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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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