There are two clear groups:

Small one time donors, large multi-year donors

50 people gave in 2014, didn’t give in 2015 and gave in 2016. None of these people had any meetings in 2015

The 134 people who have given every year contribute the vast majority

People who give more tend to give again. Of the people who gave first in 2014, those who gave again had a median of $5,300 and average of $19,801 and those that gave once had median of $1332 and average of $8,388. Study those outliers who gave a lot and never gave again. Of those outliers who gave more than $10k in 2014 and never again, they also didn’t have any meetings after 2014. The ones who gave again had a handful of meetings

Need to target “Donor Acquisition Strategy”