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| **Donor** | **Number of Years Giving a Donation**0-5 years (1)5-10 years (2)10+ years (3) | **Number of Gifts**0-10 (1)10-20 (2)20+ (3) | **Marital Status**Married (1)Single (2) | **Children**Yes (1)Yes, but much older (2)No (3) | **Male/****Female**Male (1)Female (2) | **Engagement with Organization**Low (1)Moderate (2)High (3) | **Educational Level**High School (1)Undergraduate (2)Graduate+ (3) | **Religious Affiliation**No (1)Yes (2) | **Conviction for Your Mission**Low (1)Moderate (2)High (3) | **Total** |
| *Example—Adam Bratton* | *2* | *1* | *1* | *1* | *1* | *3* | *3* | *2* | *2* | *16* |
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*For more information, please contact Adam Bratton – Executive Director at The Nonprofit Partnership.*

*Email: ABratton@YourNPP.org*

*Phone: (814) 240-2490 ext. 4*