

Segment by Fundraising Behavior

Audience Segment	Fundraising Behavior
Beginning fundraiser	<ul style="list-style-type: none">• First time participant• Little or no money raised• Has sent out one or less emails• Hasn't set fundraising goal• Needs "entry level" coaching
High performing fundraiser	<ul style="list-style-type: none">• Self-donated• Sent out more than one email• Raising money, but not yet to minimum or target• Set fundraising goal• Needs "inspiration and tips" coaching
Uber fundraiser	<ul style="list-style-type: none">• Sending out emails• Exceeding all fundraising expectations• Usually warrants personal attention versus email