

We, the Scattered Plotters, are pleased to present our data visualization dashboard as part of the 2020 Challenge. Please note the following assumptions we made as part of reporting fundraising progress.

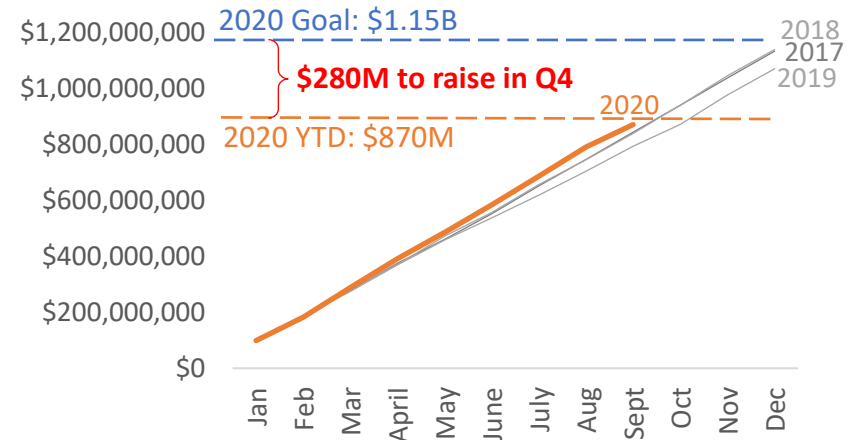
- This is intended to be a high-level **Quarterly Dashboard** for the college president to quickly understand fundraising progress and upcoming quarter priorities for all fundraising programs (major donors and annual fund).
- This report is rarely presented in person. Typical presentation is by email (likely, printed by president's support team and included in materials to review).
- The development team leadership would follow-up with president's office to schedule donor calls and provide information. Also, travel plans coordinated through development team leadership and president's office.
- We assumed the Fiscal Year was concurrent with the Calendar Year.

We look forward to seeing you at Data Science Now next week and are excited to compare data viz best practices with our colleagues. Thank you!!

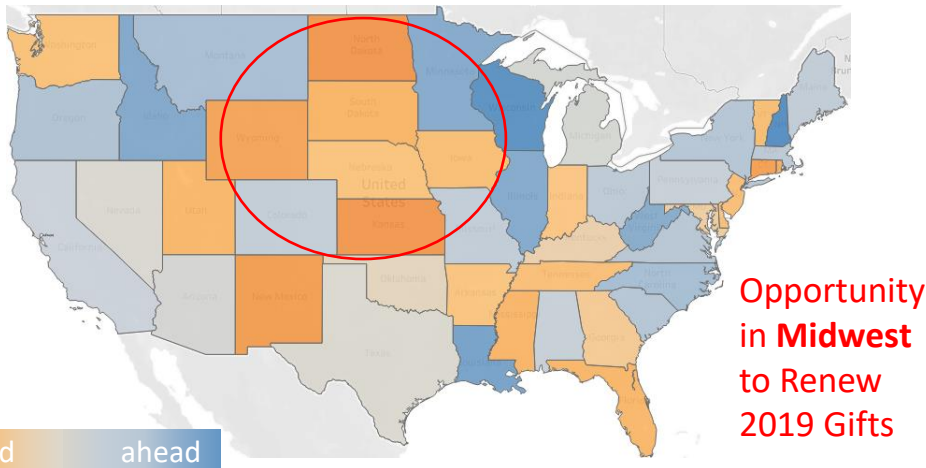
Quarter 4 Priorities

- \$280M to raise by December 31, 2020
- Target attention and travel to Midwest to renew 2019 gifts
- Increase gift officer outreach by 15%: from 3.62% to 4.16%
- Continue to decrease non-contacted portfolio %
- Annual Fund focus on 2019 LYBUNT renewals for year ends
- Leadership focus on high-capacity LYBUNT, SYBUNT renewals
- Begin planning for portfolio redistribution in early 2021

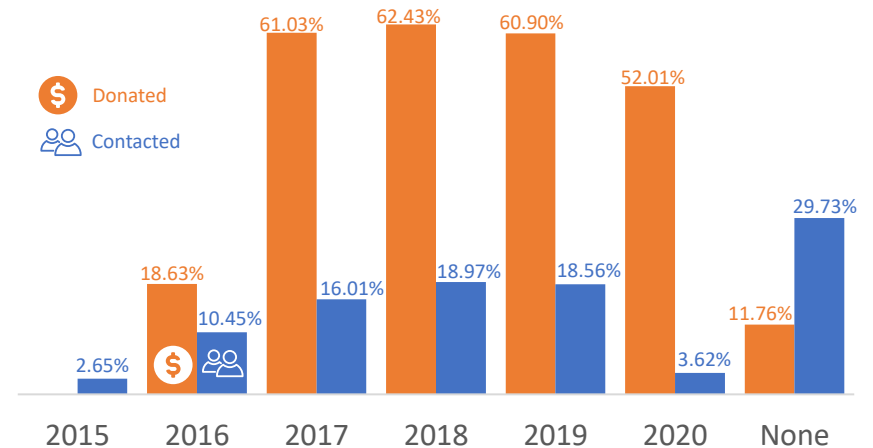
Fundraising Year to Date: Jan - Sept



2020 Dollars Raised vs 2019



Portfolio Metrics: % of Donor HH Giving and Contacted



Non-Managed Donors to Renew By Capacity

Q4 Focus:

Capacity Rank	LYBUNT	SYBUNT
A - \$5M - \$25M	2	2
B - \$1M - 5M	30	8
C - \$500K - \$1M	1,558	656
D - \$100K - \$500K	2,100	860
E - \$50K-\$100K	4,398	1,670
F - \$10K-\$50K	6,698	2,606
G - Up to \$10K	6,796	2,882
NA	3,842	1,574

Leadership Attention

Annual Fund Outreach

High Capacity Non-Managed Donors for Presidential Contact in Q4

Capacity Rank	Id	Name	Last Contact	Last Gift Date
A - \$5M - \$25M	2463690	el-Younan, Fakeeha	10/1/2015	10/21/2019
	3019938	Kearns, Miah	6/3/2019	10/21/2019
	7398925	Garcia, Kristin	1/8/2018	1/23/2018
B - \$1M - 5M	8686179	Eltom, Anthony	10/29/2016	1/23/2018
	1052908	Alonso, Santiago	4/24/2020	8/10/2018
	1166643	Jimenez, Aldo	3/13/2019	10/3/2019
	1365936	al-Nazir, Juwairiya	9/15/2016	3/2/2017
	1452146	el-Siddiqi, Moosha	11/5/2017	11/6/2019
	1689888	King, Barbara	Null	7/12/2018
	1940919	Ketchum, Danielle	8/14/2019	1/4/2019
	2146914	Yang, Katie	7/4/2018	10/3/2019
	2244972	Pham, Bryce	Null	2/23/2019
	2250916	Ingram, Jante	Null	12/2/2019
	2661253	Domingo, Tadiwa	Null	2/9/2019
	2686370	Soto, Daniel	Null	2/8/2019
	3315600	Schippers, Marcus	5/6/2017	2/9/2019
	3401256	Biglow, Robert	5/17/2019	11/15/2019

Development to provide talking points and contact info.

Development leadership to contact remaining list.