Lightning Talk

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Potential project I: Social media content

- *The Problem*: Tipping Point posts messages on Twitter and Facebook but it is not clear what content drives the greatest engagement. This information will be helpful to inform our social media strategy and identifying the best use of media resources.

- *Data*: Facebook and Twitter data in .csv files from the last year showing content, content type, and engagement stats.

- *Hypotheses*: With a tool that codes social media content to content areas and then analyzes the relationship between the content area and engagement level, Tipping Point will be better positioned to increase the number of people that learn about and interact with the organization.

Potential project 2: Earned income tax credit

- *The Problem*: The Earned Income Tax Credit is under-utilized by those that are eligible to receive it but we do not know what characteristics, other than income and dependents, are most closely tied to eligibility.

- *Data*: The Census has data on the number of people eligible in each PUMA as well as the characteristics of those who are eligible.

- *Hypotheses*: Identifying profile types or characteristics that best predict EITC eligibility will help Tipping Point target resources to individuals likely to be eligible.

Potential project 3: Tipping Point donor data

- *The Problem*: Tipping Point raises over $90M per year but it is not clear what the "recipe" is for converting someone to a donor or increasing a donor's gift amount. It would be helpful for development staff to have this information in order to more effectively target and pursue donors.

- *Data*: We have donor data, event response and newsletter engagement for the last five years in Salesforce.

- *Hypotheses*: Tipping Point will identify the key behaviors/actions that lead to individuals increasing their gift to the organization or making a gift for the first time.