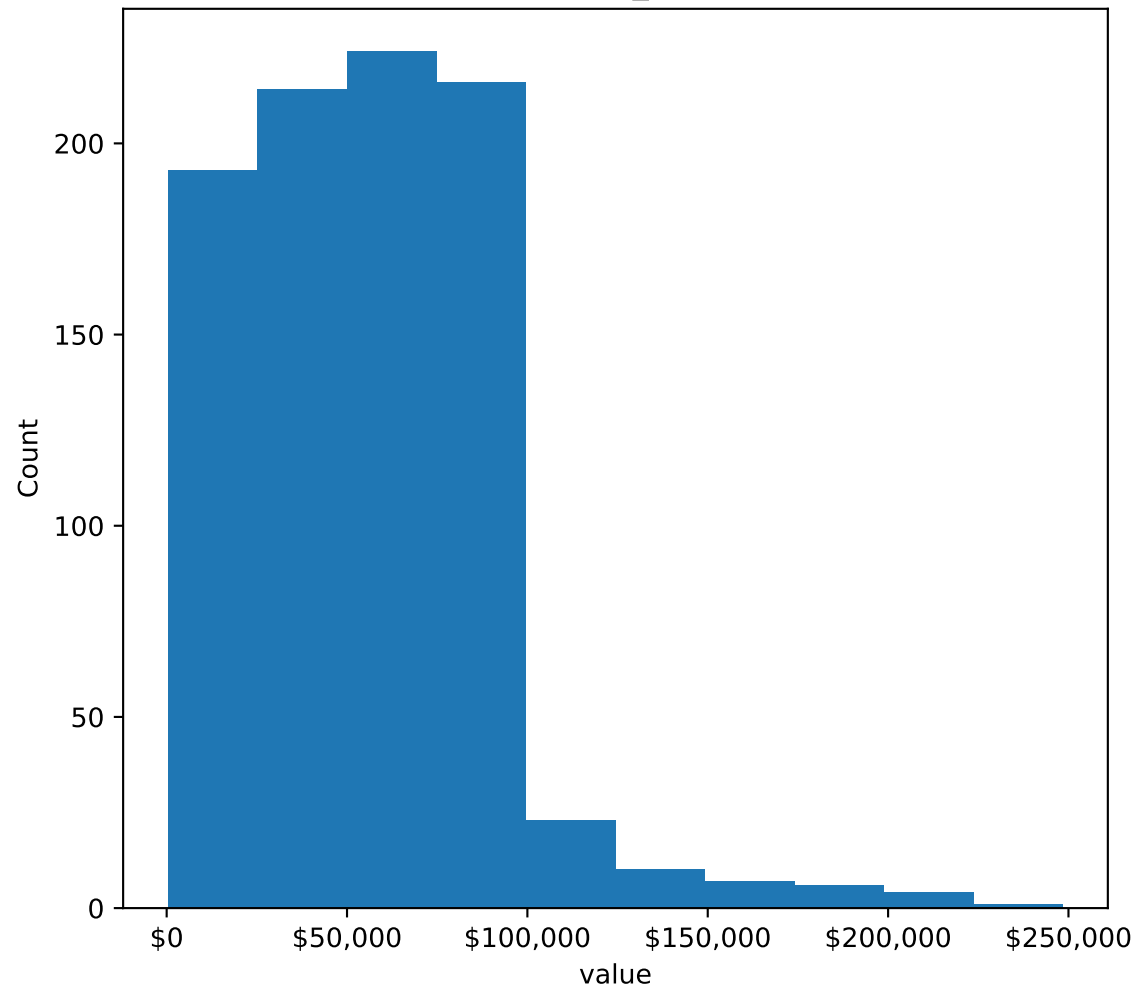
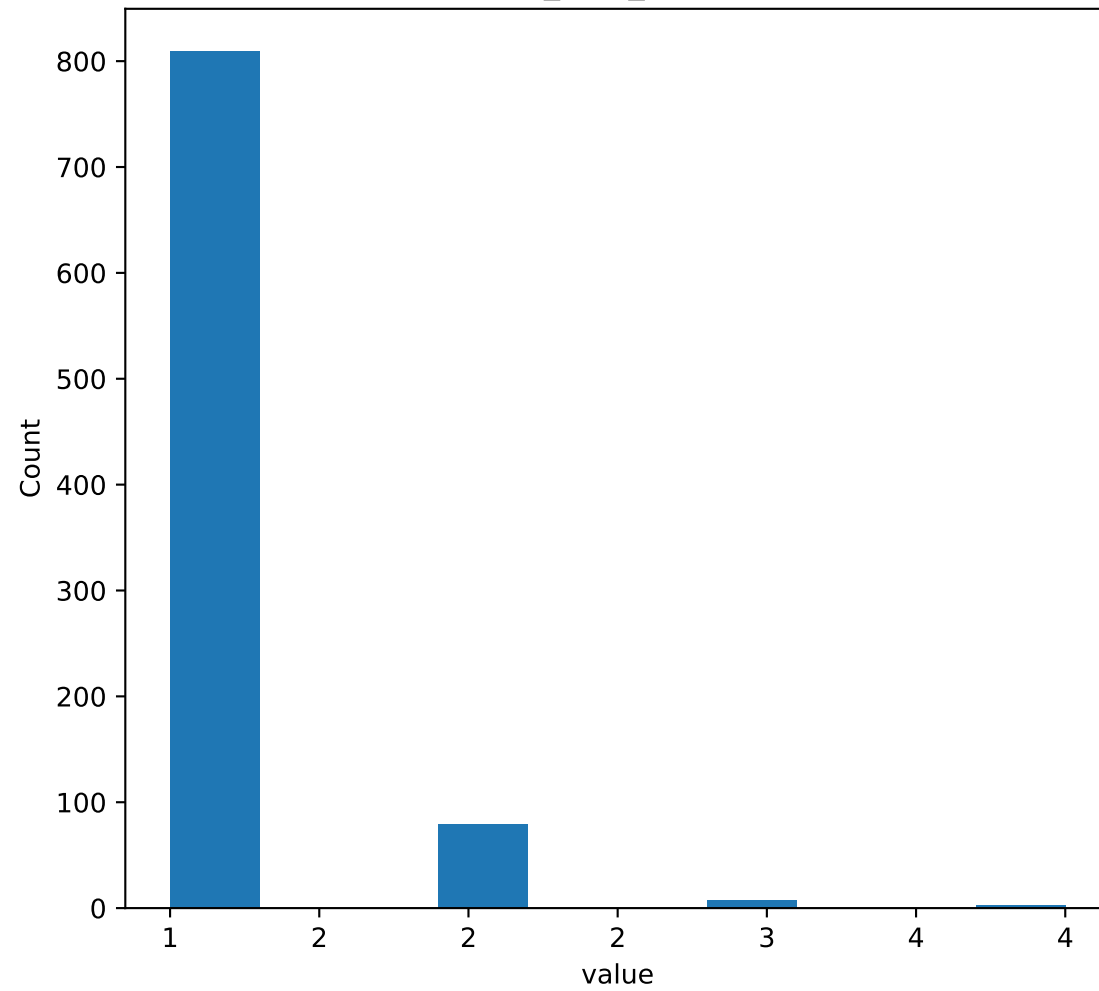


Overall Donor Statistics

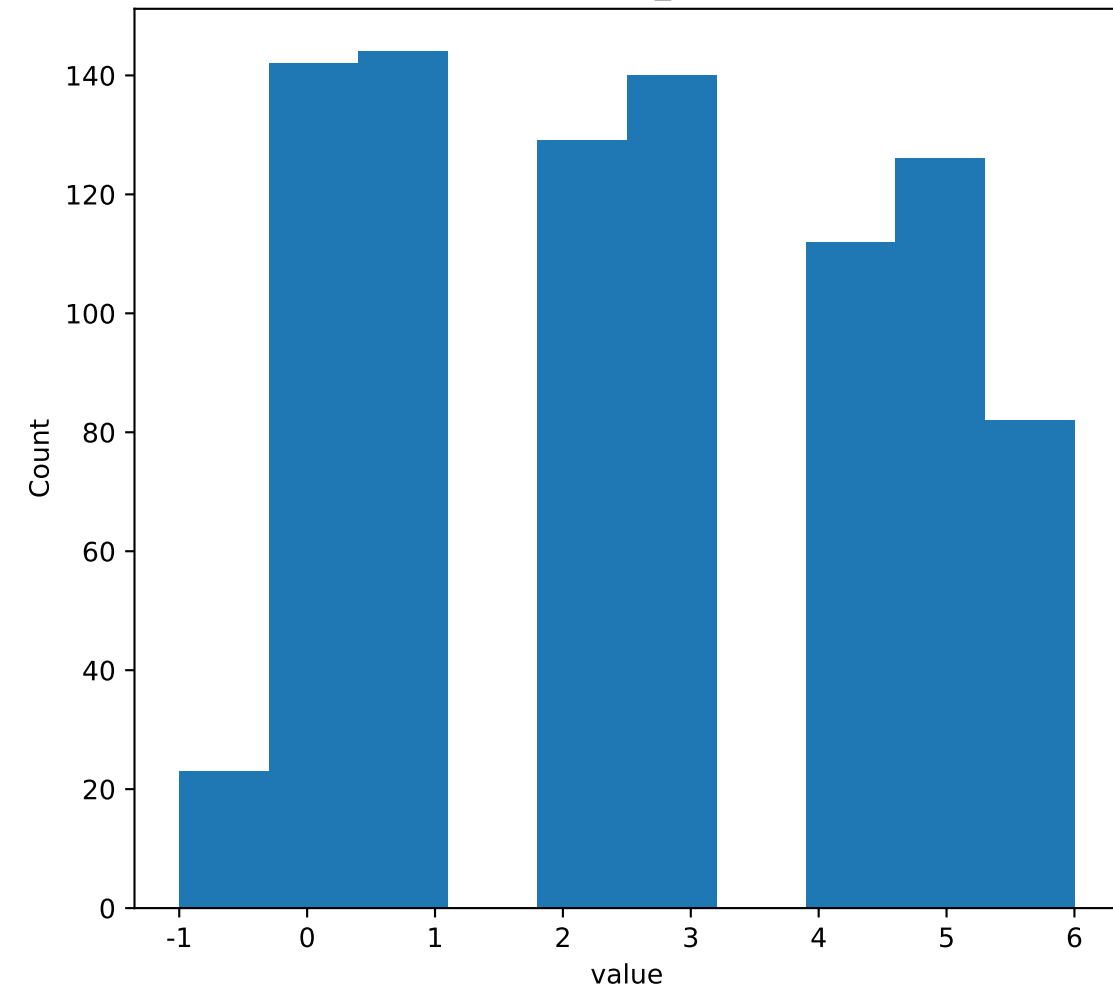
amount_total

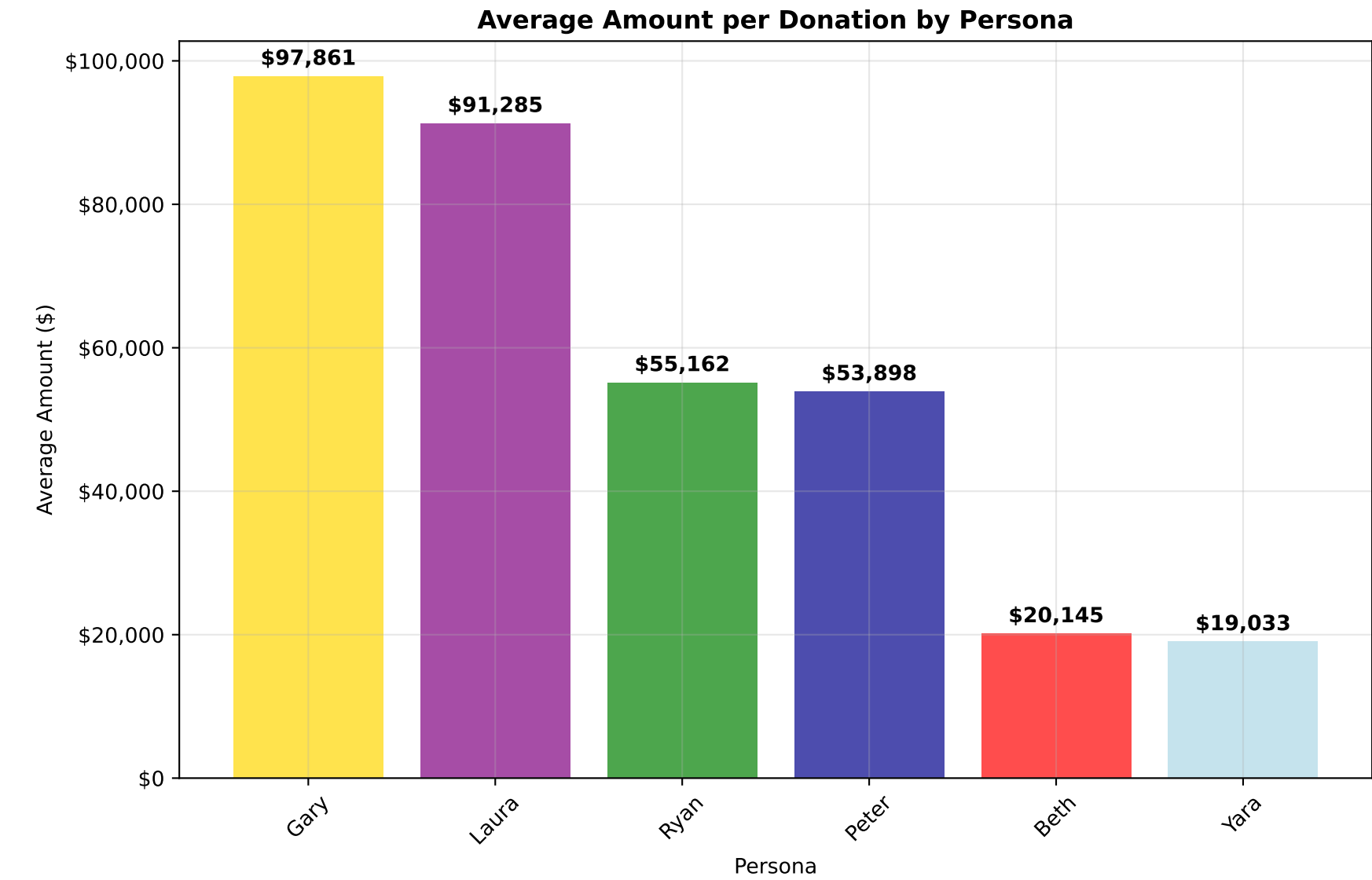
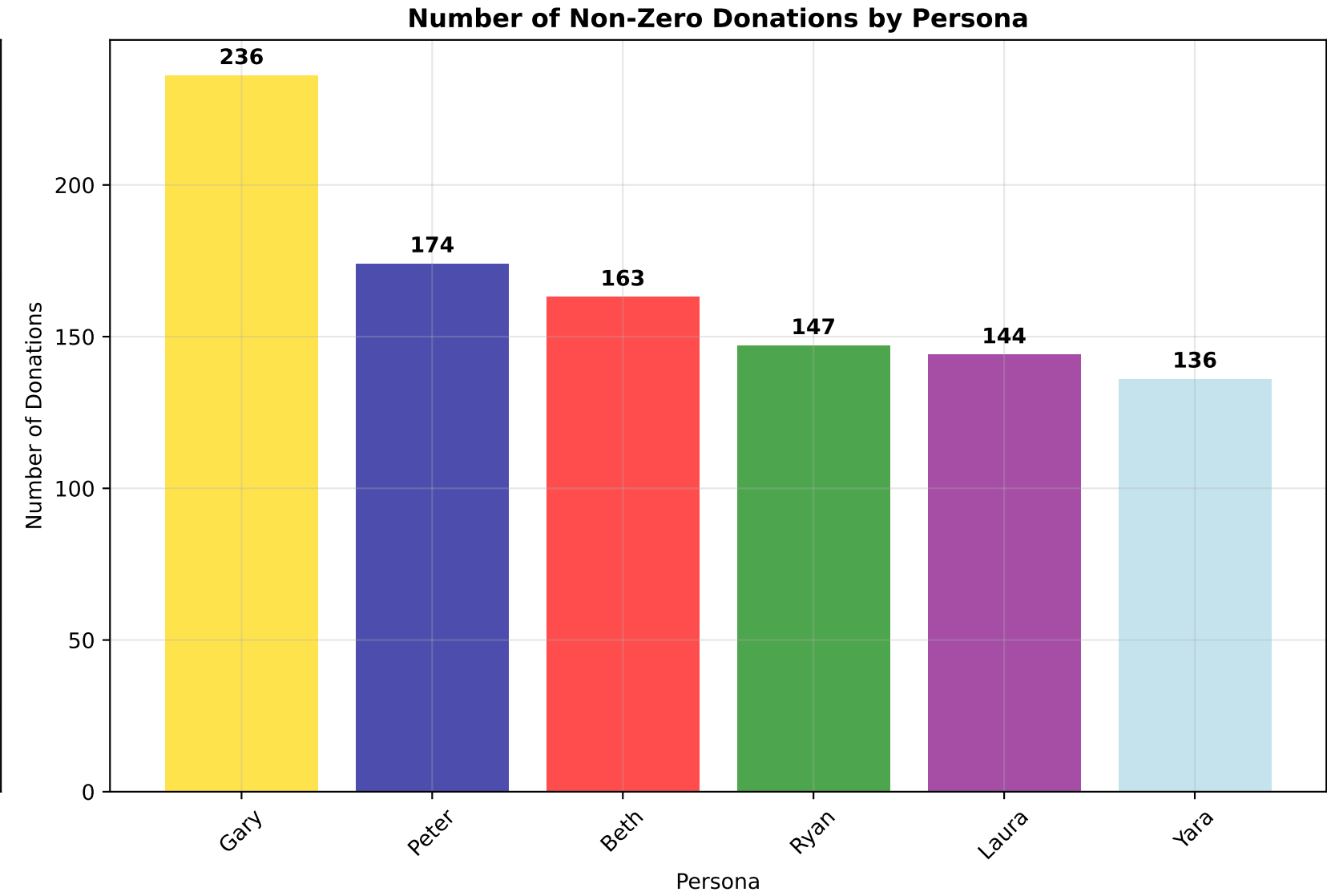
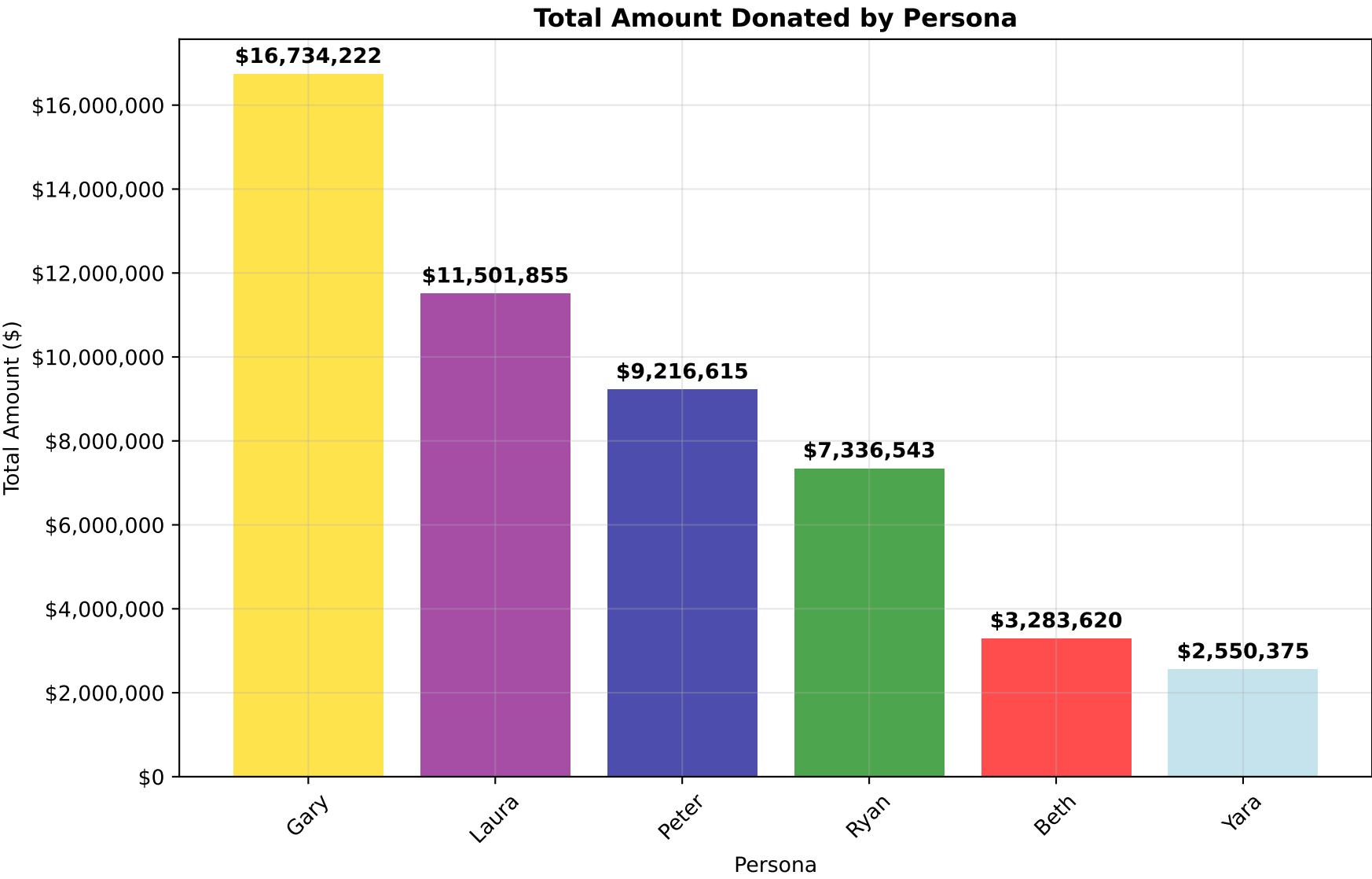


non_zero_counts



dormancy_years



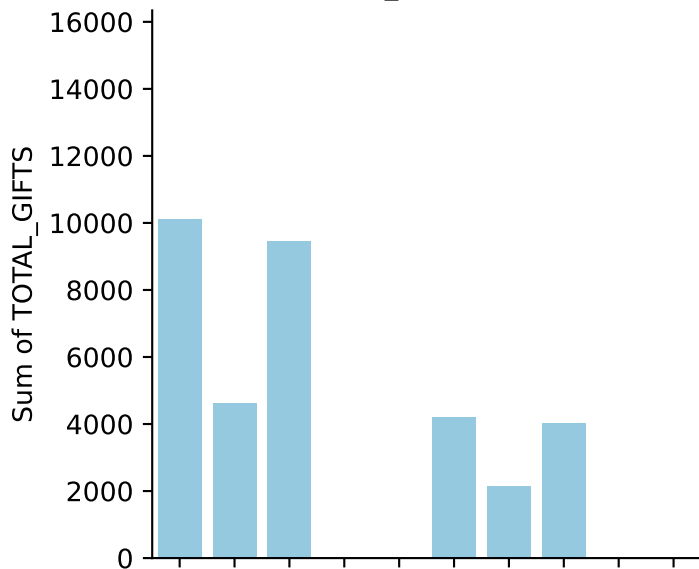


Persona Definitions

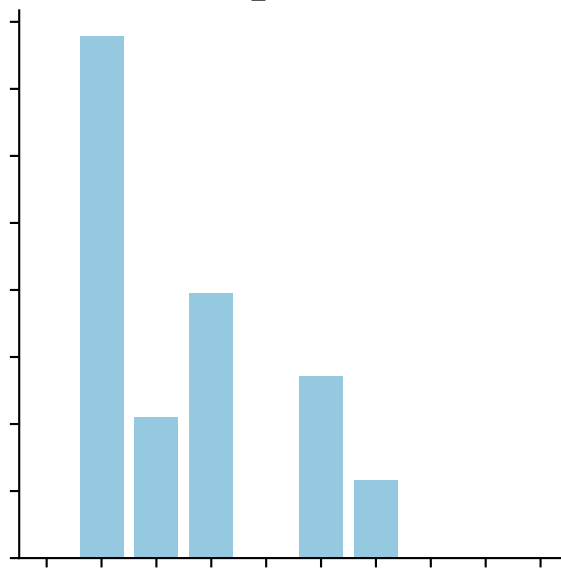
Persona	Color	Description
Gary	gold	Top 33% amount, low dormancy (high value, active donors)
Yara	lightblue	Lowest 33% amount, low dormancy (low value, active donors)
Ryan	green	Middle 33% amount, low dormancy (medium value, active donors)
Laura	purple	Top 33% amount, high dormancy (high value, dormant donors)
Peter	darkblue	Middle 33% amount, high dormancy (medium value, dormant donors)
Beth	red	Lowest 33% amount, high dormancy (low value, dormant donors)

Sum of TOTAL_GIFTS by NUM_OPENS bins for Top 5 CAMPAIGN_IDs

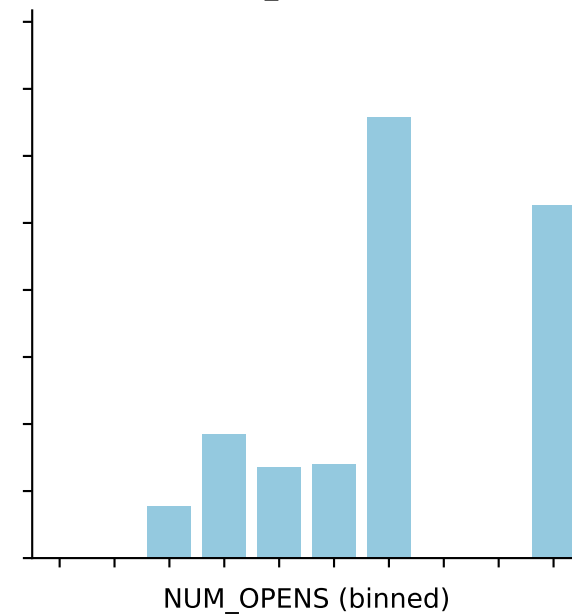
CAMPAIGN_ID = CM100135



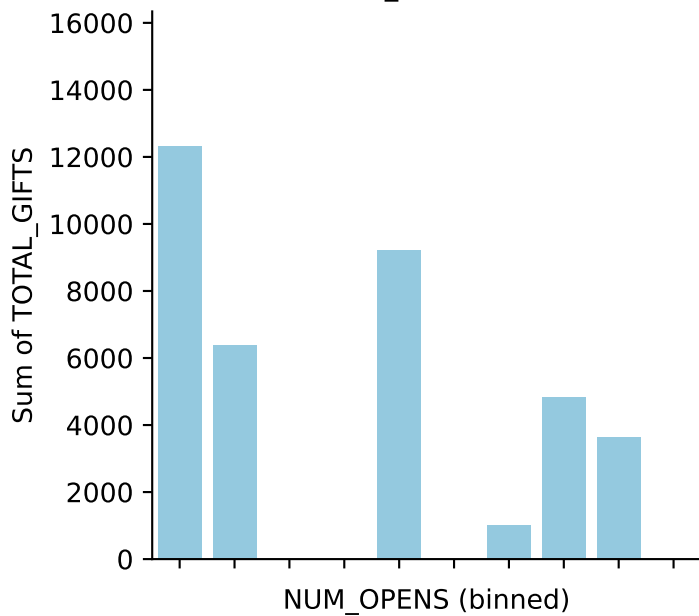
CAMPAIGN_ID = CM100138



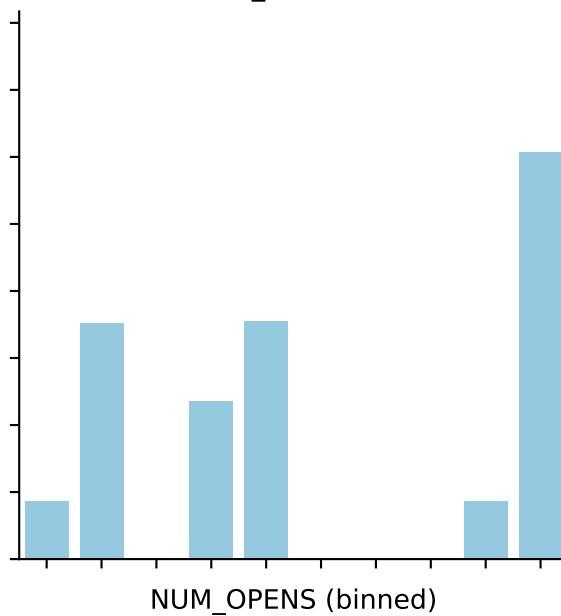
CAMPAIGN_ID = CM100167



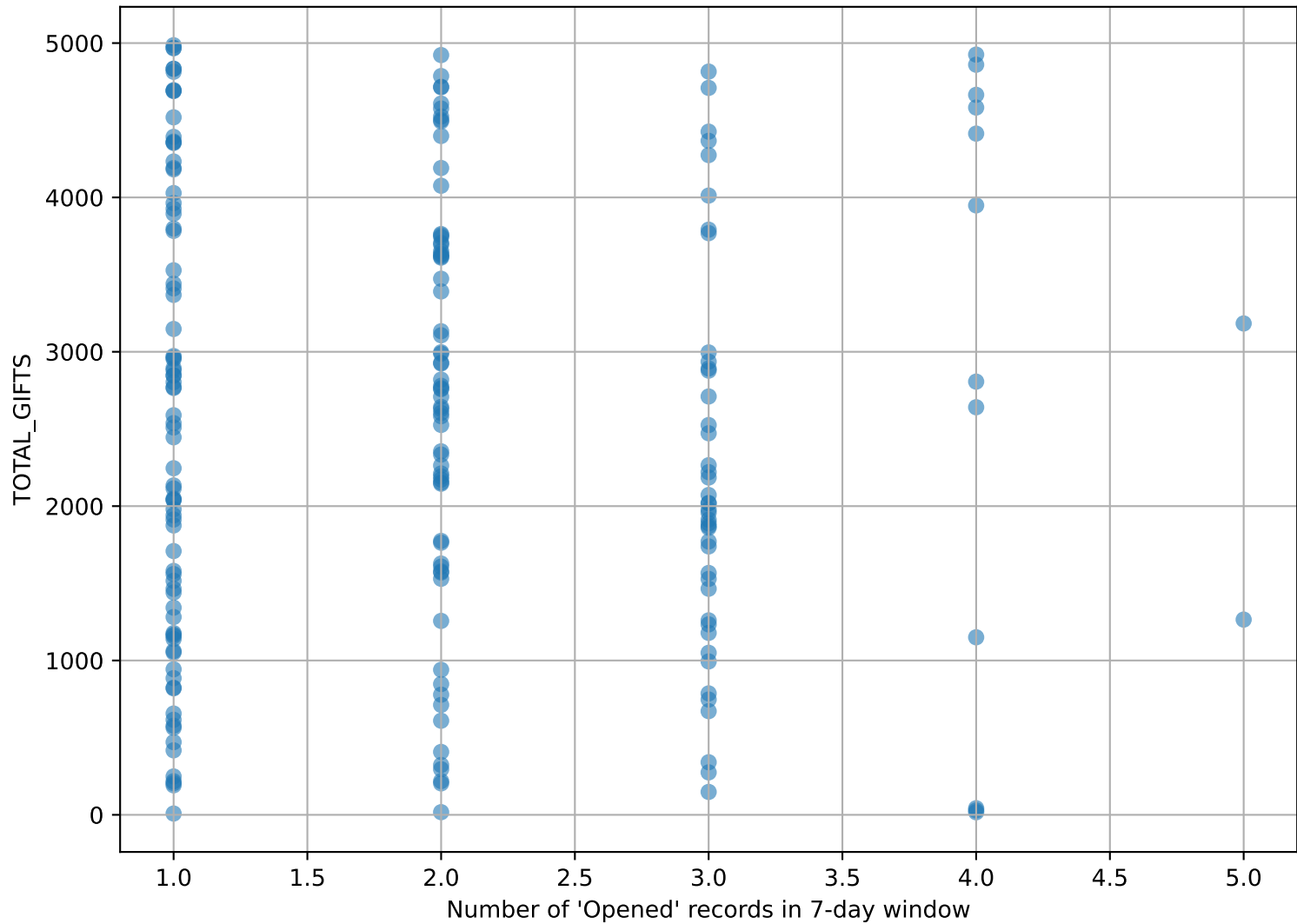
CAMPAIGN_ID = CM100178



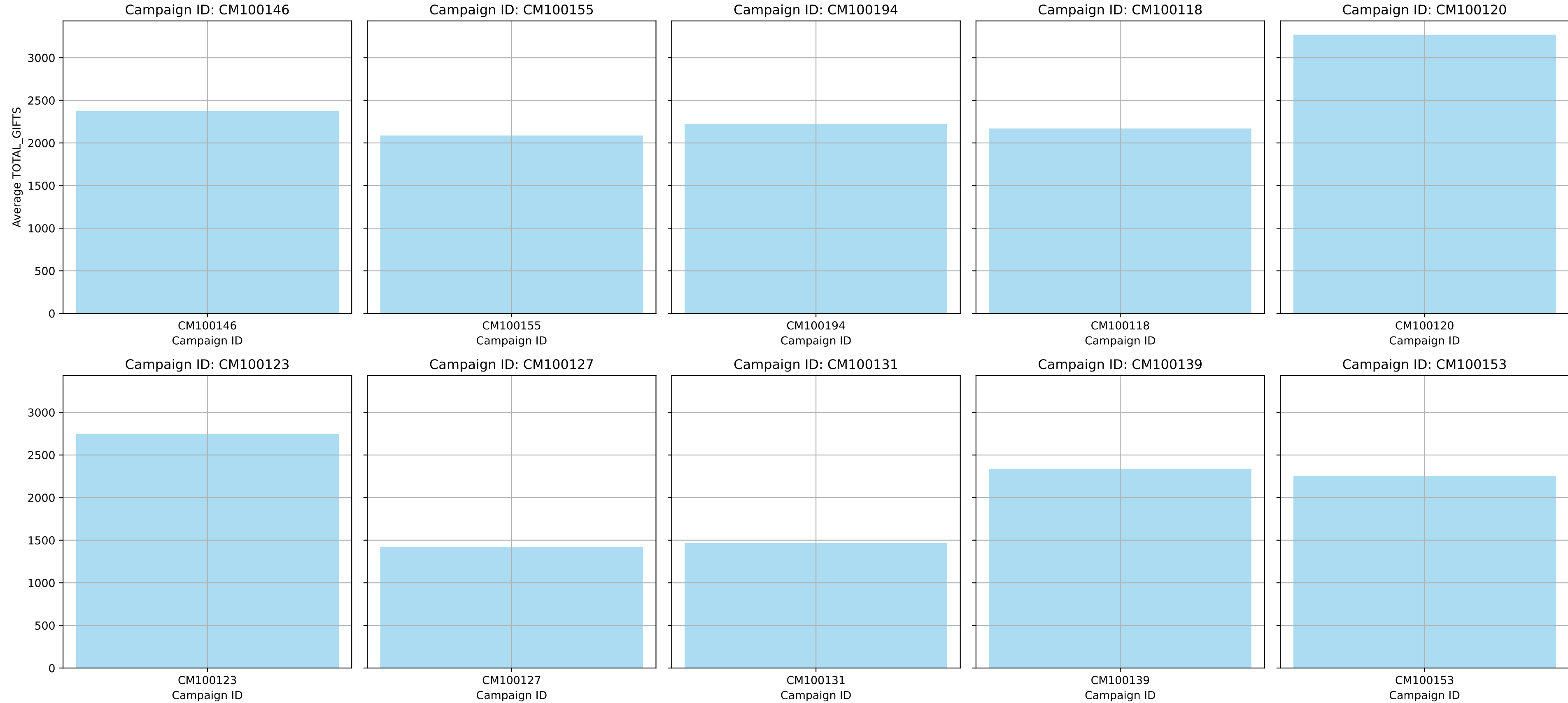
CAMPAIGN_ID = CM100179



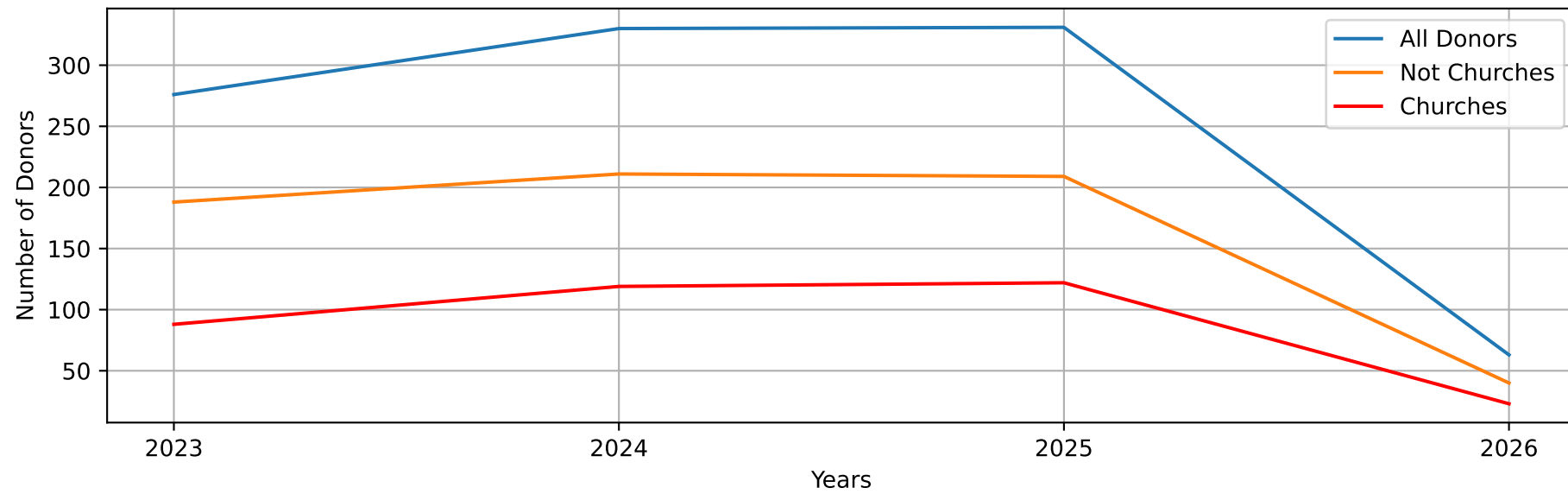
Distribution of 'Opened' Activity Count (7d window) vs TOTAL_GIFTS



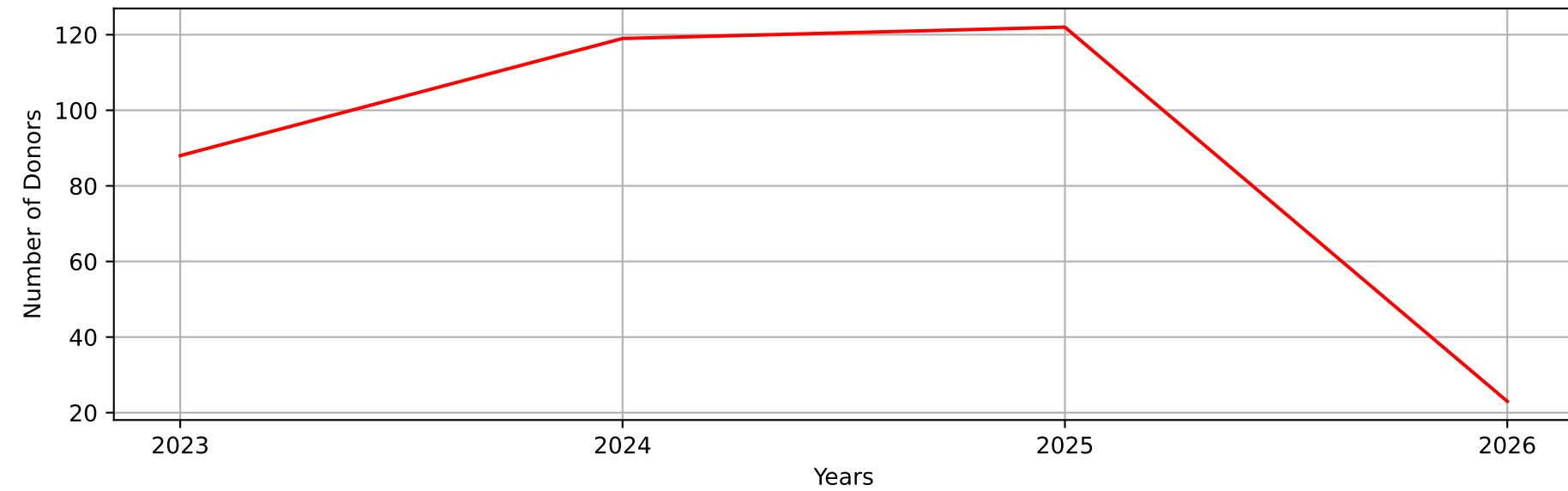
Top 10 Campaigns: Average TOTAL_GIFTS (7-day window)



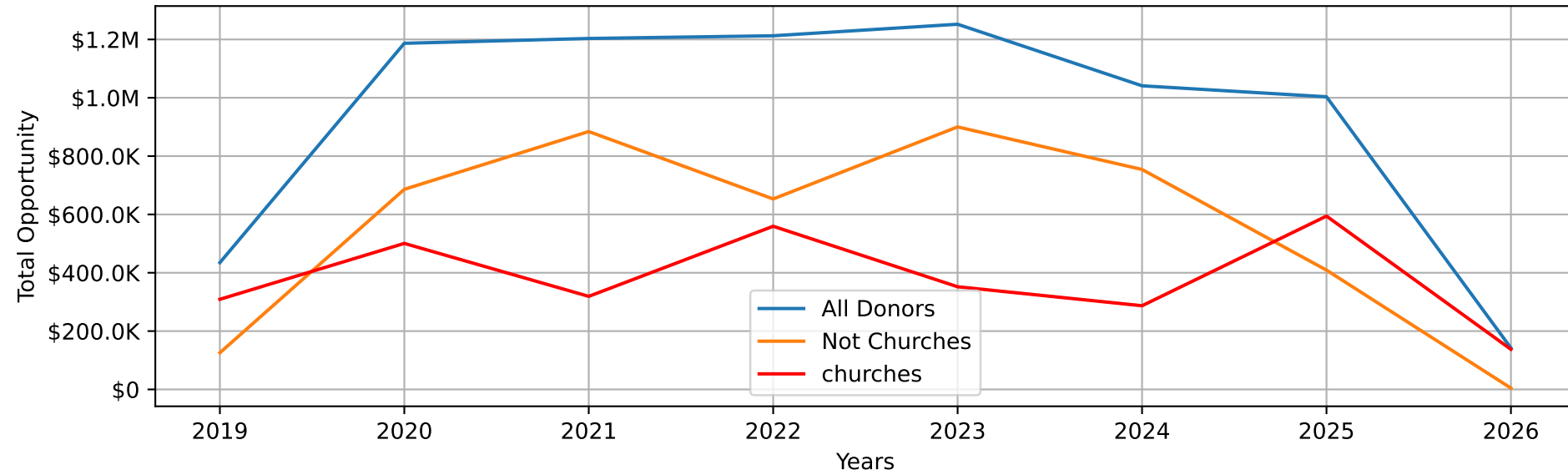
Number of Donors Gained Each Year



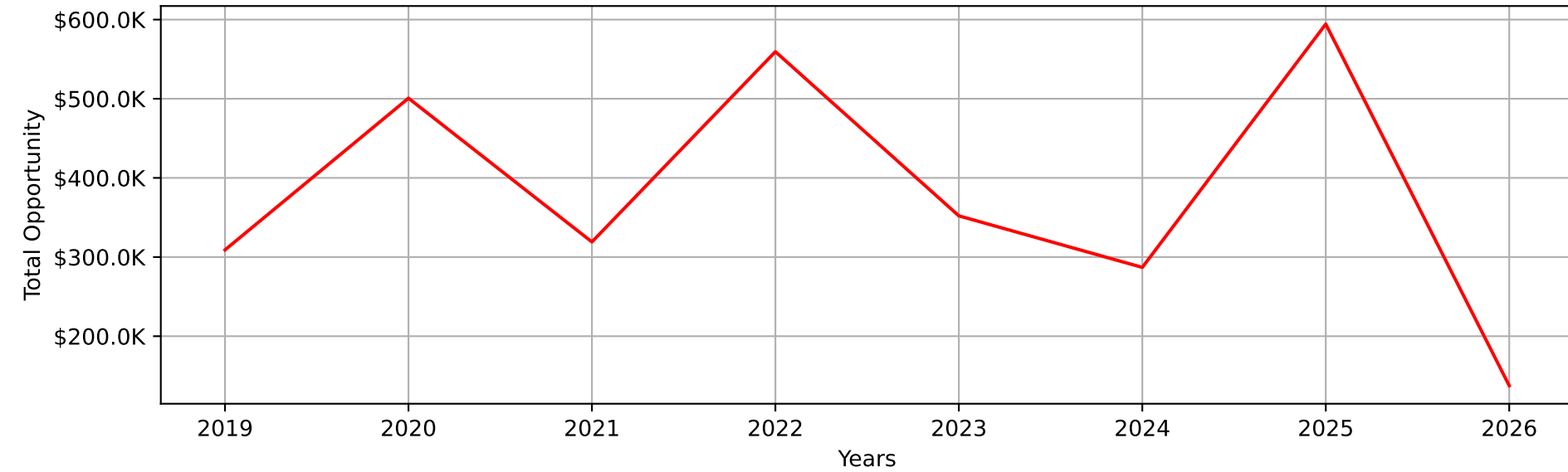
Number of Church Donors Gained Each Year



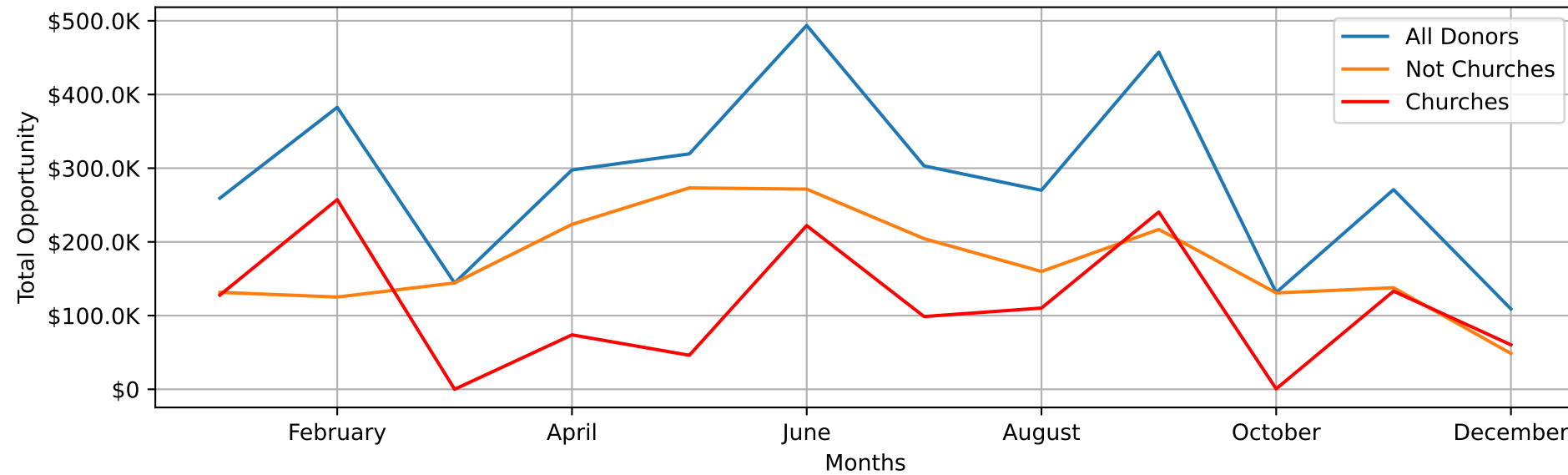
Total Donation Opportunity Each Year



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

