**EDUCATION FOR THE FUNDRAISING CASE STUDY**

PROBLEM STATEMENT

Provide insights on the donors, donation frequency and donation value,and use these information to make recommendations.

RECOMMENDATIONS

1. Quantity of donors, about half of the overall donation comes from contributors who are not connected to any universities. This could be because contributors never attended college or because there is information missing. Should there be a lack of information, contributors may receive emails expressing gratitude along with requests for their colleges. Increasing the number of donors could be accomplished by advocating for these universities as well as those with low overall donation levels. Donors who contribute more than $400 can receive personalized t-shirts with their favorite color logo in addition to thank-you emails. To increase giving, this might be made plain on the donor mementos.
2. Frequency of donations The largest gifts are typically made annually or once, while awareness campaigns may be launched in the months leading up to the charity event as contributors have expressed a desire to give more, if not always. But the state with the most daily contributions is California. Because this approach guaranteed that California gave the largest donation to the organization, the methodology utilized in the state can therefore be adapted to other states.
3. 3. The value of donations. It may be useful to concentrate on the top five professions that contribute the most donations: engineering, business development, product management, research & development, and human resources. California has the largest donation value, the fields making the biggest contributions are HR, R&D, and business development. As a result, these parameters may raise both the number of donors and value of donations. Information on the effort required to reach underprivileged genders could be obtained by keeping track of which gender contributes the most in the states with the highest donor concentrations. The lowest donor states may experience the same thing.