**Client Meeting Minutes 2**

Date: Friday, April 24, 2020 Time: 3:30pm

Attendees: Alec, Kevin, Mahe, Raelene, Bing, Xin, Xinhui

**Discussion:**

Problem Statement:

* Generate the likelihood of a person or an organization to agree to give a gift or sign the agreement to fund a project

1. **Products**

* **Advancement**
  + For advancement, there are four types of fundraises - major giving, gift & will, regular giving, leadership giving. Both active records and non-active records (successful and unsuccessful) will be given (approx. 8000 active records), our focus will be the ones with 1-1 RM relationships.
  + There are three types of giving: cash, real estate or culture gifts
    - Donors can request the funds to be spent on very specific purpose in a very specific way (e.g. setting up a trust and have the interest to pay for a scholarship) or anything
  + Type of donors: international, domestic
  + The life cycle for gifts & wills is very different from others as it’s a long-term relationship that RM needs to manager hence different strategy
  + There is a potential to convert alumni (e.g. regular giving) to a major giving.
* **Research**
  + Always cash
  + Can be research contracts
  + Client profiling doesn’t exist today

\*\*\*\* research and advancement should be two different models with different attributes

1. **Feature Discussion**

* We will not include details/profiles of BDMs/RMs in this project and these attributes should be excluded in the model.
* No need to consider resource allocation.
* product life cycle I am not sure what this one?
* Industries may not be an appropriate feature, perhaps topics (usually the topic of a research project is related to multiple industries)
* Quantifying the benefits which the project brings can be difficult as some of the benefits can be ethical, and some projects will not have tangible benefits in short term

These features should be included in the model:

* The type/topic of research/project (medical, financial, etc)
* The funding activities (such as gift, research agreement)
* The amount of funding/size of investment
* The interaction between the donor and the university
  + Whether this research has been done by the donor before or not
  + Whether this research will be done by the donor in the future

The attributes of customers make them less likely to donate should also be presented.

**Actions:**

* Mahe and Kevin are in the progress of sourcing the data and will be available to us as quickly as they can.
* Team to present some initial analysis once receive the sample datasets.
* Contact Mahe and Kevin for defining the data request.
* Initial findings and a few iterations throughout the project expected.