

PILOT PROMOTION PROGRAM

Leveraging Predictive Analytics to Boost
Alumni Donations



01 Hypothesis

02 Features

03 Modelling Prediction

04 Results and Insights

05 Action Plan

AGENDA

01 Hypothesis

EMMA, NATALIE ALEXANDER (24)

PERSONAL INFORMATION

- Undergraduate (2020)
- Graduate (2023)
- State : Washington (WA)
- Middle Initial (MI) Giver
- Reserve Officer Training Corps (ROTC)

STEVEN, ROBINSON LAW (26)

PERSONAL INFORMATION

- Graduate (2021)
- State : Ohio (OH)
- Middle Initial (MI) Giver
- Married with Alumni

RICHARD, SMITH (40)

PERSONAL INFORMATION

- Undergraduate (2008)
- State : California (CA)
- Dormitory Junior Counsellor (JC)
- Married with Alumni

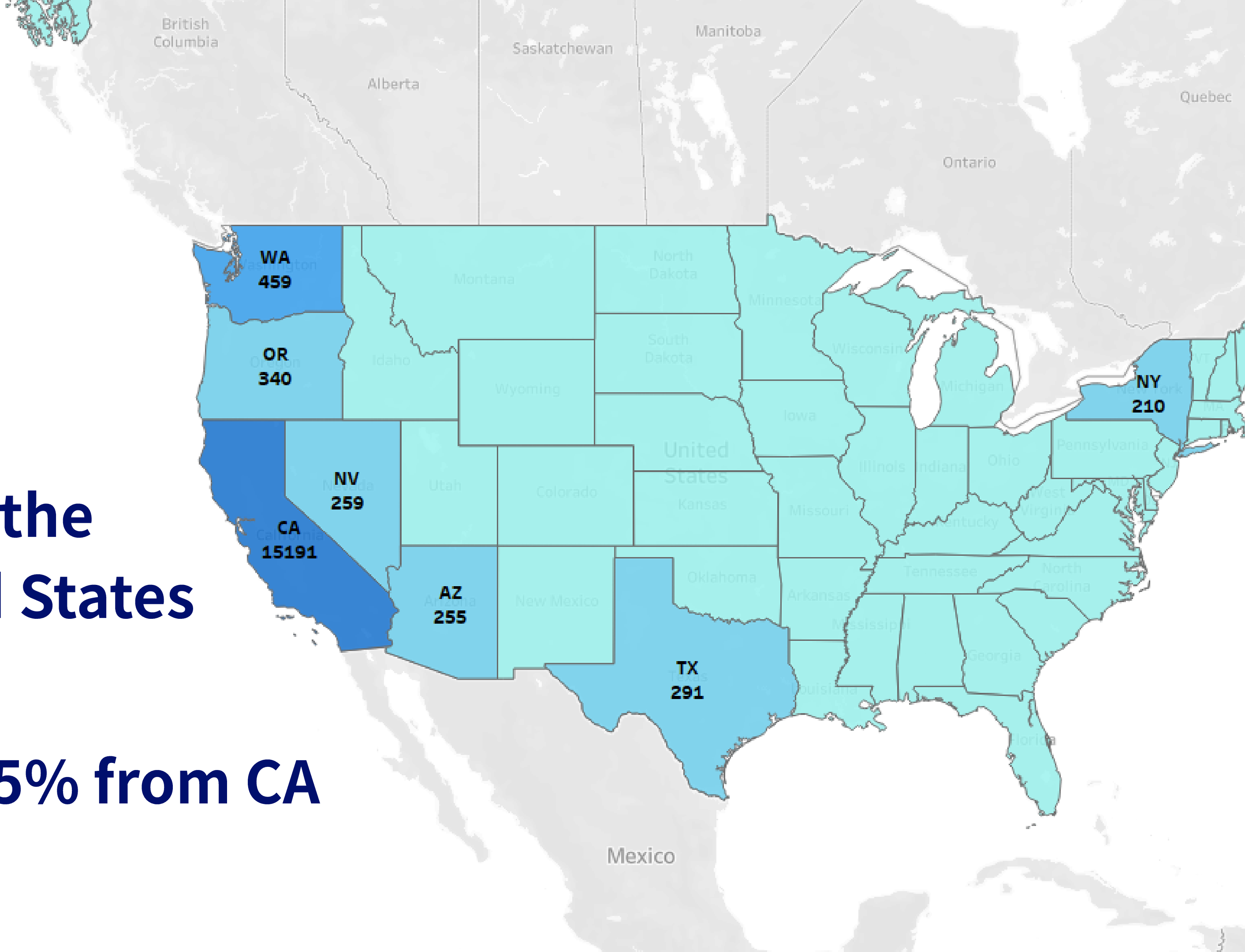
02 Features

- **State**
- **Middle Initial Giver**
- **Time Gap**
- **Junior Counselor**

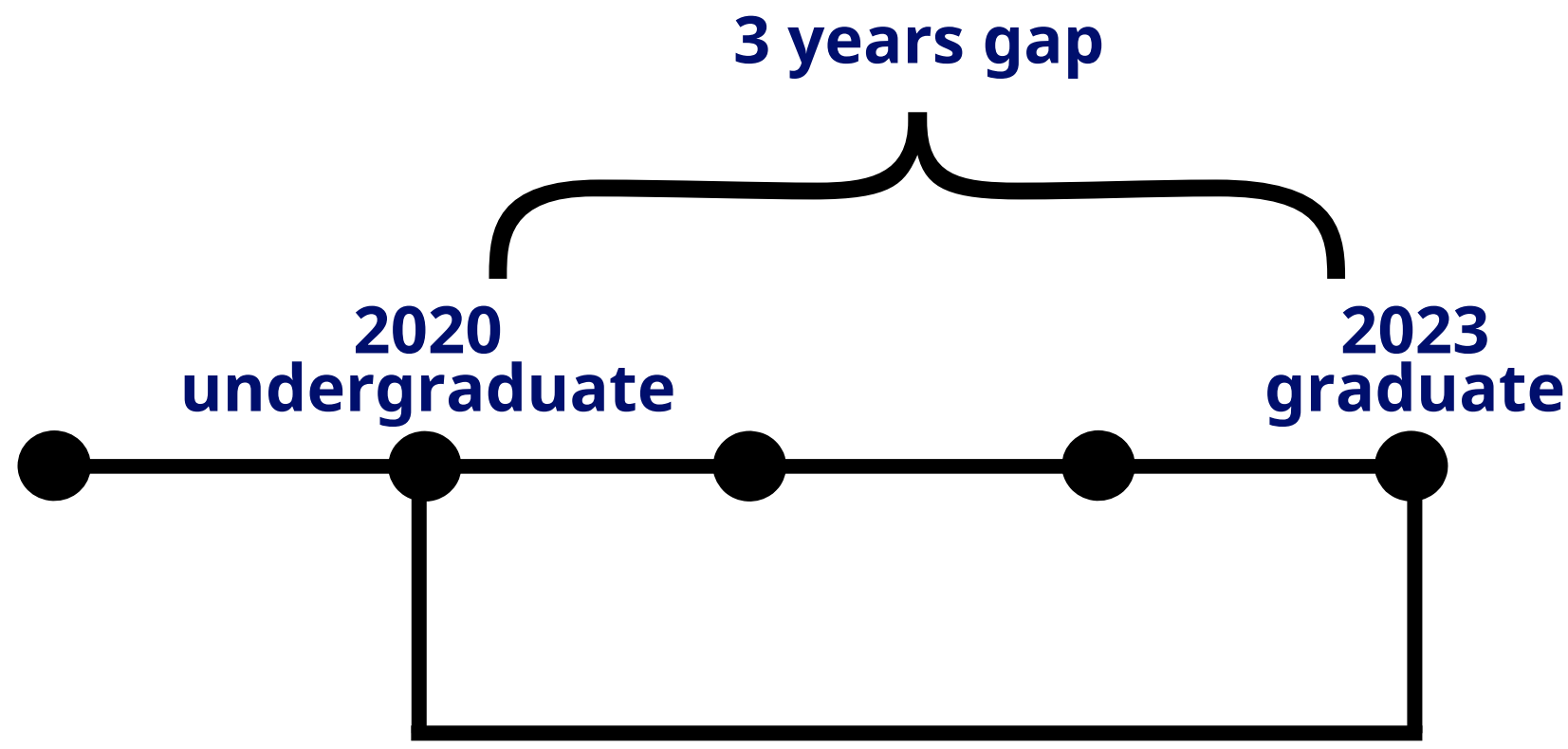
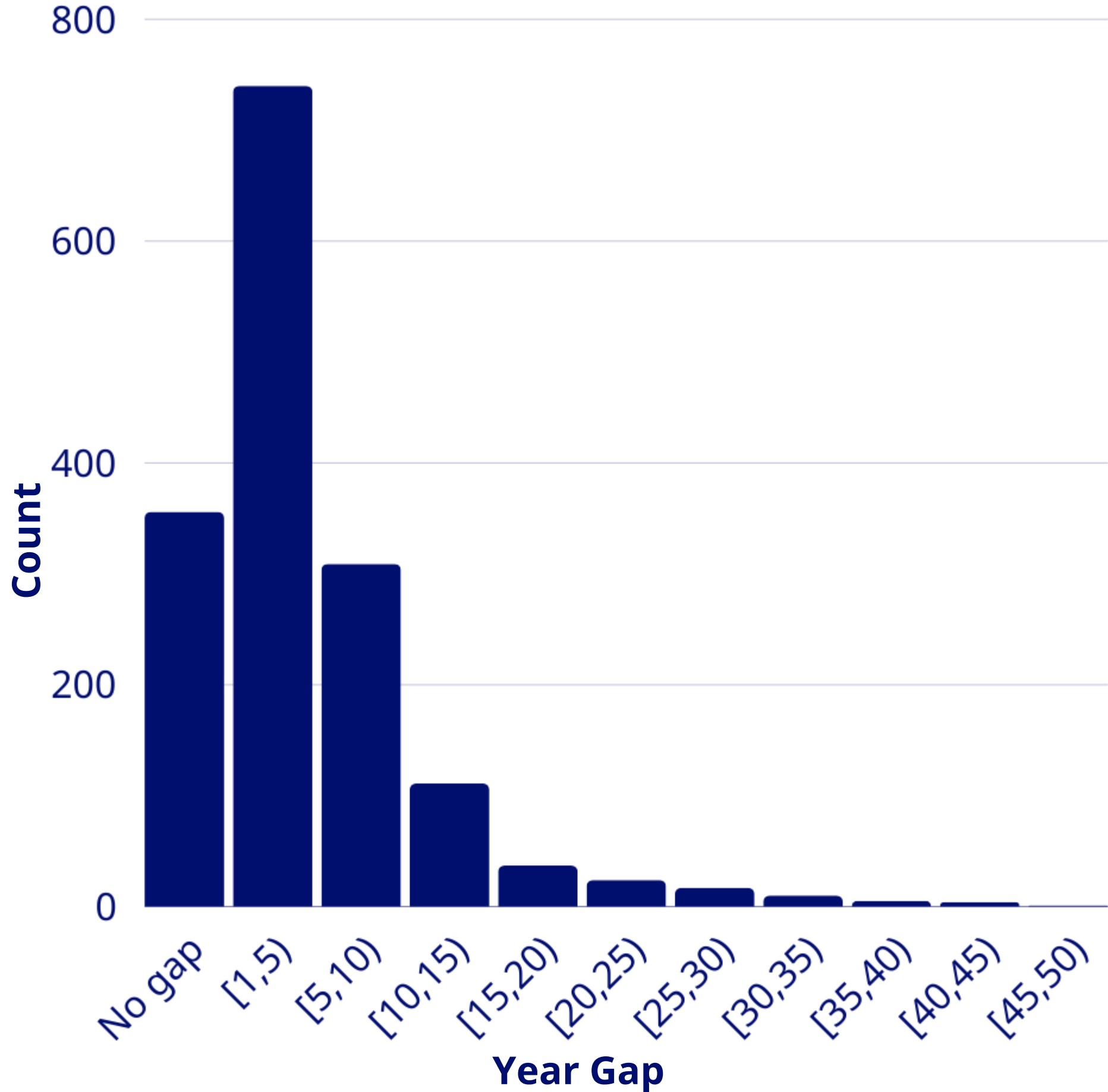
Most donors in the Western United States



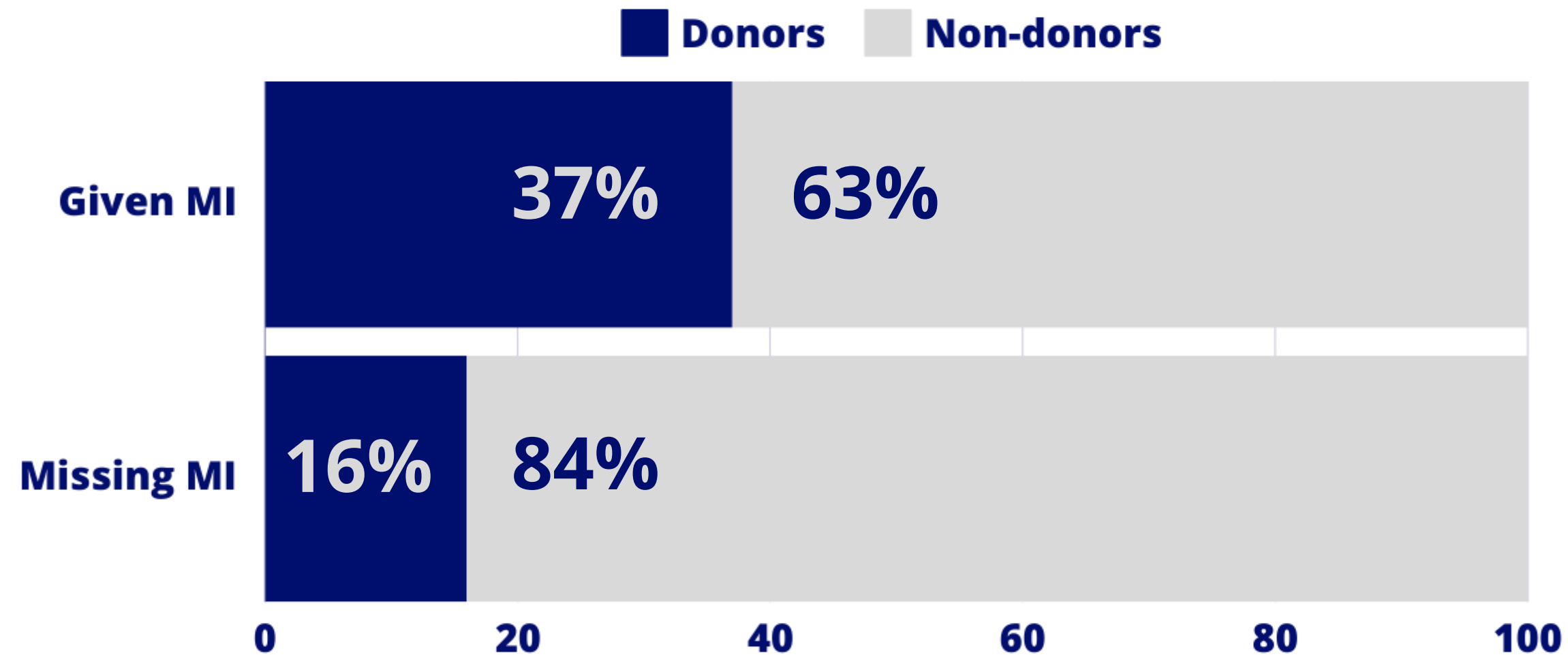
75% from CA



Time Gap Between Undergraduates and Graduates



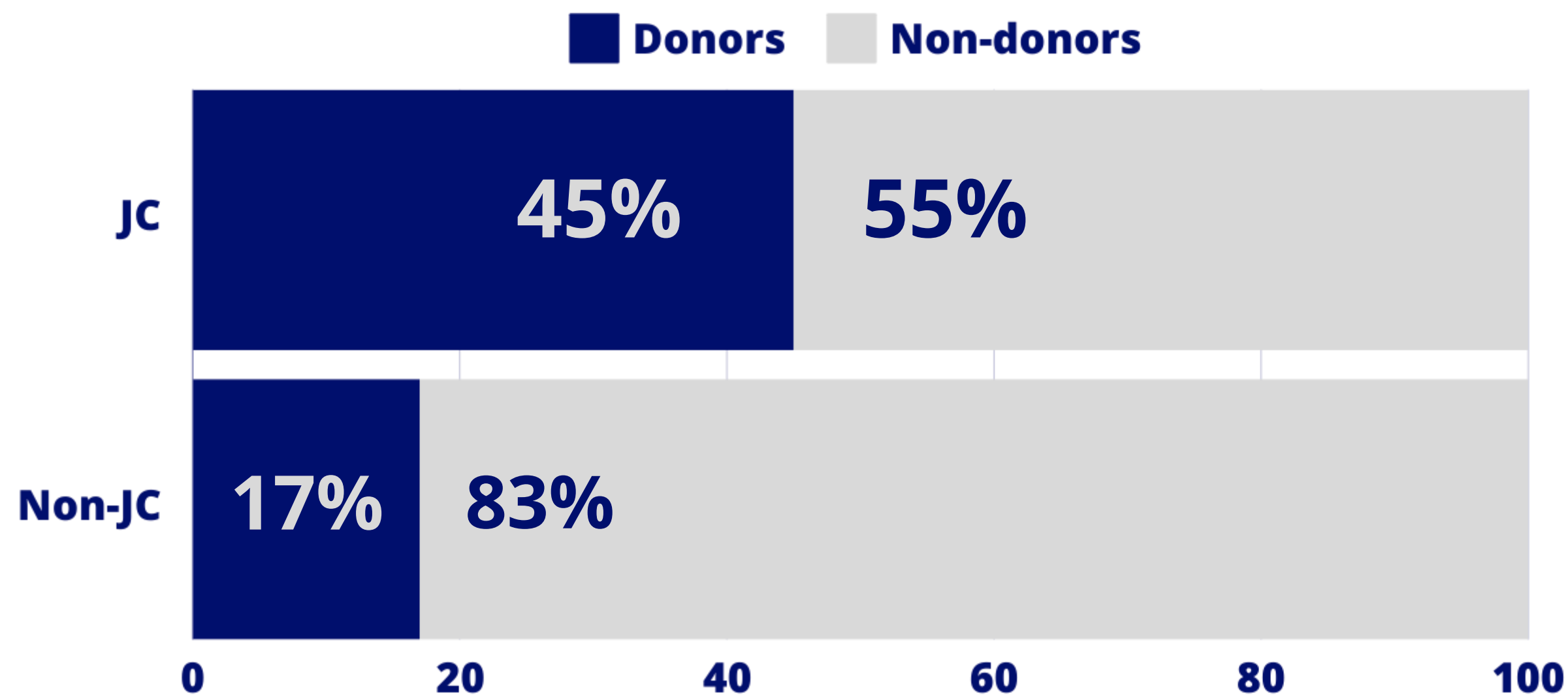
Middle Initial (MI) Giver



MI Giver = More likely to be Donors



Junior Counselor (JC)



JC are more likely to be donors than Non-JC

03 Modelling Prediction

Meet the Model Judges



XGBoost



**Random
Forest**

100% Agreement on 10,000 Donors

04 Results and Insights



Characteristics



Number of Alumni



Expected Donation Amount

The Established Alumni

- Well-established, **mature**
- **Strong engagement** during their study
- May **married to alumni**

5,677

250
per alumni

The Young Achievers

- Younger
- Living toward **the west**

1,970

65
per alumni

The Academics

- Recent graduates
- Completed **graduate studies**

1,813

490
per alumni

The Diverse Mid-Career Alumni

- A cross-section of middle-aged
- **Diverse** geographical and academic backgrounds

540

180
per alumni

Total Expected Donation Amount

\$2,532,870

05 Action Plan

**The
Established
Alumni**

Family Union Day



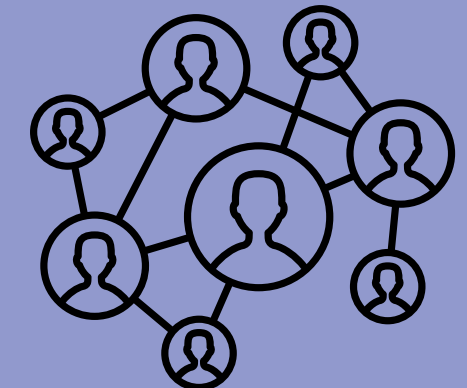
**The Young
Achievers**

Digital and social engagement



**The
Academics**

Networking Event

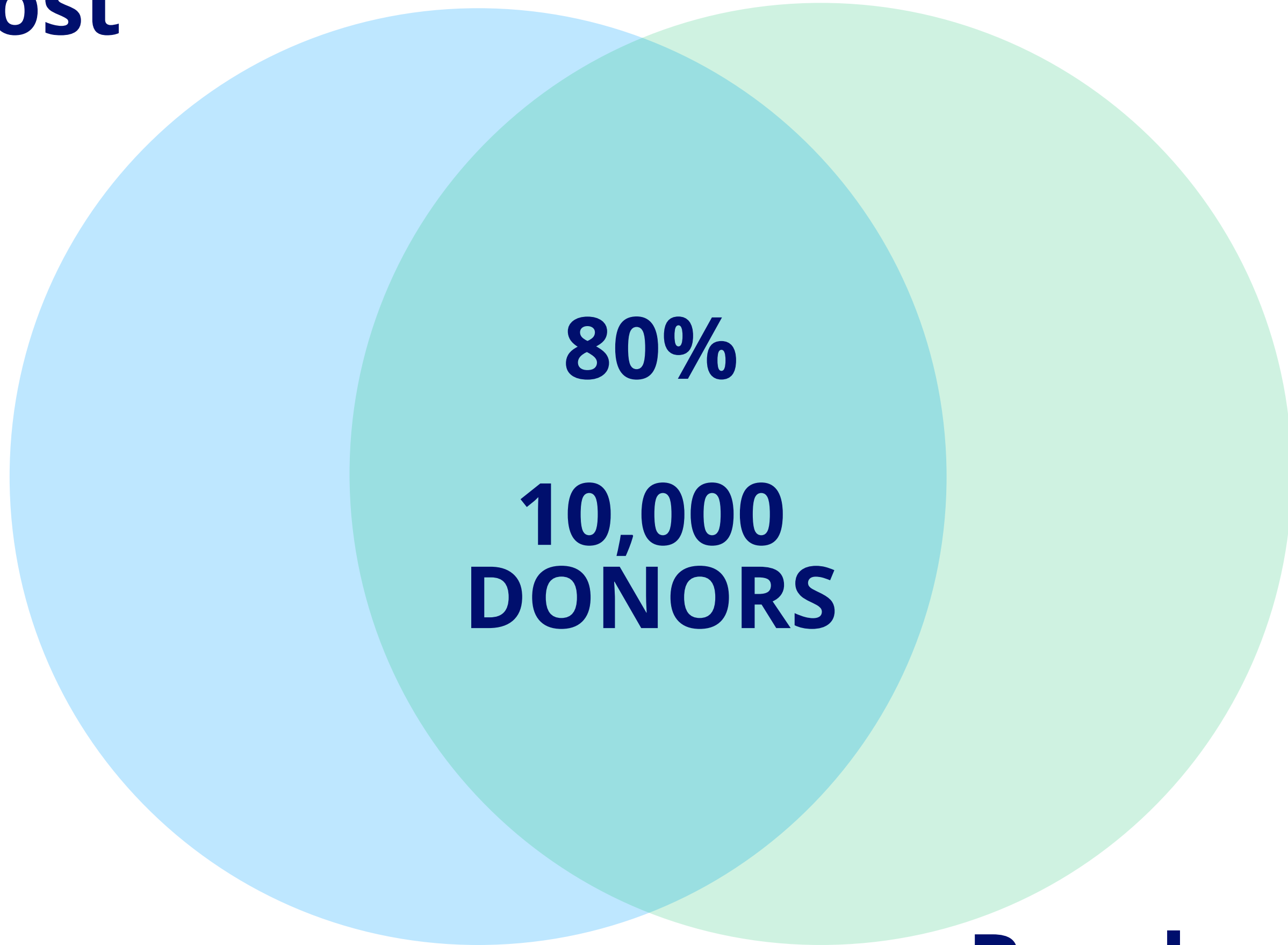


**The Diverse
Mid-Career
Alumni**

Crowdfunding



XGBoost



Random Forest