

DEAA Charity Day



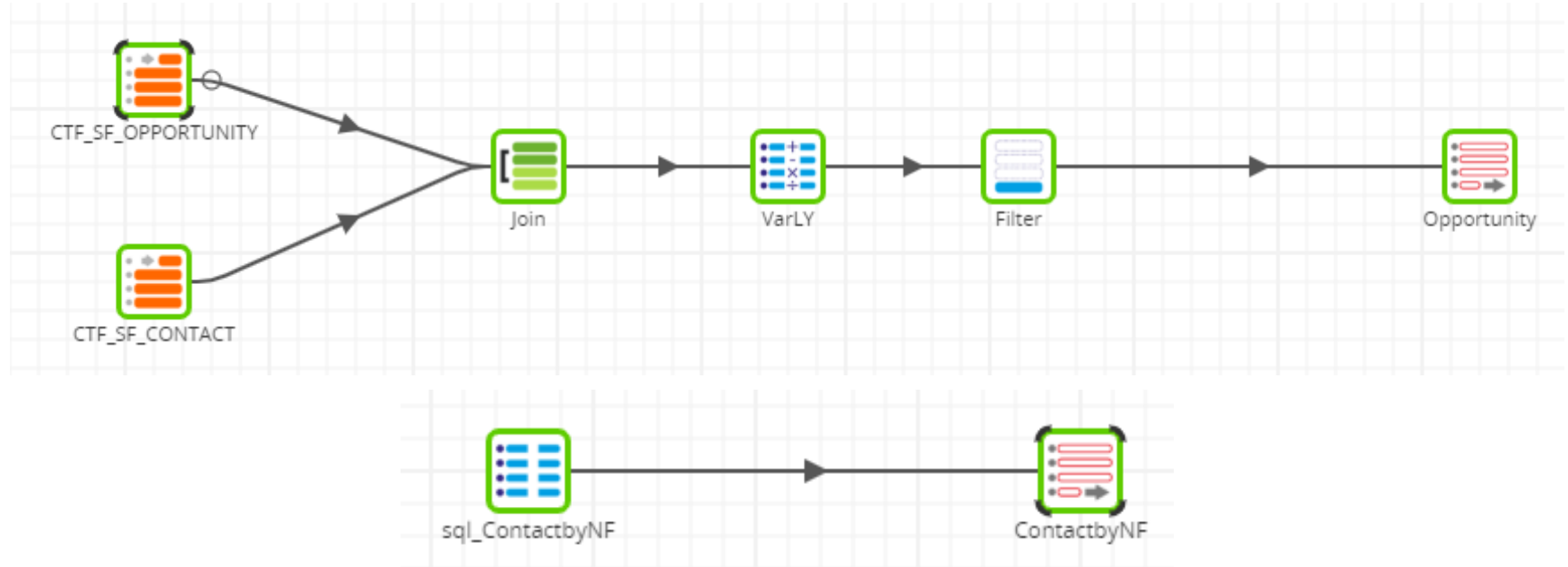
Team

- Chitra Ralhan – Team Coordinator
- Dhairya Butani
- Saurabh Jain
- Dawn Rezentes
- Desarie Person
- Ben Givens
- Devon Kelly III
- Anuradha Maradapu



Tools

- Matillion
- Snowflake
- Tableau
- GitHub



Distribution of contacts by NF connection

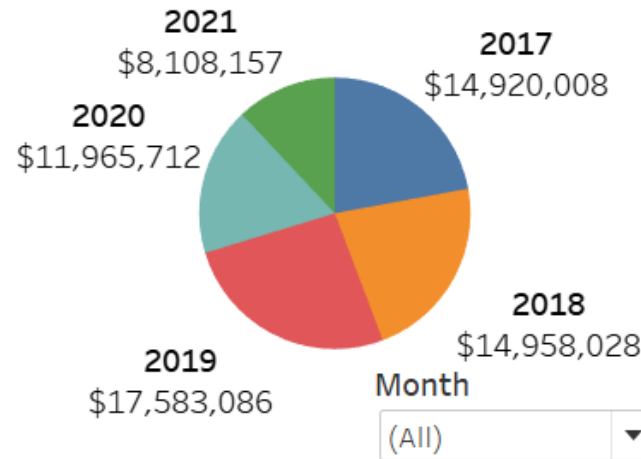
1. How does YTD fundraising compare overall to same time previous 4 years?
2. How does YTD fundraising across programs compare to same time previous 2 years?
3. How do YTD trends across giving channels compare to same time previous 4 years?
4. Who are our donors and constituents?

CTF Dashboard

YTD 2021 vs Previous 4 Years

NF Connection

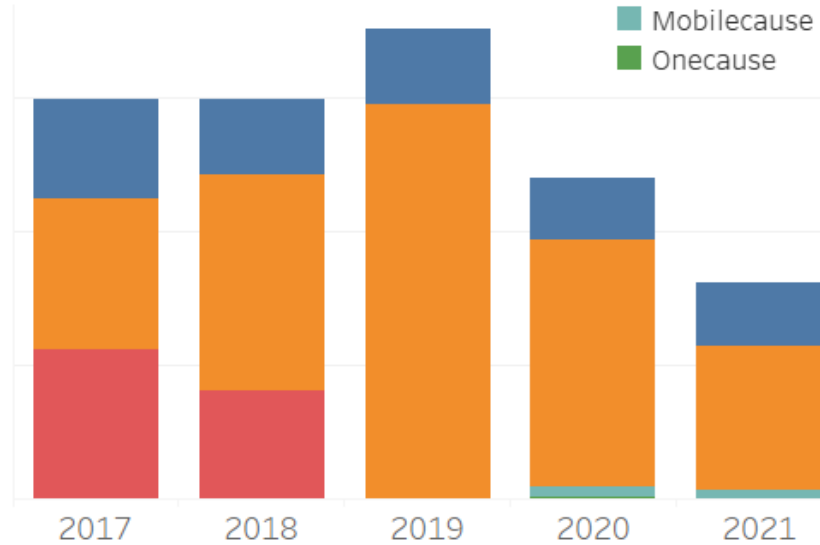
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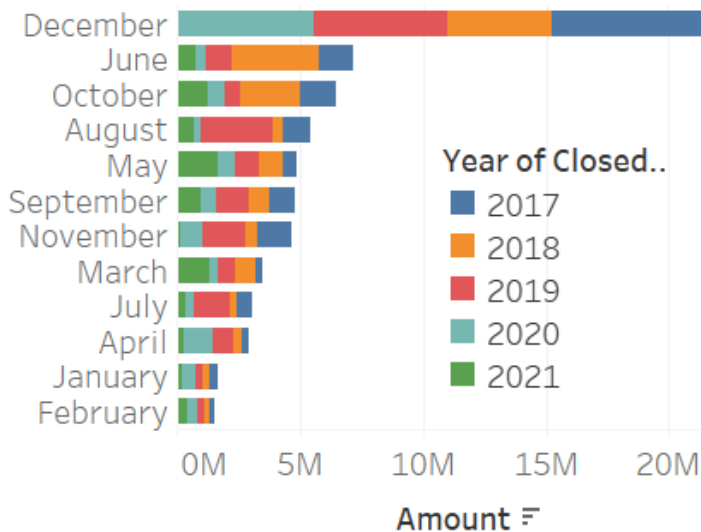
Giving Channels by Year

Giving Channels

- Classy
- General
- Major Gift
- Mobilecause
- Onecause



Most profitable month



Programs by Year

Programs	2021	2020	2019
Major Giving	3,940,584	5,898,489	5,355,810
Signature Walk	1,368,231	1,094,816	1,104,618
Other Giving	761,391	702,527	6,545,860
General Giving	534,350	839,201	757,364
Signature Events	447,693	235,156	554,868
Special Events	331,038	466,442	210,585
DIY Endurance	198,748	176,841	173,473
Signature Endurance	158,946	104,468	270,118
DIY	158,465	90,769	309,633
Youth Development	148,106	181,522	135,686
Connect2Fight	30,596	21,395	
2020 NF2 Accelerator..	15,035	114,636	

Thank you!