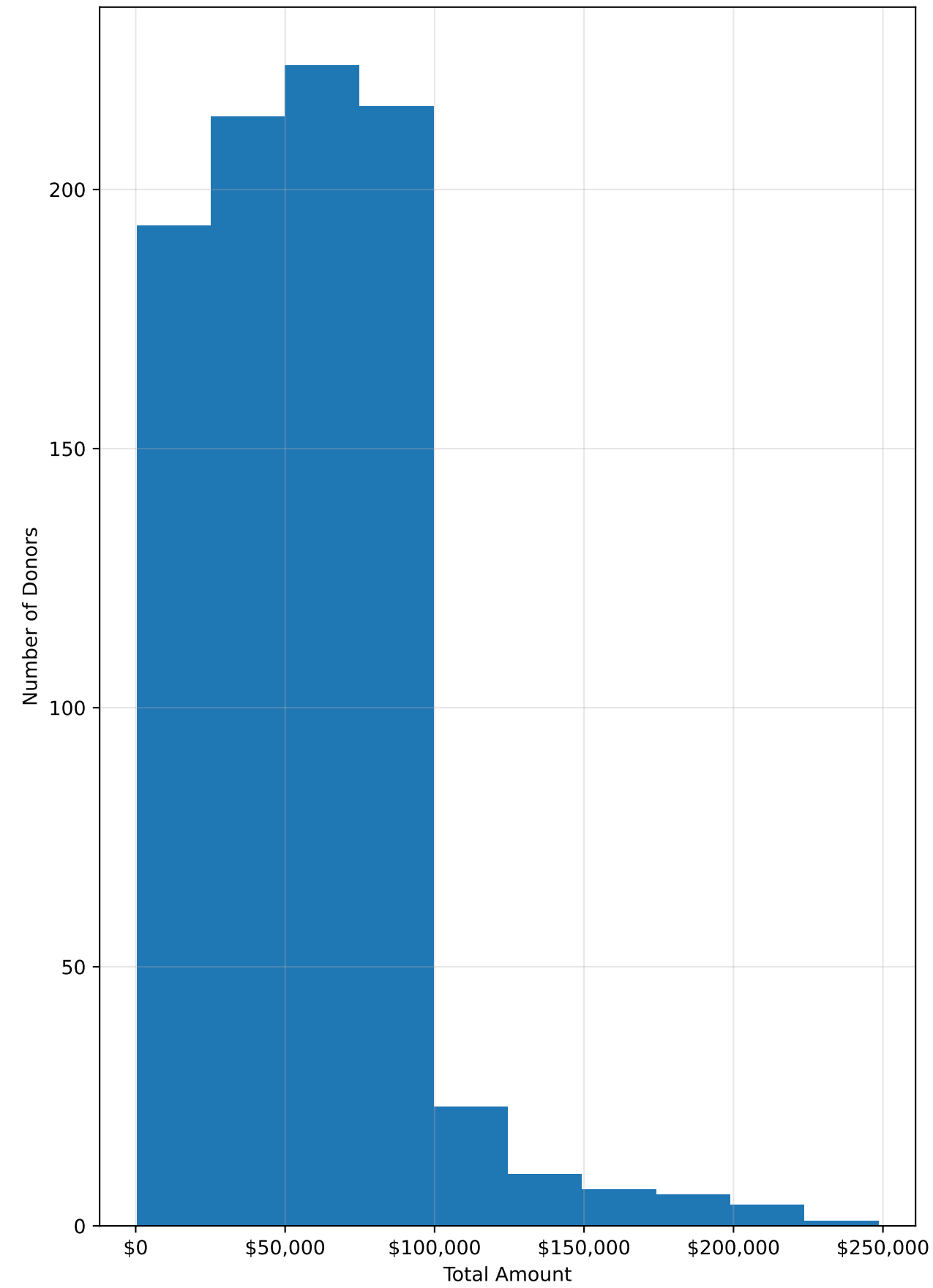
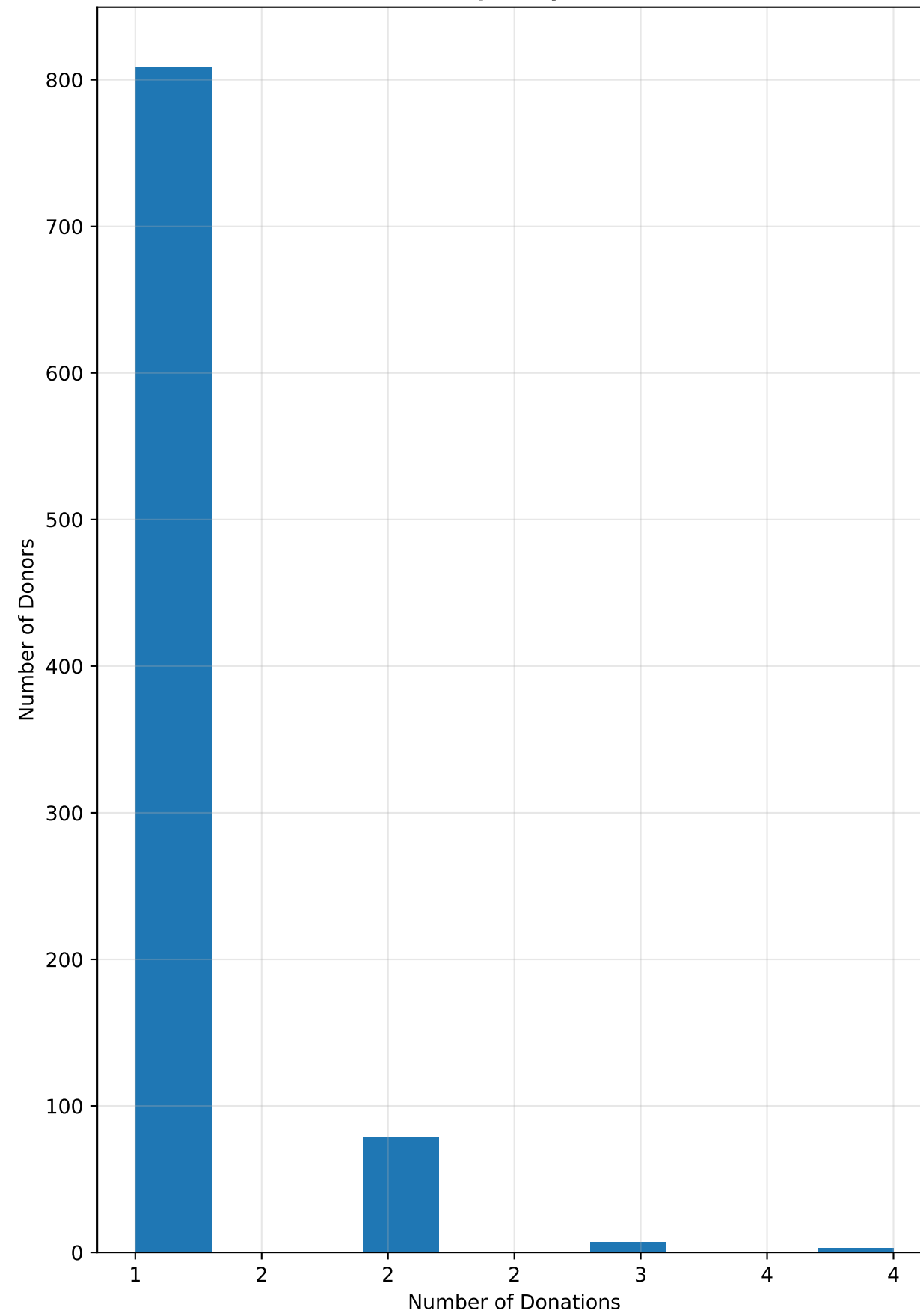


# Donor Portfolio Overview

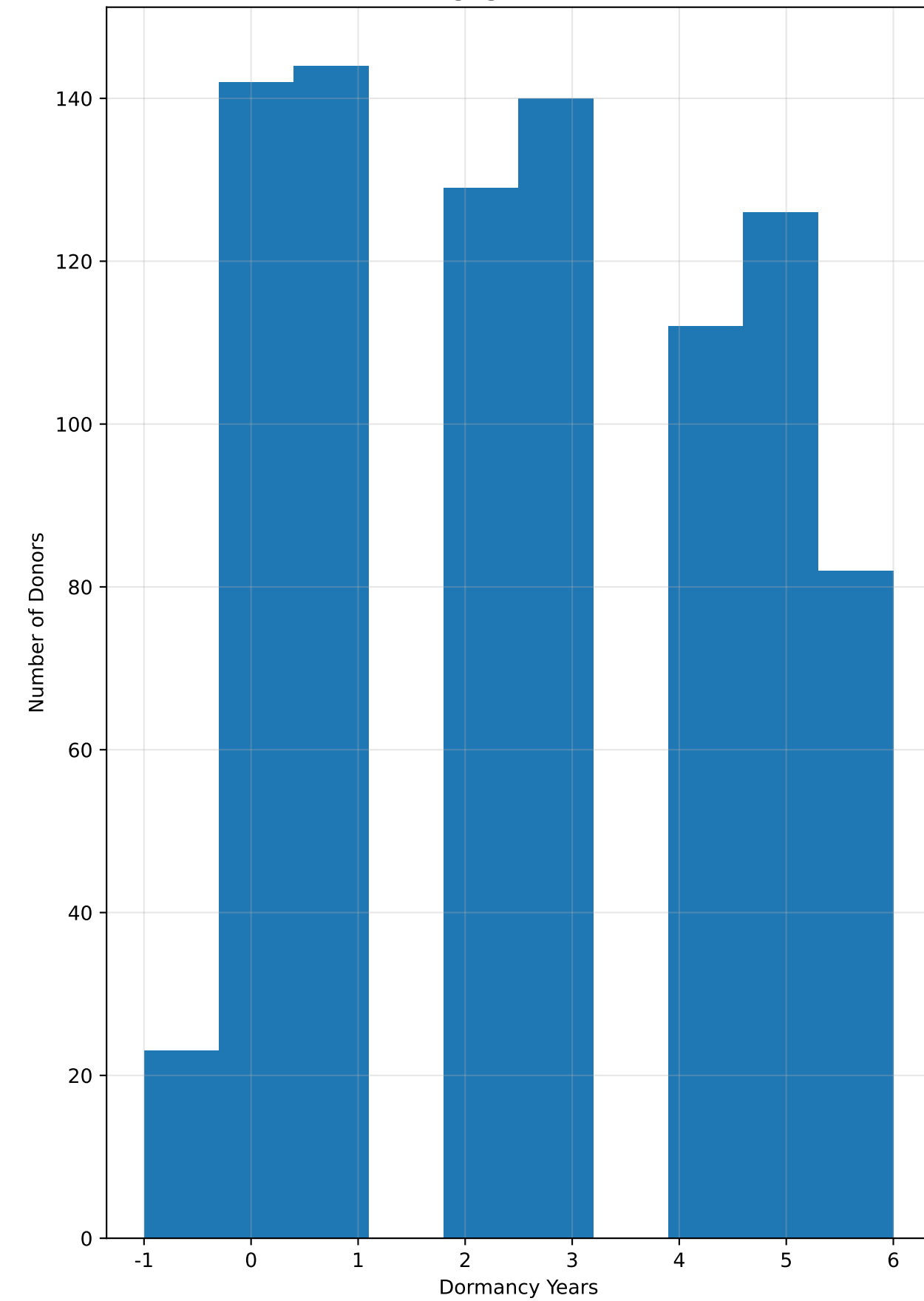
## Total Donation Amount Distribution



## Donation Frequency Distribution

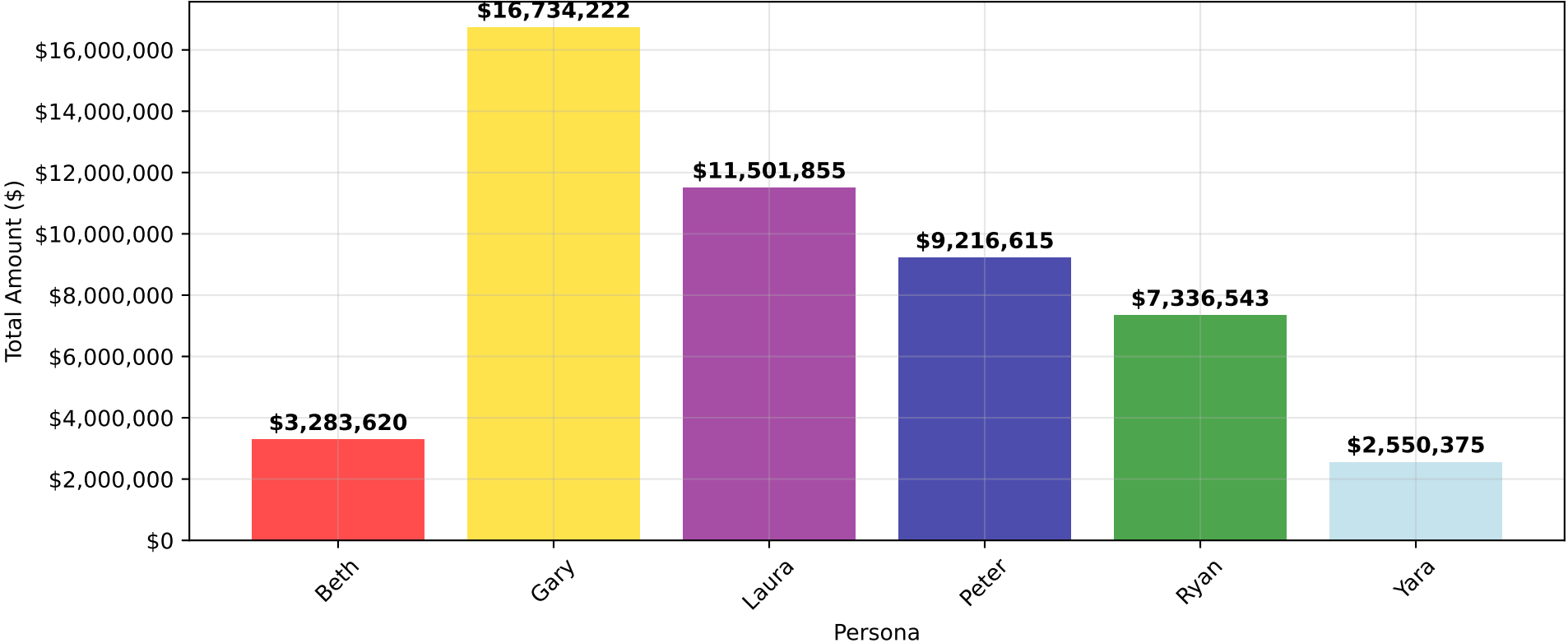


## Donor Engagement Timeline

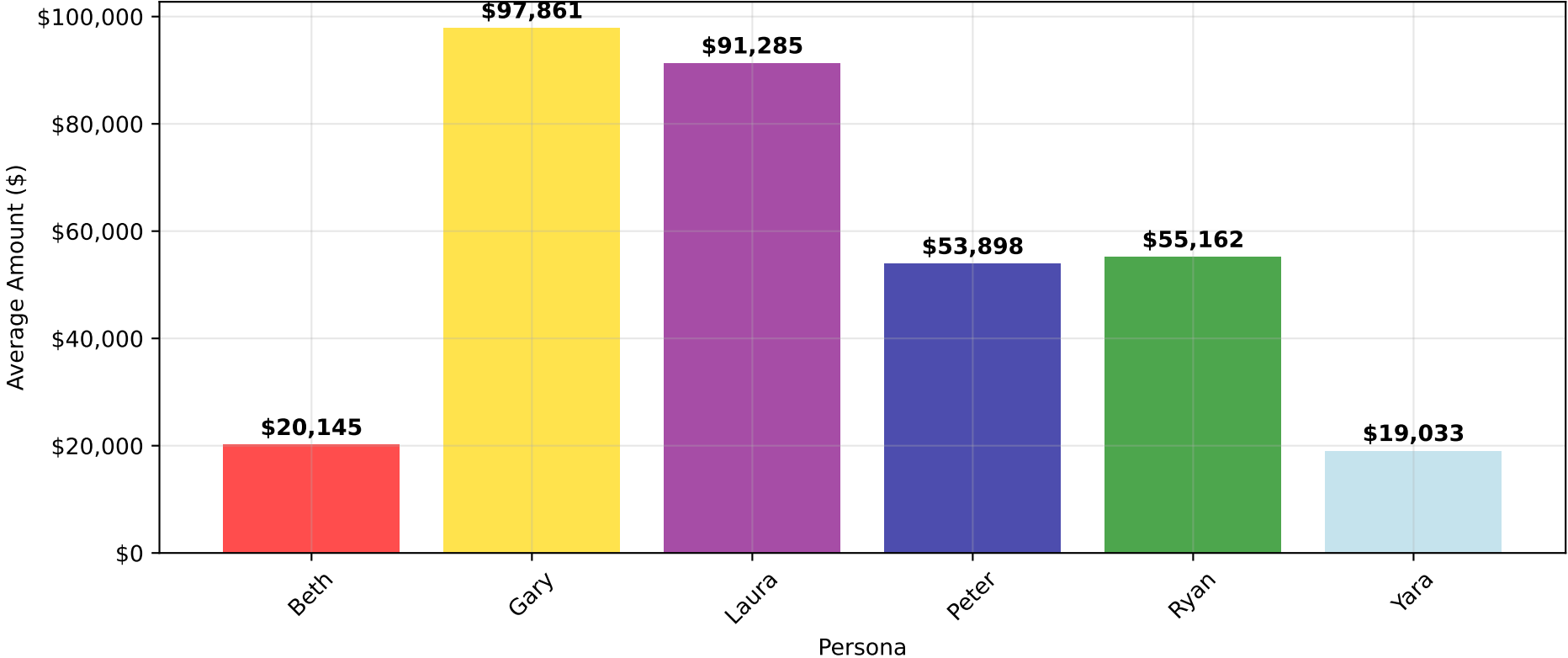


# Persona Donation Analysis

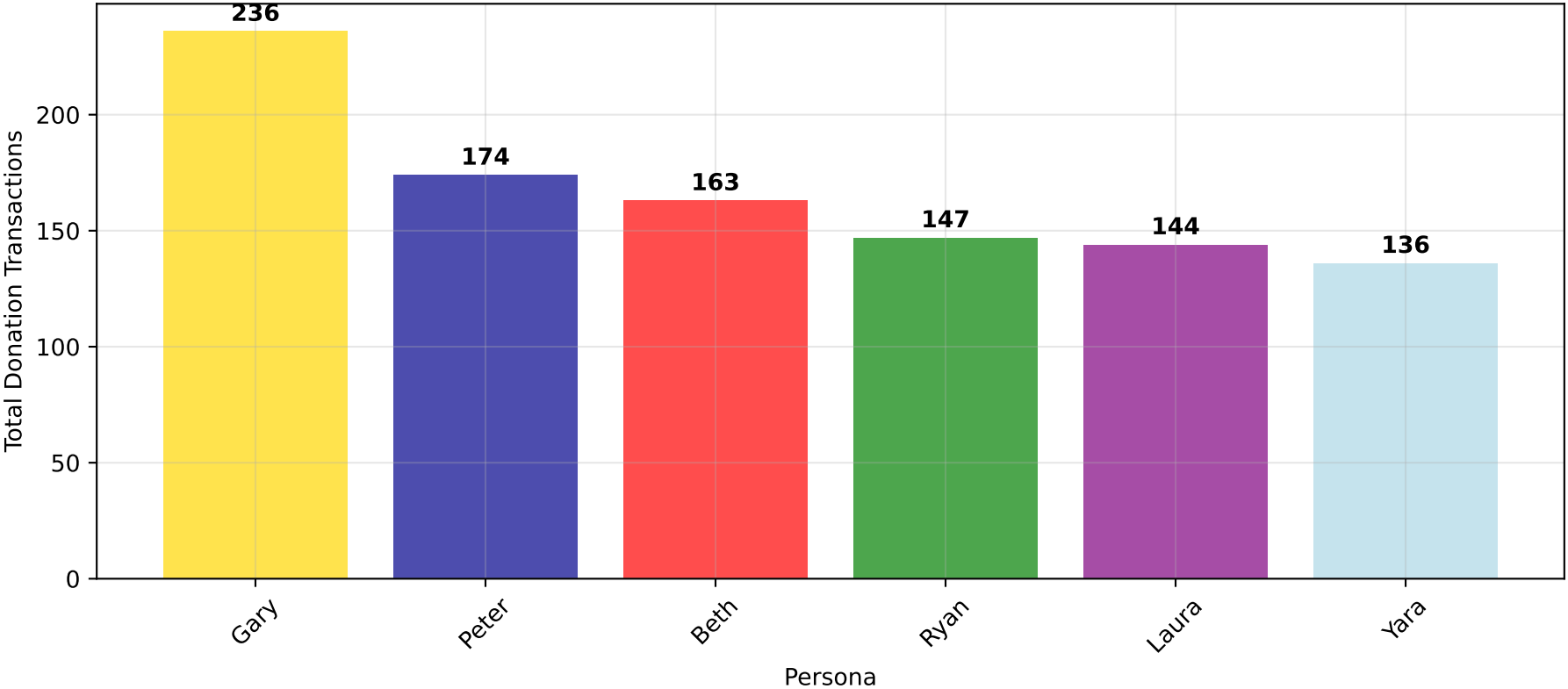
Total Donation Amount by Persona



Average Donation Amount by Persona



Donation Activity by Persona



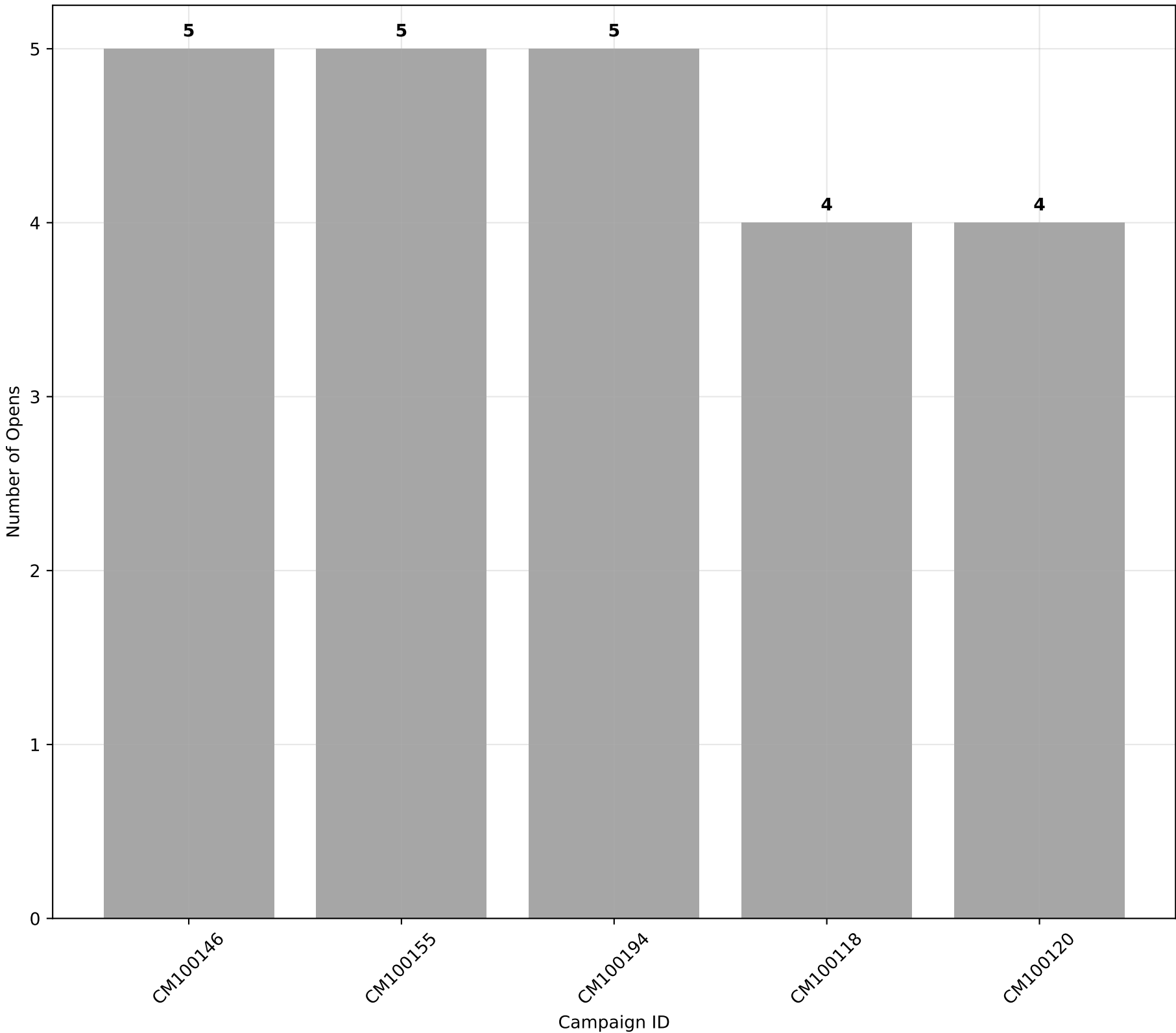
Donor Persona Profiles

| 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)    |

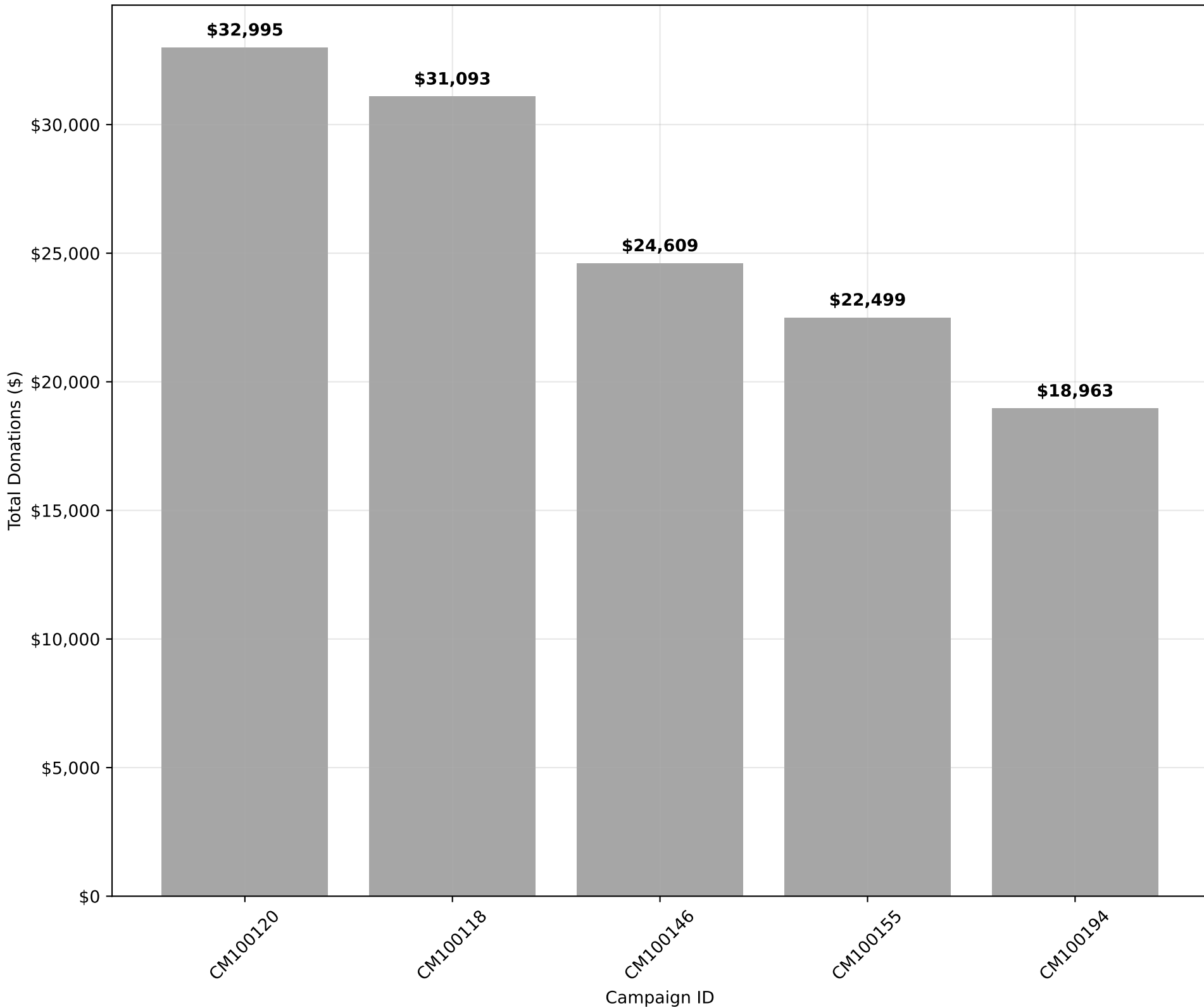
| Top 10 Donors by Persona |      |                     |                   |                |                  |
|--------------------------|------|---------------------|-------------------|----------------|------------------|
| Persona                  | Rank | Account ID          | Total Amount (\$) | 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   | ewEoyvSbpolpFp...   | \$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

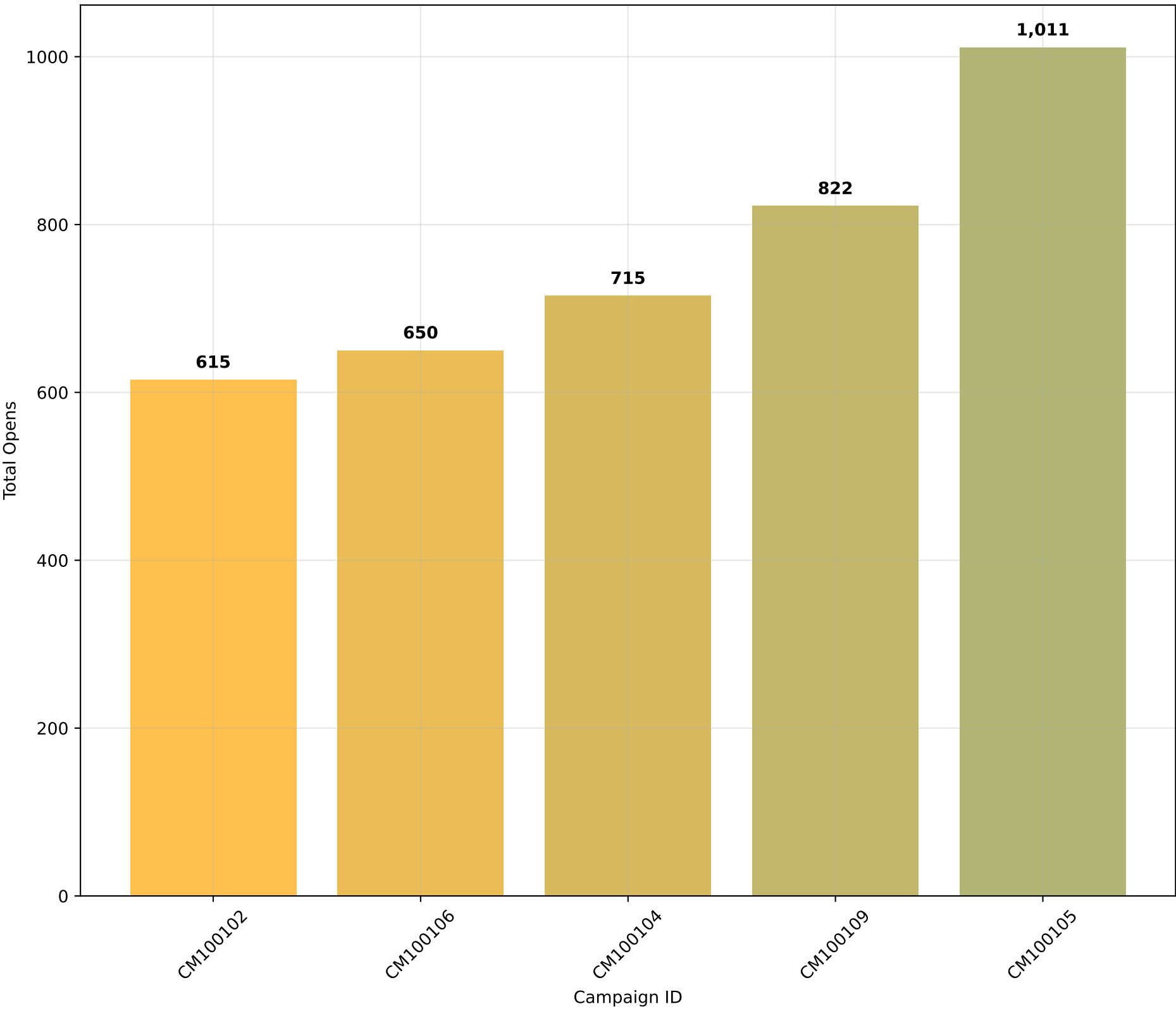
Top 5 Email Campaigns by Opens



Top 5 Email Campaigns by Total Donations within 7 days



Top 5 Campaigns with Lowest Opens

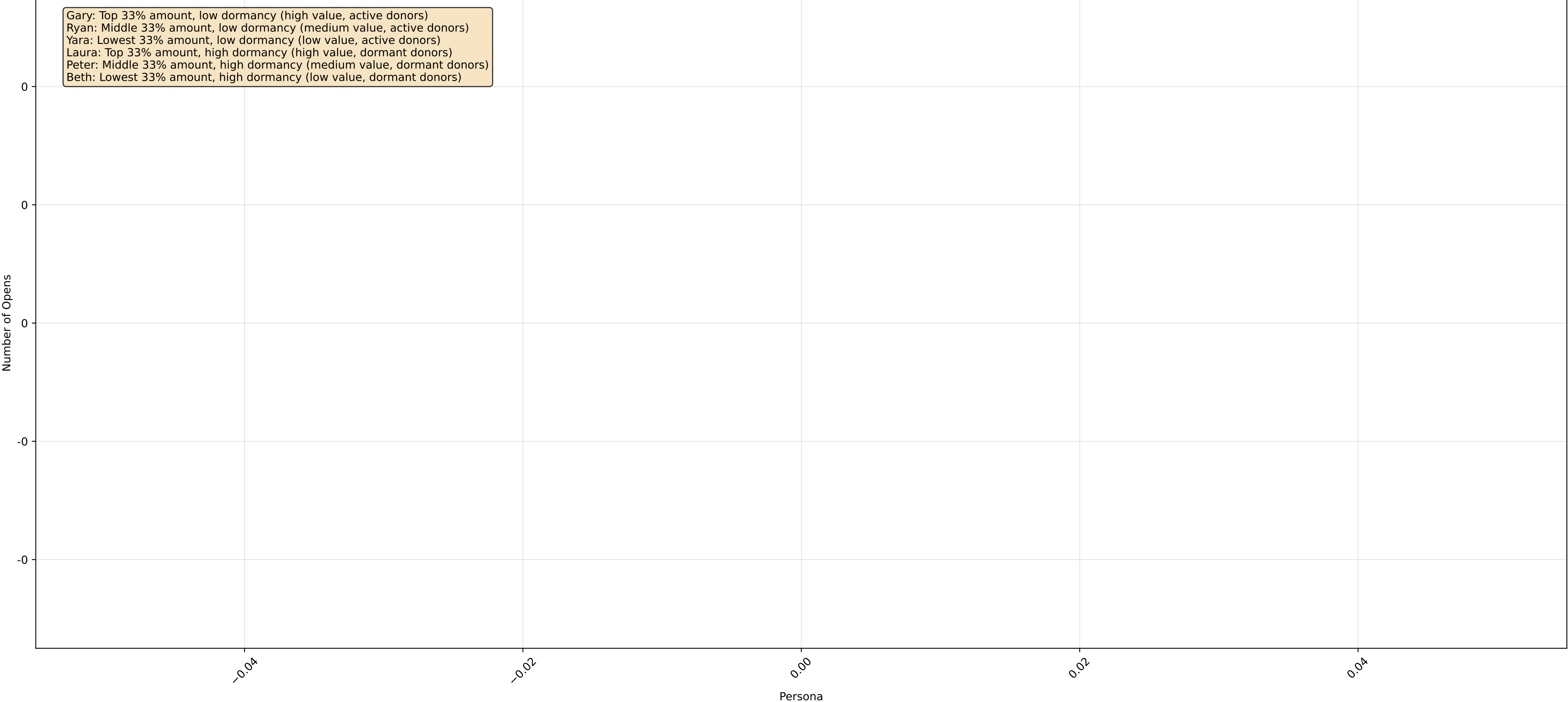


Campaign Performance Summary (Top/Bottom 4 by Opens/Clicks)

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

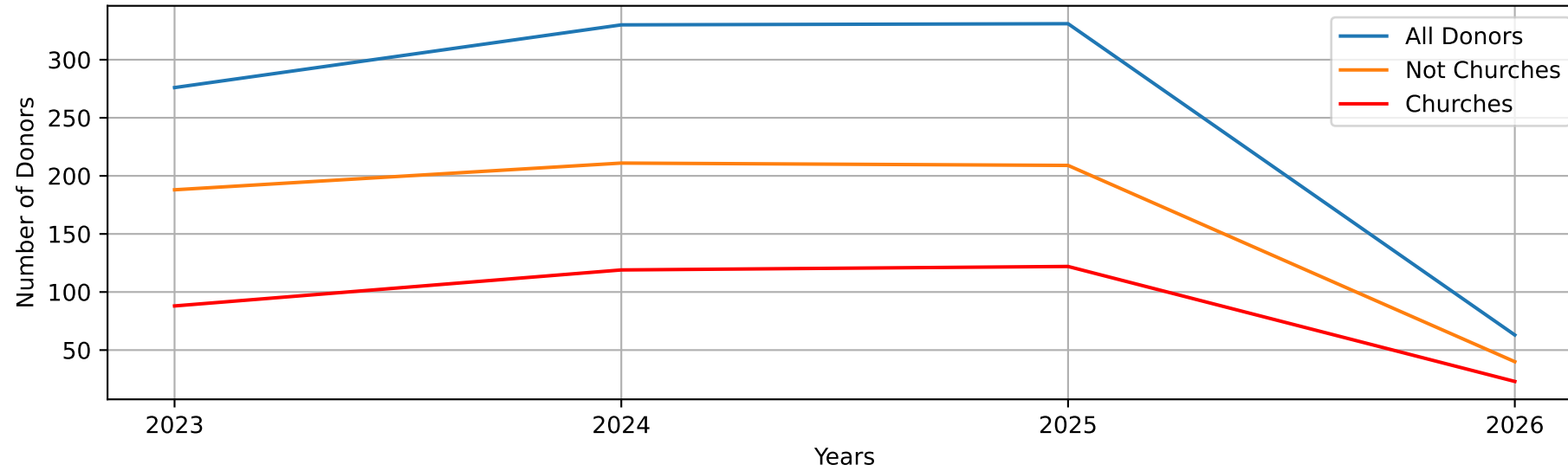
# Email Campaign Performance by Donor Personas

## Number of Email Opens by Persona

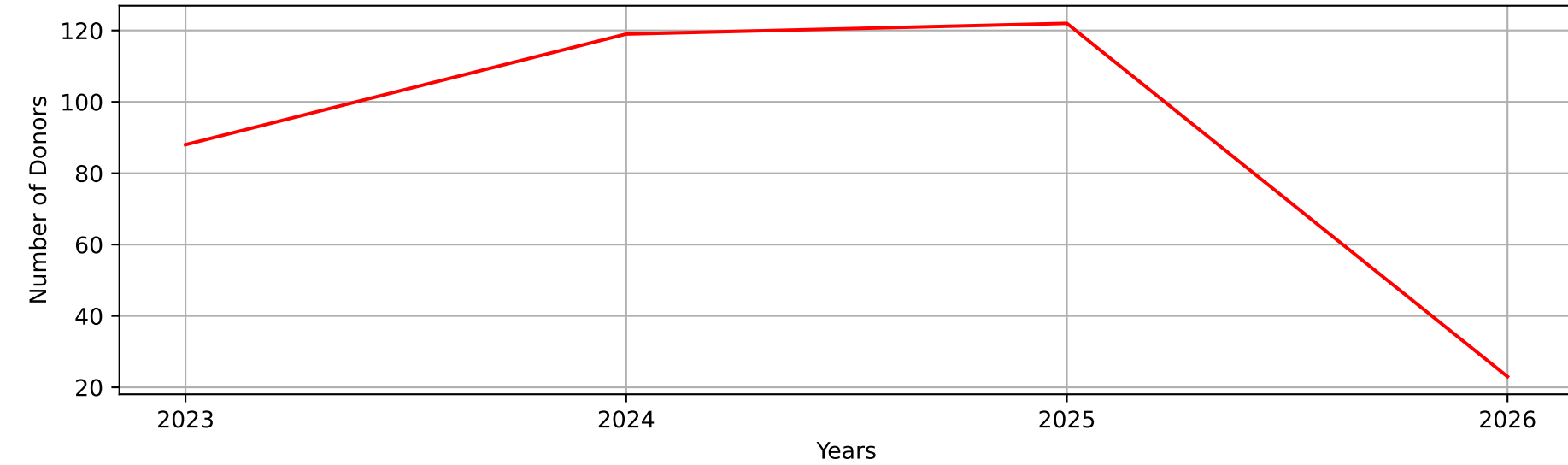


# Church Donor Analysis

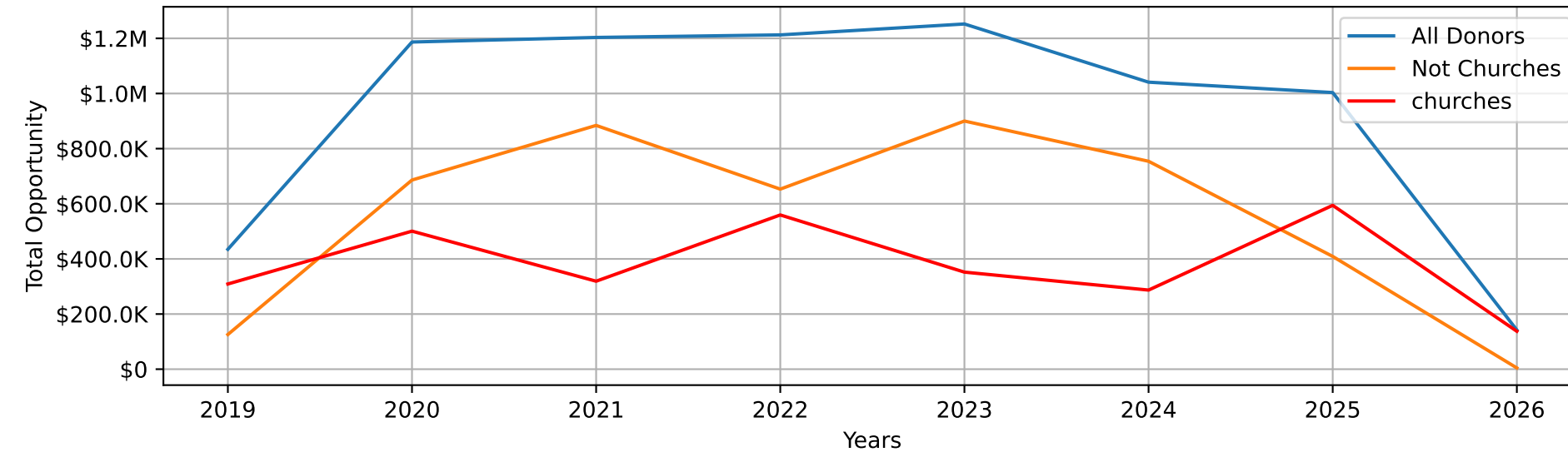
## Number of Donors Gained Each Year



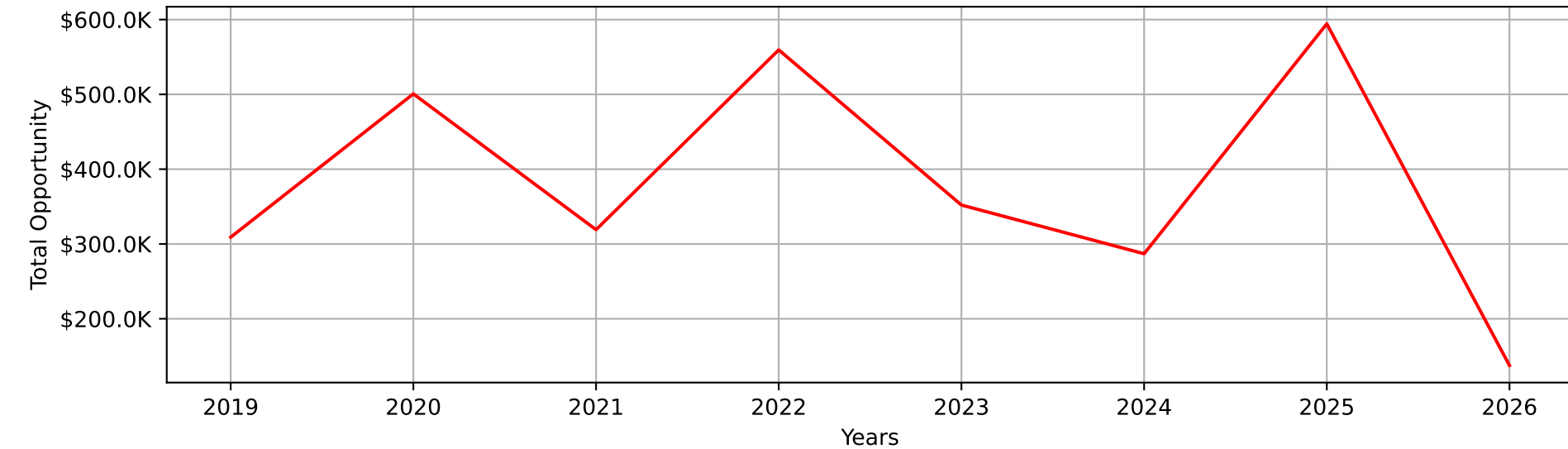
## Number of Church Donors Gained Each Year



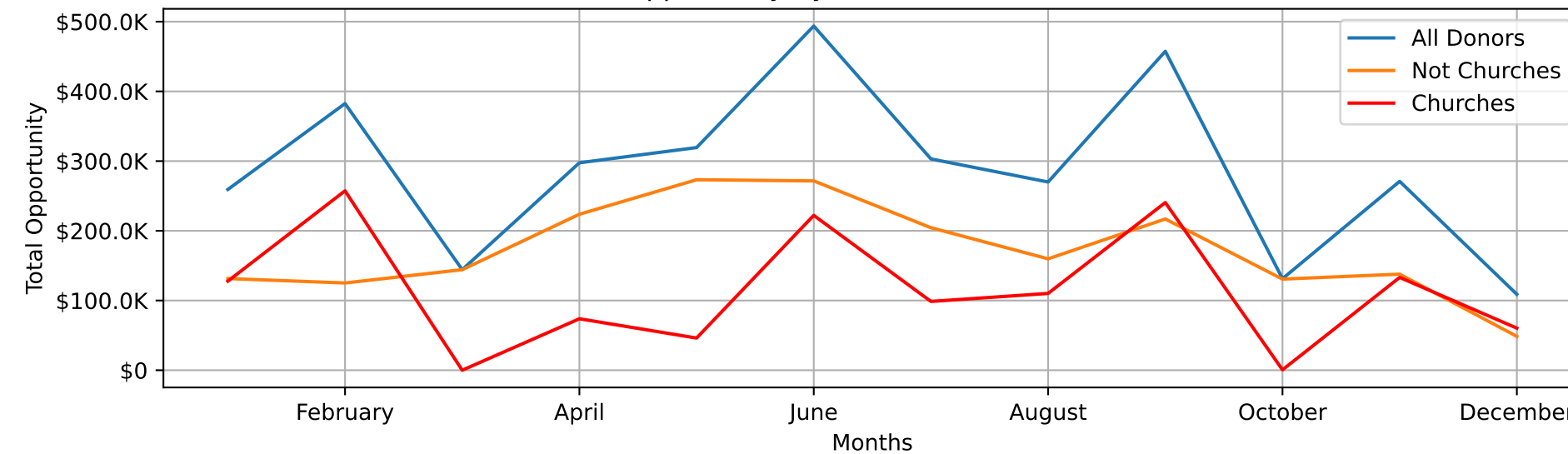
## Total Donation Opportunity Each Year



## 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

