

Give! Campaign Analysis

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Abstract: Since 2010, the Colorado Springs Independent Give! campaign has provided training, consultation, and an opportunity to gain funds for various nonprofits in the Pikes Peak Region. Give! is familiar with general managerial aspects of nonprofits, and they track simple summary statistics. However, they seek to understand donation patterns and trends in order to better instruct nonprofits with how to interpret this information and implement policies to become more successful. In order to assist Give! we target specific topics such as shared donors, donor zip code analysis, donor gender/age comparisons, etc. We develop a model to mass produce descriptive analysis booklets or “snapshots” for all 75 nonprofits involved in the 2014-2015 Give! campaign. We show how campaign policies can be guided with a deeper understanding of the underlying patterns and trends highlighted by our snapshot.

Keywords: Data Analysis, Data Visualization, Descriptive Analytics, Nonprofit Donor Analysis