Fundraising Campaign Analysis

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We can make a few conclusions regarding the fundraising campaigns with the data sets we’ve been provided. We can see that over 50% of the fundraisers have been successful. We can also see that that almost 70% of all fundraisers fall under 3 categories, and they all tend to be entertainment. The three categories are Film & Video, Theatre, and Music and they are slightly more effective at fundraising than the rest, with a 55.6% success rate. We can also see that fundraising slightly decreases during the 4th quarter of the year. It’s impossible to know why. Maybe tighter pockets during the Holiday season but either way if I was starting a fundraising campaign I would start in the spring.

One limitation of the data set is that we don’t know why some categories get funded at better rates than others. Another I can think of is we really have no idea if they ran into any issues during fundraising that may have derailed an otherwise on track fundraiser. I also think it would be interesting to see the size of the individual donations. Maybe one man is funding all the theatre campaigns and that’s why they get funded at a bigger rate. I think it would be interesting to see what people were more likely to give larger gifts to.

I think an interesting graph would be average donations by sub-category. It would be an interesting look into what people view as important or what they care about. Some categories have many more donations than others, but maybe the few give more.