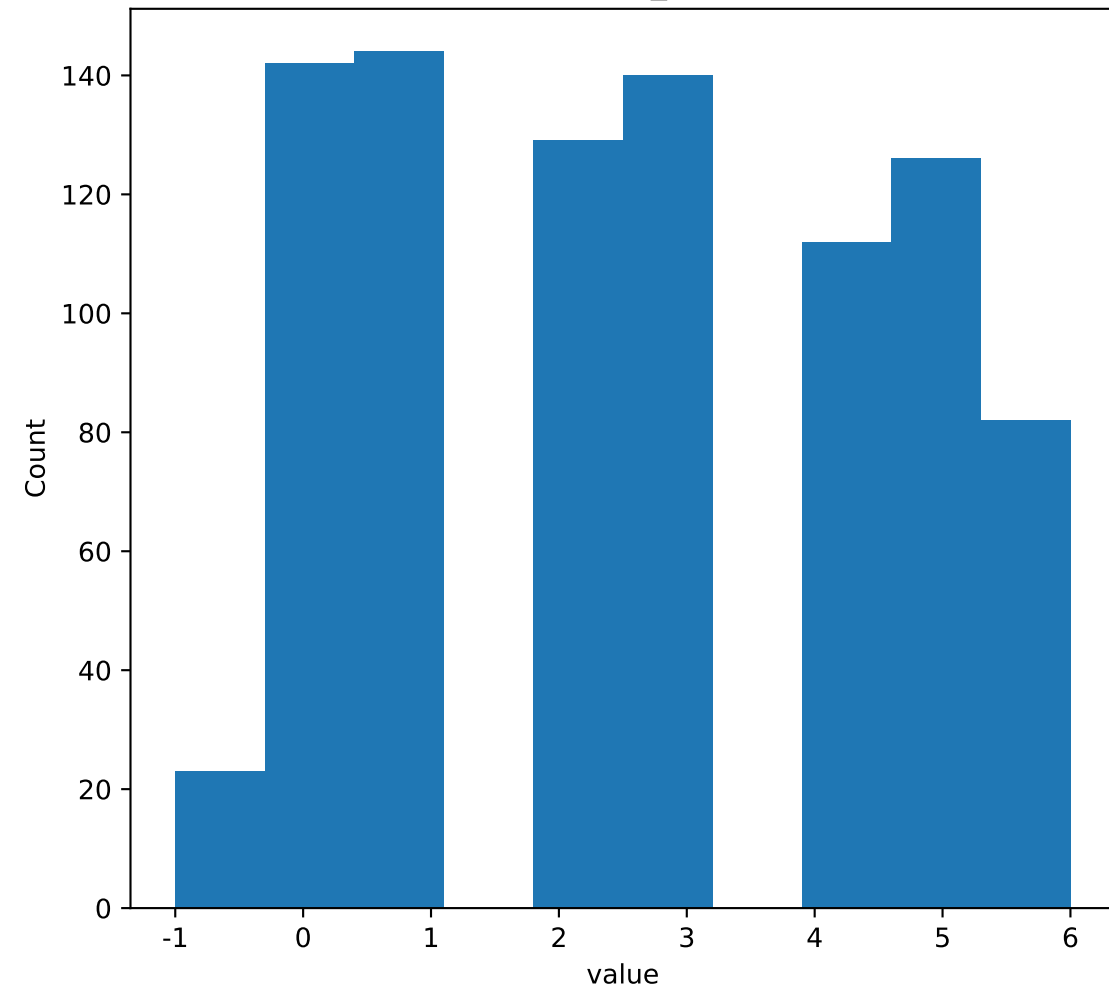
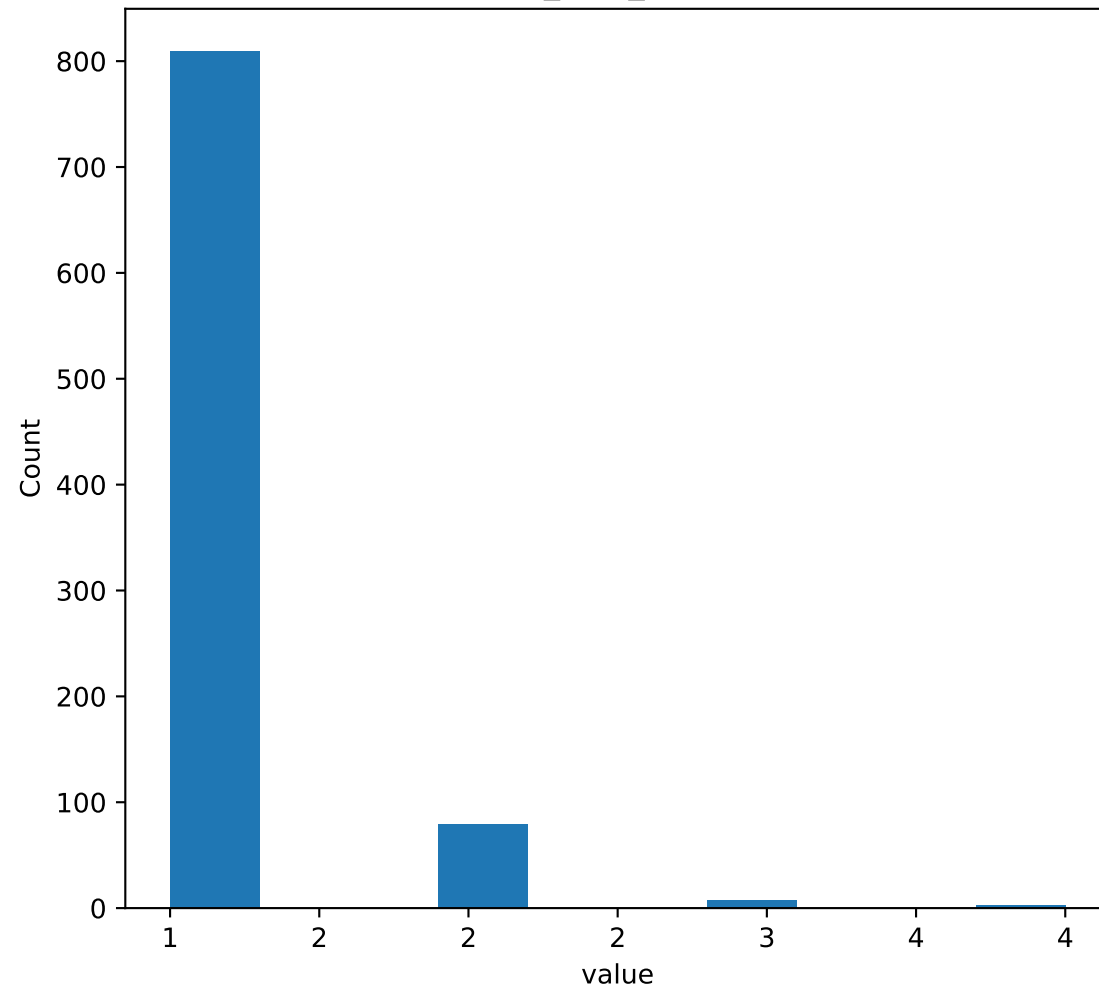
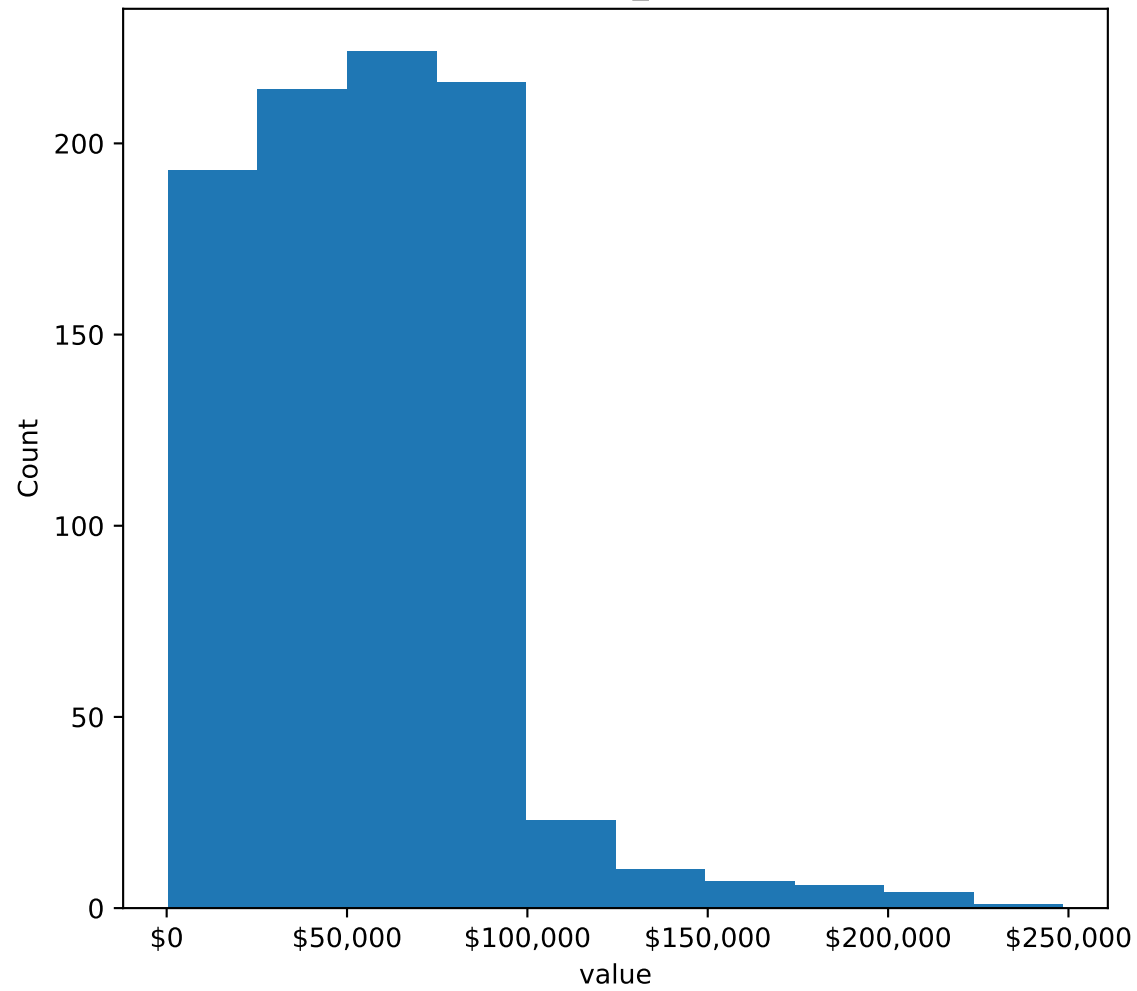


Overall Donor Statistics

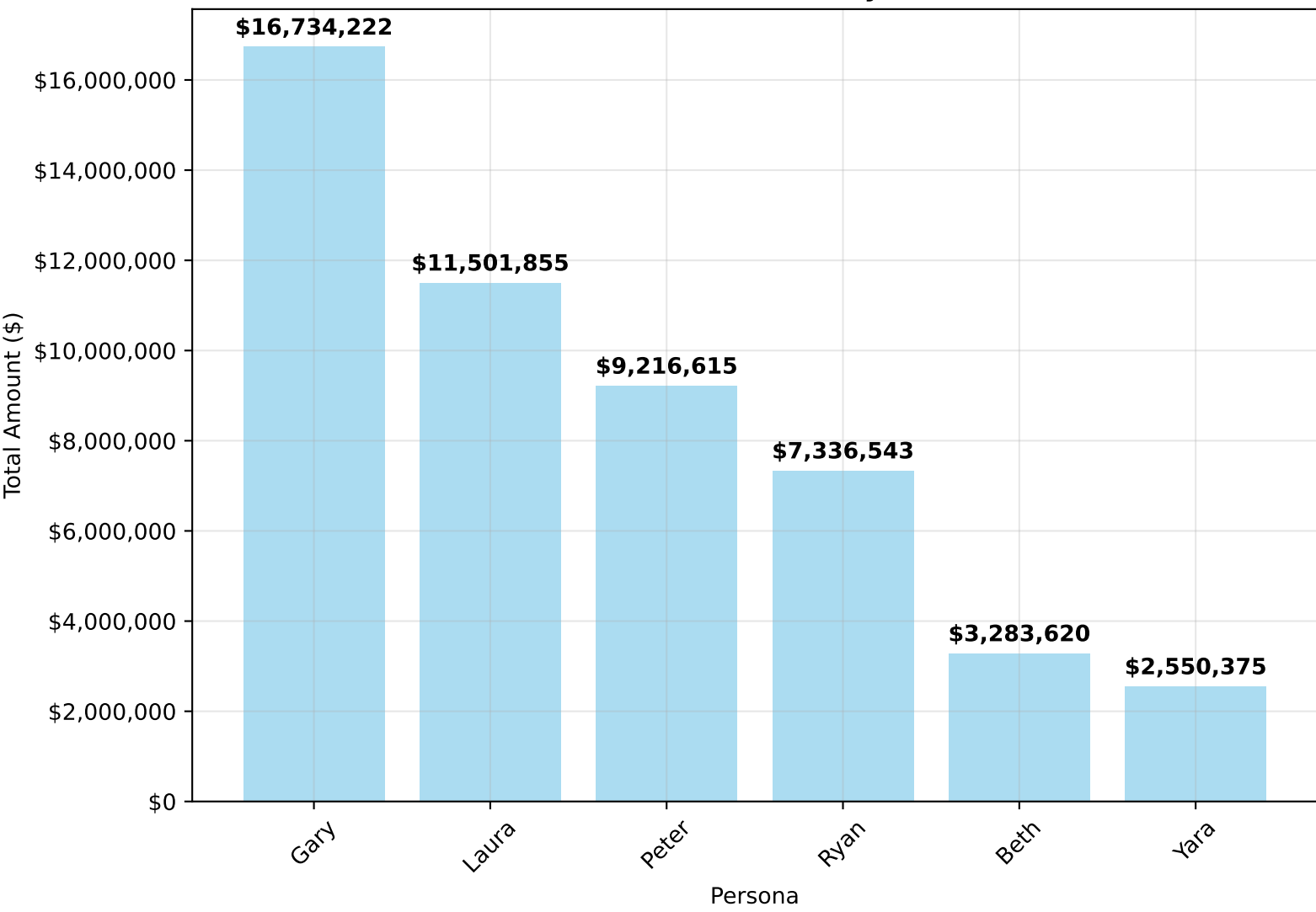
amount_total

non_zero_counts

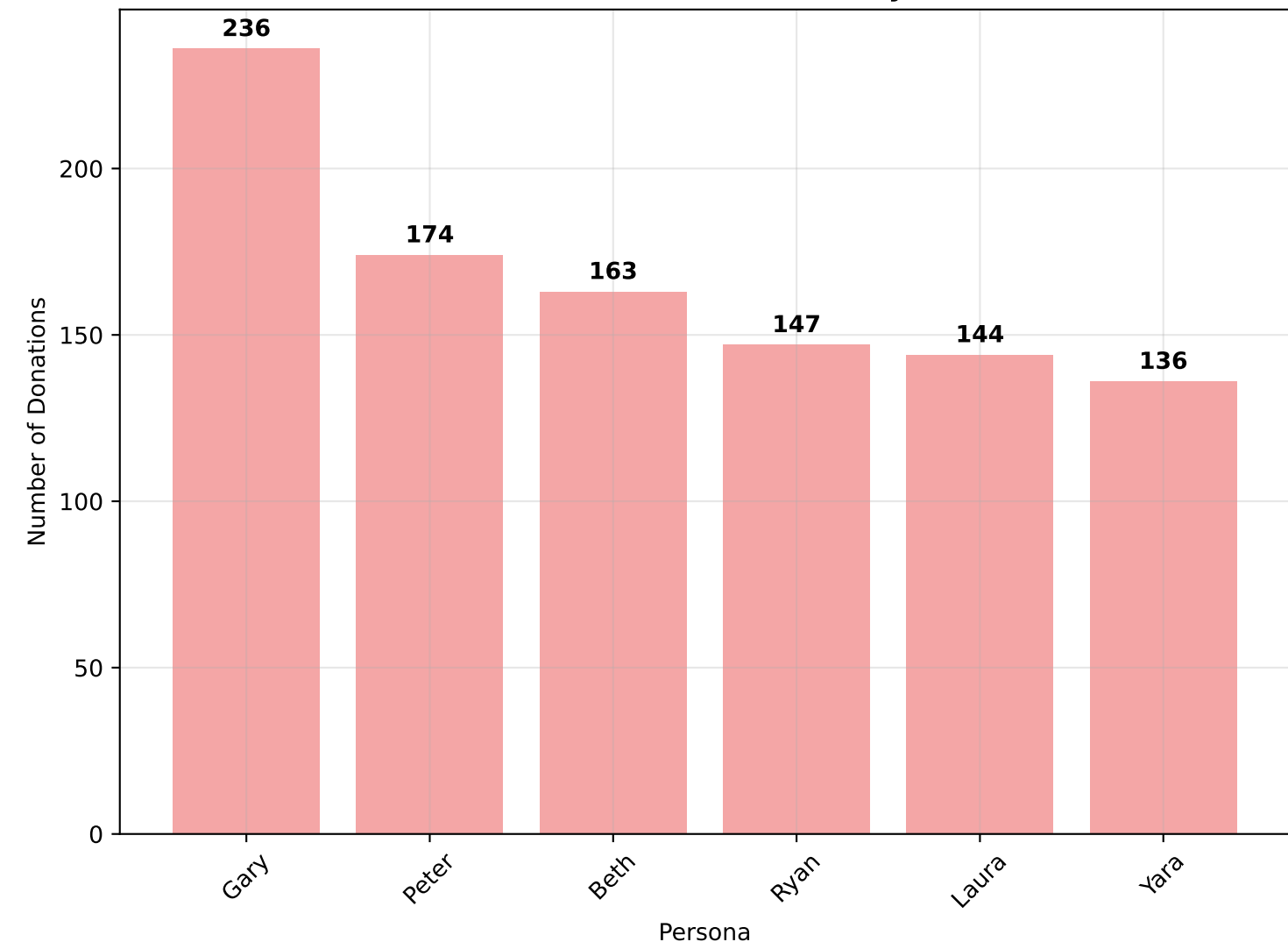
dormancy_years



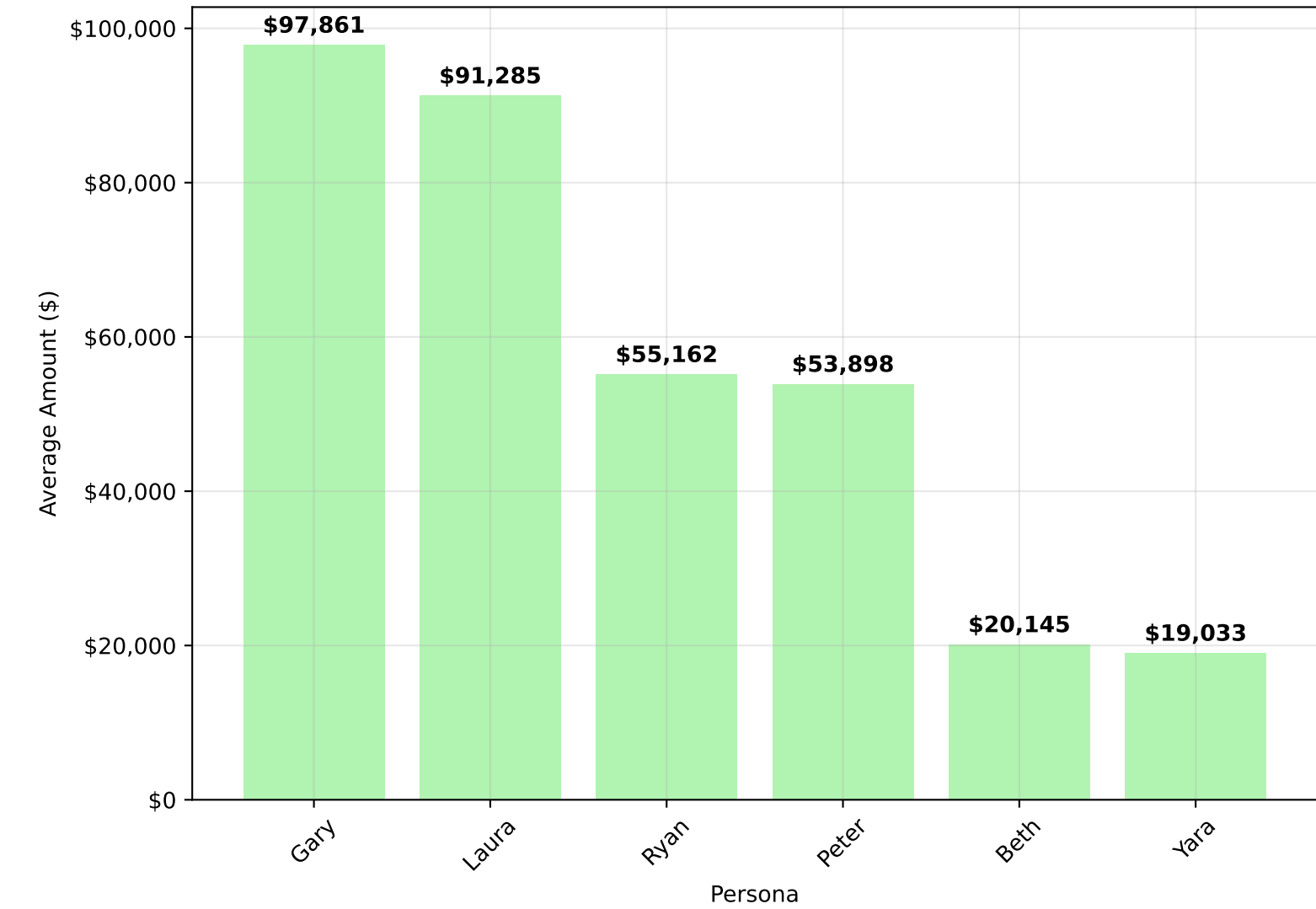
Total Amount Donated by Persona



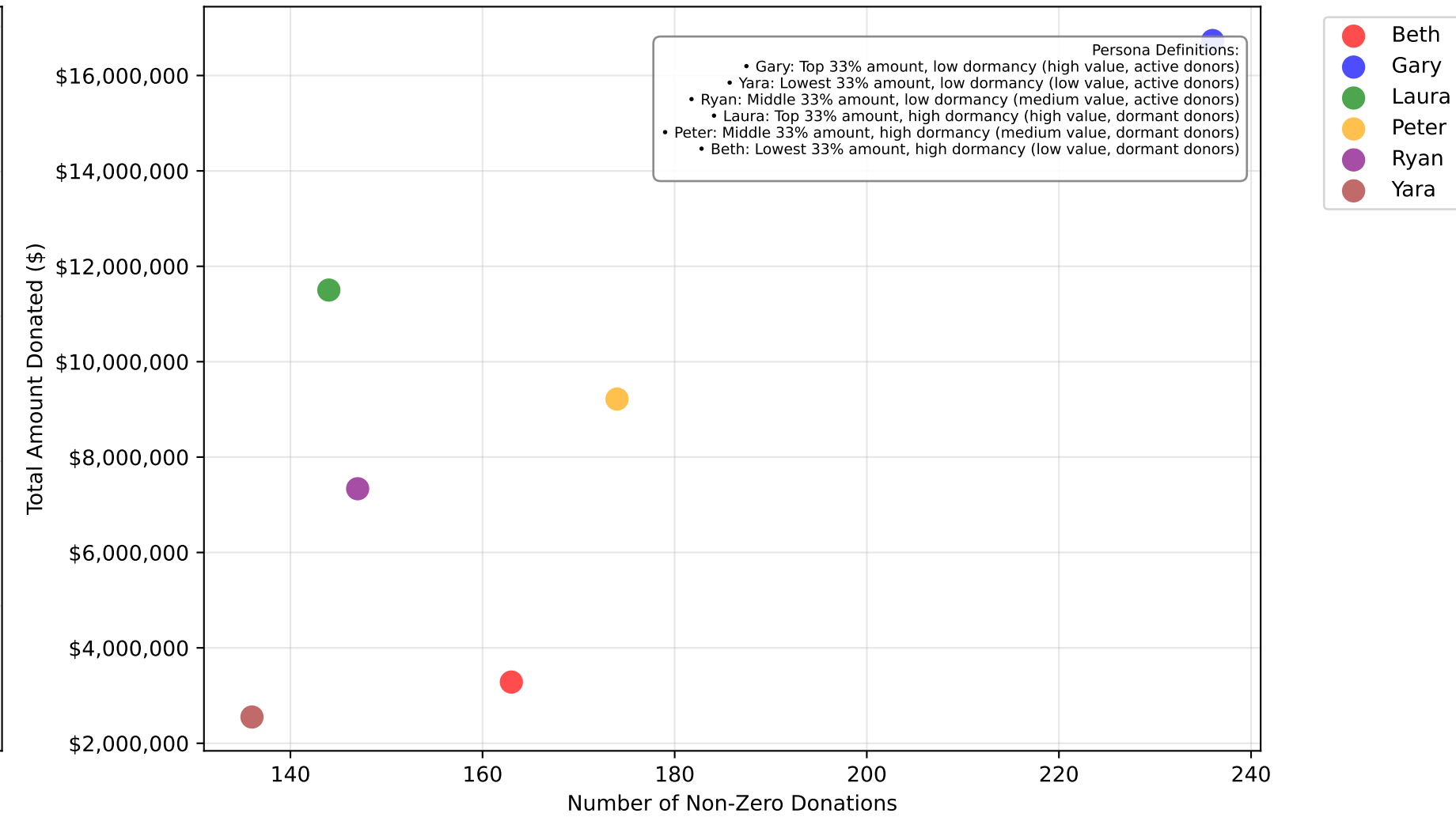
Number of Non-Zero Donations by Persona



Average Amount per Donation by Persona

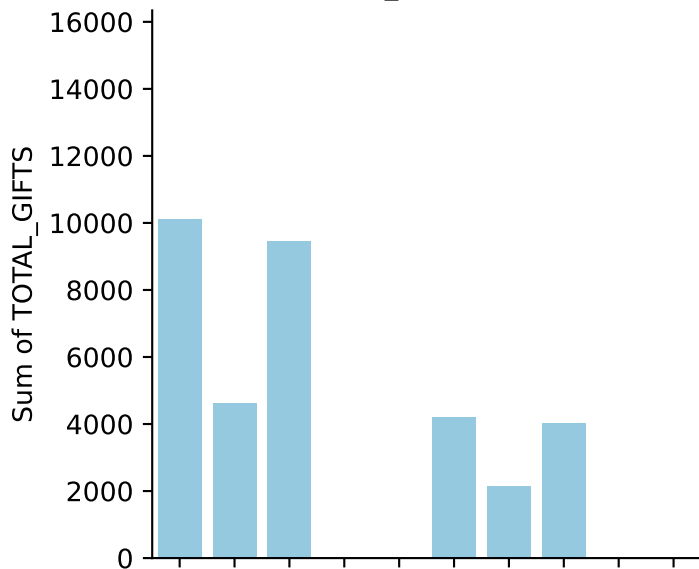


Donation Behavior: Amount vs Number of Donations

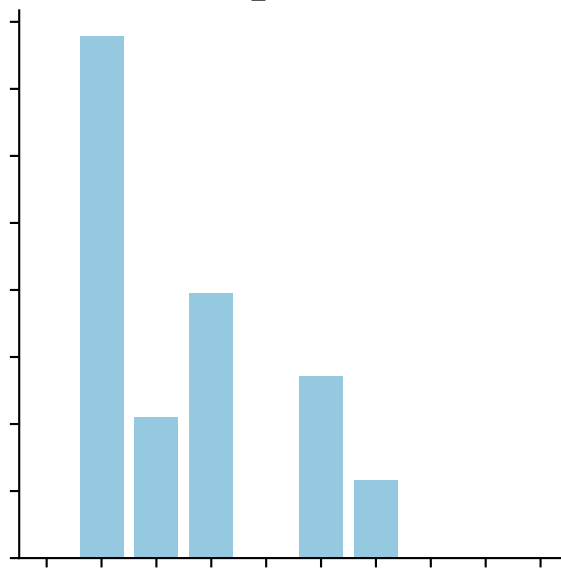


Sum of TOTAL_GIFTS by NUM_OPENS bins for Top 5 CAMPAIGN_IDs

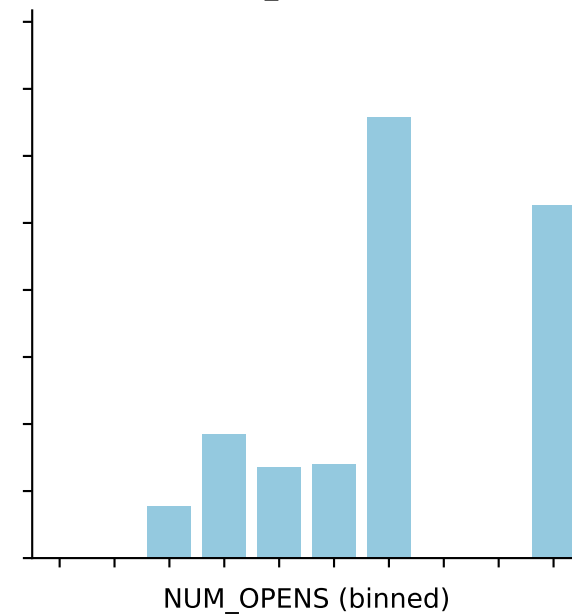
CAMPAIGN_ID = CM100135



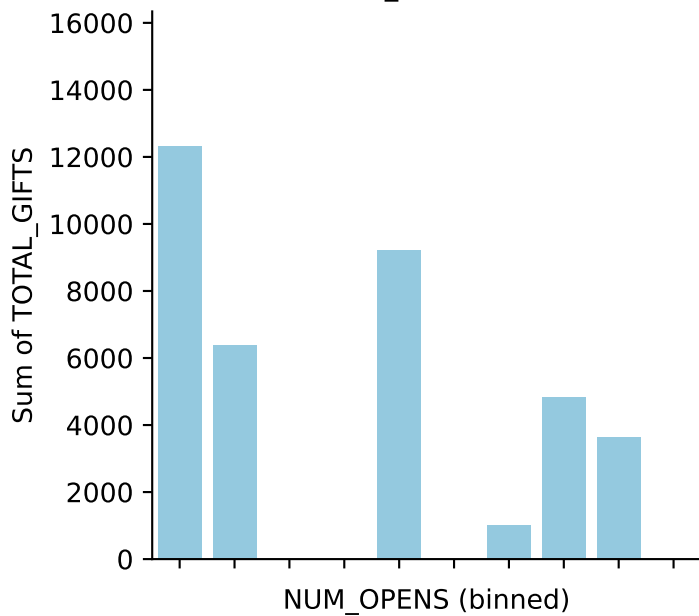
CAMPAIGN_ID = CM100138



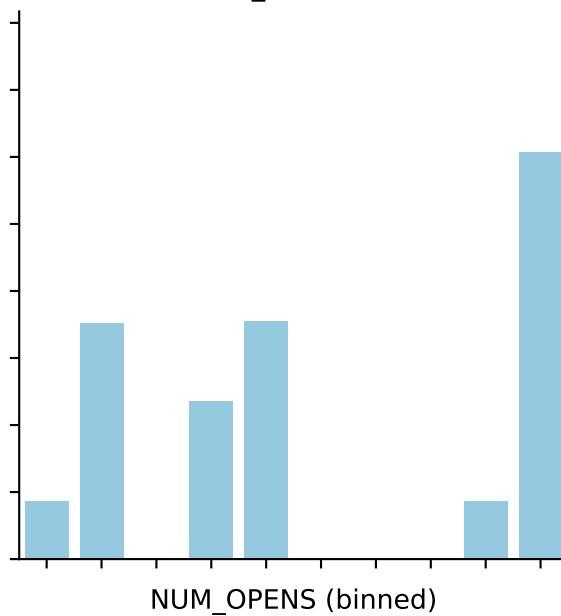
CAMPAIGN_ID = CM100167



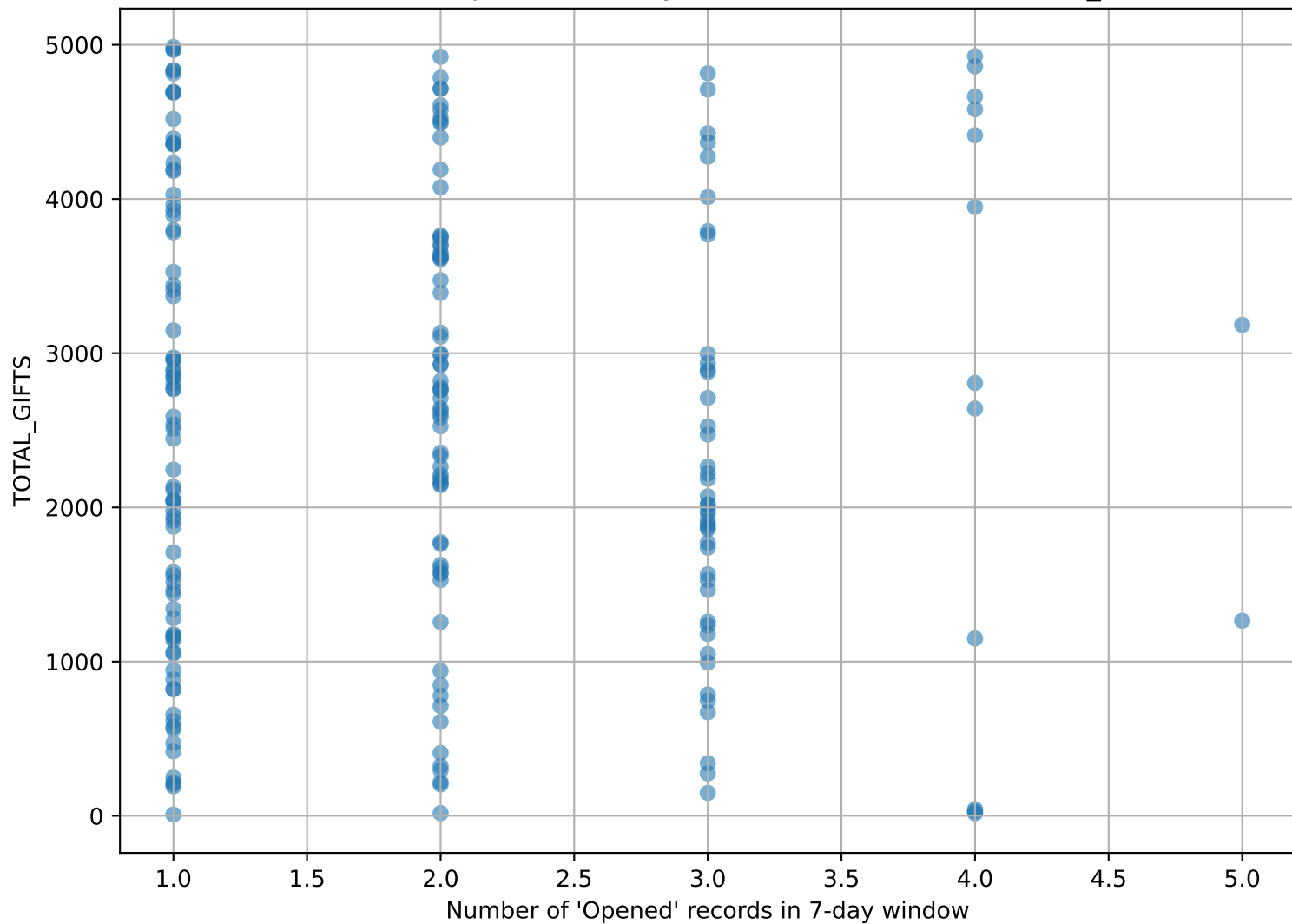
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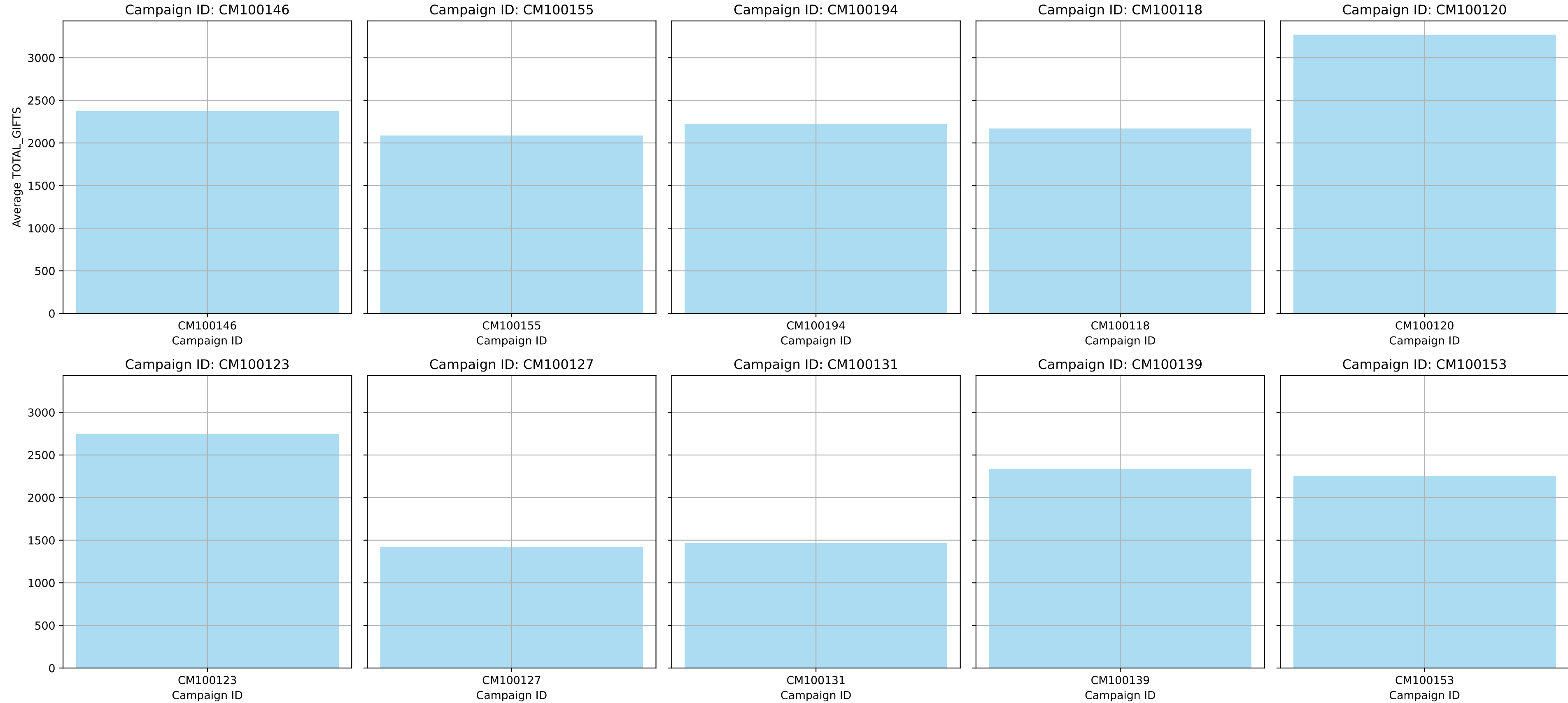
CAMPAIGN_ID = CM100179



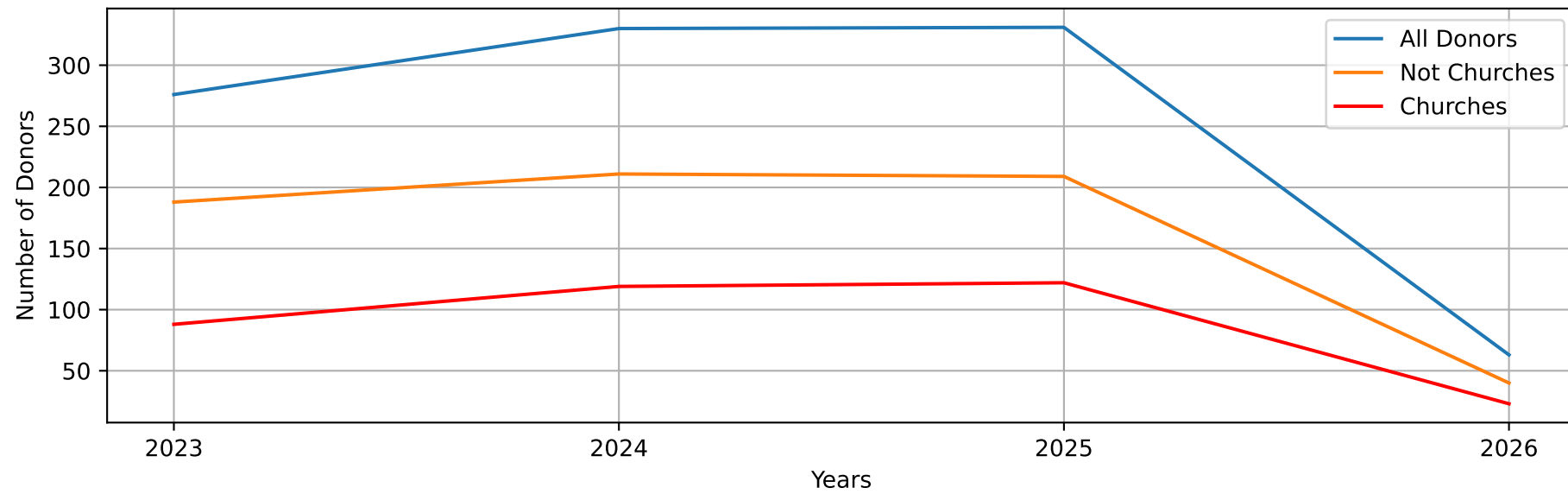
Distribution of 'Opened' Activity Count (7d window) vs TOTAL_GIFTS



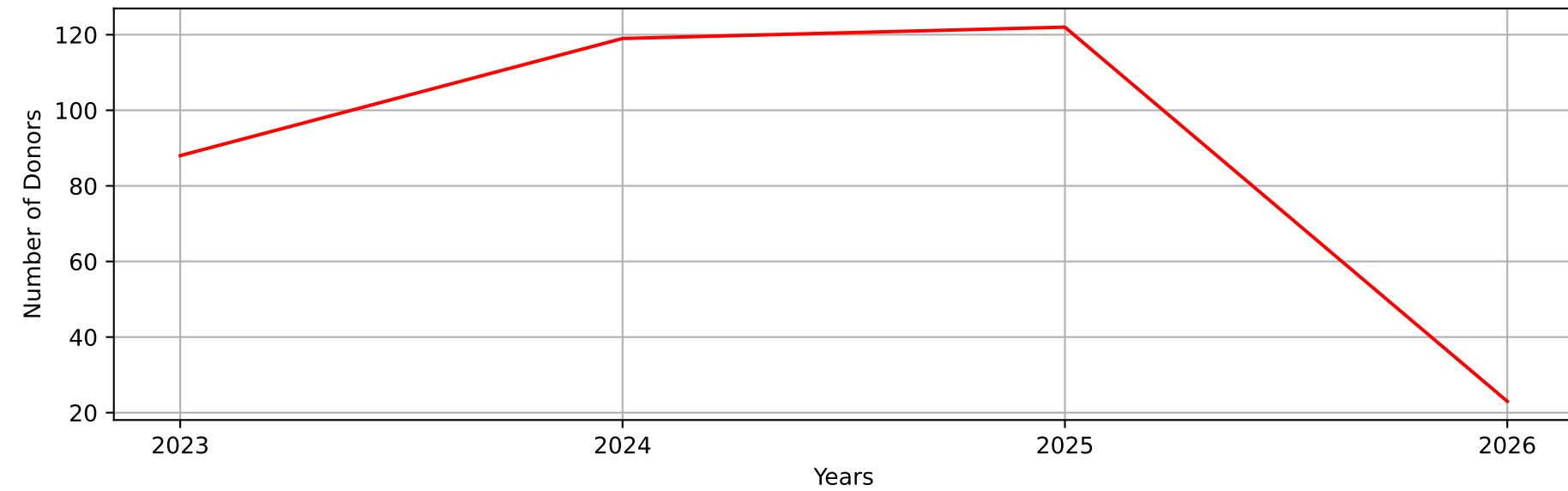
Top 10 Campaigns: Average TOTAL_GIFTS (7-day window)



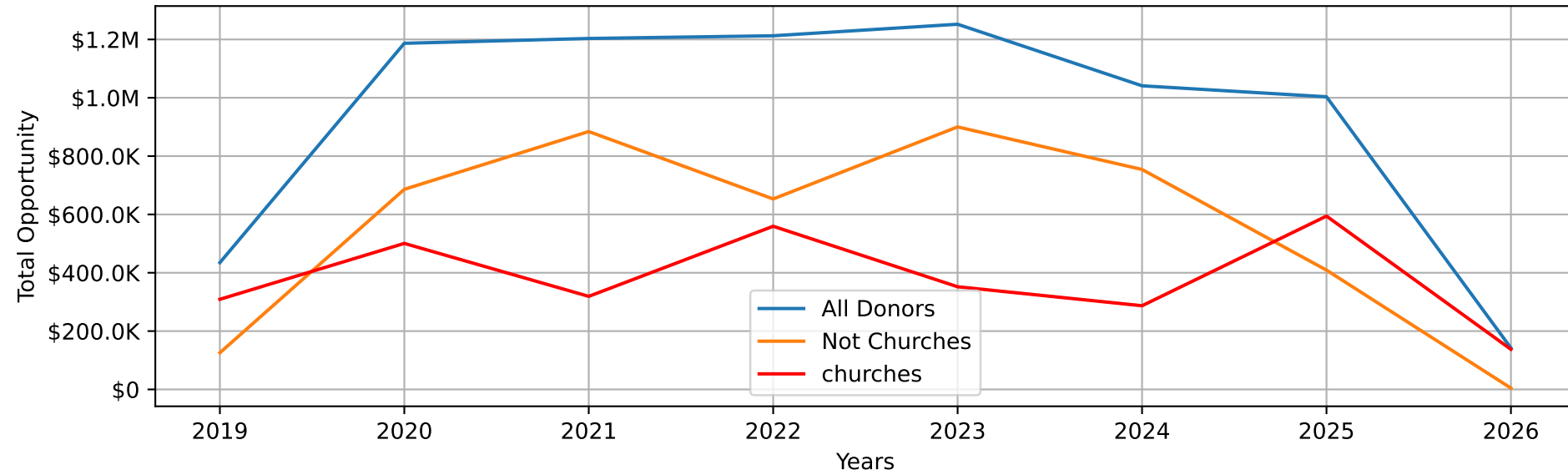
Number of Donors Gained Each Year



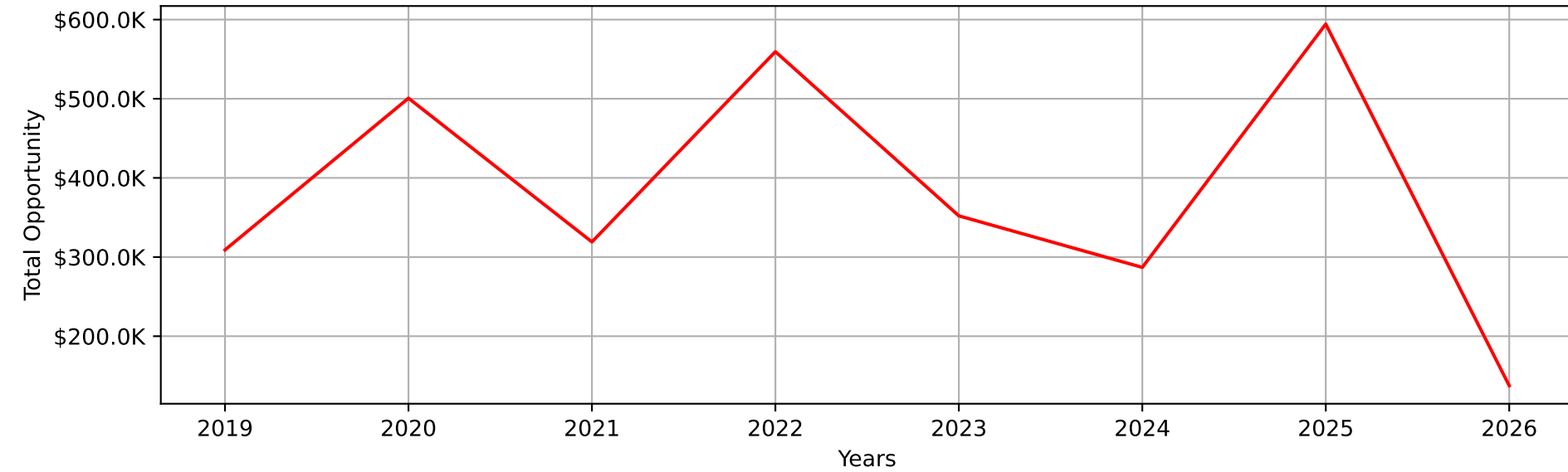
Number of Church Donors Gained Each Year



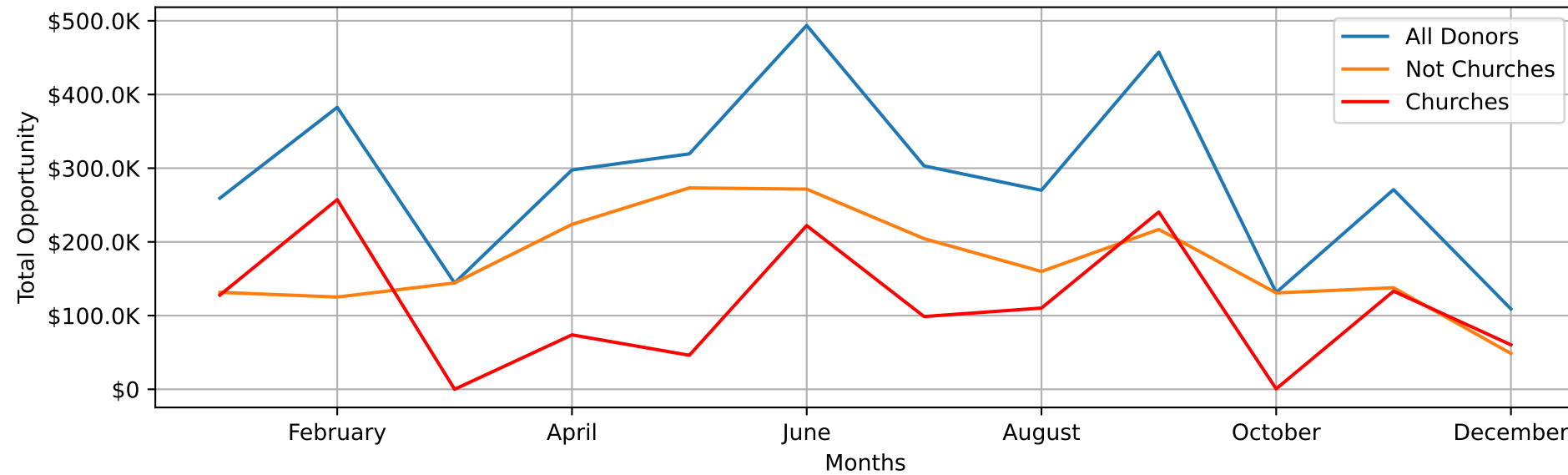
Total Donation Opportunity Each Year



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

