

onecause®

Welcome to our Webinar

Let's Get Acquainted!

Share in the chat your name, location, and cause or organization, (and the weather in your area)!



YOUR HOST
Dawn Lego

Director, Brand Engagement



onecause®

W E B I N A R



Moving Up the Grid with AI:

Smarter Fundraising for Nonprofits

WEDNESDAY, SEPTEMBER 17, 2025



Erik Tomalis
Chief Revenue
Officer
Avid



Nathan Hill
Vice President
of Training
Avid

Let's Get Started!

If you had an AI assistant at your nonprofit tomorrow, what's the very first fundraising task you'd hand off?



Beyond ^{the} Webinar

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Meet Our Presenters



Erik Tomalis

Chief Revenue Officer

Avid



Nathan Hill

Vice President of Training

Avid



Avid

MOVING UP THE GRID WITH AI

How Nonprofits Can Unlock
Greater **Efficiency** & Better **Results**

Avid

THE FUNDRAISING OPERATING SYSTEM

Avid is the **AI-powered system** that powers your entire fundraising workflow. It turns donor data into priorities and action—automatically. So you can scale your impact without scaling your team.

avidai.com



CONNECT YOUR SYSTEMS

All your donor data—CRM, email, donations—finally in one place, working together. No silos, no blind spots.



SEE THE OPPORTUNITIES

Avid pinpoints the donors who matter most and tells you exactly where to focus so you never waste time guessing.



RUN THE PLAYS

Launch campaigns, ads, and outreach in just a few clicks. No bottlenecks. No limits. Just results.



ERIK TOMALIS

CHIEF REVENUE OFFICER

Avid



NATHAN HILL

VICE PRESIDENT OF TRAINING



Avid





Avid

THE AI-ENABLED FUNDRAISING TEAM

Discover how an **AI-empowered team** can radically transform your fundraising efficiency and effectiveness in the free eBook.

The AI-Enabled Fundraising Team

Raise More in Less Time with a Better ROI



HOW DO YOU FEEL ABOUT AI?

SCARED?



EXCITED?



APATHETIC?



MANY FUNDRAISERS HAVE AI PARALYSIS

Avid



65%

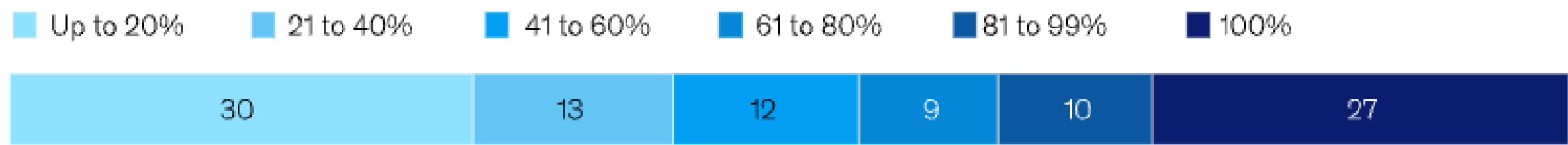
**PERCENTAGE OF COMPANIES
USING GENERATIVE AI**

McKinsey&Company

Exhibit 2

Respondents are about equally likely to say their organizations review all gen AI outputs as they are to say few are reviewed.

Share of gen AI outputs reviewed before usage,¹ % of respondents



¹Only asked of respondents whose organizations regularly use gen AI in at least 1 function. Figures were calculated after removing the share who said “don’t know”; n = 830.
Source: McKinsey Global Survey on the state of AI, 1,491 participants at all levels of the organization, July 16–31, 2024

McKinsey & Company

McKinsey
& Company

Can you explain that in plain english, please?

+

⌐

Search

💡

Reason

...



ChatGPT can make mistakes. Check important info.

Can you explain that in plain english, please?

Yes! The chart means that about 50% of companies using AI actually review the content before publishing it.

Ask anything



Search



Reason



ChatGPT can make mistakes. Check important info.



Can you explain that in simple terms please?

Yes! The chart means that about 50% of people
review the content before publishing

THIS IS SCARY!

Ask anything



Search



Reason



ChatGPT can make mistakes. Check important info.



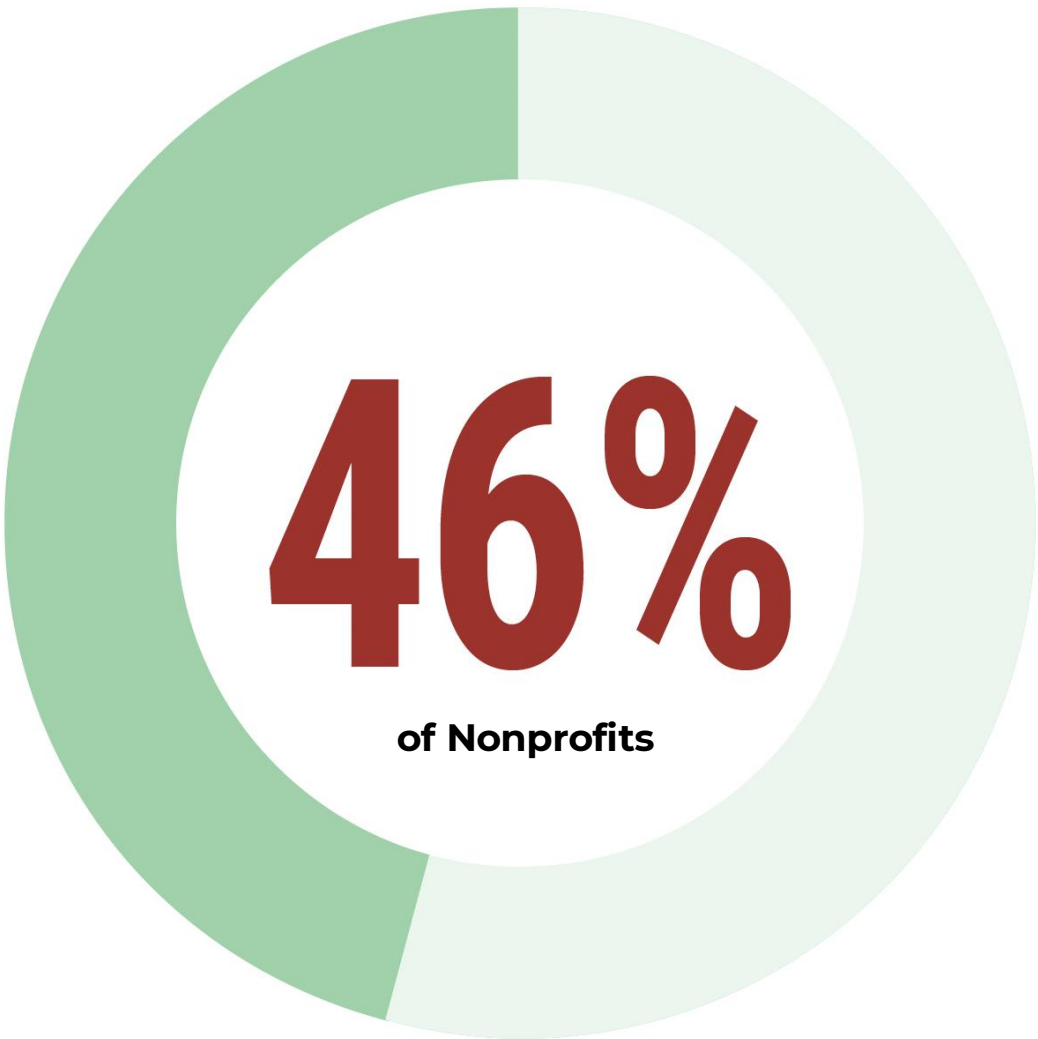
MORE QUICK OBSERVATIONS

- 1 Large companies are following more **AI adoption best practices**.
- 2 Many companies express difficulty in **hiring AI-related roles** & skillsets.
(i.e. Data engineers & analysts, AI specialists, and more.)
- 3 Most companies expect to be **"re-skilling" staff** for the next 3 years.
- 4 Companies expect **changes in headcount** due to AI adoption.

McKinsey&Company



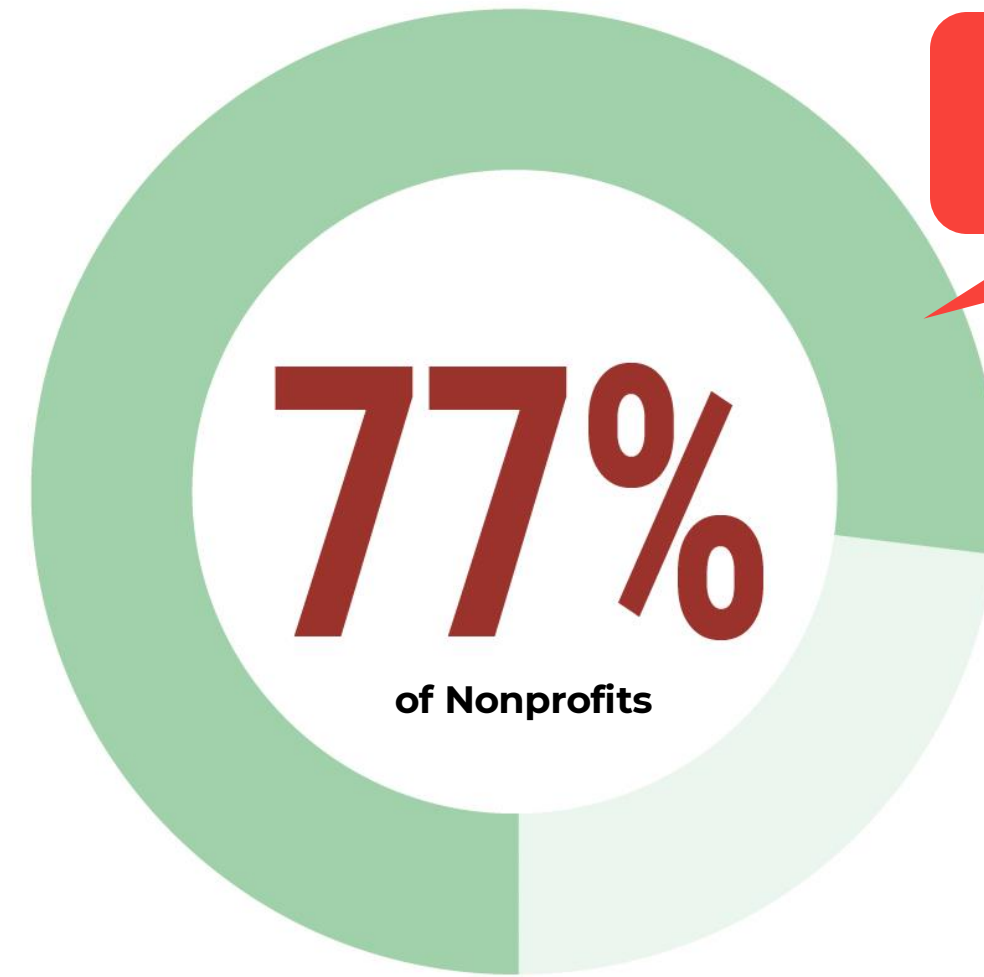
THE CHRONICLE
OF PHILANTHROPY



“We ARE active users of AI technologies in our operations.”

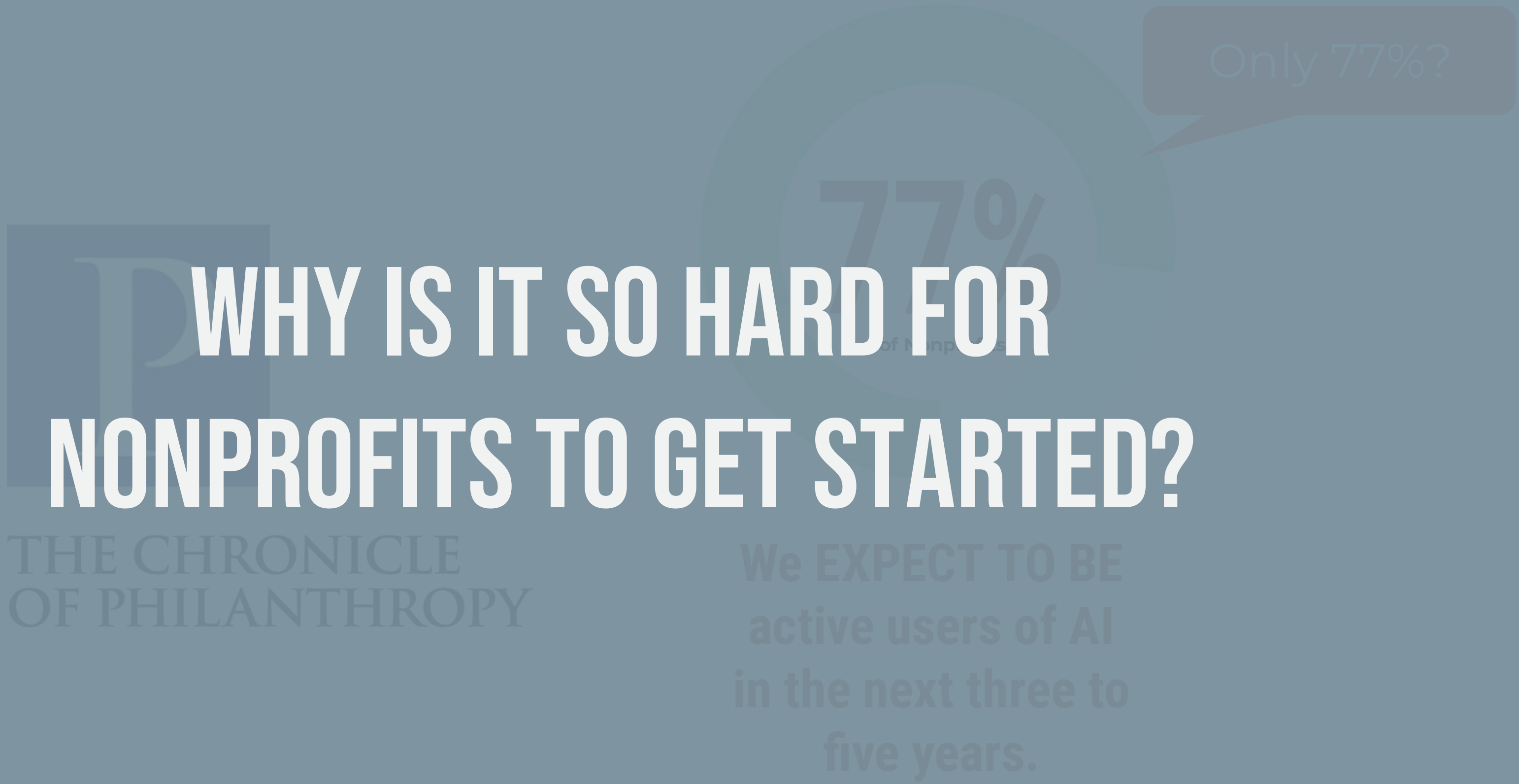


THE CHRONICLE
OF PHILANTHROPY



Only 77%?

**We EXPECT TO BE
active users of AI
in the next three to
five years.**



WHY IS IT SO HARD FOR NONPROFITS TO GET STARTED?

THE CHRONICLE
OF PHILANTHROPY

We EXPECT TO BE
active users of AI
in the next three to
five years.

Did you know there were this many **types** of AI tools?



But there's also **subcategories**!

Artificial Intelligence

Sales Tools

Marketing

Security

Analytics Tools & Software

CAD & PLM

Collaboration & Productivity

Commerce

Content Management

Active Learning Tools

AI Writing Assistant

Conversational

AI Agents

Chatbots

Data Labeling

Data Science and Mac

Deep Learning

Generative AI

AI Chatbots

Generative AI Infr

Generative Learning

Generative Platforms

Synthetic Data

Synthetic Media

Video Translation

There are literally
10,000+ AI tools out there.

110 Listings in Generative AI Infrastructure Available

Generative AI Software Categories

AI Chatbots Software >

AI Code Generation Software >

AI Content Creation Platforms Software >

Generative AI Infrastructure Software >

Large Language Model Operationalization (LLMOps) Software >

Large Language Models (LLMs) Software >

Synthetic Media Software >

Did you know there were this many **types** of AI tools?

But there's also **many categories!**

Artificial Intelligence

Active Learning Tools

Sales Tools

AI Writing Assistant

Marketing

I QUIT

Security

Analytics Tools & Software

Chatbots

CAD & PLM

Data Labeling

Collaboration & Productivity

Data Science and Machine Learning

Commerce

Deep Learning

Content Management



Generative AI Software Categories

- AI Chatbots Software >
- AI Content Generation Software >
- AI Content Creation Platforms >
- Generative AI Infrastructure Software >
- Large Language Model Operationalization (LLMOps) Software >
- Large Language Models (LLMs) Software >
- Synthetic Media Software >

2 TYPES OF AI TO CONSIDER AT YOUR NONPROFIT

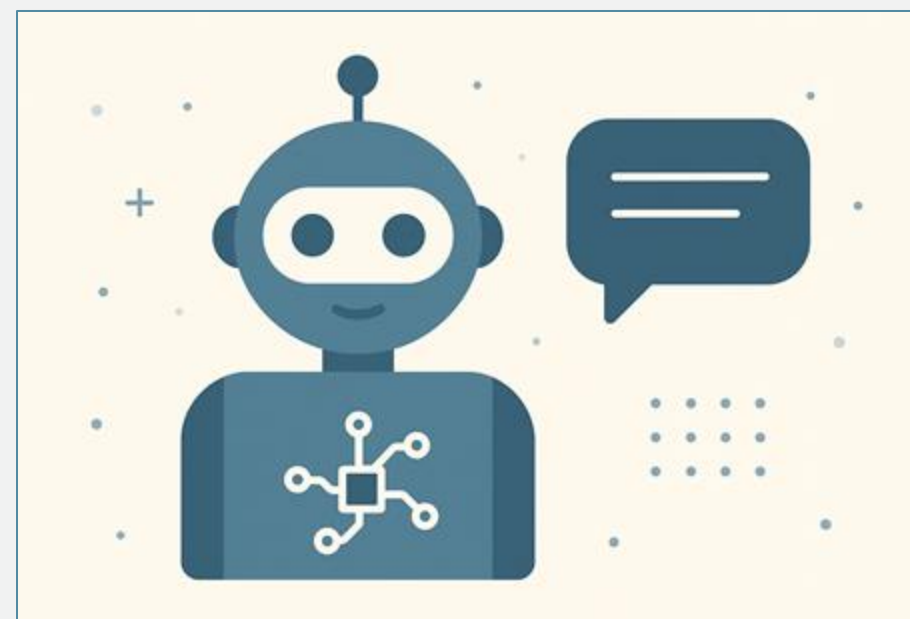
Avid

The Four Types of “AI”

Machine Learning



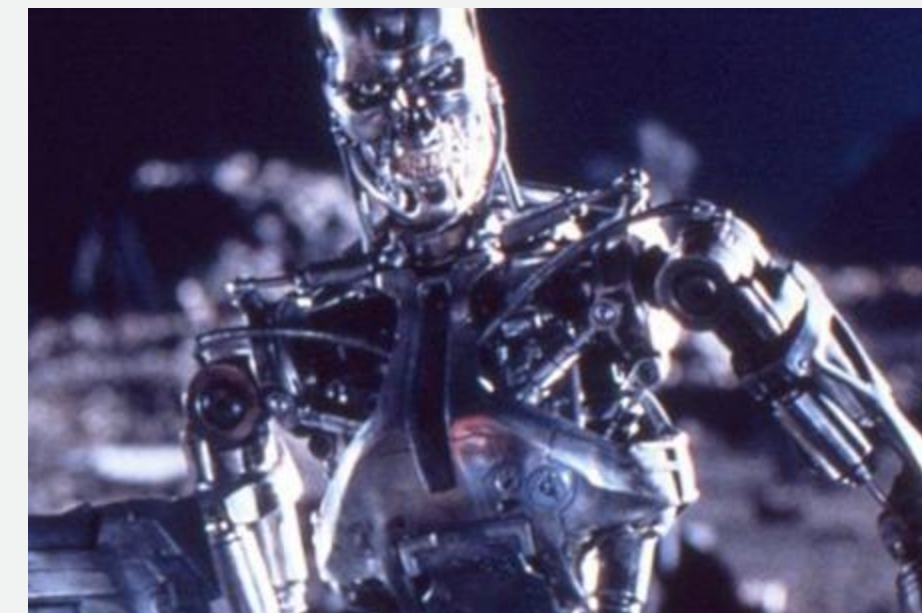
AI Agents



Large Language Models



Very Scary Robots



The Four Types of “AI”

Machine Learning



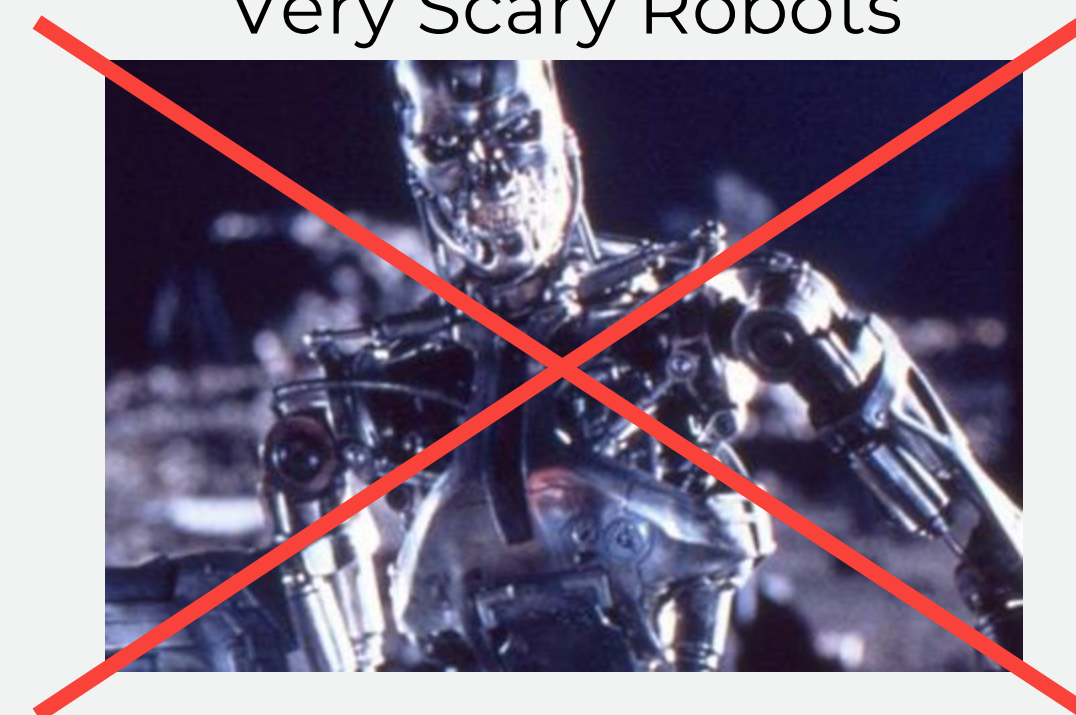
AI Agents



Large Language Models



Very Scary Robots



MACHINE LEARNING

A Brief History and
Nonprofit Applications



ma·chine learn·ing

[*muh*-sheen lur-ning]

noun

Using computers to **identify patterns, relationships, or rules** from provided data to perform tasks like classification, prediction, or optimization

ma·chine learn·ing

[*muh*-sheen lur-ning]

noun

Segmentation

Projections

Personalization

A Brief History of Nonprofit Segmentation



1960s – 1970s

- RFM (**Recency, Frequency, Monetary**) introduced into Direct Marketing
- Published by Arthur Middleton Hughes in *Strategic Database Marketing*
- Segmentation using RFM on transactions
- Used by for-profit catalogs and credit card companies

A Brief History of Nonprofit Segmentation



1980s – 1990s

- Early **adoption of RFM by large nonprofits** (Red Cross, Habitat, etc.)
- Segmentation was manual. Utilized a simple point system or percentiles
- Primary utilization was in the direct mail channel

A Brief History of Nonprofit Segmentation



2000s

- RFM capabilities were added to CRM software
- Became the default prioritization methodology for direct mail and phone
- Advanced implementations used **regression models** on top of RFM

A Brief History of Nonprofit Segmentation



2010s

- Predictive Modeling became more prevalent
- Utilized 3rd party tools like wealth, purchase behavior, and co-ops
- Models utilized **dozens of variables** instead of just RFM
- Produced segments like likelihood to give, upgrade, or lapse

A Brief History of Nonprofit Segmentation



2020s

- Most software incorporates modeling at some level
- Utilizes **100s of factors** for predictions
- Models are constantly updated as new data comes in

A Brief History of Nonprofit Segmentation

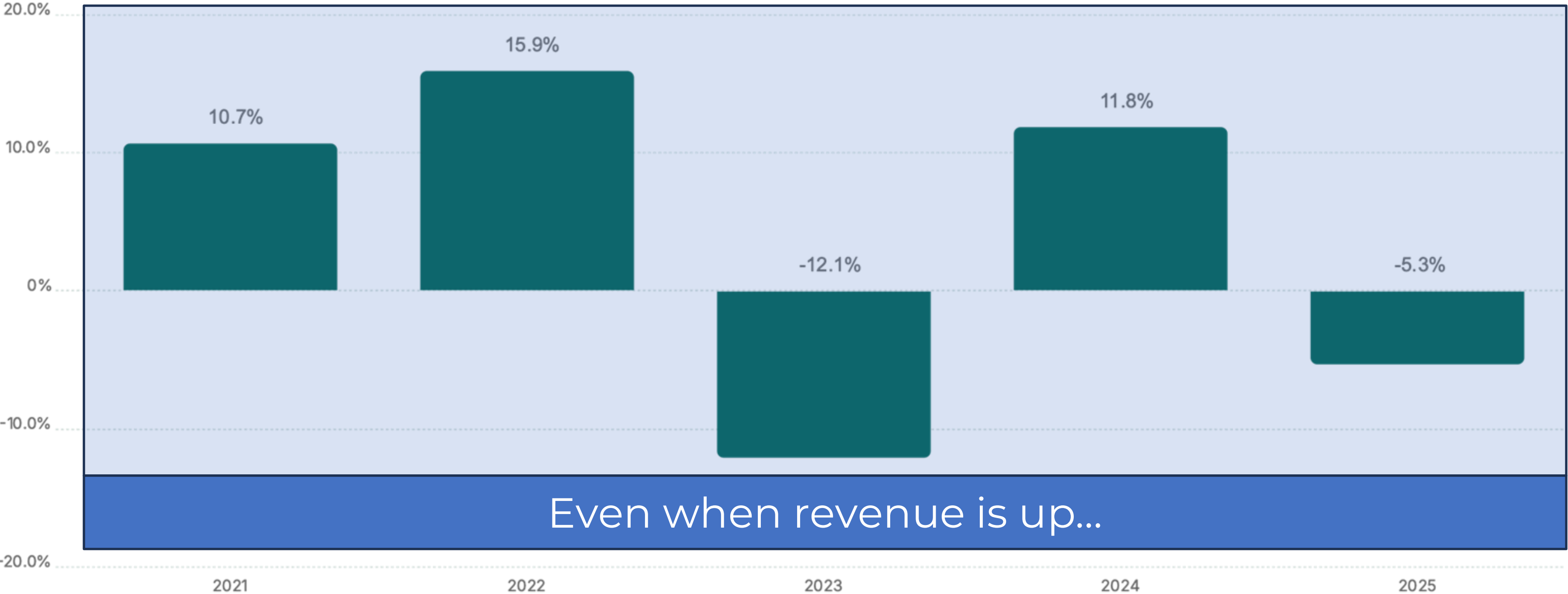


THERE'S A POTENTIAL PROBLEM WITH PREDICTIVE MODELS

- Most software incorporates modeling at some level
- Utilizes **100s of factors** for predictions
- Models are constantly updated as new data comes in

Nonprofit Benchmark Revenue

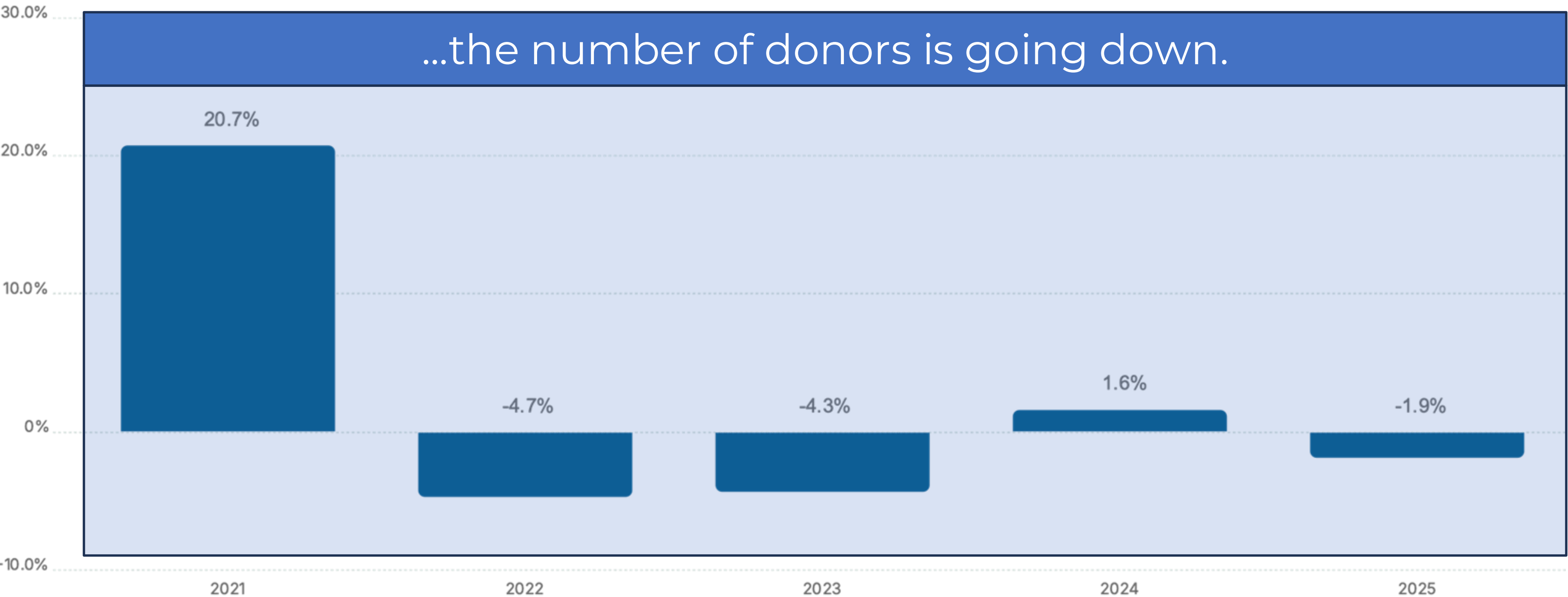
(Trailing 12 Months)



Percentage Change in Revenue (from previous period): *Trailing 12 Months between Apr – Mar. from 104 nonprofits*

Nonprofit Benchmark Donors

(Trailing 12 Months)



Percentage Change in Active Donors (from previous period): Trailing 12 Months between Apr – Mar. from 104 nonprofits

Technology to Consider



Smart Donation Array

Gift array is AI suggested based upon user information

Cart Abandonment Reduction

Secondary offers when someone is likely to abandon

AI Fraud Prevention

Prevent false charges

Technology to Consider

The logo for Wiland, featuring the word "Wiland" in a blue, rounded sans-serif font. A small orange square is positioned above the letter "i".

Donor-Based Models

Use your data to identify audiences likely to take an action

Use Multiple Signals

Incorporate behavior and giving to produce better models

LARGE LANGUAGE MODELS

A Brief History and
Nonprofit Applications



A Brief History of Large Language Models



1960s – 2017

- Minimal progress was made prior to 2017
- Applications focused on Neural Networks and Statistical Language Models
- It focused on word-sequences instead of broader understanding

A Brief History of Large Language Models



2017-Today

- The GPT race kicked off with the introduction of the Transformer architecture.
- OpenAI release ChatGPT to the public in 2022 with ability to write. It was based upon GPT3 model created in 2020.
- Today, AI can create text, images, video, and can even pass the Turing Test.

Where do LLMs get their data?

- Publicly Available Text (Websites, books, academic papers)
- Licensed Content (publishers, news outlets, etc.)
- Open-Source Data Sets

Where do LLMs get their data?

- Publicly Available Text (Websites, books, academic papers)

- Licensed Content (publishers, news outlets, etc.)

THERE'S A DEFINITE PROBLEM

- Open-Source Data Sets

WITH LLMs FOR FUNDRAISING

LLMs don't know what
is actually effective.

FOR EXAMPLE

Email newsletters are some of the most common emails.

However...

- They **reduce deliverability**
- They **reduce engagement**
- Have **a response rate a fraction of a simple email**



BUTTON CTA

Body text describing something in your newsletter that you want your subscribers to know about. This section should likely be around three lines, but you probably don't want to go too much longer than that.

Here is a headline for your newsletter

This is a longer section of text for your subscribers that is centered. Here you can talk about a lot, such as something new you want to tell them about since you have the space to do it. You can start by telling a shortened version of why you decided to do this new thing, make sure that everyone realizes how exciting this new thing is.

This second paragraph can be used to describe how great your subscriber is going to feel once they incorporate this new thing in their lives. There will be such value added and overall it is going to just be great for everyone!

BUTTON CTA

Here is a secondary headline for your newsletter

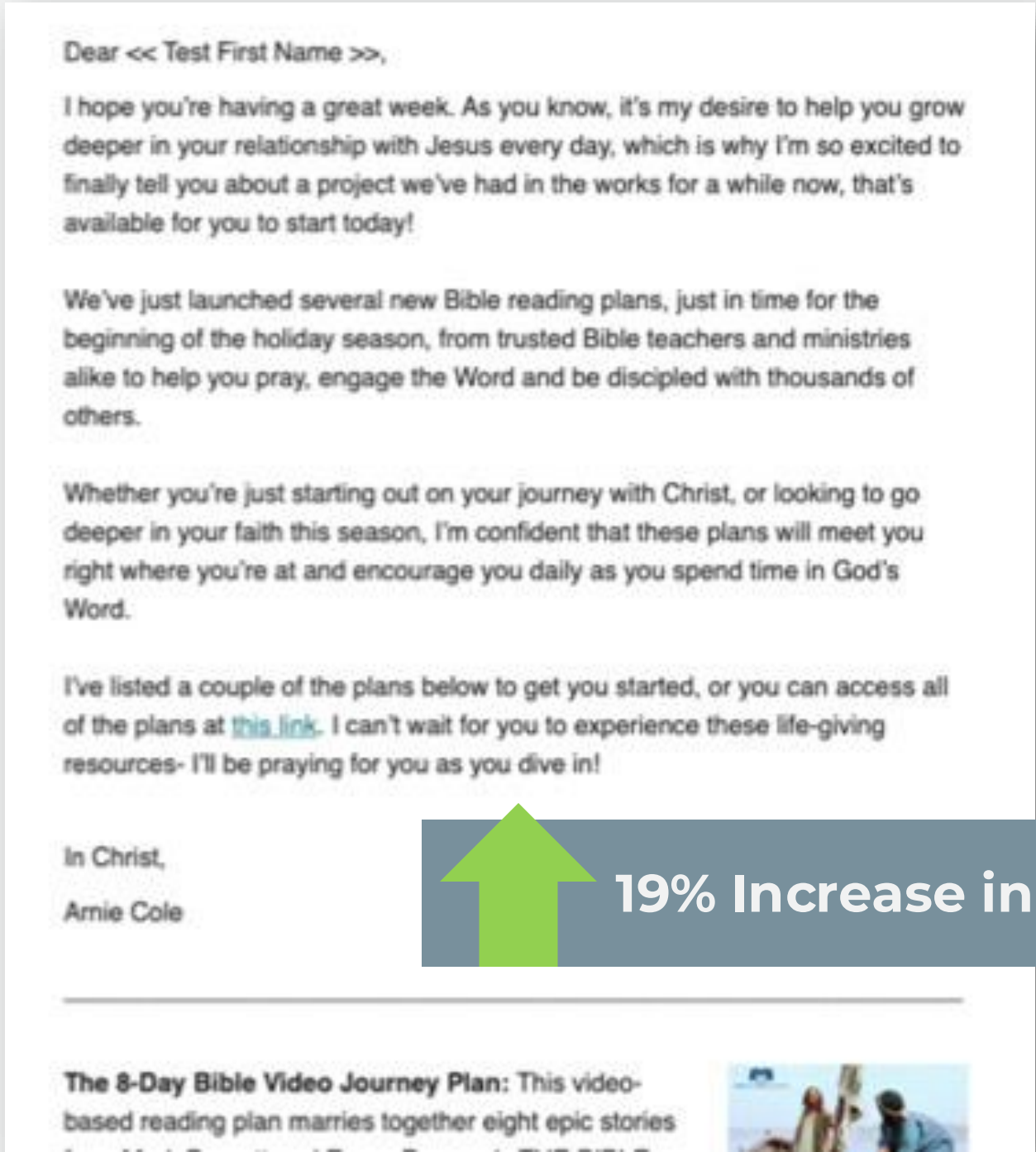
This is a smaller section of text, again likely not much more than three lines. This should be another place you highlight something great you're doing and why your subscribers should care about it.

BUTTON CTA

Highly Designed




Plain Text



↑ 19% Increase in Clicks

Designed Template



Scholarship funds have run out.
Here's why it matters . . .
[Donate Now!](#)

[Salutation],

You don't often think about pastors needing help with their marriage. Our expectations are so high. But the truth is, they work long hours. They are constantly sacrificing. It takes a toll on their families, who also do so much.

Your gift will help provide a scholarship to our Weekend to Remember® marriage getaway for at least one pastor couple like Fred and Melissa.*

While they were having a difficult time, they received their scholarship, thanks to caring friends like you. Fred told us:

"I had been going through some issues of burnout after pastoring a very small church for nine years that we had planted . . . We had lost two children to miscarriage. We didn't want to be another statistic. The pastor scholarship allowed us the opportunity to attend this marriage getaway. Without it, we could not have afforded to go."

Workers like Fred and Melissa are few. We can't afford to lose them to the stresses of ministry. One failed marriage can be a tragic setback for a whole church.

Please pray for the need. Your gift now will also make a huge difference for a pastor couple, their church, and the community they serve. God | bless you for being a great friend to FamilyLife.

Yours for godly homes,

Dennis Rainey

[Donate Now!](#)

Plain Text with Simple Language

Hi Jenn,

I hope you're having a great day so far. I wanted to tell you something that's been on my heart as of late.

The Lord has blessed Barbara and me by allowing us to serve at FamilyLife for 41 years. While there are many parts that make the ministry special, the best part is the people we get to meet and help. Over the years, we have had the opportunity to help over one hundred thousand pastors and their spouses attend our Weekend to Remember® marriage getaways.

I have a great appreciation for pastors. Maybe that's because I like to think that I have a pastor's heart, and I also know the challenges they face and the stresses that come with their job. We tend to put high expectations on pastors and sometimes forget that they are human too. They work long hours, make lots of sacrifices and often don't take time for themselves and their families.

Marriage and families require intentionality and investment. That's why I'd like to continue to make it possible for even more pastors and their spouses to attend our Weekend to Remember getaway as a gift from FamilyLife and generous people like you.

Jenn, would you consider giving a special gift to FamilyLife that will help provide a scholarship for a pastor couple to invest in their marriage at this weekend getaway?

Your donation will give this faithful couple biblically-based insights to strengthen and improve their marriage, time to relax and rediscover the love between them, and tools and resources that will immediately impact their marriage.

This weekend will not only help [redacted] a better position to minister to [redacted]

I can't think of a better way to [redacted] called to do His work.

Here is the link where you can make your gift: <https://donate.familylife.com/v2017-07/index.php?>

Thank you, Jenn, for helping build strong marriages and families.

Have a great week!

May God bless you,

Dennis

 272% Increase in Donations



WHAT THE

WDA

AS EFFECTIVE

Marriage and families require intentionality and investment. That's why I'd like to continue to make it possible for even more pastors and their spouses to attend our Weekend to Remember.

BEEN TRAINED ON

BEEN A BAINFILLIN

What can LLMs do for nonprofits?

- Summarize donor reports
- Write fundraising copy
- Scale personalization
- Become the fundraiser (*scary, right?*)

Technology to Consider: Zapier

Trigger: \$500+ Gift entered into CRM

The Zap:

1. Donor Profile Search in CRM
2. Wealth Screen on Donor Search
3. LinkedIn Search
4. ChatGPT for Summary



The Outcome: Donor Profile sent to Major Gift Officer

Technology to Consider



(Not just the standard chat program)



Custom GPT

Create your own GPT to reduce edits and revisions



Provide Past Examples

Help it learn your tone and style based upon past campaigns



Identify Brand Guidelines

Tell the GPT what and what not to say

Technology to Consider

Avid

avidai.com



Data-Led Campaigns

Create entire campaigns based upon the strategic areas of need



Increased Personalization

Create emails and ads targeted to small segments of donors based upon shared affinities



Deploy Data & Content

Allow Avid to create your emails, push the segments, and set up the tracking

**SIMPLE AI SOLUTIONS TO
TRY FOR FREE**

Avid

1. WRITE MORE COPY IN YOUR VOICE

With a Little Bit of Training



ChatGPT



MEET RILEY


She was not made by AI.

Winston's Weekly

Digital fundraising optimization

Does packaging matter?

When it comes to content offers, clarity can make a big difference. [SETI tested an update to the cover of a content offer](#), focusing on making the offer itself clearer to users. The goal was to see if this would drive more people to subscribe.

Here's what they found. 

Prompt Template:

Hi! I want to provide you with a brand voice that you can remember for future tasks. Let's call it the *[YOUR ORGANIZATION]* brand voice. I'll share many details over the course of the next few messages. Please confirm that you understand.

Your **Mission**

Your **Vision**

Words You **Often** Say

Words You **Never** Say

Your **Value Proposition**

Donor **Personas**

The More You Train It, the
Better Your Results Will Be

Yes! In fact, I have a few documents to share that I'd like to be able to recall as the "Avid Brand Voice."

Excellent—please go ahead and upload the documents you'd like me to reference as the "Avid Brand Voice." Once I've reviewed them, I'll create a clear, summarized guide based on tone, style, formatting, vocabulary, and any do's/don'ts. When you're ready, feel free to drag the files into this chat.



Please add this writing playbook to your memory related to the "Avid Brand Voice":

The Avid Writing Playbook

Purpose of This Guide

This guide is designed to help Avid's content team create high-

GET THE **GUIDE**

HOW TO TRAIN CHATGPT
TO WRITE **BETTER FUNDRAISING APPEALS**



How to Train ChatGPT
to Write Better
Fundraising Appeals|



2. ANALYZE MORE DATA

With AI Extensions

Gemini + 

Included with Google Workspace

P57																		
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O			
1	Id	Contact Id	First Name	Last Name	Address Line	City	Region	Postal Code	Email	Phone	Giving Level	First Gift Amo	First Gift Date	Last Gift Amo	Last Gift Date			
2	0012B0000002TOB	0032B0000001	Unknown	Mario	4099	Mushro	Toad Town	World 2	75480	d37ac9a7ba4	1.34E+10	Broadbase	<	55	#####	256	7/3/25 0:00	
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4	0012B0000002T74r	0032B0000001	Birdo	Toadsworth	8969	Mushro	Toad Town	World 6	22498	48c62ee735f	cf41e8c4f959	Major	(>=\$10)	77	#####	1000	#####	
5	001JQ00000pHUj	003JQ00000i	Unknown	Peach	2582	Boo Wo	Mushroom Kii	World 3	62715	ebf7dbeaed6f	1.29E+10	Broadbase	<	26.8	#####	5.7	#####	
6	001JQ00000esAzR	003JQ00000t	Daisy	Goomba	8160	Peach's	Koopa Village	World 3	63535	af57365d2d6302bc9fbc7c;	Broadbase	<	5.7	#####	5.7	#####		
7	0012B0000004McYf	0032B0000004	Mario	Mario	3594	Luigi Lo	Koopa Village	World 6	39227	9af3942e664e2e96ff394c8	Broadbase	<	26.8	9/7/23 0:00	5.7	7/6/25 0:00		
8	0012B0000002T6YF	0032B0000001	Unknown	Rosalina	2344	Boo Wo	Yoshi's Island	World 1	87826	e63382057884db6c2104d6;	Broadbase	<	265	#####	265	#####		
9	001JQ00000ecOX	003JQ00000t	Daisy	Peach	5916	Dry Dry	Yoshi's Island	World 5	93642	33526fb	bc34(1.42E+10	Broadbase	<	212	#####	265	#####
10	001JQ00000PquM	003JQ00000t	Unknown	Mario	8821	Luigi Lo	Mushroom Kii	World 4	87488	4f84a9cfb421	1.79E+10	Broadbase	<	107	#####	265	#####	
11	0012B0000002TUA	0032B0000001	Yoshi	Thwomp	6111	Rainbow	Mushroom Kii	World 5	41478	e6246fa8dd6f2b9dd68f7ad1	Broadbase	<	110	#####	265	#####		
12	0012B0000002TOA	0032B0000001	King Boo	Waluigi	6405	Luigi Lo	Bowser's Kee	World 7	98751		Broadbase	<	33	#####	355	#####		
13	0012B0000002SwBf	003Am00000;	Toadette	Peach	8436	Luigi Lo	Yoshi's Island	World 4	18887		Midlevel	(\$1K	12.75	#####	80	5/8/25 0:00		
14	0012B0000002TU9f	0032B0000001	Unknown	Luigi	9886	Shy Guy	Koopa Village	World 4	36612	3bd8c277875	1.80E+10	Broadbase	<	50	#####	32.1	#####	
15	001JQ00000mdqG	003JQ00000j	Unknown	Goomba	8585	Mushro	Luigi's Mansic	World 1	46469	bfac88c76cb9	1.38E+10	Broadbase	<	32.1	#####	32.1	#####	
16	001JQ00000ljP8Y	003JQ00000i;	Kamek	Peach	8224	Mushro	Luigi's Mansic	World 4	41841	985c8ed45da	1.68E+10	Broadbase	<	32.1	#####	32.1	#####	
17	001JQ00000nwkgr	003JQ00000r	Kamek	Mario	6503	Yoshi	Isi Mushroom Kii	World 7	37585	ec5793f69b80975c7568d66	Broadbase	<	32.1	#####	32.1	#####		
18	001JQ00000pWp5f	003JQ00000i	Koopa	Yoshi	3845	Mushro	Toad Town	World 2	41028	83780bb9268cba388e04d0f	Broadbase	<	32.1	#####	32.1	#####		
19	001JQ00000m6PR	003JQ00000i;	Birdo	Toadsworth	7335	Mushro	Yoshi's Island	World 3	15223	562df5a4f8841478e400520f	Broadbase	<	32.1	4/5/25 0:00	32.1	4/5/25 0:00		
20	0012B0000002eDg	0032B0000001	Unknown	DonkeyKong	267	Bowser	E Donut Plains	World 3	57102	55353454274f1c3d8a3c585	Broadbase	<	5	#####	32.1	#####		
21	001Am000004AKa	003Am00000;	Unknown	Toad	2508	Luigi Lo	Toad Town	World 5	27565	ba8ffab45158fd3fa106ead3f	Broadbase	<	53.2	#####	20.5	#####		
22	001Am000006bmV	003Am00000;	Unknown	Yoshi	4324	Boo Wo	Mushroom Kii	World 2	31927	4a662a6dd05	1.85E+10	Midlevel	(\$1K	107	#####	530	#####	
23	0012B0000002Tipe	0032B0000001	Bowser Jr	Thwomp	2785	Toad To	Luigi's Mansic	World 8	57190		Broadbase	<	7.77	#####	18	#####		
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25	001JQ00000gRCM	003JQ00000c	Birdo	Boo	8828	Thwomp	Peach's Gard	World 6	57990	ee597b3fc9f3	1.29E+10	Midlevel	(\$1K	1587	#####	1587	#####	
26	001JQ00000YB30	003JQ00000\	Unknown	Toad	6412	Yoshi	Isi Luigi's Mansic	World 6	10062	c1a9429fdad	1.69E+10	Broadbase	<	63.8	#####	250	#####	
27	0012B0000002T97K	0032B0000001	Bowser	Yoshi	9668	Thwomp	Mushroom Kii	World 8	23294	23992b868059d5dda1b546;	Broadbase	<	500	#####	250	#####		
28	001JQ00000RVGv	003JQ00000f	Donkey	Toadsworth	5091	Toad To	Yoshi's Island	World 2	13170	e4bf2afeeae'	1.67E+10	Broadbase	<	107	#####	212	#####	
29	0012B0000002TUcv	0032B0000001	Unknown	DryBones	8578	Mushro	Toad Town	World 3	67837	c0d9122bc1a5dfda30390e1	Broadbase	<	29	#####	212	#####		
30	0012B0000002T9Kk	0032B0000001	Birdo	Bowser	4228	Bowser	Luigi's Mansic	World 3	62402	0a444e7c6cebc12a1364b3;	Broadbase	<	50	#####	212	#####		
31	001JQ00000iTL32	003JQ00000r	Koopa	Birdo	405	Boo Woo	Bowser's Kee	World 2	69133	6845df5419c3851f1d778e4'	Broadbase	<	107	#####	212	7/7/25 0:00		
32	001JQ00000E9oNf	003JQ00000c	Mario	Goomba	2605	Luigi Lo	Mushroom Kii	World 3	16112	653ee426fd3'	1.91E+10	Broadbase	<	107	#####	212	#####	
33	001JQ00000udQL'	003JQ00000c	Unknown	DryBones	2489	Koopa	T Bowser's Kee	World 1	15313	7c79510b313c8a7db315a2;	Broadbase	<	212	#####	212	#####		
34	001JQ00000X034X	003JQ00000\	Kamek	Toadsworth	1218	Luigi Lo	Bowser's Kee	World 4	13789	e50d1b8fc03b50feccb2124e	Broadbase	<	26.8	#####	42.7	#####		
35	0012B0000002T74g	0032B0000001	Unknown	Birdo	7431	Luigi Lo	Luigi's Mansic	World 6	12646	3593c75162ff	1.40E+10	Major	(>=\$10)	5000	#####	5000	#####	
36	0012B0000002TctuC	0032B0000001	Mario	Bowser	2873	Peach's	Bowser's Kee	World 3	74148	81bf8d633cbi	1.91E+10	Broadbase	<	34.72	7/7/00 0:00	60	#####	
37	0012B0000002T6tW	0032B0000001	Toadette	DryBones	6923	Thwomp	Bowser's Kee	World 7	78791		Broadbase	<	25	#####	150	6/5/25 0:00		
38	0012B0000002TfsY	0032B0000001	Unknown	Koopa	8174	Dry Dry	Donut Plains	World 3	83917	b390a13fc26;	1.72E+10	Broadbase	<	50	5/8/14 0:00	150	#####	
39	0012B0000002Th3p	0032B0000001	Rosalina	Toadsworth	7015	Peach's	Toad Town	World 1	42126		Midlevel	(\$1K	20	#####	150	#####		
40	0012B0000002T6WV	0032B0000001	Diddy	Yoshi	5380	Goomb	Donut Plains	World 1	51437	0d2674e39a1	1.81E+10	Midlevel	(\$1K	4295	#####	6000	#####	
41	001JQ00000j4gi8Y	003JQ00000f	Donkey	Daisy	3533	Thwomp	Luigi's Mansic	World 5	97273	b8ffec8ab499	1.53E+10	Broadbase	<	107	#####	107	#####	
42	0012B0000002TOiC	0032B0000001	King Boo	DonkeyKong	7860	Thwomp	Bowser's Kee	World 7	65235	edde82410721d720f8f1c9ef	Broadbase	<	25	#####	107	#####		
43	001JQ00000aZOV	003JQ00000\	Toadette	Daisy	1148	Rainbow	Peach's Gard	World 2	86714	aaca32f2f1873d0ab1462c2;	Broadbase	<	107	9/1/24 0:00	107	9/1/24 0:00		

SPREADSHEET

It was made by AI.

P57															
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
1	Id	Contact Id	First Name	Last Name	Address Line	City	Region	Postal Code	Email	Phone	Giving Level	First Gift Amo	First Gift Date	Last Gift Amo	Last Gift Date
2	0012B000002TOBx	0032B000001	Unknown	Mario	4099 Mushro	Toad Town	World 2	75480	d37ac9a7ba4	1.34E+10	Broadbase (<	55	#####	256	7/3/25 0:00
3	0012B000002T9s1	0032B000001	Yoshi	Bowser	4991 Koopa T	Peach's Gard	World 4	68275	a3eba1c83a2b62cd78b5e0		Midlevel (\$1K	2000	#####	1000	#####
4	0012B000002T74r	0032B000001	Birdo	Toadsworth	8969 Mushro	Toad Town	World 6	22498	48c62ee735fcfe41e8c4f959		Major (>=\$10	77	#####	1000	#####
5	001JQ00000pHUj1	003JQ000001	Unknown	Peach	2582 Boo Wo	Mushroom Ki	World 3	62715	ebf7dbeaed6f	1.29E+10	Broadbase (<	26.8	#####	5.7	#####
6	001JQ00000esAzF	003JQ000001	Daisy	Goomba	8160 Peach's	Koopa Village	World 3	63535	af57365d2dd6302bc9fbe7c		Broadbase (<	5.7	#####	5.7	#####
7	0012B000004McYf	0032B000004	Mario	Mario	3594 Luigi Lo	Koopa Village	World 6	39227	9af33942e664e2e96ff394c8		Broadbase (<	26.8	9/7/23 0:00	5.7	7/6/25 0:00
8	0012B000002T6YF	0032B000001	Unknown	Rosalina	2344 Boo Wo	Yoshi's Island	World 1	87826	e63382057884db6c2104d6		Broadbase (<	265	#####	265	#####
9	001JQ00000ecOX	003JQ000001	Daisy	Peach	5916 Dry Dry	Yoshi's Island	World 5	93642	33526fbbc34	1.42E+10	Broadbase (<	212	#####	265	#####
10	001JQ00000PquMl	003JQ000001	Unknown	Mario	8821 Luigi Lo	Mushroom Ki	World 4	87488	4f84a9cfb421	1.79E+10	Broadbase (<	107	#####	265	#####
11	0012B000002TUA1	0032B000001	Yoshi	Thwomp	6111 Rainbo	Mushroom Ki	World 5	41478	e6246fa8dd6f2b9dd68f7ad1		Broadbase (<	110	#####	265	#####
12	0012B000002TOA	0032B000001	King Boo	Waluigi	6405 Luigi Lo	Bowser's Kee	World 7	98751			Broadbase (<	33	#####	355	#####
13	0012B000002SwBf	003Am000000	Toadette	Peach	8436 Luigi Lo	Yoshi's Island	World 4	18887			Midlevel (\$1K	12.75	#####	80	5/8/25 0:00
14	0012B000002TU9E	0032B000001	Unknown	Luigi	9886 Shy Gu	Koopa Village	World 4	36612	3bd8c277875	1.80E+10	Broadbase (<	50	#####	32.1	#####
15	001JQ00000mdqG	003JQ000001	Unknown	Goomba	8585 Mushro	Luigi's Mansi	World 1	46469	bfac88c76cb	1.38E+10	Broadbase (<	32.1	#####	32.1	#####
16	001JQ00000ljP8rY	003JQ000001	Kamek	Peach	8224 Mushro	Luigi's Mansi	World 4	41841	985c8ed45da	1.68E+10	Broadbase (<	32.1	#####	32.1	#####
17	001JQ00000rwkgt	003JQ000001	Kamek	Mario	6503 Yoshi Is	Mushroom Ki	World 7	37585	ec5793f69b80975c7568d66		Broadbase (<	32.1	#####	32.1	#####
18	001JQ00000pWp5i	003JQ000001	Koopa	Yoshi	3845 Mushro	Toad Town	World 2	41028	83780bb9268cba388e04d0		Broadbase (<	32.1	#####	32.1	#####
19	001JQ00000m6PR	003JQ000001	Birdo	Toadsworth	7335 Mushro	Yoshi's Island	World 3	15223	562df5a4f8841478e400520		Broadbase (<	32.1	4/5/25 0:00	32.1	4/5/25 0:00
20	0012B000002eDgE	0032B000001	Unknown	DonkeyKong	267 Bowser E	Donut Plains	World 3	57102	55353454274f1c3d8a3c585		Broadbase (<	5	#####	32.1	#####
21	001Am000004AKa	003Am000000	Unknown	Toad	2508 Luigi Lo	Toad Town	World 5	27565	ba8ffab45158fd3fa106ead3		Broadbase (<	53.2	#####	20.5	#####
22	001Am000006bmV	003Am000000	Unknown	Yoshi	4324 Boo Wo	Mushroom Ki	World 2	31927	4a662a6dd05	1.85E+10	Midlevel (\$1K	107	#####	530	#####
23	0012B000002TipeC	0032B000001	Bowser Jr	Thwomp	2785 Toad To	Luigi's Mansi	World 8	57190			Broadbase (<	7.77	#####	18	#####
24	0012B000002TZqC	0032B000001	King Boo	DonkeyKong	8966 Koopa T	Mushroom Ki	World 8	85108			Broadbase (<	50	5/9/84 0:00	18	#####
25	001JQ00000gRCM	003JQ000001	Birdo	Boo	8828 Thwomp	Peach's Gard	World 6	57990	ee597b3fc9f3	1.29E+10	Midlevel (\$1K	1587	#####	1587	#####
26	001JQ00000YB30c	003JQ000001	Unknown	Toad	6412 Yoshi Is	Luigi's Mansi	World 6	10062	c1a9429dfad	1.69E+10	Broadbase (<	63.8	#####	250	#####
27	0012B000002T97i	0032B000001	Bowser	Yoshi	9668 Thwomp	Mushroom Ki	World 8	23294	23992b868059d5dda1b546		Broadbase (<	500	#####	250	#####
28	001JQ00000RVGv	003JQ000001	Donkey	Toadsworth	5091 Toad To	Yoshi's Island	World 2	13170	ef4bf2afeeae	1.67E+10	Broadbase (<	107	#####	212	#####
29	0012B000002TUcv	0032B000001	Unknown	DryBones	8578 Mushro	Toad Town	World 3	67837	c0d9122bc1a5dfda30390e1		Broadbase (<	29	#####	212	#####
30	0012B000002T9KI	0032B000001	Birdo	Bowser	4228 Bowser	Luigi's Mansi	World 3	62402	0a444e7c6cebc12a1364b3		Broadbase (<	50	#####	212	#####
31	001JQ00000tTL32	003JQ000001	Koopa	Birdo	405 Boo Woo	Bowser's Kee	World 2	69133	6845df5419c3851f1d778e4		Broadbase (<	107	#####	212	7/7/25 0:00
32	001JQ00000E9oNf	003JQ000001	Mario	Goomba	2605 Luigi Lo	Mushroom Ki	World 3	16112	653ee426fd3	1.91E+10	Broadbase (<	107	#####	212	#####
33	001JQ00000udQLI	003JQ000001	Unknown	DryBones	2489 Koopa T	Bowser's Kee	World 1	15313	7c79510b313c8a7db315a2		Broadbase (<	212	#####	212	#####
34	001JQ00000X034X	003JQ000001	Kamek	Toadsworth	1218 Luigi Lo	Bowser's Kee	World 4	13789	e50d1b8fc03b50feccb2124		Broadbase (<	26.8	#####	42.7	#####
35	0012B000002T74g	0032B000001	Unknown	Birdo	7431 Luigi Lo	Luigi's Mansi	World 6	12646	3593c75162f	1.40E+10	Major (>=\$10	5000	#####	5000	#####
36	0012B000002TctuC	0032B000001	Mario	Bowser	2873 Peach's	Bowser's Kee	World 3	74148	81bf8d633cb7	1.91E+10	Broadbase (<	34.72	7/7/00 0:00	60	#####
37	0012B000002T6tW	0032B000001	Toadette	DryBones	6923 Thwomp	Bowser's Kee	World 7	78791			Broadbase (<	25	#####	150	6/5/25 0:00
38	0012B000002TfsY	0032B000001	Unknown	Koopa	8174 Dry Dry	Donut Plains	World 3	83917	b390a13fc267	1.72E+10	Broadbase (<	50	5/8/14 0:00	150	#####
39	0012B000002Th3p	0032B000001	Rosalina	Toadsworth	7015 Peach's	Toad Town	World 1	42126			Midlevel (\$1K	20	#####	150	#####
40	0012B000002T6W	0032B000001	Diddy	Yoshi	5380 Goomb	Donut Plains	World 1	51437	0d2674e39a1	1.81E+10	Midlevel (\$1K	4295	#####	6000	#####
41	001JQ00000j4gl8Y	003JQ000001	Donkey	Daisy	3533 Thwomp	Luigi's Mansi	World 5	97273	b8ffec8ab499	1.53E+10	Broadbase (<	107	#####	107	#####
42	0012B000002TOiiC	0032B000001	King Boo	DonkeyKong	7860 Thwomp	Bowser's Kee	World 7	65235	edde82410721d720f8f1c9e		Broadbase (<	25	#####	107	#####
43	001JQ00000aZ0V3	003JQ000001	Toadette	Daisy	1148 Rainbo	Peach's Gard	World 2	86714	aaca32f2f1873d0ab1462c2		Broadbase (<	107	9/1/24 0:00	107	9/1/24 0:00

- Contact ID
- First & Last
- Address / City / Region / Postal
- Email
- Phone
- Giving Level
- First Gift Date
- First Gift Amount
- Last Gift Date
- Last Gift Amount

P57															
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	
1	Id	Contact Id	First Name	Last Name	Address Line	City	Region	Postal Code	Email	Phone	Giving Level	First Gift Amo	First Gift Date	Last Gift Amo	Las
2	0012B000002TOBc	0032B000001	Unknown	Mario	4099 Mushroc	Toad Town	World 2	75480	d37ac9a7ba4	1.34E+10	Broadbase (<	55	#####	256	7/
3	0012B000002T9s1	0032B000001	Yoshi	Bowser	4991 Koopa T	Peach's Gard	World 4	68275	a3eba1c83a2b62cd78b5e0		Midlevel (\$1K	2000	#####	1000	###
4	0012B000002T74r	0032B000001	Birdo	Toadsworth	8969 Mushroc	Toad Town	World 6	22498	48c62ee735fcfe41e8c4f959		Major (>=\$10	77	#####	1000	###
5	001JQ00000pHUj1	003JQ000001	Unknown	Peach	2582 Boo Wo	Mushroom Ki	World 3	62715	ebf7dbeaed6f	1.29E+10	Broadbase (<	26.8	#####	5.7	###
6	001JQ00000esAzF	003JQ000001	Daisy	Goomba	8160 Peach's	Koopa Village	World 3	63535	af57365d2dd6302bc9fbe7c		Broadbase (<	5.7	#####	5.7	###
7	0012B000004McYf	0032B000004	Mario	Mario	3594 Luigi Lo	Koopa Village	World 6	39227	9af33942e664e2e96ff394c8		Broadbase (<	26.8	9/7/23 0:00	5.7	7/
8	0012B000002T6YF	0032B000001	Unknown	Rosalina	2344 Boo Wo	Yoshi's Island	World 1	87826	e63382057884db6c2104d6		Broadbase (<	265	#####	265	###
9	001JQ00000ecOX	003JQ000001	Daisy	Peach	5916 Dry Dry	Yoshi's Island	World 5	93642	33526fbbc34	1.42E+10	Broadbase (<	212	#####	265	###
10	001JQ00000PquMl	003JQ000001	Unknown	Mario	8821 Luigi Lo	Mushroom Ki	World 4	87488	4f84a9cfb421	1.79E+10	Broadbase (<	107	#####	265	###
11	0012B000002TUAL	0032B000001	Yoshi	Thwomp	6111 Rainbow	Mushroom Ki	World 5	41478	e6246fa8dd6f2b9dd68f7ad1		Broadbase (<	110	#####	265	###
12	0012B000002TOAc	0032B000001	King Boo	Waluigi	6405 Luigi Lo	Bowser's Kee	World 7	98751			Broadbase (<	33	#####	355	###
13	0012B000002SwBf	003Am000001	Toadette	Peach	8436 Luigi Lo	Yoshi's Island	World 4	18887			Midlevel (\$1K	12.75	#####	80	5/
14	0012B000002TU9E	0032B000001	Unknown	Luigi	9886 Shy Gu	Koopa Village	World 4	36612	3bd8c277875	1.80E+10	Broadbase (<	50	#####	32.1	###
15	001JQ00000mdqG	003JQ000001	Unknown	Goomba	8585 Mushroc	Luigi's Mansic	World 1	46469	bfac88c76cb	1.38E+10	Broadbase (<	32.1	#####	32.1	###
16	001JQ00000IjP8rY	003JQ000001	Kamek	Peach	8224 Mushroc	Luigi's Mansic	World 4	41841	985c8ed45da	1.68E+10	Broadbase (<	32.1	#####	32.1	###
17	001JQ00000rwkgr	003JQ000001	Kamek	Mario	6503 Yoshi Is	Mushroom Ki	World 7	37585	ec5793f69b80975c7568d66		Broadbase (<	32.1	#####	32.1	###
18	001JQ00000pWp5i	003JQ000001	Koopa	Yoshi	3845 Mushroc	Toad Town	World 2	41028	83780bb9268cba388e04d0		Broadbase (<	32.1	#####	32.1	###
19	001JQ00000m6PR	003JQ000001	Birdo	Toadsworth	7335 Mushroc	Yoshi's Island	World 3	15223	562df5a4f8841478e400520		Broadbase (<	32.1	4/5/25 0:00	32.1	4/
20	0012B000002eDgE	0032B000001	Unknown	DonkeyKong	267 Bowser E	Donut Plains	World 3	57102	55353454274f1c3d8a3c585		Broadbase (<	5	#####	32.1	###
21	001Am000004AKa	003Am000001	Unknown	Toad	2508 Luigi Lo	Toad Town	World 5	27565	ba8ffab45158fd3fa106ead3		Broadbase (<	53.2	#####	20.5	###
22	001Am000006bmv	003Am000001	Unknown	Yoshi	4324 Boo Wo	Mushroom Ki	World 2	31927	4a662a6dd05	1.85E+10	Midlevel (\$1K	107	#####	530	###
23	0012B000002TipeC	0032B000001	Bowser Jr	Thwomp	2785 Toad To	Luigi's Mansic	World 8	57190			Broadbase (<	7.77	#####	18	###
24	0012B000002TZqC	0032B000001	King Boo	DonkeyKong	8966 Koopa T	Mushroom Ki	World 8	85108			Broadbase (<	50	5/9/84 0:00	18	###
25	001JQ00000gRCM	003JQ000001	Birdo	Boo	8828 Thwomp	Peach's Gard	World 6	57990	ee597b3fc9f3	1.29E+10	Midlevel (\$1K	1587	#####	1587	###
26	001JQ00000YB30c	003JQ000001	Unknown	Toad	6412 Yoshi Is	Luigi's Mansic	World 6	10062	c1a9429dfad	1.69E+10	Broadbase (<	63.8	#####	250	###
27	0012B000002T97iC	0032B000001	Bowser	Yoshi	9668 Thwomp	Mushroom Ki	World 8	23294	23992b868059d5dda1b546		Broadbase (<	500	#####	250	###
28	001JQ00000RVGv	003JQ000001	Donkey	Toadsworth	5091 Toad To	Yoshi's Island	World 2	13170	ef4bf2afeeae	1.67E+10	Broadbase (<	107	#####	212	###
29	0012B000002TUcv	0032B000001	Unknown	DryBones	8578 Mushroc	Toad Town	World 3	67837	c0d9122bc1a5dfda30390e1		Broadbase (<	29	#####	212	###
30	0012B000002T9KI	0032B000001	Birdo	Bowser	4228 Bowser	Luigi's Mansic	World 3	62402	0a444e7c6cebc12a1364b3		Broadbase (<	50	#####	212	###
31	001JQ00000tL32	003JQ000001	Koopa	Birdo	405 Boo Woo	Bowser's Kee	World 2	69133	6845df5419c3851f1d778e4		Broadbase (<	107	#####	212	7/
32	001JQ00000E9oNf	003JQ000001	Mario	Goomba	2605 Luigi Lo	Mushroom Ki	World 3	16112	653ee426fd3	1.91E+10	Broadbase (<	107	#####	212	###
33	001JQ00000udQLf	003JQ000001	Unknown	DryBones	2489 Koopa T	Bowser's Kee	World 1	15313	7c79510b313c8a7db315a2		Broadbase (<	212	#####	212	###
34	001JQ00000X034	003JQ000001	Kamek	Toadsworth	1218 Luigi Lo	Bowser's Kee	World 4	13789	e50d1b8fc03b50fecb2124		Broadbase (<	26.8	#####	42.7	###
35	0012B000002T74g	0032B000001	Unknown	Birdo	7431 Luigi Lo	Luigi's Mansic	World 6	12646	3593c75162f	1.40E+10	Major (>=\$10	5000	#####	5000	###
36	0012B000002TctuC	0032B000001	Mario	Bowser	2873 Peach's	Bowser's Kee	World 3	74148	81bf8d633cb7	1.91E+10	Broadbase (<	34.72	7/7/00 0:00	60	###
37	0012B000002T6tW	0032B000001	Toadette	DryBones	6923 Thwomp	Bowser's Kee	World 7	78791			Broadbase (<	25	#####	150	6/
38	0012B000002TfsY	0032B000001	Unknown	Koopa	8174 Dry Dry	Donut Plains	World 3	83917	b390a13fc267	1.72E+10	Broadbase (<	50	5/8/14 0:00	150	###
39	0012B000002Th3p	0032B000001	Rosalina	Toadsworth	7015 Peach's	Toad Town	World 1	42126			Midlevel (\$1K	20	#####	150	###
40	0012B000002T6W	0032B000001	Diddy	Yoshi	5380 Goomb	Donut Plains	World 1	51437	0d2674e39a1	1.81E+10	Midlevel (\$1K	4295	#####	6000	###
41	001JQ00000j4gl8Y	003JQ000001	Donkey	Daisy	3533 Thwomp	Luigi's Mansic	World 5	97273	b8ffec8ab499	1.53E+10	Broadbase (<	107	#####	107	###
42	0012B000002TOiiC	0032B000001	King Boo	DonkeyKong	7860 Thwomp	Bowser's Kee	World 7	65235	edde82410721d720f8f1c9e		Broadbase (<	25	#####	107	###
43	001JQ00000aZ0V3	003JQ000001	Toadette	Daisy	1148 Rainbow	Peach's Gard	World 2	86714	aaca32f2f1873d0ab1462c2		Broadbase (<	107	9/1/24 0:00	107	9/



Generate a chart
Create a chart using this data



Analyze for insights
Generate insights or trends for th...



What can Gemini do
in Google Sheets

More suggestions >

P57																
	A	B	C	D	E	F	G	H	I	J	K	L	M	N		
1	Id	Contact Id	First Name	Last Name	Address Line	City	Region	Postal Code	Email	Phone	Giving Level	First Gift Amo	First Gift Date	Last Gift Amo	Las	
2	0012B000002TOBc	0032B000001	Unknown	Mario	4099 Mushroc	Toad Town	World 2	75480	d37ac9a7ba4	1.34E+10	Broadbase (<	55	#####	256	7/	
3	0012B000002T9s1	0032B000001	Yoshi	Bowser	4991 Koopa T	Peach's Gard	World 4	68275	a3eba1c83a2b62cd78b5e0		Midlevel (\$1K	2000	#####	1000	###	
4	0012B000002T74r	0032B000001	Birdo	Toadsworth	8969 Mushroc	Toad Town	World 6	22498	48c62ee735fcfe41e8c4f959		Major (>=\$10	77	#####	1000	###	
5	001JQ00000pHUj1	003JQ000001	Unknown	Peach	2582 Boo Wo	Mushroom Ki	World 3	62715	ebf7dbeaed6f	1.29E+10	Broadbase (<	26.8	#####	5.7	###	
6	001JQ00000esAzR	003JQ000001	Daisy	Goomba	8160 Peach's	Koopa Village	World 3	63535	af57365d2dd6302bc9fbe7c		Broadbase (<	5.7	#####	5.7	###	
7	0012B000004McYf	0032B000004	Mario	Mario	3594 Luigi Lo	Koopa Village	World 6	39227	9af33942e664e2e96ff394c8		Broadbase (<	26.8	9/7/23 0:00	5.7	7/	
8	0012B000002T6YF	0032B000001	Unknown	Rosalina	2344 Boo Wo	Yoshi's Island	World 1	87826	e63382057884db6c2104d6		Broadbase (<	265	#####	265	###	
9	001JQ00000ecOX	003JQ000001	Daisy	Peach	5916 Dry Dry	Yoshi's Island	World 5	93642	33526fbbc34	1.42E+10	Broadbase (<	212	#####	265	###	
10	001JQ00000PquMl	003JQ000001	Unknown	Mario	8821 Luigi Lo	Mushroom Ki	World 4	87488	4f84a9cfb421	1.79E+10	Broadbase (<	107	#####	265	###	
11	0012B000002TUAL	0032B000001	Yoshi	Thwomp	6111 Rainbow	Mushroom Ki	World 5	41478	e6246fa8dd6f2b9dd68f7ad1		Broadbase (<	110	#####	265	###	
12	0012B000002TOAc	0032B000001	King Boo	Waluigi	6405 Luigi Lo	Bowser's Kee	World 7	98751			Broadbase (<	33	#####	355	###	
13	0012B000002SwBf	003Am000000	Toadette	Peach	8436 Luigi Lo	Yoshi's Island	World 4	18887			Midlevel (\$1K	12.75	#####	80	5/	
14	0012B000002TU9E	0032B000001	Unknown	Luigi	9886 Shy Gu	Koopa Village	World 4	36612	3bd8c277875	1.80E+10	Broadbase (<	50	#####	32.1	###	
15	001JQ00000mdqG	003JQ000001	Unknown	Goomba	8585 Mushroc	Luigi's Mansic	World 1	46469	bfac88c76cb	1.38E+10	Broadbase (<	32.1	#####	32.1	###	
16	001JQ00000ljP8rY	003JQ000001	Kamek	Peach	8224 Mushroc	Luigi's Mansic	World 4	41841	985c8ed45da	1.68E+10	Broadbase (<	32.1	#####	32.1	###	
17	001JQ00000rwkgt	003JQ000001	Kamek	Mario	6503 Yoshi Is	Mushroom Ki	World 7	37585	ec5793f69b80975c7568d66		Broadbase (<	32.1	#####	32.1	###	
18	001JQ00000pWp5i	003JQ000001	Koopa	Yoshi	3845 Mushroc	Toad Town	World 2	41028	83780bb9268cba388e04d0		Broadbase (<	32.1	#####	32.1	###	
19	001JQ00000m6PR	003JQ000001	Bi										4/5/25 0:00	32.1	4/	
20	0012B000002eDgE	0032B000001	Un										#####	32.1	###	
21	001Am000004AKa	003Am000000	Un										#####	20.5	###	
22	001Am000006bmV	003Am000000	Un										#####	530	###	
23	0012B000002TipeC	0032B000001	Bc										#####	18	###	
24	0012B000002TZqC	0032B000001	King Boo	DonkeyKong	8888 Koopa T	Mushroom Ki	World 8	88188			Broadbase (<	88	5/9/84 0:00	18	###	
25	001JQ00000gRCM	003JQ000001	Birdo	Boo	8828 Thwomp	Peach's Gard	World 6	57990	ee597b3fc9f3	1.29E+10	Midlevel (\$1K	1587	#####	1587	###	
26	001JQ00000YB30c	003JQ000001	Unknown	Toad	6412 Yoshi Is	Luigi's Mansic	World 6	10062	c1a9429fdad	1.69E+10	Broadbase (<	63.8	#####	250	###	
27	0012B000002T97iC	0032B000001	Bowser	Yoshi	9668 Thwomp	Mushroom Ki	World 8	23294	23992b868059d5dda1b546		Broadbase (<	500	#####	250	###	
28	001JQ00000RVGv	003JQ000001	Donkey	Toadsworth	5091 Toad To	Yoshi's Island	World 2	13170	ef4bf2afeeae	1.67E+10	Broadbase (<	107	#####	212	###	
29	0012B000002TUcv	0032B000001	Unknown	DryBones	8578 Mushroc	Toad Town	World 3	67837	c0d9122bc1a5dfda30390e1		Broadbase (<	29	#####	212	###	
30	0012B000002T9Kl	0032B000001	Birdo	Bowser	4228 Bowser	Luigi's Mansic	World 3	62402	0a444e7c6cebc12a1364b3		Broadbase (<	50	#####	212	###	
31	001JQ00000tL32*	003JQ000001	Koopa	Birdo	405 Boo Woo	Bowser's Kee	World 2	69133	6845df5419c3851f1d778e4		Broadbase (<	107	#####	212	7/	
32	001JQ00000E9oNf	003JQ000001	Mario	Goomba	2605 Luigi Lo	Mushroom Ki	World 3	16112	653ee426fd3	1.91E+10	Broadbase (<	107	#####	212	###	
33	001JQ00000udQLf	003JQ000001	Unknown	DryBones	2489 Koopa T	Bowser's Kee	World 1	15313	7c79510b313c8a7db315a2		Broadbase (<	212	#####	212	###	
34	001JQ00000X034X	003JQ000001	Kamek	Toadsworth	1218 Luigi Lo	Bowser's Kee	World 4	13789	e50d1b8fc03b50fecb2124		Broadbase (<	26.8	#####	42.7	###	
35	0012B000002T74g	0032B000001	Unknown	Birdo	7431 Luigi Lo	Luigi's Mansic	World 6	12646	3593c75162f	1.40E+10	Major (>=\$10	5000	#####	5000	###	
36	0012B000002TctuC	0032B000001	Mario	Bowser	2873 Peach's	Bowser's Kee	World 3	74148	81bf8d633cb7	1.91E+10	Broadbase (<	34.72	7/7/00 0:00	60	###	
37	0012B000002T6tW	0032B000001	Toadette	DryBones	6923 Thwomp	Bowser's Kee	World 7	78791			Broadbase (<	25	#####	150	6/	
38	0012B000002TfsY	0032B000001	Unknown	Koopa	8174 Dry Dry	Donut Plains	World 3	83917	b390a13fc267	1.72E+10	Broadbase (<	50	5/8/14 0:00	150	###	
39	0012B000002Th3p	0032B000001	Rosalina	Toadsworth	7015 Peach's	Toad Town	World 1	42126			Midlevel (\$1K	20	#####	150	###	
40	0012B000002T6W*	0032B000001	Diddy	Yoshi	5380 Goomb	Donut Plains	World 1	51437	0d2674e39a1	1.81E+10	Midlevel (\$1K	4295	#####	6000	###	
41	001JQ00000j4gl8Y	003JQ000001	Donkey	Daisy	3533 Thwomp	Luigi's Mansic	World 5	97273	b8ffec8ab499	1.53E+10	Broadbase (<	107	#####	107	###	
42	0012B000002TOiiC	0032B000001	King Boo	DonkeyKong	7860 Thwomp	Bowser's Kee	World 7	65235	edde82410721d720f8f1c9e		Broadbase (<	25	#####	107	###	
43	001JQ00000aZ0V3	003JQ000001	Toadette	Daisy	1148 Rainbow	Peach's Gard	World 2	86714	aaca32f2f1873d0ab1462c2		Broadbase (<	107	9/1/24 0:00	107	9/	

Summarize Trends



The analysis of the donor data reveals several key insights into giving patterns:

1. Broadbase Donors Dominate in Numbers, but Contribute Smaller Initial Amounts.

- The vast majority of donors, 5,662 out of 6,457, fall into the 'Broadbase (<\$1K HPC)' category.
- These donors, on average, make a first gift of approximately \$63.33.
- This suggests a strong foundation of numerous small-scale contributors.

2. Major Donors Contribute Significantly Larger Initial Amounts, Despite Being a Smaller Group.

- While only 110 donors are classified as 'Major (>=\$10K HPC)', their average first gift is substantially

P57															
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	
1	Id	Contact Id	First Name	Last Name	Address Line	City	Region	Postal Code	Email	Phone	Giving Level	First Gift Amo	First Gift Date	Last Gift Amo	Las
2	0012B000002TOBc	0032B000001	Unknown	Mario	4099 Mushroc	Toad Town	World 2	75480	d37ac9a7ba4	1.34E+10	Broadbase (<	55	#####	256	7/
3	0012B000002T9s1	0032B000001	Yoshi	Bowser	4991 Koopa T	Peach's Gard	World 4	68275	a3eba1c83a2b62cd78b5e0		Midlevel (\$1K	2000	#####	1000	###
4	0012B000002T74r	0032B000001	Birdo	Toadsworth	8969 Mushroc	Toad Town	World 6	22498	48c62ee735fcfe41e8c4f959		Major (>=\$10	77	#####	1000	###
5	001JQ00000pHUj1	003JQ000000	Unknown	Peach	2582 Boo Wo	Mushroom Ki	World 3	62715	ebf7dbeaed6f	1.29E+10	Broadbase (<	26.8	#####	5.7	###
6	001JQ00000esAzR	003JQ000000	Daisy	Goomba	8160 Peach's	Koopa Village	World 3	63535	af57365d2dd6302bc9fbe7c		Broadbase (<	5.7	#####	5.7	###
7	0012B000004McYf	0032B000004	Mario	Mario	3594 Luigi Lo	Koopa Village	World 6	39227	9af33942e664e2e96ff394c8		Broadbase (<	26.8	9/7/23 0:00	5.7	7/
8	0012B000002T6YF	0032B000001	Unknown	Rosalina	2344 Boo Wo	Yoshi's Island	World 1	87826	e63382057884db6c2104d6		Broadbase (<	265	#####	265	###
9	001JQ00000ecOX	003JQ000000	Daisy	Peach	5916 Dry Dry	Yoshi's Island	World 5	93642	33526fbbc34	1.42E+10	Broadbase (<	212	#####	265	###
10	001JQ00000PquMl	003JQ000000	Unknown	Mario	8821 Luigi Lo	Mushroom Ki	World 4	87488	4f84a9cfb421	1.79E+10	Broadbase (<	107	#####	265	###
11	0012B000002TUAL	0032B000001	Yoshi	Thwomp	6111 Rainbow	Mushroom Ki	World 5	41478	e6246fa8dd6f2b9dd68f7ad1		Broadbase (<	110	#####	265	###
12	0012B000002TOAc	0032B000001	King Boo	Waluigi	6405 Luigi Lo	Bowser's Kee	World 7	98751			Broadbase (<	33	#####	355	###
13	0012B000002SwBf	003Am000000	Toadette	Peach	8436 Luigi Lo	Yoshi's Island	World 4	18887			Midlevel (\$1K	12.75	#####	80	5/
14	0012B000002TU9E	0032B000001	Unknown	Luigi	9886 Shy Gu	Koopa Village	World 4	36612	3bd8c277875	1.80E+10	Broadbase (<	50	#####	32.1	###
15	001JQ00000mdqG	003JQ000000	Unknown	Goomba	8585 Mushroc	Luigi's Mansic	World 1	46469	bfac88c76cb	1.38E+10	Broadbase (<	32.1	#####	32.1	###
16	001JQ00000ljP8rY	003JQ000000	Kamek	Peach	8224 Mushroc	Luigi's Mansic	World 4	41841	985c8ed45da	1.68E+10	Broadbase (<	32.1	#####	32.1	###
17	001JQ00000rwkgt	003JQ000000	Kamek	Mario	6503 Yoshi Is	Mushroom Ki	World 7	37585	ec5793f69b80975c7568d66		Broadbase (<	32.1	#####	32.1	###
18	001JQ00000pWp5i	003JQ000000	Koopa	Yoshi	3845 Mushroc	Toad Town	World 2	41028	83780bb9268cba388e04d0		Broadbase (<	32.1	#####	32.1	###
19	001JQ00000m6F													32.1	4/
20	0012B000002eD													32.1	###
21	001Am000004AK													20.5	###
22	001Am000006bn													530	###
23	0012B000002Tip													18	###
24	0012B000002TZ													18	###
25	001JQ00000gRCM	003JQ000000	Birdo	Boo	8828 Thwomp	Peach's Gard	World 6	57990	ee597b3fc9f3	1.29E+10	Midlevel (\$1K	1587	#####	1587	###
26	001JQ00000YB30c	003JQ000000	Unknown	Toad	6412 Yoshi Is	Luigi's Mansic	World 6	10062	c1a9429fdfad	1.69E+10	Broadbase (<	63.8	#####	250	###
27	0012B000002T97i	0032B000001	Bowser	Yoshi	9668 Thwomp	Mushroom Ki	World 8	23294	23992b868059d5dda1b546		Broadbase (<	500	#####	250	###
28	001JQ00000RVGv	003JQ000000	Donkey	Toadsworth	5091 Toad To	Yoshi's Island	World 2	13170	ef4bf2afeeae	1.67E+10	Broadbase (<	107	#####	212	###
29	0012B000002TUcv	0032B000001	Unknown	DryBones	8578 Mushroc	Toad Town	World 3	67837	c0d9122bc1a5dfda30390e1		Broadbase (<	29	#####	212	###
30	0012B000002T9Kl	0032B000001	Birdo	Bowser	4228 Bowser	Luigi's Mansic	World 3	62402	0a444e7c6cebc12a1364b3		Broadbase (<	50	#####	212	###
31	001JQ00000tL32	003JQ000000	Koopa	Birdo	405 Boo Woo	Bowser's Kee	World 2	69133	6845df5419c3851f1d778e4		Broadbase (<	107	#####	212	7/
32	001JQ00000E9oNf	003JQ000000	Mario	Goomba	2605 Luigi Lo	Mushroom Ki	World 3	16112	653ee426fd3	1.91E+10	Broadbase (<	107	#####	212	###
33	001JQ00000udQLf	003JQ000000	Unknown	DryBones	2489 Koopa T	Bowser's Kee	World 1	15313	7c79510b313c8a7db315a2		Broadbase (<	212	#####	212	###
34	001JQ00000X034X	003JQ000000	Kamek	Toadsworth	1218 Luigi Lo	Bowser's Kee	World 4	13789	e50d1b8fc03b50feccb2124		Broadbase (<	26.8	#####	42.7	###
35	0012B000002T74g	0032B000001	Unknown	Birdo	7431 Luigi Lo	Luigi's Mansic	World 6	12646	3593c75162f	1.40E+10	Major (>=\$10	5000	#####	5000	###
36	0012B000002TctuC	0032B000001	Mario	Bowser	2873 Peach's	Bowser's Kee	World 3	74148	81bf8d633cb7	1.91E+10	Broadbase (<	34.72	7/7/00 0:00	60	###
37	0012B000002T6tW	0032B000001	Toadette	DryBones	6923 Thwomp	Bowser's Kee	World 7	78791			Broadbase (<	25	#####	150	6/
38	0012B000002TfsY	0032B000001	Unknown	Koopa	8174 Dry Dry	Donut Plains	World 3	83917	b390a13fc267	1.72E+10	Broadbase (<	50	5/8/14 0:00	150	###
39	0012B000002Th3p	0032B000001	Rosalina	Toadsworth	7015 Peach's	Toad Town	World 1	42126			Midlevel (\$1K	20	#####	150	###
40	0012B000002T6W	0032B000001	Diddy	Yoshi	5380 Goombz	Donut Plains	World 1	51437	0d2674e39a1	1.81E+10	Midlevel (\$1K	4295	#####	6000	###
41	001JQ00000j4gl8Y	003JQ000000	Donkey	Daisy	3533 Thwomp	Luigi's Mansic	World 5	97273	b8ffec8ab499	1.53E+10	Broadbase (<	107	#####	107	###
42	0012B000002TOiiC	0032B000001	King Boo	DonkeyKong	7860 Thwomp	Bowser's Kee	World 7	65235	edde82410721d720f8f1c9e		Broadbase (<	25	#####	107	###
43	001JQ00000aZ0V3	003JQ000000	Toadette	Daisy	1148 Rainbow	Peach's Gard	World 2	86714	aaca32f2f1873d0ab1462c2		Broadbase (<	107	9/1/24 0:00	107	9/

Answer Data Questions



How many mid-level donors do I have who live in World 3 and have a Last Gift Date that is on or after January 1, 2025?



Referenced: A1:O6458

Analysis steps

There are 13 mid-level donors who live in World 3 and have a Last Gift Date on or after January 1, 2025.

Let me know if you'd like to explore other donor segments or analyze different aspects of the data!

Insert Copy

Sources (1)

P57															
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	
1	Id	Contact Id	First Name	Last Name	Address Line	City	Region	Postal Code	Email	Phone	Giving Level	First Gift Amo	First Gift Date	Last Gift Amo	Las
2	0012B000002TOBx	0032B000001	Unknown	Mario	4099 Mushroc	Toad Town	World 2	75480	d37ac9a7ba4	1.34E+10	Broadbase (<	55	#####	256	7/
3	0012B000002T9s1	0032B000001	Yoshi	Bowser	4991 Koopa T	Peach's Gard	World 4	68275	a3eba1c83a2b62cd78b5e0		Midlevel (\$1K	2000	#####	1000	###
4	0012B000002T74r	0032B000001	Birdo	Toadsworth	8969 Mushroc	Toad Town	World 6	22498	48c62ee735fcfe41e8c4f959		Major (>=\$10	77	#####	1000	###
5	001JQ00000pHuj1	003JQ000000	Unknown	Peach	2582 Boo Wo	Mushroom Ki	World 3	62715	ebf7dbeaed6f	1.29E+10	Broadbase (<	26.8	#####	5.7	###
6	001JQ00000esAzF	003JQ000000	Daisy	Goomba	8160 Peach's	Koopa Village	World 3	63535	af57365d2dd6302bc9fbe7c		Broadbase (<	5.7	#####	5.7	###
7	0012B000004McYf	0032B000004	Mario	Mario	3594 Luigi Lo	Koopa Village	World 6	39227	9af33942e664e2e96ff394c8		Broadbase (<	26.8	9/7/23 0:00	5.7	7/
8	0012B000002T6YF	0032B000001	Unknown	Rosalina	2344 Boo Wo	Yoshi's Island	World 1	87826	e63382057884db6c2104d6		Broadbase (<	265	#####	265	###
9	001JQ00000ecOX	003JQ000000	Daisy	Peach	5916 Dry Dry	Yoshi's Island	World 5	93642	33526fbbc34	1.42E+10	Broadbase (<	212	#####	265	###
10	001JQ00000PquMl	003JQ000000	Unknown	Mario	8821 Luigi Lo	Mushroom Ki	World 4	87488	4f84a9cfb421	1.79E+10	Broadbase (<	107	#####	265	###
11	0012B000002TUAL	0032B000001	Yoshi	Thwomp	6111 Rainbow	Mushroom Ki	World 5	41478	e6246fa8dd6f2b9dd68f7ad1		Broadbase (<	110	#####	265	###
12	0012B000002TOAx	0032B000001	King Boo	Waluigi	6405 Luigi Lo	Bowser's Kee	World 7	98751			Broadbase (<	33	#####	355	###
13	0012B000002SwBf	003Am000000	Toadette	Peach	8436 Luigi Lo	Yoshi's Island	World 4	18887			Midlevel (\$1K	12.75	#####	80	5/
14	0012B000002TU9E	0032B000001	Unknown	Luigi	9886 Shy Gu	Koopa Village	World 4	36612	3bd8c277875	1.80E+10	Broadbase (<	50	#####	32.1	###
15	001JQ00000mdqG	003JQ000000	Unknown	Goomba	8585 Mushroc	Luigi's Mansic	World 1	46469	bfac88c76cb	1.38E+10	Broadbase (<	32.1	#####	32.1	###
16	001JQ00000ljP8rY	003JQ000000	Kamek	Peach	8224 Mushroc	Luigi's Mansic	World 4	41841	985c8ed45da	1.68E+10	Broadbase (<	32.1	#####	32.1	###
17	001JQ00000rwkgt	003JQ000000	Kamek	Mario	6503 Yoshi Is	Mushroom Ki	World 7	37585	ec5793f69b80975c7568d66		Broadbase (<	32.1	#####	32.1	###
18	001JQ00000pWp5i	003JQ000000	Koopa	Yoshi	3845 Mushroc	Toad Town	World 2	41028	83780bb9268cba388e04d0		Broadbase (<	32.1	#####	32.1	###
19	001JQ00000m6PR	003JQ000000	Birdo	Toadsw								32.1	4/5/25 0:00	32.1	4/
20	0012B000002eDgE	0032B000001	Unknown	Donkey								5	#####	32.1	###
21	001Am000004AKa	003Am000000	Unknown	Toad								53.2	#####	20.5	###
22	001Am000006bmV	003Am000000	Unknown	Yoshi								107	#####	530	###
23	0012B000002TipeC	0032B000001	Bowser Jr	Thwomp								7.77	#####	18	###
24	0012B000002TZqC	0032B000001	King Boo	DonkeyKong	8586 Koopa T	Mushroom Ki	World 6	85168			Broadbase (<	50	5/9/84 0:00	18	###
25	001JQ00000gRCM	003JQ000000	Birdo	Boo	8828 Thwomp	Peach's Gard	World 6	57990	ee597b3fc9f3	1.29E+10	Midlevel (\$1K	1587	#####	1587	###
26	001JQ00000YB30c	003JQ000000	Unknown	Toad	6412 Yoshi Is	Luigi's Mansic	World 6	10062	c1a9429dfad	1.69E+10	Broadbase (<	63.8	#####	250	###
27	0012B000002T97iC	0032B000001	Bowser	Yoshi	9668 Thwomp	Mushroom Ki	World 8	23294	23992b868059d5dda1b546		Broadbase (<	500	#####	250	###
28	001JQ00000RVGv	003JQ000000	Donkey	Toadsworth	5091 Toad To	Yoshi's Island	World 2	13170	ef4bf2afeeae	1.67E+10	Broadbase (<	107	#####	212	###
29	0012B000002TUcv	0032B000001	Unknown	DryBones	8578 Mushroc	Toad Town	World 3	67837	c0d9122bc1a5dfda30390e1		Broadbase (<	29	#####	212	###
30	0012B000002T9Kl	0032B000001	Birdo	Bowser	4228 Bowser	Luigi's Mansic	World 3	62402	0a444e7c6cebc12a1364b3		Broadbase (<	50	#####	212	###
31	001JQ00000tL32	003JQ000000	Koopa	Birdo	405 Boo Woo	Bowser's Kee	World 2	69133	6845df5419c3851f1d778e4		Broadbase (<	107	#####	212	7/
32	001JQ00000E9oNf	003JQ000000	Mario	Goomba	2605 Luigi Lo	Mushroom Ki	World 3	16112	653ee426fd3	1.91E+10	Broadbase (<	107	#####	212	###
33	001JQ00000udQLf	003JQ000000	Unknown	DryBones	2489 Koopa T	Bowser's Kee	World 1	15313	7c79510b313c8a7db315a2		Broadbase (<	212	#####	212	###
34	001JQ00000X034X	003JQ000000	Kamek	Toadsworth	1218 Luigi Lo	Bowser's Kee	World 4	13789	e50d1b8fc03b50feccb2124		Broadbase (<	26.8	#####	42.7	###
35	0012B000002T74g	0032B000001	Unknown	Birdo	7431 Luigi Lo	Luigi's Mansic	World 6	12646	3593c75162f	1.40E+10	Major (>=\$10	5000	#####	5000	###
36	0012B000002TctuC	0032B000001	Mario	Bowser	2873 Peach's	Bowser's Kee	World 3	74148	81bf8d633cb7	1.91E+10	Broadbase (<	34.72	7/7/00 0:00	60	###
37	0012B000002T6tW	0032B000001	Toadette	DryBones	6923 Thwomp	Bowser's Kee	World 7	78791			Broadbase (<	25	#####	150	6/
38	0012B000002TfsY	0032B000001	Unknown	Koopa	8174 Dry Dry	Donut Plains	World 3	83917	b390a13fc267	1.72E+10	Broadbase (<	50	5/8/14 0:00	150	###
39	0012B000002Th3p	0032B000001	Rosalina	Toadsworth	7015 Peach's	Toad Town	World 1	42126			Midlevel (\$1K	20	#####	150	###
40	0012B000002T6W	0032B000001	Diddy	Yoshi	5380 Goomb	Donut Plains	World 1	51437	0d2674e39a1	1.81E+10	Midlevel (\$1K	4295	#####	6000	###
41	001JQ00000j4gl8Y	003JQ000000	Donkey	Daisy	3533 Thwomp	Luigi's Mansic	World 5	97273	b8ffec8ab499	1.53E+10	Broadbase (<	107	#####	107	###
42	0012B000002TOiic	0032B000001	King Boo	DonkeyKong	7860 Thwomp	Bowser's Kee	World 7	65235	edde82410721d720f8f1c9e		Broadbase (<	25	#####	107	###
43	001JQ00000aZ0V3	003JQ000000	Toadette	Daisy	1148 Rainbow	Peach's Gard	World 2	86714	aaca32f2f1873d0ab1462c2		Broadbase (<	107	9/1/24 0:00	107	9/

Create Charts



Can you create a pie chart that shows my mid-level donors by region?



Referenced: A1:O6458

Analysis steps

Mid-Level Donors by Region



- World 1
- World 2
- World 3
- World 4
- World 5
- World 6

2 more

Insert Preview

P57

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	
1	Id	Contact Id	First Name	Last Name	Address Line	City	Region	Postal Code	Email	Phone	Giving Level	First Gift Amo	First Gift Date	Last Gift Amo	Las
2	0012B000002TOBc	0032B000001	Unknown	Mario	4099 Mushroc	Toad Town	World 2	75480	d37ac9a7ba4	1.34E+10	Broadbase (<	55	#####	256	7/
3	0012B000002T9s1	0032B000001	Yoshi	Bowser	4991 Koopa T	Peach's Gard	World 4	68275	a3eba1c83a2b62cd78b5e0		Midlevel (\$1K	2000	#####	1000	###
4	0012B000002T74r	0032B000001	Birdo	Toadsworth	8969 Mushroc	Toad Town	World 6	22498	48c62ee735fcfe41e8c4f959		Major (>=\$10	77	#####	1000	###
5	001JQ00000pHuj1	003JQ000001	Unknown	Peach	2582 Boo Wo	Mushroom Ki	World 3	62715	ebf7dbeaed6f	1.29E+10	Broadbase (<	26.8	#####	5.7	###
6	001JQ00000esAzF	003JQ000001	Daisy	Goomba	8160 Peach's	Koopa Village	World 3	63535	af57365d2dd6302bc9fbe7c		Broadbase (<	5.7	#####	5.7	###
7	0012B000004McYf	0032B000004	Mario	Mario	3594 Luigi Lo	Koopa Village	World 6	39227	9af33942e664e2e96ff394c8		Broadbase (<	26.8	9/7/23 0:00	5.7	7/
8	0012B000002T6YF	0032B000001	Unknown	Rosalina	2344 Boo Wo	Yoshi's Island	World 1	87826	e63382057884db6c2104d6		Broadbase (<	265	#####	265	###
9	001JQ00000ecOX	003JQ000001	Daisy	Peach	5916 Dry Dry	Yoshi's Island	World 5	93642	33526fbbc34	1.42E+10	Broadbase (<	212	#####	265	###
10	001JQ00000PquMl	003JQ000001	Unknown	Mario	8821 Luigi Lo	Mushroom Ki	World 4	87488	4f84a9cfb421	1.79E+10	Broadbase (<	107	#####	265	###
11	0012B000002TUAL	0032B000001	Yoshi	Thwomp	6111 Rainbow	Mushroom Ki	World 5	41478	e6246fa8dd6f2b9dd68f7ad1		Broadbase (<	110	#####	265	###
12	0012B000002TOA	0032B000001	King Boo	Waluigi	6405 Luigi Lo	Bowser's Kee	World 7	98751			Broadbase (<	33	#####	355	###
13	0012B000002SwBf	003Am000000	Toadette	Peach	8436 Luigi Lo	Yoshi's Island	World 4	18887			Midlevel (\$1K	12.75	#####	80	5/
14	0012B000002TU9E	0032B000001	Unknown	Luigi	9886 Shy Gu	Koopa Village	World 4	36612	3bd8c277875	1.80E+10	Broadbase (<	50	#####	32.1	###
15	001JQ00000mdqG	003JQ000001	Unknown	Goomba	8585 Mushroc	Luigi's Mansic	World 1	46469	bfac88c76cb	1.38E+10	Broadbase (<	32.1	#####	32.1	###
16	001JQ00000IjP8rY	003JQ000001	Kamek	Peach	8224 Mushroc	Luigi's Mansic	World 4	41841	985c8ed45da	1.68E+10	Broadbase (<	32.1	#####	32.1	###
17	001JQ00000rwkgt	003JQ000001	Kamek	Mario	6503 Yoshi Is	Mushroom Ki	World 7	37585	ec5793f69b80975c7568d66		Broadbase (<	32.1	#####	32.1	###
18	001JQ00000pWp5i	003JQ000001	Koopa	Yoshi	3845 Mushroc	Toad Town	World 2	41028	83780bb9268cba388e04d0		Broadbase (<	32.1	#####	32.1	###
19	001JQ00000m6PR	003JQ000001	Birdo	Toad								32.1	4/5/25 0:00	32.1	4/
20	0012B000002eDgE	0032B000001	Unknown	Donk								5	#####	32.1	###
21	001Am000004AKa	003Am000000	Unknown	Toad								53.2	#####	20.5	###
22	001Am000006bmV	003Am000000	Unknown	Yoshi								107	#####	530	###
23	0012B000002TipeC	0032B000001	Bowser Jr	Thwomp								7.77	#####	18	###
24	0012B000002TZqC	0032B000001	King Boo	DonkeyKong	8888 Koopa T	Mushroom Ki	World 8	88188			Broadbase (<	50	5/9/84 0:00	18	###
25	001JQ00000gRCM	003JQ000001	Birdo	Boo	8828 Thwomp	Peach's Gard	World 6	57990	ee597b3fc9f3	1.29E+10	Midlevel (\$1K	1587	#####	1587	###
26	001JQ00000YB30c	003JQ000001	Unknown	Toad	6412 Yoshi Is	Luigi's Mansic	World 6	10062	c1a9429dfad	1.69E+10	Broadbase (<	63.8	#####	250	###
27	0012B000002T97iC	0032B000001	Bowser	Yoshi	9668 Thwomp	Mushroom Ki	World 8	23294	23992b868059d5dda1b546		Broadbase (<	500	#####	250	###
28	001JQ00000RVGv	003JQ000001	Donkey	Toadsworth	5091 Toad To	Yoshi's Island	World 2	13170	ef4bf2afeeae	1.67E+10	Broadbase (<	107	#####	212	###
29	0012B000002TUcv	0032B000001	Unknown	DryBones	8578 Mushroc	Toad Town	World 3	67837	c0d9122bc1a5dfda30390e1		Broadbase (<	29	#####	212	###
30	0012B000002T9Kl	0032B000001	Birdo	Bowser	4228 Bowser	Luigi's Mansic	World 3	62402	0a444e7c6cebc12a1364b3		Broadbase (<	50	#####	212	###
31	001JQ00000tL32	003JQ000001	Koopa	Birdo	405 Boo Woo	Bowser's Kee	World 2	69133	6845df5419c3851f1d778e4		Broadbase (<	107	#####	212	7/
32	001JQ00000E9oNf	003JQ000001	Mario	Goomba	2605 Luigi Lo	Mushroom Ki	World 3	16112	653ee426fd3	1.91E+10	Broadbase (<	107	#####	212	###
33	001JQ00000udQLf	003JQ000001	Unknown	DryBones	2489 Koopa T	Bowser's Kee	World 1	15313	7c79510b313c8a7db315a2		Broadbase (<	212	#####	212	###
34	001JQ00000X034X	003JQ000001	Kamek	Toadsworth	1218 Luigi Lo	Bowser's Kee	World 4	13789	e50d1b8fc03b50feccb2124		Broadbase (<	26.8	#####	42.7	###
35	0012B000002T74g	0032B000001	Unknown	Birdo	7431 Luigi Lo	Luigi's Mansic	World 6	12646	3593c75162f	1.40E+10	Major (>=\$10	5000	#####	5000	###
36	0012B000002TctuC	0032B000001	Mario	Bowser	2873 Peach's	Bowser's Kee	World 3	74148	81bf8d633cb7	1.91E+10	Broadbase (<	34.72	7/7/00 0:00	60	###
37	0012B000002T6tW	0032B000001	Toadette	DryBones	6923 Thwomp	Bowser's Kee	World 7	78791			Broadbase (<	25	#####	150	6/
38	0012B000002TfsY	0032B000001	Unknown	Koopa	8174 Dry Dry	Donut Plains	World 3	83917	b390a13fc267	1.72E+10	Broadbase (<	50	5/8/14 0:00	150	###
39	0012B000002Th3p	0032B000001	Rosalina	Toadsworth	7015 Peach's	Toad Town	World 1	42126			Midlevel (\$1K	20	#####	150	###
40	0012B000002T6W	0032B000001	Diddy	Yoshi	5380 Goomb	Donut Plains	World 1	51437	0d2674e39a1	1.81E+10	Midlevel (\$1K	4295	#####	6000	###
41	001JQ00000j4gl8Y	003JQ000001	Donkey	Daisy	3533 Thwomp	Luigi's Mansic	World 5	97273	b8ffec8ab499	1.53E+10	Broadbase (<	107	#####	107	###
42	0012B000002TOiic	0032B000001	King Boo	DonkeyKong	7860 Thwomp	Bowser's Kee	World 7	65235	edde82410721d720f8f1c9e		Broadbase (<	25	#####	107	###
43	001JQ00000aZOV3	003JQ000001	Toadette	Daisy	1148 Rainbow	Peach's Gard	World 2	86714	aaca32f2f1873d0ab1462c2		Broadbase (<	107	9/1/24 0:00	107	9/

Generate Lists



Can you create a list of all of my mid-level donors who have a Last Gift Date that is before January 1, 2025?



Referenced: A1:O6458

Analysis steps

First Name	Last Name	Last Gift Date
Unknown	Rosalina	2024-08-06
Unknown	Waluigi	2024-08-08
Unknown	Bowser	2024-08-08
Unknown	Wario	2024-08-08
Peach	Kamek	2024-09-09
Unknown	DryBones	2024-08-08

P57

fx

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	
1	Id	Contact Id	First Name	Last Name	Address Line	City	Region	Postal Code	Email	Phone	Giving Level	First Gift Amo	First Gift Date	Last Gift Amo	Las
2	0012B000002TOBx	0032B000001	Unknown	Mario	4099 Mushroc	Toad Town	World 2	75480	d37ac9a7ba4	1.34E+10	Broadbase (<	55	#####	256	7/
3	0012B000002T9s1	0032B000001	Yoshi	Bowser	4991 Koopa T	Peach's Gard	World 4	68275	a3eba1c83a2b62cd78b5e0		Midlevel (\$1K	2000	#####	1000	###
4	0012B000002T74r	0032B000001	Birdo	Toadsworth	8969 Mushroc	Toad Town	World 6	22498	48c62ee735fcfe41e8c4f959		Major (>=\$10	77	#####	1000	###
5	001JQ00000pHUj1	003JQ000001	Unknown	Peach	2582 Boo Wo	Mushroom Ki	World 3	62715	ebf7dbeaed6f	1.29E+10	Broadbase (<	26.8	#####	5.7	###
6	001JQ00000esAzF	003JQ000001	Daisy	Goomba	8160 Peach's	Koopa Village	World 3	63535	af57365d2dd6302bc9fbe7c		Broadbase (<	5.7	#####	5.7	###
7	0012B000004McYf	0032B000004	Mario	Mario	3594 Luigi Lo	Koopa Village	World 6	39227	9af33942e664e2e96ff394c8		Broadbase (<	26.8	9/7/23 0:00	5.7	7/
8	0012B000002T6YF	0032B000001	Unknown	Rosalina	2344 Boo Wo	Yoshi's Island	World 1	87826	e63382057884db6c2104d6		Broadbase (<	265	#####	265	###
9	001JQ00000ecOX	003JQ000001	Daisy	Peach	5916 Dry Dry	Yoshi's Island	World 5	93642	33526fbbc34	1.42E+10	Broadbase (<	212	#####	265	###
10	001JQ00000PquMl	003JQ000001	Unknown	Mario	8821 Luigi Lo	Mushroom Ki	World 4	87488	4f84a9cfb421	1.79E+10	Broadbase (<	107	#####	265	###
11	0012B000002TUAL	0032B000001	Yoshi	Thwomp	6111 Rainbow	Mushroom Ki	World 5	41478	e6246fa8dd6f2b9dd68f7ad1		Broadbase (<	110	#####	265	###
12	0012B000002TOAx	0032B000001	King Boo	Waluigi	6405 Luigi Lo	Bowser's Kee	World 7	98751			Broadbase (<	33	#####	355	###
13	0012B000002SwBf	003Am000000	Toadette	Peach	8436 Luigi Lo	Yoshi's Island	World 4	18887			Midlevel (\$1K	12.75	#####	80	5/
14	0012B000002TU9E	0032B000001	Unknown	Luigi	9886 Shy Gu	Koopa Village	World 4	36612	3bd8c277875	1.80E+10	Broadbase (<	50	#####	32.1	###
15	001JQ00000mdqG	003JQ000001	Unknown	Goomba	8585 Mushroc	Luigi's Mansic	World 1	46469	bfac88c76cb	1.38E+10	Broadbase (<	32.1	#####	32.1	###
16	001JQ00000ljP8rY	003JQ000001	Kamek	Peach	8224 Mushroc	Luigi's Mansic	World 4	41841	985c8ed45da	1.68E+10	Broadbase (<	32.1	#####	32.1	###
17	001JQ00000rwkfg	003JQ000001	Kamek	Mario	6503 Yoshi Is	Mushroom Ki	World 7	37585	ec5793f69b80975c7568d66		Broadbase (<	32.1	#####	32.1	###
18	001JQ00000pWp5i	003JQ000001	Koopa	Yoshi	3845 Mushroc	Toad Town	World 2	41028	83780bb9268cba388e04d0f		Broadbase (<	32.1	#####	32.1	###
19	001JQ00000m6PR	003JQ000001	Birdo	Toad								32.1	4/5/25 0:00	32.1	4/
20	0012B000002eDgE	0032B000001	Unknown	Donk								5	#####	32.1	###
21	001Am000004AKa	003Am000000	Unknown	Toad								53.2	#####	20.5	###
22	001Am000006bmv	003Am000000	Unknown	Yoshi								107	#####	530	###
23	0012B000002TipeC	0032B000001	Bowser Jr	Thwomp								7.77	#####	18	###
24	0012B000002TZqC	0032B000001	King Boo	DonkeyKong	8888 Koopa T	Mushroom Ki	World 8	88188			Broadbase (<	50	5/9/84 0:00	18	###
25	001JQ00000gRCM	003JQ000001	Birdo	Boo	8828 Thwomp	Peach's Gard	World 6	57990	ee597b3fc9f3	1.29E+10	Midlevel (\$1K	1587	#####	1587	###
26	001JQ00000YB30c	003JQ000001	Unknown	Toad	6412 Yoshi Is	Luigi's Mansic	World 6	10062	c1a9429fdfad	1.69E+10	Broadbase (<	63.8	#####	250	###
27	0012B000002T97iC	0032B000001	Bowser	Yoshi	9668 Thwomp	Mushroom Ki	World 8	23294	23992b868059d5dda1b546		Broadbase (<	500	#####	250	###
28	001JQ00000RVGv	003JQ000001	Donkey	Toadsworth	5091 Toad To	Yoshi's Island	World 2	13170	ef4bf2afeeae	1.67E+10	Broadbase (<	107	#####	212	###
29	0012B000002TUcv	0032B000001	Unknown	DryBones	8578 Mushroc	Toad Town	World 3	67837	c0d9122bc1a5dfda30390e1		Broadbase (<	29	#####	212	###
30	0012B000002T9KI	0032B000001	Birdo	Bowser	4228 Bowser	Luigi's Mansic	World 3	62402	0a444e7c6cebc12a1364b3f		Broadbase (<	50	#####	212	###
31	001JQ00000tL32	003JQ000001	Koopa	Birdo	405 Boo Woo	Bowser's Kee	World 2	69133	6845df5419c3851f1d778e4		Broadbase (<	107	#####	212	7/
32	001JQ00000E9oNf	003JQ000001	Mario	Goomba	2605 Luigi Lo	Mushroom Ki	World 3	16112	653ee426fd3f	1.91E+10	Broadbase (<	107	#####	212	###
33	001JQ00000udQLf	003JQ000001	Unknown	DryBones	2489 Koopa T	Bowser's Kee	World 1	15313	7c79510b313c8a7db315a2f		Broadbase (<	212	#####	212	###
34	001JQ00000X034X	003JQ000001	Kamek	Toadsworth	1218 Luigi Lo	Bowser's Kee	World 4	13789	e50d1b8fc03b50feccb2124e		Broadbase (<	26.8	#####	42.7	###
35	0012B000002T74g	0032B000001	Unknown	Birdo	7431 Luigi Lo	Luigi's Mansic	World 6	12646	3593c75162ff	1.40E+10	Major (>=\$10	5000	#####	5000	###
36	0012B000002TctuC	0032B000001	Mario	Bowser	2873 Peach's	Bowser's Kee	World 3	74148	81bf8d633cb7	1.91E+10	Broadbase (<	34.72	7/7/00 0:00	60	###
37	0012B000002T6tW	0032B000001	Toadette	DryBones	6923 Thwomp	Bowser's Kee	World 7	78791			Broadbase (<	25	#####	150	6/
38	0012B000002TfsY	0032B000001	Unknown	Koopa	8174 Dry Dry	Donut Plains	World 3	83917	b390a13fc267	1.72E+10	Broadbase (<	50	5/8/14 0:00	150	###
39	0012B000002Th3p	0032B000001	Rosalina	Toadsworth	7015 Peach's	Toad Town	World 1	42126			Midlevel (\$1K	20	#####	150	###
40	0012B000002T6W	0032B000001	Diddy	Yoshi	5380 Goomba	Donut Plains	World 1	51437	0d2674e39a1	1.81E+10	Midlevel (\$1K	4295	#####	6000	###
41	001JQ00000j4gl8Y	003JQ000001	Donkey	Daisy	3533 Thwomp	Luigi's Mansic	World 5	97273	b8ffec8ab499	1.53E+10	Broadbase (<	107	#####	107	###
42	0012B000002TOiiC	0032B000001	King Boo	DonkeyKong	7860 Thwomp	Bowser's Kee	World 7	65235	edde82410721d720f8f1c9e		Broadbase (<	25	#####	107	###
43	001JQ00000aZ0V3	003JQ000001	Toadette	Daisy	1148 Rainbow	Peach's Gard	World 2	86714	aaca32f2f1873d0ab1462c2		Broadbase (<	107	9/1/24 0:00	107	9/

Generate Lists

before January 1, 2025?



Referenced: A1:O6458

Analysis steps

First Name	Last Name	Last Gift Date
Unknown	Rosalina	2024-08-06
Unknown	Waluigi	2024-08-08
Unknown	Bowser	2024-08-08
Unknown	Wario	2024-08-08
Peach	Kamek	2024-09-09
Unknown	DryBones	2024-08-08
Unknown	Toadsworth	2024-08-08
Unknown	Birdo	2024-08-08
Unknown	Koopa	2024-08-01
Unknown	Boo	2024-08-06
Unknown	Rosalina	2024-08-06

Insert Preview

Let me know if you need any more

BUT WAIT.
THERE'S MORE.

Avid

DATA

OUR SYSTEMS ARE IN CHAOS.

DATA

OUR SYSTEMS ARE IN CHAOS.
THEY NEED CLARITY.

STRATEGY

WE'RE STUCK IN SHORT-TERM THINKING.

STRATEGY

WE'RE STUCK IN SHORT-TERM THINKING.
OUR MISSIONS REQUIRE LONG-TERM PLANS.

EXECUTION

WE ARE UNDER-RESOURCED.

EXECUTION

WE ARE UNDER-RESOURCED.
YOU NEED FOCUS & EFFICIENCY.

THE FIX ISN'T A TOOL IT'S A SYSTEM

Avid is the first-ever **Fundraising Operating System**—built to unify your data, automate your strategy, and execute with precision.



It's not software.

It's not a service.

It's a system—**finally built for how fundraising actually works.**



ALWAYS ON DATA-SYNC

YOUR TOOLS.

FINALLY CONNECTED.



ActiveCampaign

Avid integrates with ActiveCampaign to seamlessly sync donor engagement data, enabling automated and personalized email campaigns.



Anedot

Avid connects with Anedot to streamline donation tracking and ensure real-time donor data flows into your fundraising strategy.



BigQuery

With Avid's integration to BigQuery, fundraisers can unify and analyze large-scale donor data for deeper insights and smarter decision-making.



Bloomerang

Avid syncs with Bloomerang to bring donor history and engagement data into one unified system for better retention and fundraising efficiency.



Constant Contact

Integrate Constant Contact with Avid to bring your email marketing into your unified system. Keep lists synced, launch targeted campaigns, and track engagement without the manual lift.



DonorPerfect

Avid enhances DonorPerfect by pulling in donor records and giving history to optimize segmentation and campaign execution.



Facebook

Avid automatically captures and syncs Facebook Lead Ads data, enabling real-time donor acquisition and engagement.



FundraiseUp

Connect with Fundraise Up to unify your donation data with the rest of your stack. Track giving behavior, sync donor records, and fuel smarter, automated campaigns across channels.



Google Ads

Avid's integration with Google Ads ensures targeted donor outreach by dynamically syncing audiences for optimized ad spend and engagement.



ALWAYS ON DATA-SYNC

YOUR TOOLS. FINALLY CONNECTED.



Marketo

Avid's Marketo integration enables fundraisers to automate personalized donor journeys and drive engagement at scale.



NationBuilder

Avid integrates with NationBuilder to unify donor and supporter data, optimizing outreach and engagement strategies.



Neon One

Avid syncs with Neon One to streamline donor data, automate segmentation, and execute high-impact fundraising campaigns.



Pardot

Avid's integration with Pardot enables automated donor nurturing and targeted fundraising communications.



QuickBooks

Avid integrates with QuickBooks to track and reconcile fundraising revenue, ensuring financial accuracy and transparency.



RaiseDonors

Avid enhances RaiseDonors by unifying donor data and providing insights to optimize online giving strategies.



Raiser's Edge NXT

Avid connects with Raiser's Edge NXT to surface insights, automate donor engagement, and streamline fundraising efforts.



Salesforce

Avid integrates deeply with Salesforce to unify donor data, provide predictive insights, and power data-driven fundraising strategies.



SendGrid

Avid's SendGrid integration enables automated, personalized donor communications with real-time data syncing.



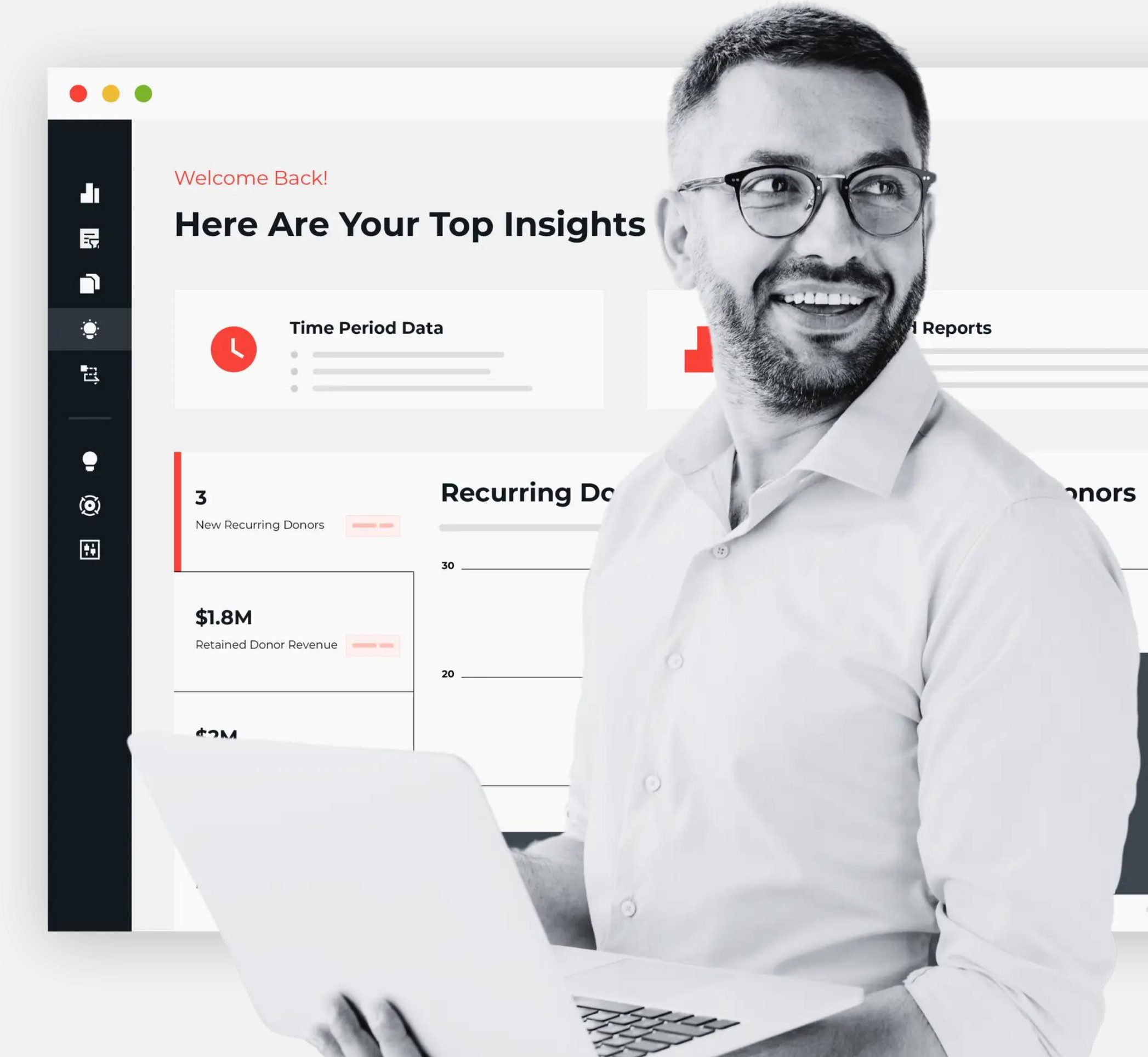
Virtuous CRM

Avid enhances Virtuous CRM by leveraging donor data for automated segmentation, engagement, and fundraising optimization.

AND MORE!

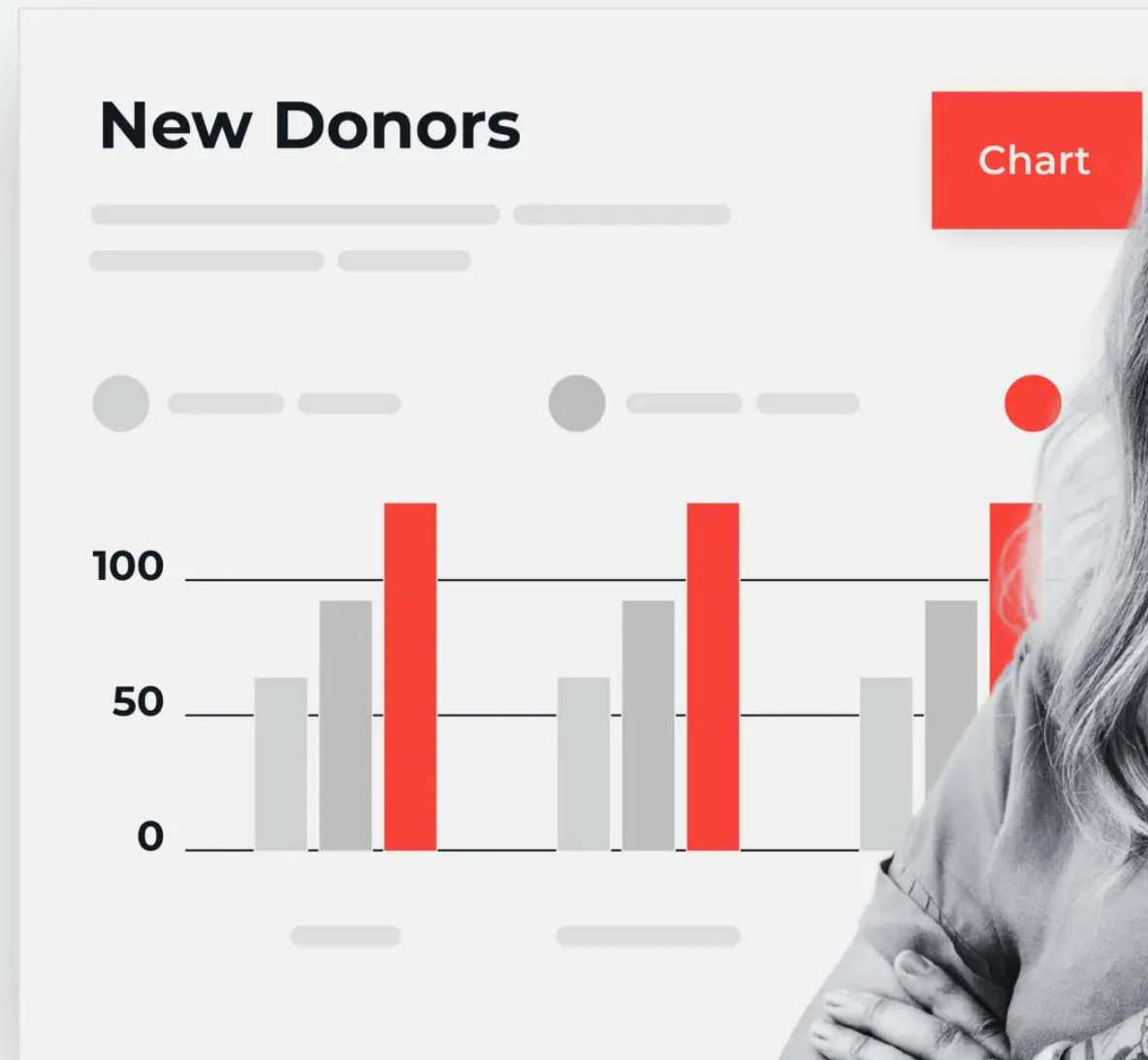
FUNDRAISING INTELLIGENCE

KNOW YOUR NEXT
MOVE, **INSTANTLY.**



AI-POWERED PLAYBOOKS

CAMPAIGNS THAT BUILD THEMSELVES.



Avid

AI-POWERED PLAYBOOKS

CAMPAIGNS THAT BUILD THEMSELVES.

1. CHOOSE A PLAY

Sustainable Giving Wave Gro...

A Sustainable Giving Wave Campaign is a concentrated, time-bound micro campaign with a specific goal and a specific [...more](#)

I MAGO
CONSULTING



Learn More

Start

2. SET YOUR STRATEGY

Set the Tone

[Generate Draft](#)

Provide a little information about this play to help us better customize the content to your organization. If you need help, use the Generate button to get ideas.

Areas of Need

What are areas of your nonprofit that are in need of ongoing, monthly support? While the campaign may be "undesignated," we want to identify concrete and timeline needs.

Incentives

What are direct benefits to the donor of being a recurring giver? (Premiums, sweepstakes, matching gift, etc.)

Value Proposition

Why would someone become a recurring donor to you rather than any other organization?

3. YOUR CAMPAIGN BUILDS ITSELF

Assets 47

Search by Asset or Channel... Filters							+ Add Asset
<input type="checkbox"/> Name	Channel	Audience	Status	Launch Date	Last Modified	Actions	
<input type="checkbox"/> 1. Launch Email - Donors		Episodic Gift Donors (Pas...	✓ Ready	9/6/2025	9/15/2025		⋮
<input type="checkbox"/> 1. Launch Email - Non-Donors		Non-Donor Subscribers	✓ Ready	9/6/2025	9/15/2025		⋮
<input type="checkbox"/> 1. Launch Email - Recurring Donors		Recurring: Active Recurri...	✓ Ready	9/6/2025	9/15/2025		⋮
<input type="checkbox"/> 2. Story Email - Donors		Episodic Gift Donors (Pas...	✓ Ready	9/9/2025	9/15/2025		⋮
<input type="checkbox"/> 2. Story Email - Non-Donors		Non-Donor Subscribers	✓ Ready	9/9/2025	9/15/2025		⋮
<input type="checkbox"/> 2. Story Email - Recurring Donors		Recurring: Active Recurri...	✓ Ready	9/9/2025	9/15/2025		⋮
<input type="checkbox"/> 3. Special Announcement - Donors		Episodic Gift Donors (Pas...	✓ Ready	9/13/2025	9/15/2025		⋮
<input type="checkbox"/> 3. Special Announcement - Non-Donors		Non-Donor Subscribers	✓ Ready	9/13/2025	9/15/2025		⋮
<input type="checkbox"/> 3. Special Announcement - Recurring Donors		Recurring: Active Recurri...	✓ Ready	9/13/2025	9/15/2025		⋮
<input type="checkbox"/> 4. Mid-Campaign Update - Donors		Episodic Gift Donors (Pas...	✓ Ready	9/18/2025	9/15/2025		⋮



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Available Plays



New Donor Welcome Series

The New Donor Welcome Series uses a multi-channel communication journey to thank, educate, and connect with new ...more

Start\$✉💬+1Learn MoreStart

High Urgency Fundraising Ca...

A fundraising appeal that centers around a known deadline such as year end or other major events. It involves ...more

StartfG\$+5Learn MoreStart

Digital Fundraising Appeal

A fundraising appeal primarily driven by emails to donors and engaged subscribers. It is run over a short period of ...more

Start\$✉💬Learn MoreStart

Anniversary Appeal

This campaign thanks a donor for their previous gift leading up to the anniversary of their first gift. It reminds them ...more

Start\$💬✏+1Learn MoreStart

All Plays

Make Experiment

My Plays 82 Play Catalog 22

Template Name	Strategy	Channels	
<u>Brand Awareness</u>	Retention Awareness	f G \$	Start
<u>Digital Fundraising Appeal</u>	Acquisition Retention Reactivation	\$ ✉ 💬	Start
<u>High Urgency Fundraising Campaign</u>	Acquisition Reactivation	f G \$ +5	Start
<u>Email Cultivation</u>	Retention	✉	Start
<u>Petition / Statement of Belief Campaign</u>	Acquisition Reactivation	f G \$ +5	Start

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<<

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Home / Playbook / High Urgency Fundraising Campaign Description

High Urgency Fundraising Campaign

Start

Why should you run this play?

A deadline is often the inspiration for action. This statement rings especially true with regards to nonprofits around events such as calendar year end and fiscal year end. These high-urgency moments require flawless timing, precise targeting, and messaging that feels both compelling and clear. Without a well-coordinated campaign, these critical days can slip by without delivering their full fundraising potential.

The stakes couldn't be higher. Donors expect urgency but not chaos. Poorly timed asks, generic messaging, or disconnected channels can leave even loyal supporters feeling overwhelmed or unmoved. In the clutter of holiday emails or fiscal deadlines, your appeal must stand out—while also reinforcing trust and mission clarity. If execution falters, you risk missing your biggest revenue moment of the year.

That's where a **High Urgency Campaign** built with Avid shines. These campaigns are specifically designed for rapid momentum and maximum clarity. Over a tightly scheduled window—usually 7 to 10 days—you'll deploy a mix of emails, text messages, and social content that builds urgency, reinforces your goal, and makes it easy to give. With Avid's automation and pre-set best practices, every message hits at just the right time—from the first countdown to the final "last chance" appeal. Donor segments can be customized based on past giving, and dynamic content keeps your messaging personal and relevant.

The result is a campaign that doesn't just raise money—it rallies your community. Donors feel the momentum. They see their gift as critical to reaching the finish line. And your team, armed with Avid's tools, stays focused on storytelling and stewardship instead of scrambling to piece together logistics. When the pressure is highest, this campaign delivers results with clarity, confidence, and speed.

Focus:

Acquisition

Reactivation

Setup time: 94 minutes

Channels

f

Facebook Ads (3)

\$

Donation Pages (2)

✉

Emails (14)

Ad

Popups, "Dear Reader" Ads, and Sticky Bars (2)

G

Google Performance Max Ads (2)

✉

Prospecting Emails (2)

💬

Text Messages (2)

📢

Statement of Belief (1)

Avid

See How One Nonprofit Increased Reactivation by 308%



avidai.com/fai25-case-study

1. CHOOSE A PLAY

Sustainable Giving Wave

A Sustainable Giving Wave Campaign is a concentrated, time-bound micro-campaign designed to achieve a specific goal and a specific

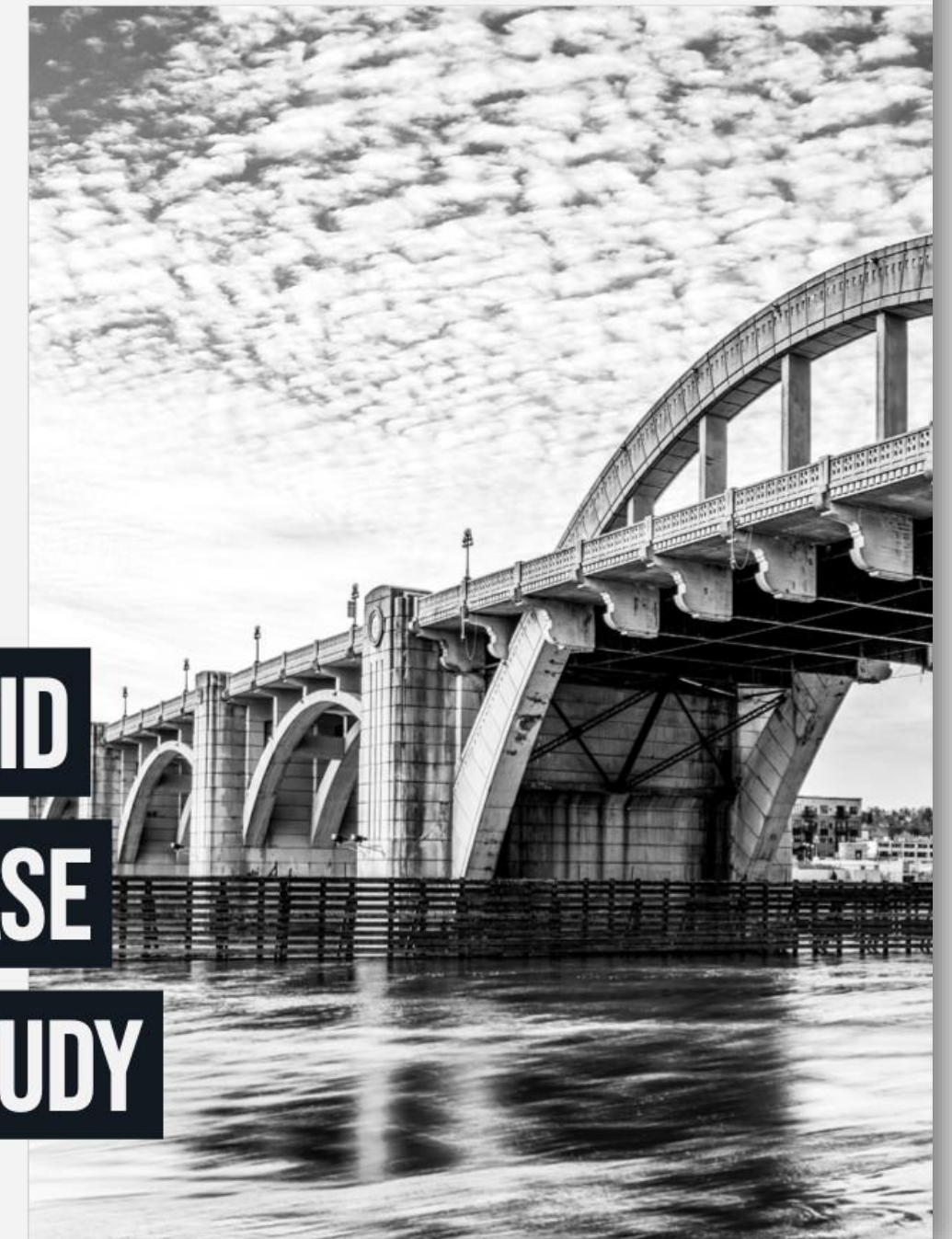
MAGO
CONSULT

Avid

LUTHER SEMINARY

How One Nonprofit Increased
Donor Reactivation by 308%

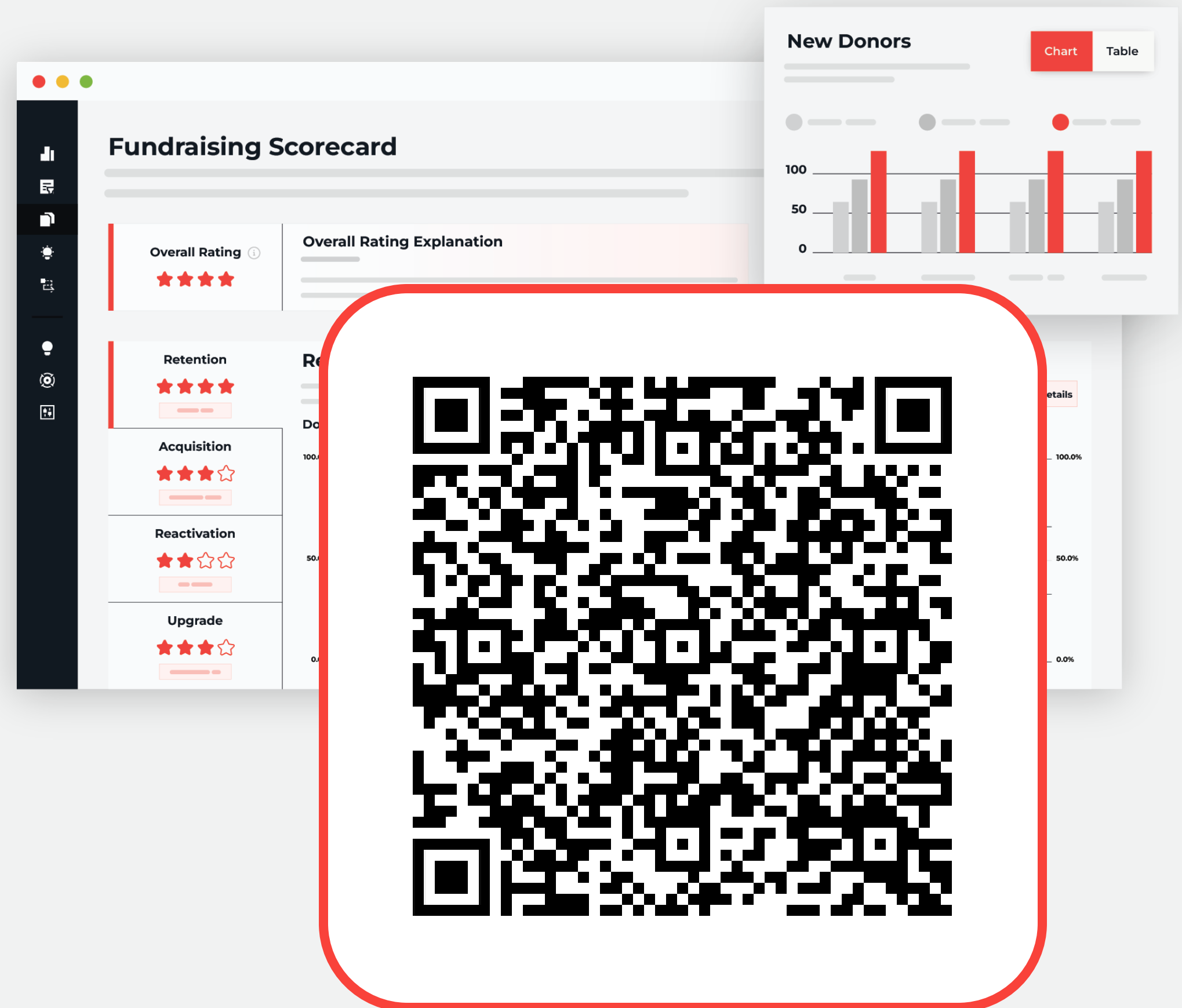
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Jen Newmeyer
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CFRE

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