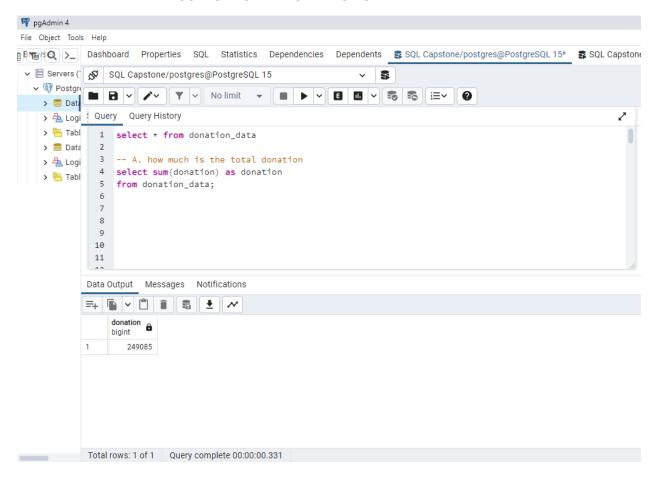
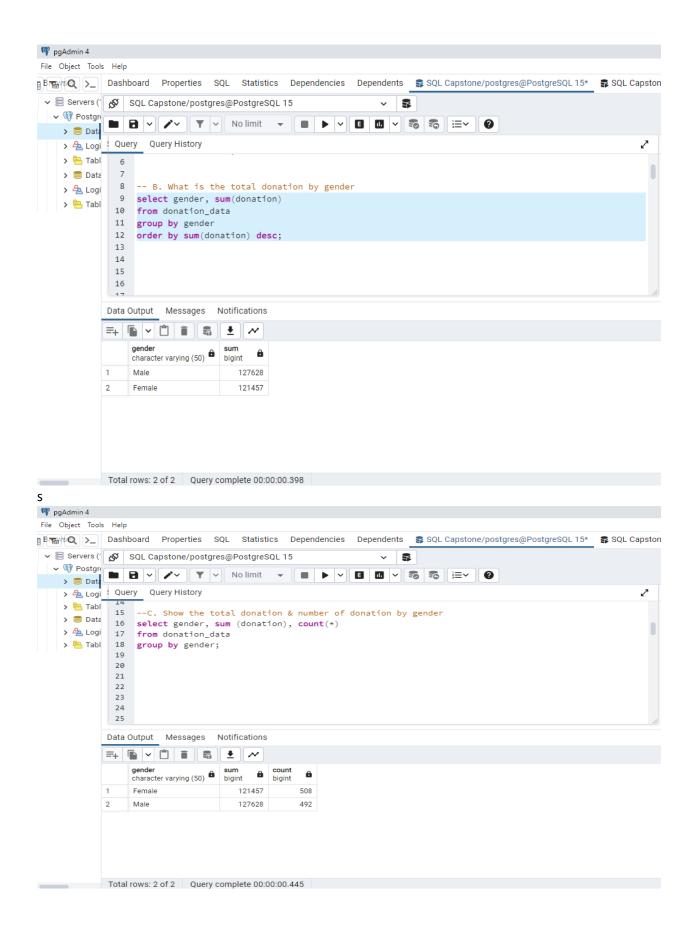
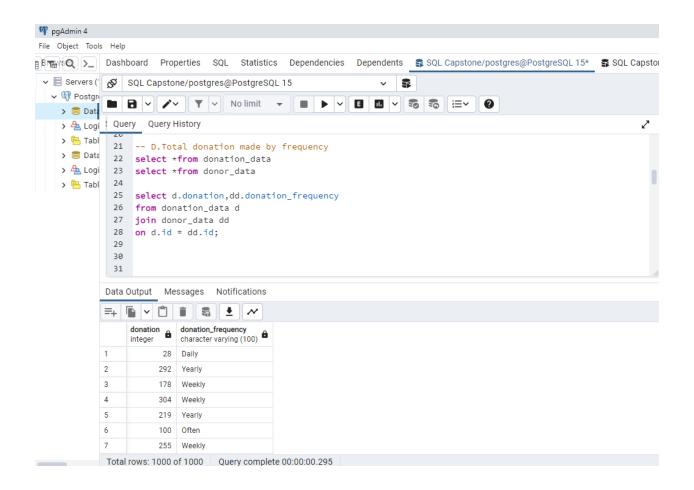
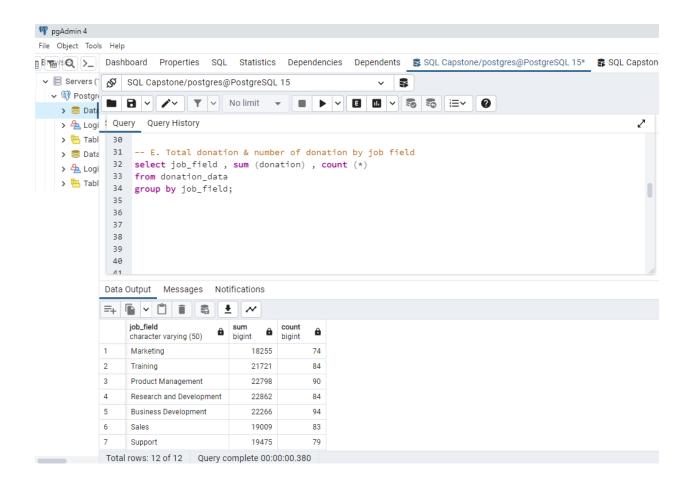
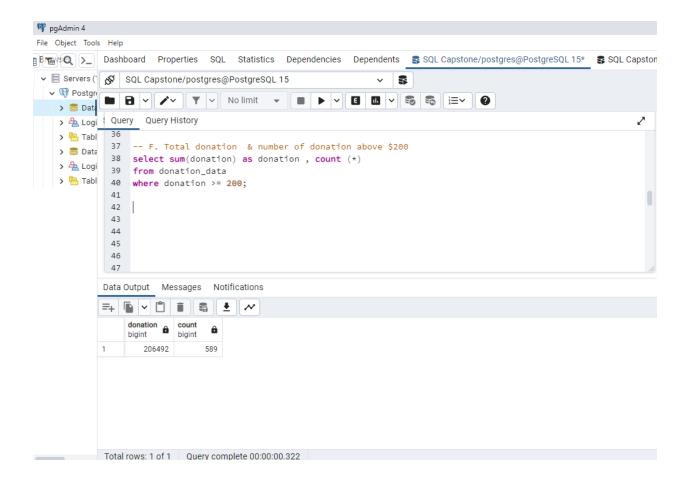
EDUCATION FOR ALL FUNDRAISING

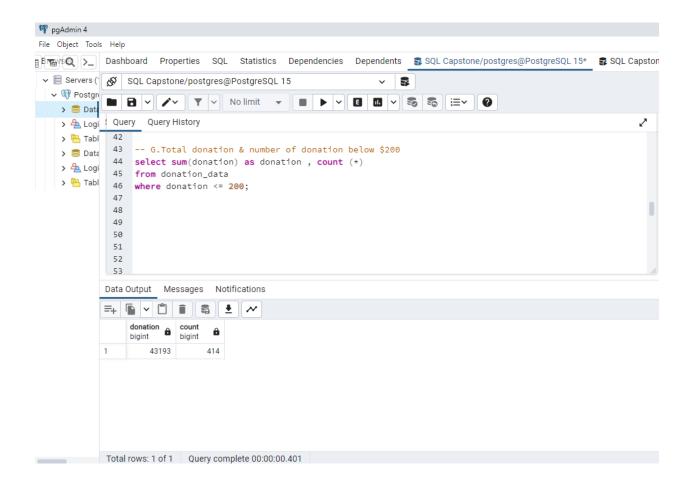


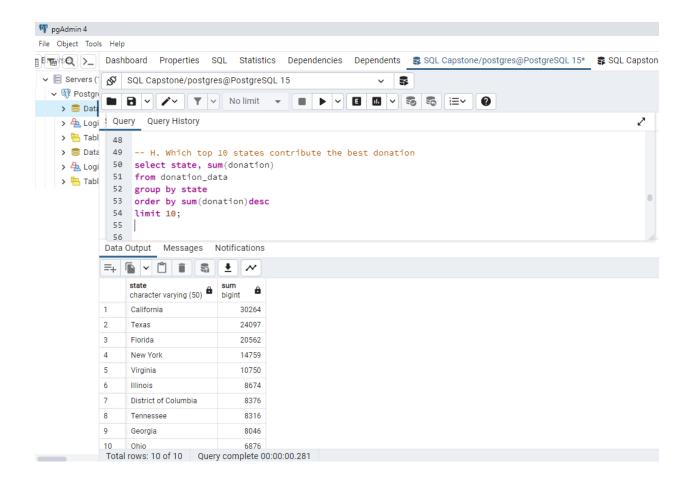


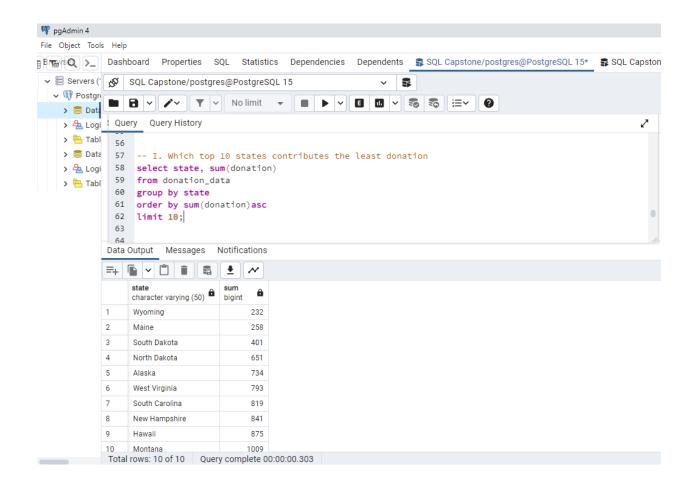


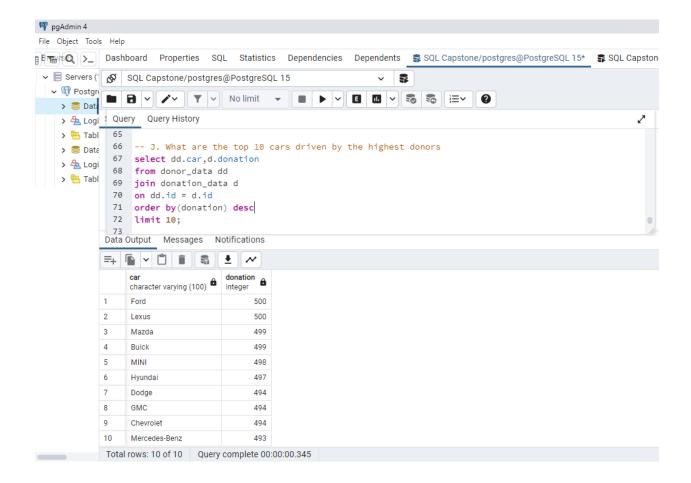












Insights

- Total donation is \$249,085.
- Male donated the most money with \$127,628.
- Most people donated above \$200 with a total sum of \$206,492.
- California has the most donations with \$30,264 and Wyoming has the least with \$232

Recommendation

- 1. Most highest donation is from top 5 states (California, Texas, Florida, New York & Virginia). This is largely due to the population distribution for the first 4 states. I recommend an increase in awareness programs in other states especially Illinois, Ohio, Georgia, North California, Michigan & New Jersey.
- 2. The above strategy also doubles to increase frequency of donations by donors in the aforementioned states.