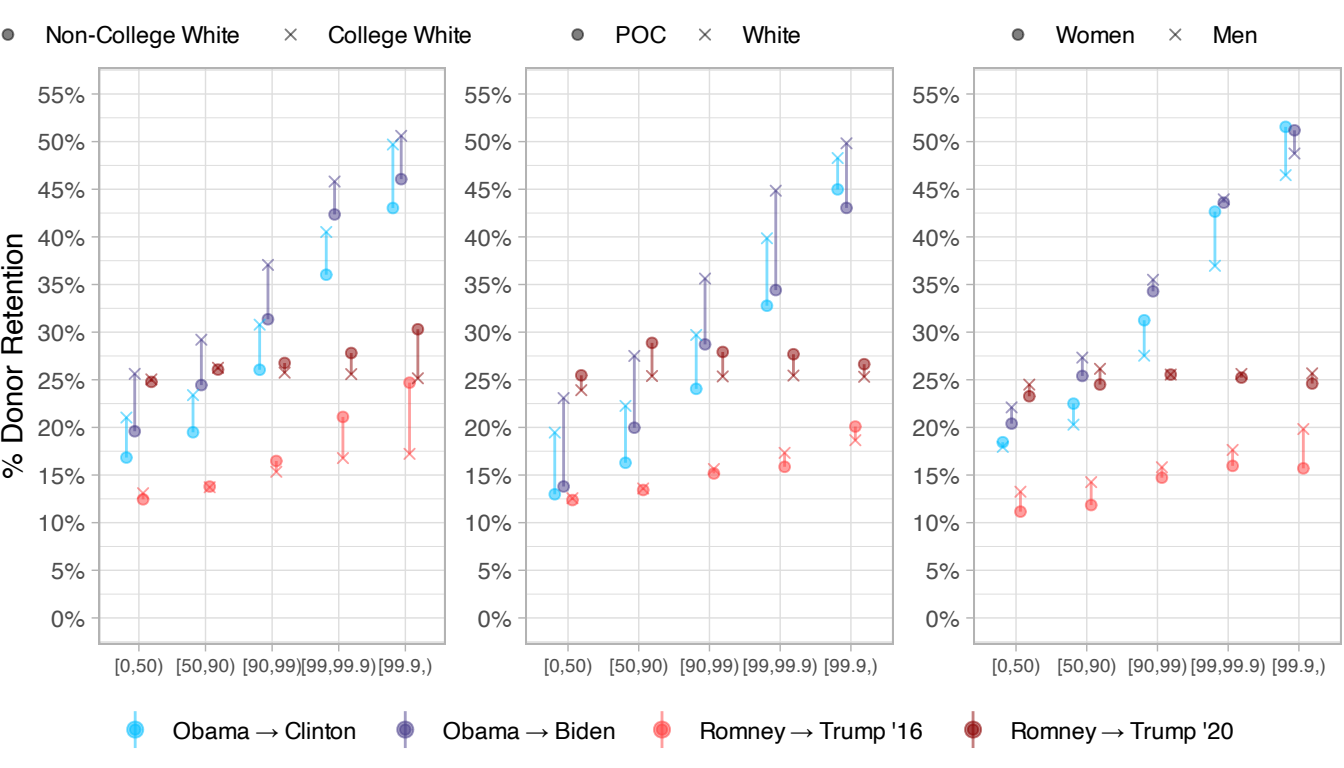
Non-College White
College White
POC
White
Women
Men
% Donor Retention
55%
50%
45%
40%
35%
30%
25%
20%
15%
10%
5%
0%
[0,50)
[50,90)
[90,99)
[99,99.9)
[99.9,)
Obama → Clinton
Obama → Biden
Romney → Trump '16
Romney → Trump '20