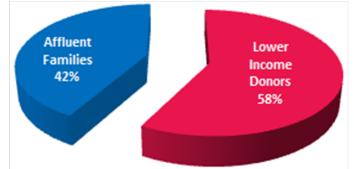
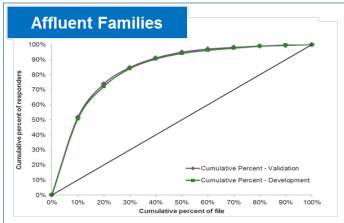
Case study Non-profit organization

- **Objective:** A major nonprofit charity wanted help driving more & higher donations
 - Built a Prime Performance Model (PPM) using a cohort of recent donors
- Findings: Donor population was split almost evenly into two distinct segments based on wealth:
 - Affluent Families, who tend to be: Older married households with advanced degrees
 - Lower Income Donors, who tend to be: Female headed households with blue collar occupations
- Results: The client can now develop a capital campaign strategy to target each distinctive segment:
 - Models for both *Affluent Families* & *Lower Income Donors* identified roughly:
 - 50% in the top model tier & 70% in the top 2 tiers

Client Donor Segments





Affluent Families Model Variables	Effect	Relative Variable Contribution
Donor: Health & Fitness Causes	+	49%
Avg Avail Credit Amt on Open Bankcard	+	21%
Exact Age of Individual	+	12%
Gender: Female	+	4%
Interest & Activities: Finance/Investments	+	5%
Estimated Income: Less than \$35,000	-	3%
HH Exp Buyer: Home Office	+	2%
Education Level: HS Diploma	-	1%
Length of Residence: 16+ Years	+	1.4%
Interest & Activities: PC/Online Use	+	1%

