Web-scraping

gofundme™

Deepak Khurana
8/18/2016

NEW Rio Athletes

Medical

Volunteer

Emergencies

Education

Memorials

Sports

Animals

ALL CATEGORIES

Business

Charity

Community

Competitions

Creative
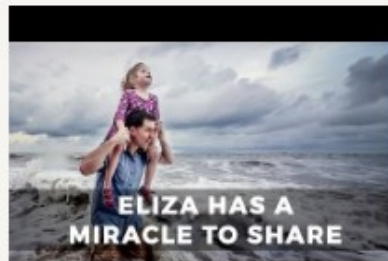
$23,037

The Gallow Family Medical Fund

HOUSTON, TX

$5,785

Help Cody Stay at His School!

CARDIFF BY THE SEA, CA

$2,525

Help Corey Navigate the World

DALLAS, TX

ELIZA HAS A MIRACLE TO SHARE

$2,046,660

Saving Eliza

COLUMBIA, SC

$30,400

Bourdeau/Guthro Family House ...

BOW, NH

$42,890

Please help Tangi Humane Society

HAMMOND, LA

386

The Gallow Family Medical Fund

f Share   **🐦 Tweet**   📈 **3.0K** shares

📈 This campaign is trending!

$23,037 of $150k goal

Raised by 345 people in 3 days

Donate Now

f Share on Facebook

Created August 15, 2016

Cynthia Krieger ✉
🏷 Medical
📍 HOUSTON, TX

Recent Donations ▾

$100
Anonymous
29 mins ago   ♥

www.gofundme.com

Updates 8

Features

$23,037 of $150k goal

Raised by 345 people in 3 days

Donate Now

f Share on Facebook

Created August 15, 2016
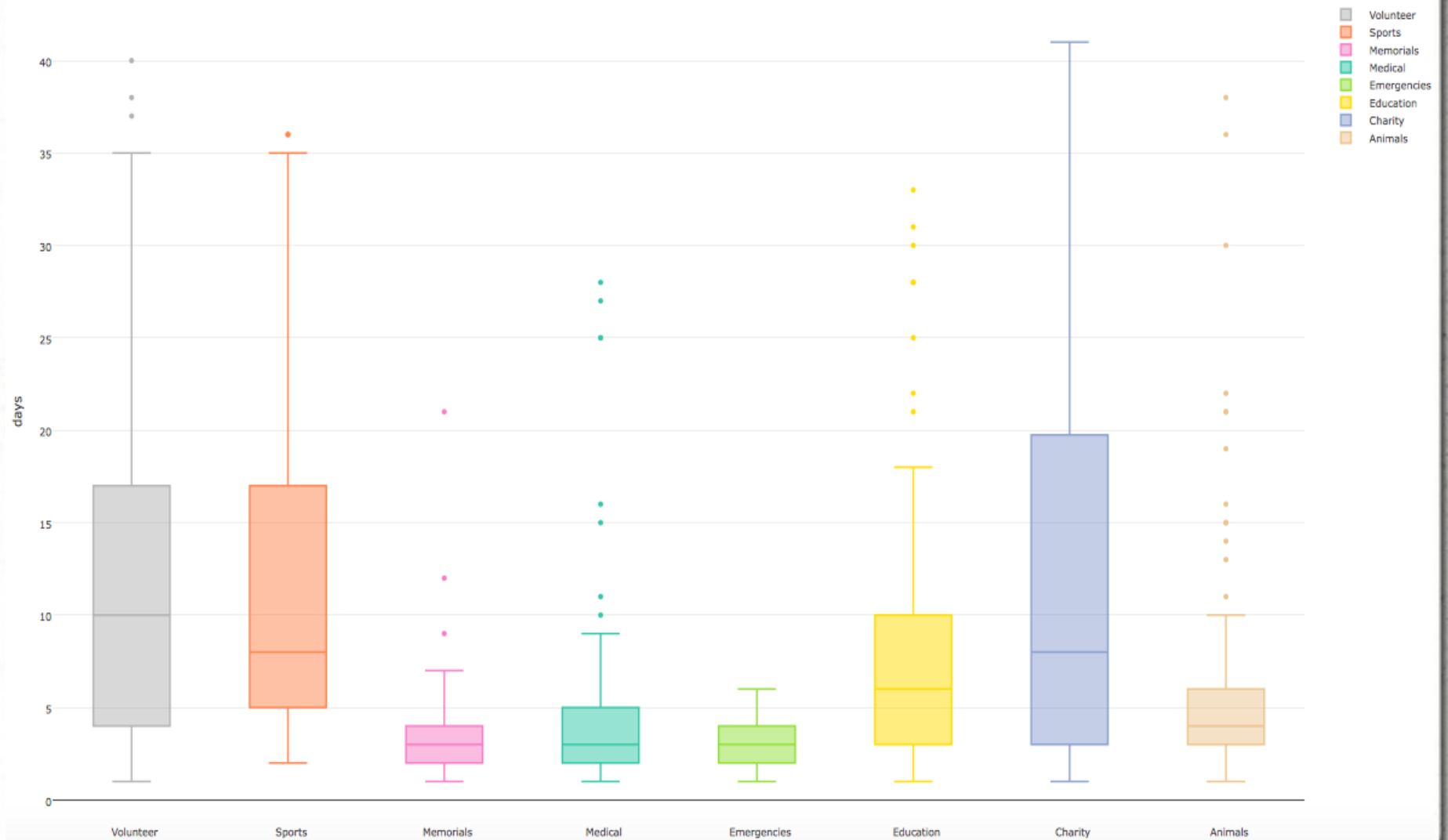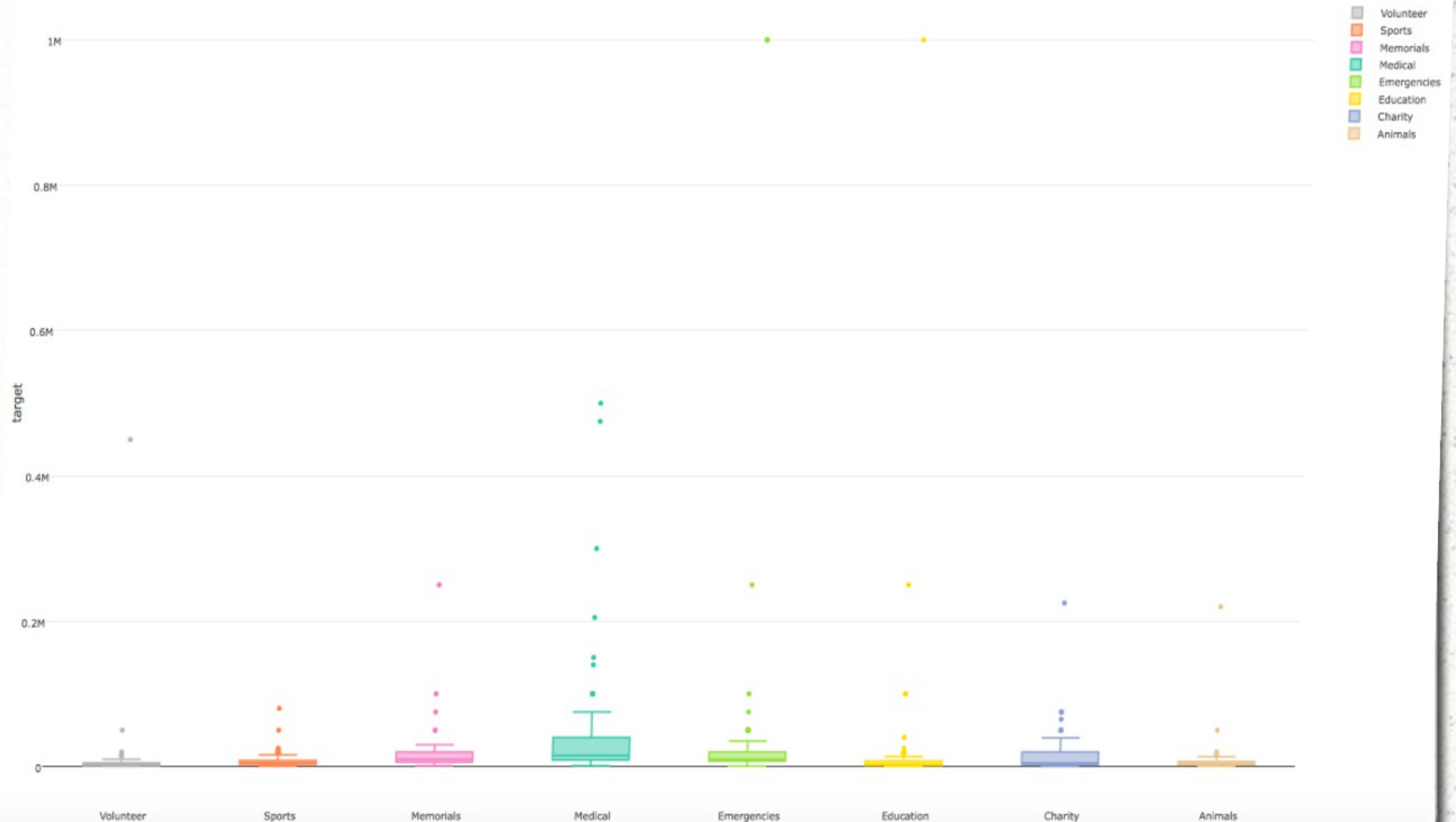
Medical Fund

🐦 Tweet   ↗ **3.0K** shares

Updates 8

set up this account to raise money for my brother and
Henderson's children and grandchildren.
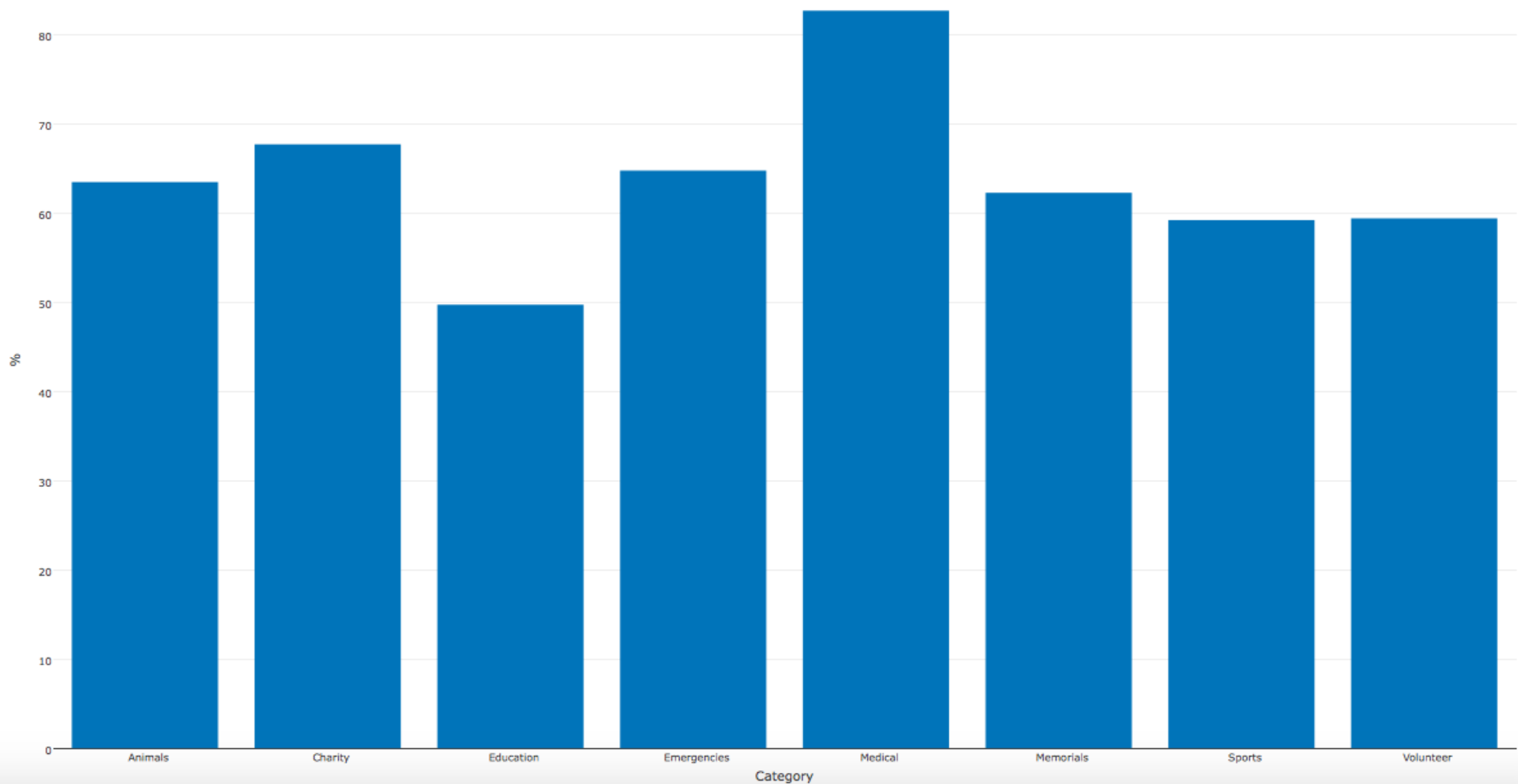qui Gallow and her husband Melvin Gallow along with
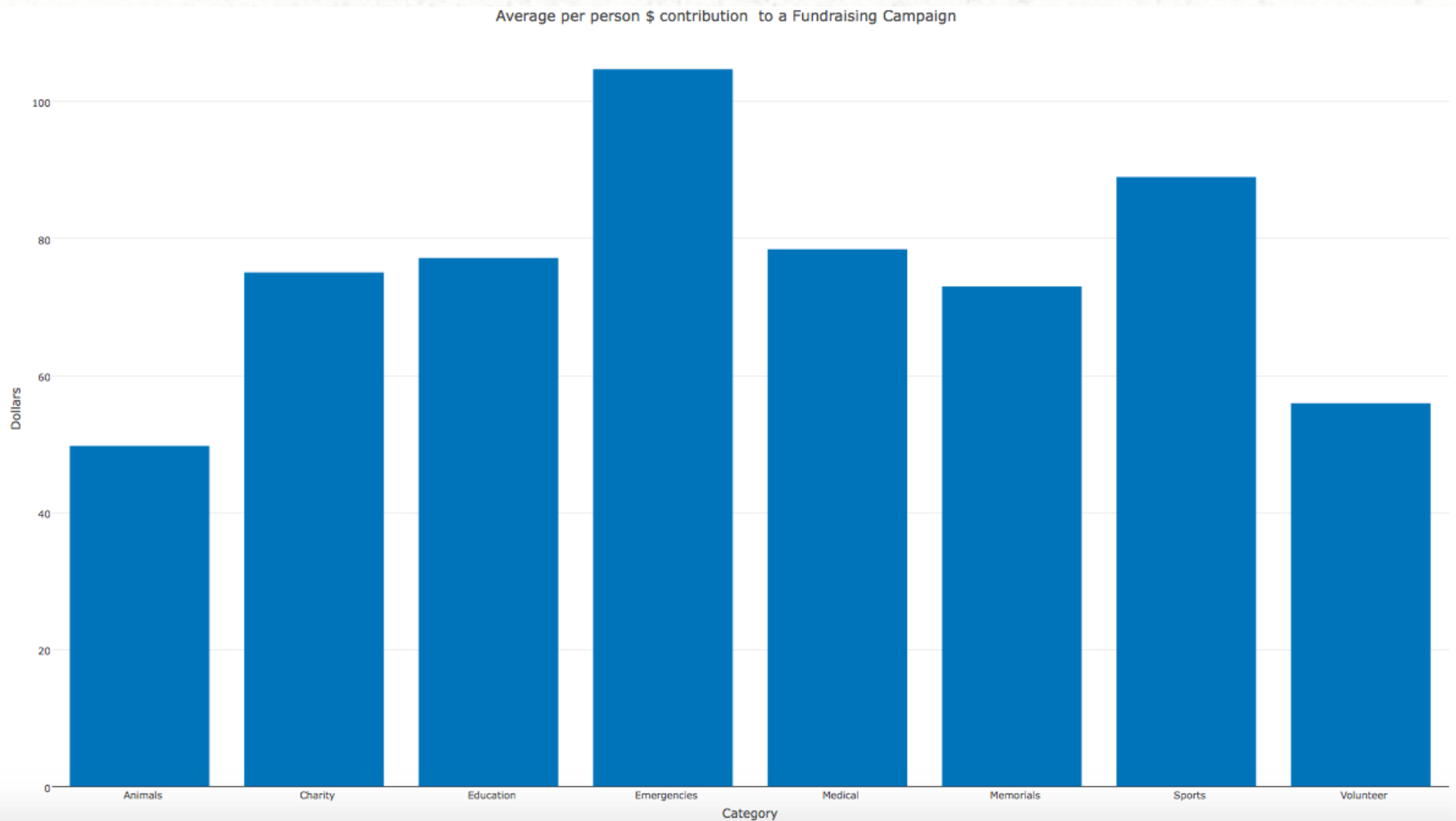
Urgency raises money faster

Urgent need campaigns set higher Target
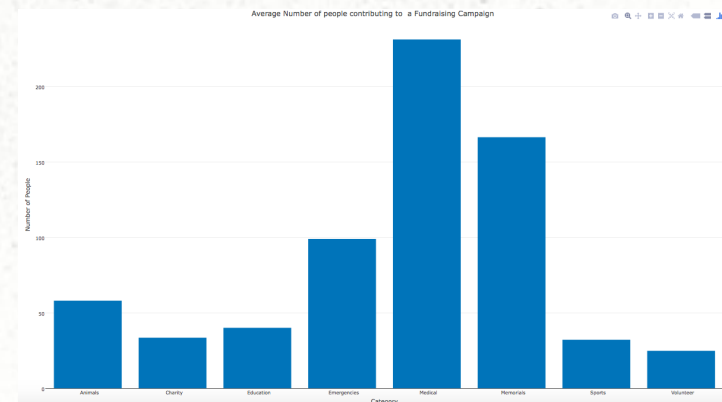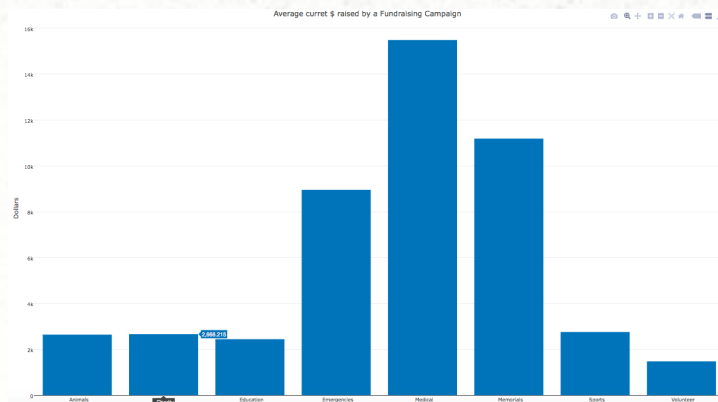
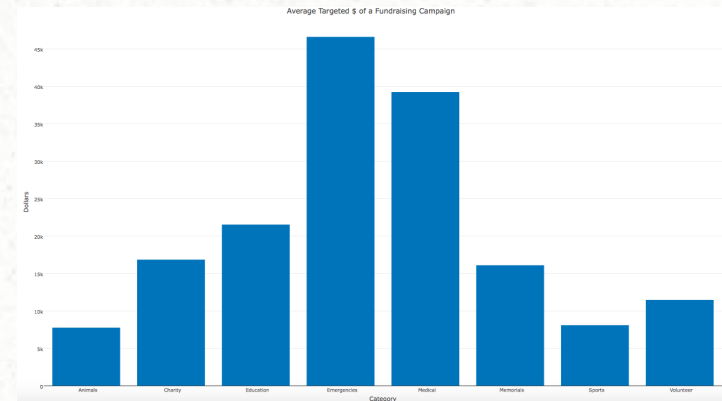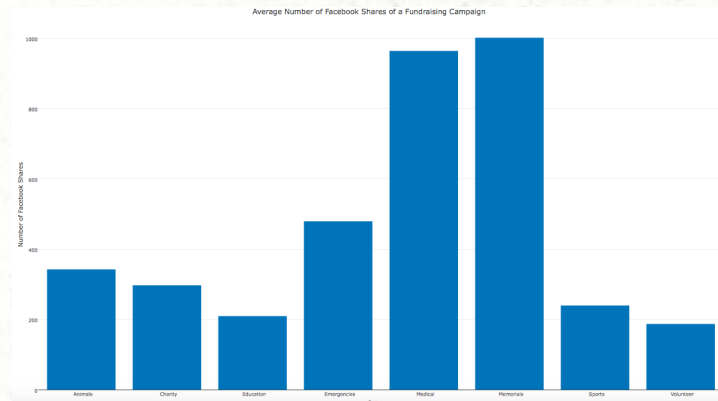# All categories have almost same completion status

Average current completion percentage of a Fundraising Campaign

Average person contribution is also similar for all categories

Average per person $ contribution to a Fundraising Campaign

Urgent need campaigns have more activity

Sharing on social media influences funding a lot

Other factors also influence funding among subcategories

Conclusions

- Urgency raises money faster

- Urgent need campaigns set higher Target

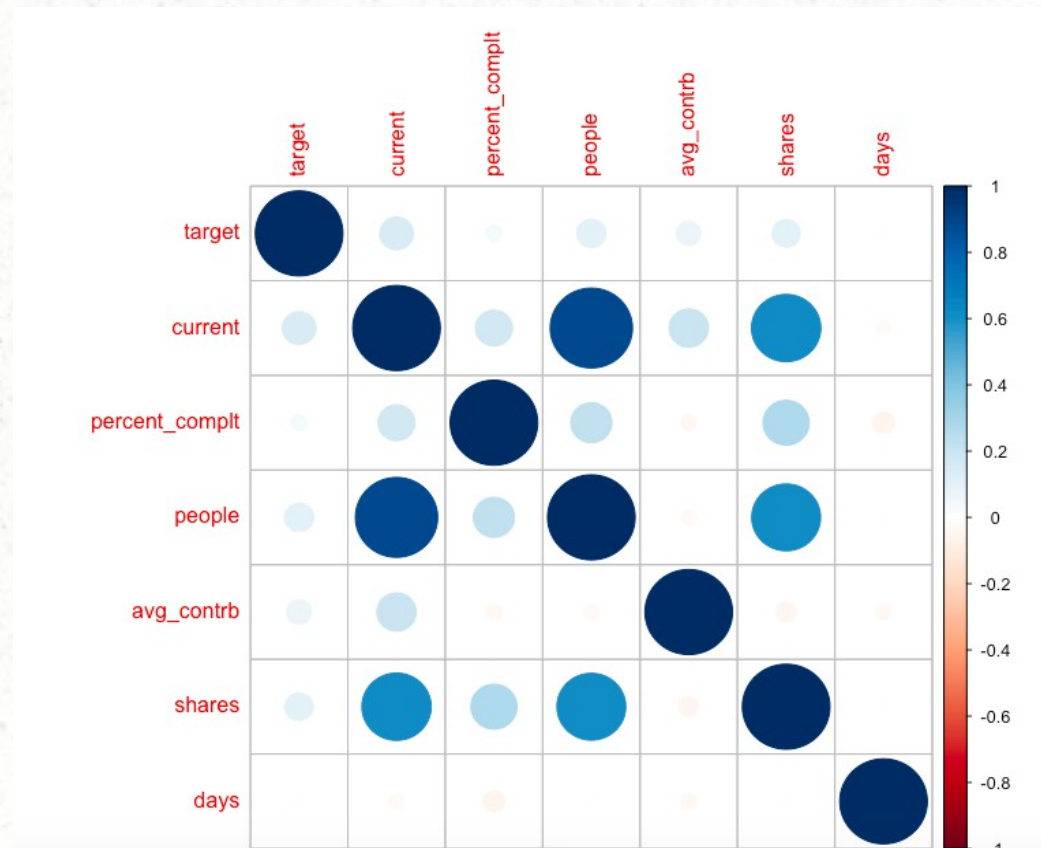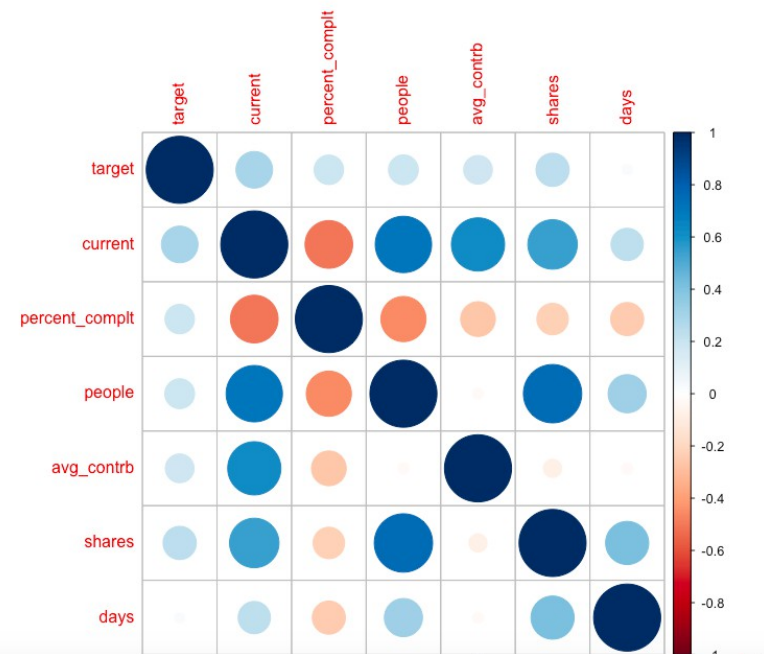- All categories have almost same completion status

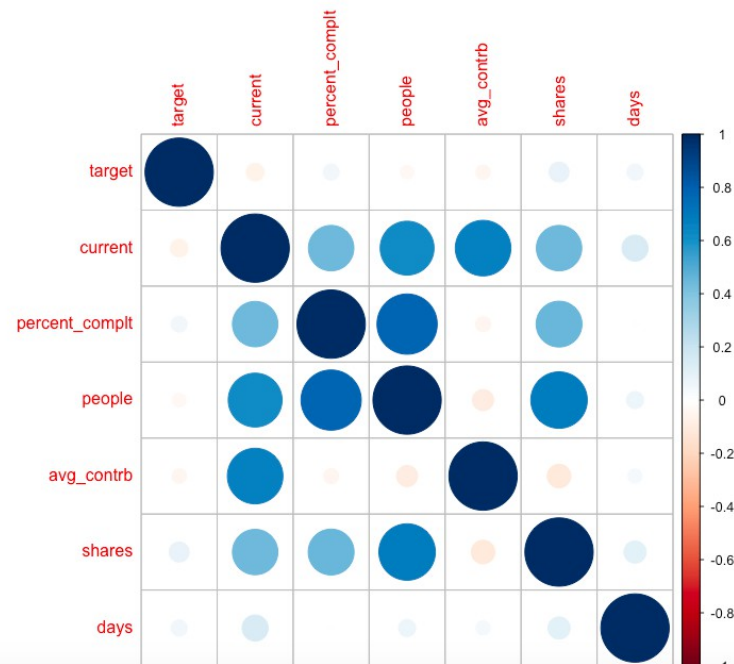- Average person contribution is also similar for all categories

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- Sharing on social media influences funding a lot

- Other factors also influence funding among subcategories

Future Work

· Feature selection from title   (NLP)
· Feature selection from story section (NLP)
· Time series analysis of donations
· Machine Learning for predictive modeling