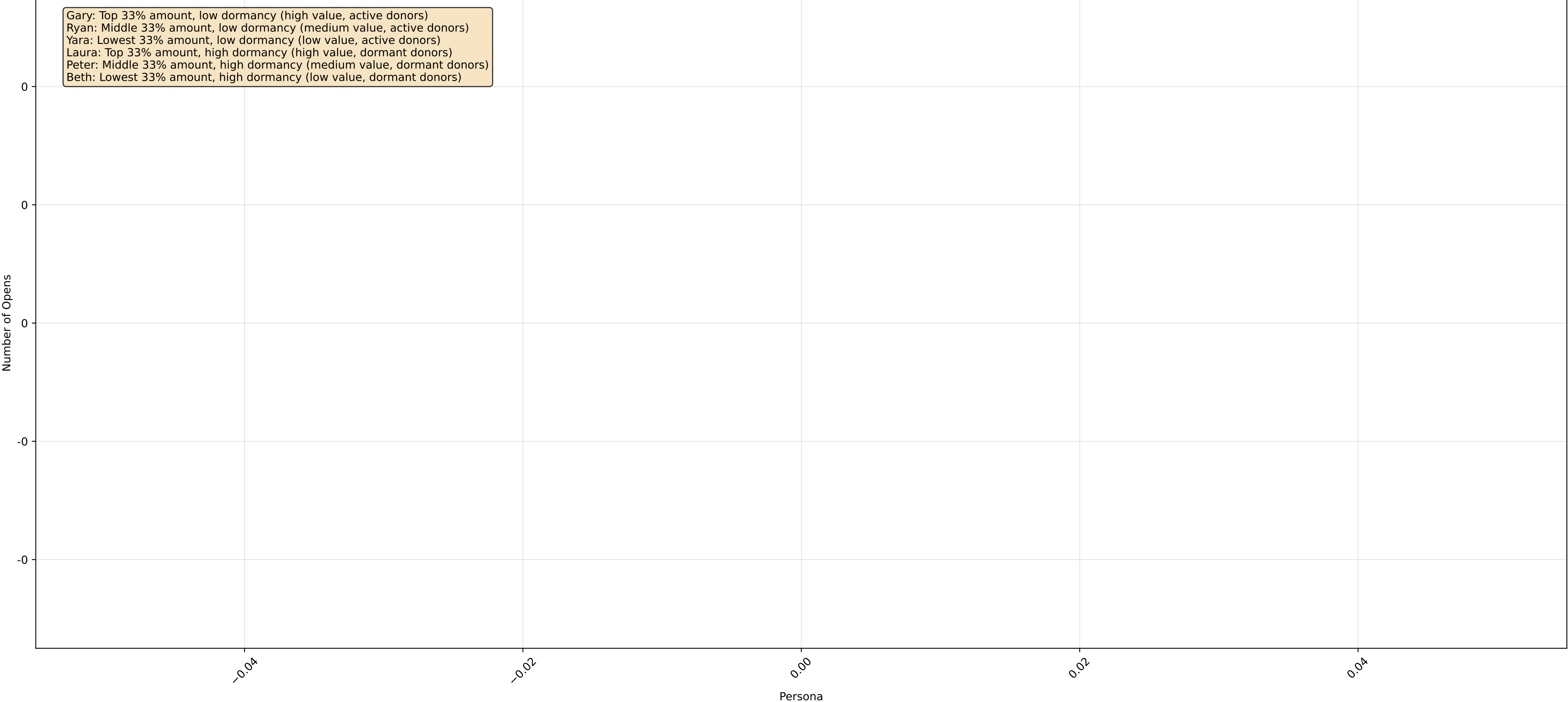


Campaign Performance Summary (Top/Bottom 4 by Opens/Clicks)

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
CM100102	Campaign 2	615	144	1,044
CM100106	Campaign 6	650	267	1,115
CM100104	Campaign 4	715	262	1,091
CM100109	Campaign 9	822	350	1,371
CM100105	Campaign 5	1,011	355	1,037

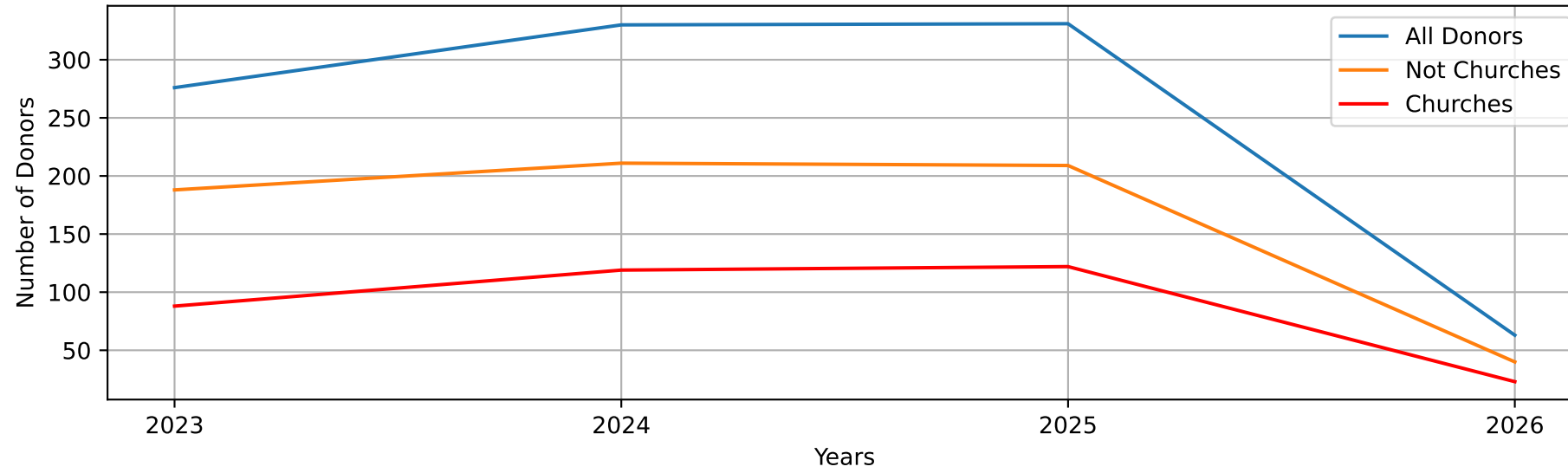
# Email Campaign Performance by Donor Personas

## Number of Email Opens by Persona

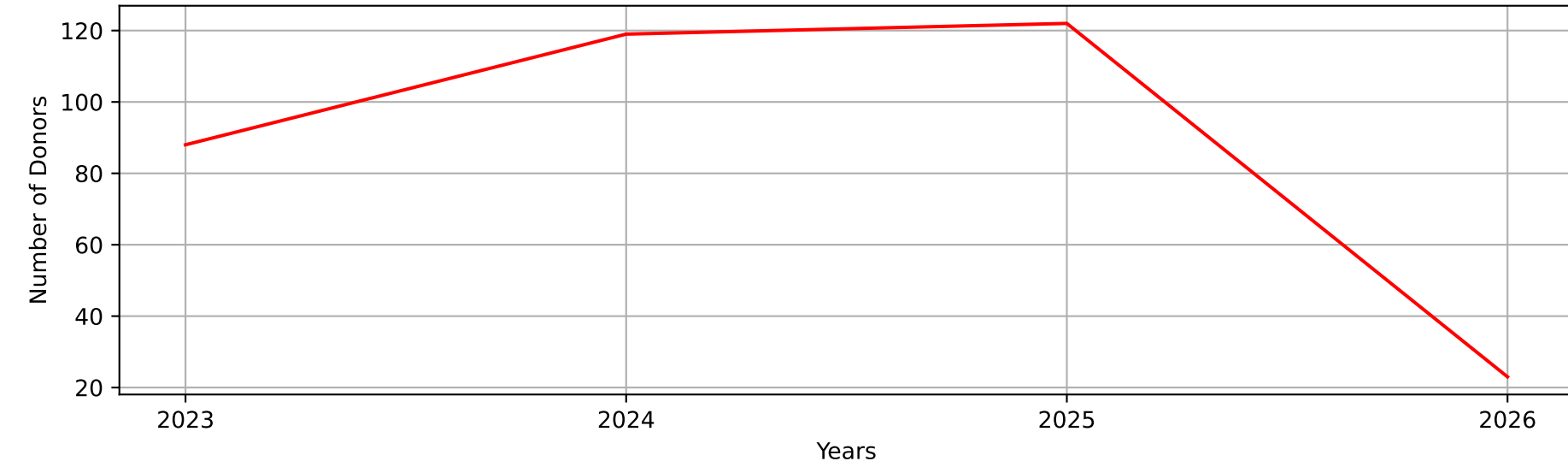


# Church Donor Analysis

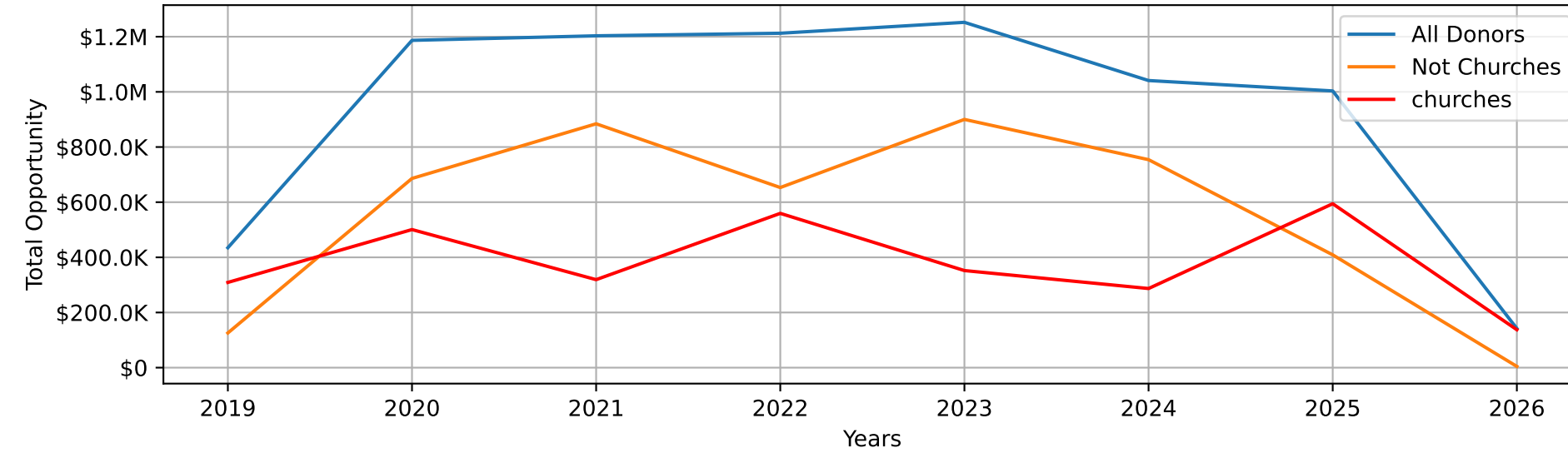
## Number of Donors Gained Each Year



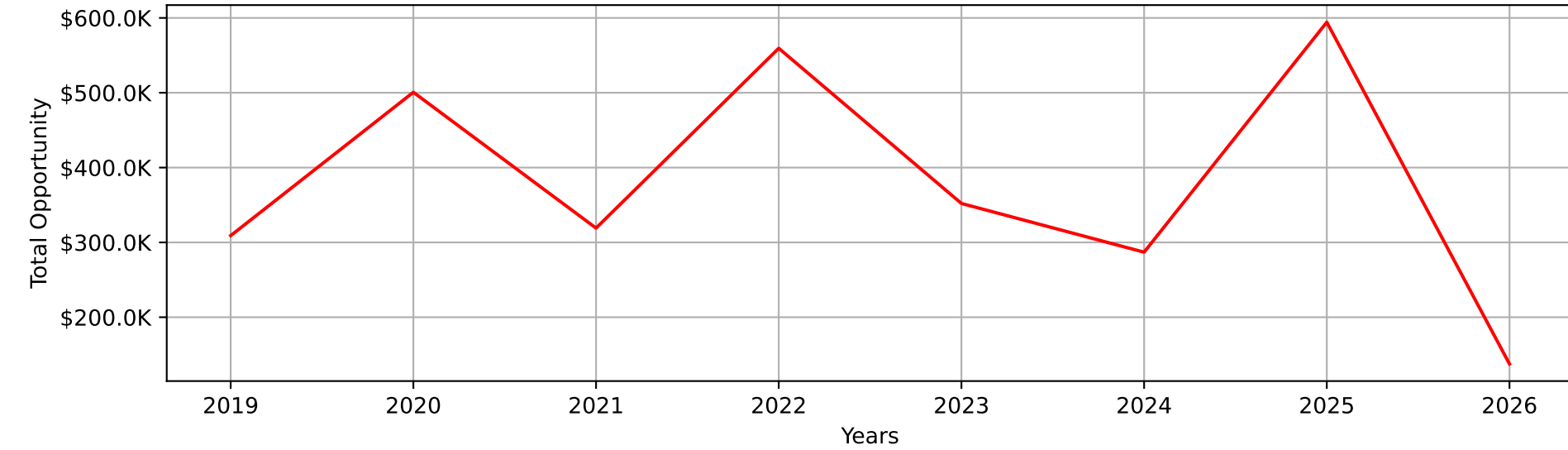
## Number of Church Donors Gained Each Year



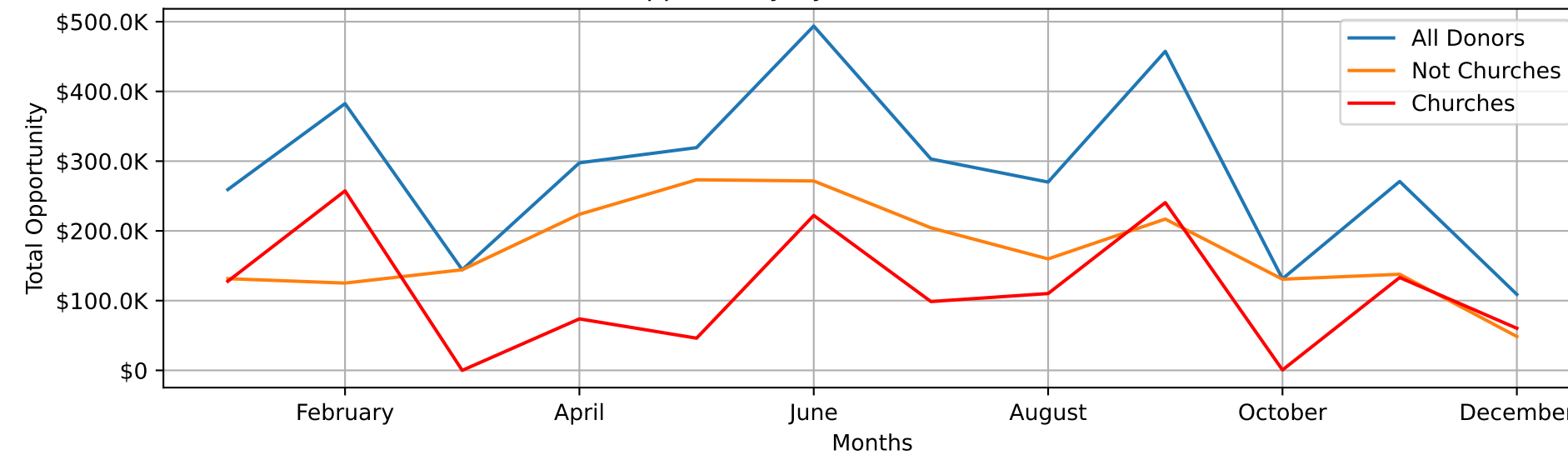
## Total Donation Opportunity Each Year



## 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

