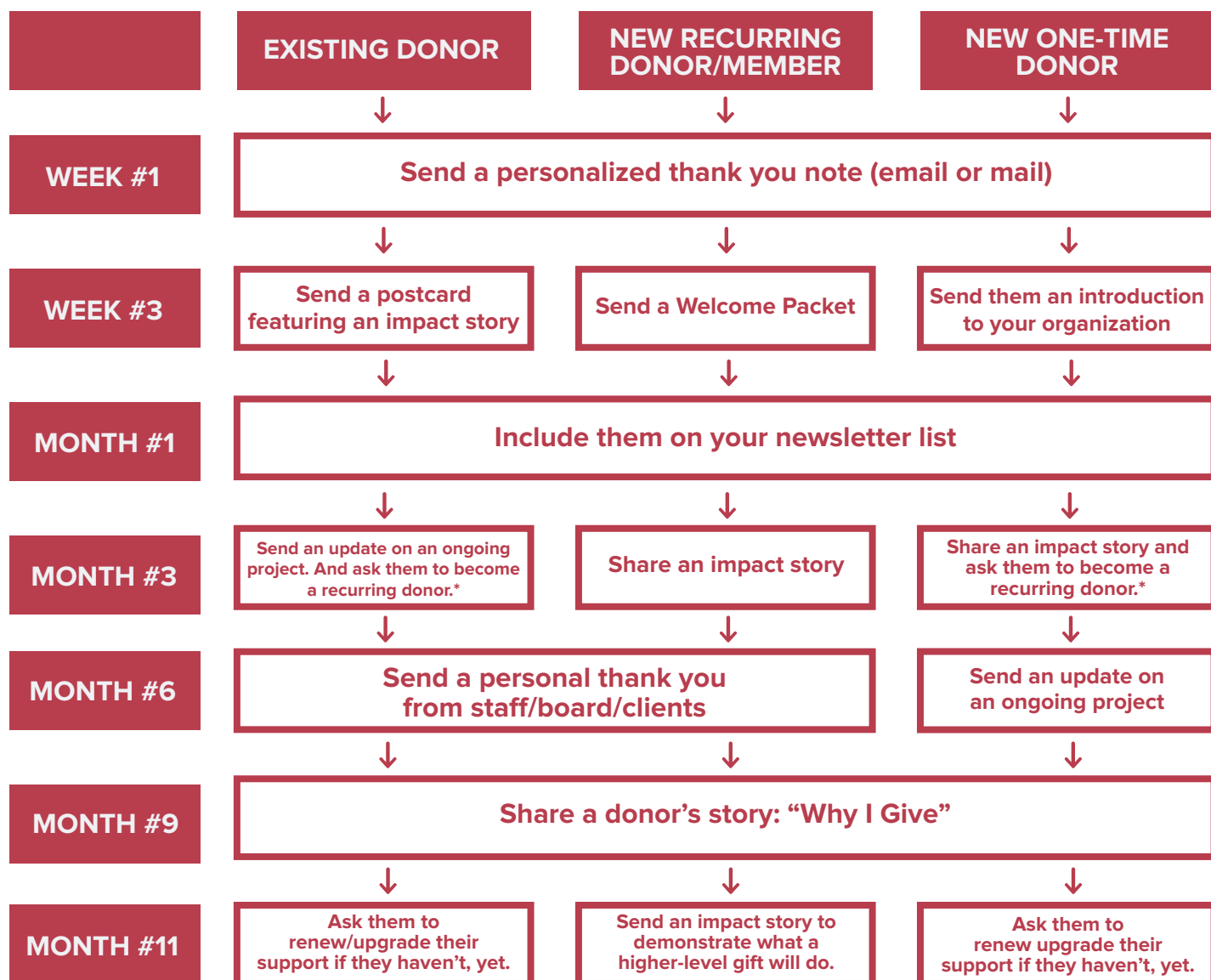


COMMUNICATION PLAN BY DONOR SEGMENT

Engage each donor segment differently to encourage sustained giving from each one.



*One-time donors that upgrade to become monthly donors tend to do so around four months after their one-time donation (The State of Modern Philanthropy Report).