
TUN Data Challenge

Hire Heroes USA

Group 3: Hope Spenik, Arthur Johne, Michael Calvelli, Ryan Castro,
Jessica Lavrinovich

The Questions:

- Is there a geographic location within the US that most of our individual donors come from?
- Do our social media posts or fundraisers calling for donations hit these areas with little to no donors?

Motivation

Individual Donors

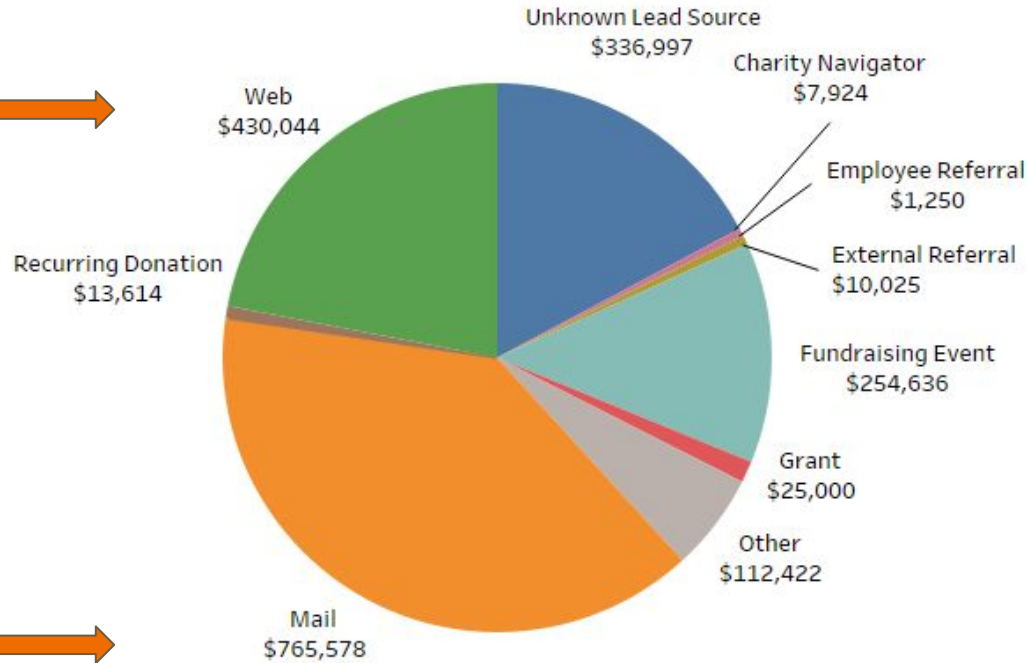


Grassroots Fundraising

Core Benefits:

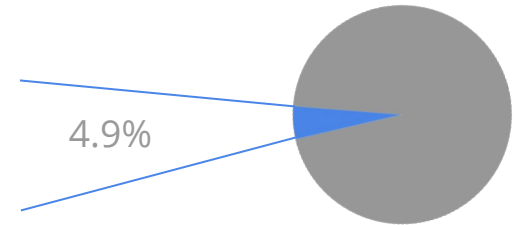
- Establishes relationships
- Sustained giving and participation
- Grounded, broad support of HH's mission

Mail Top Lead Source

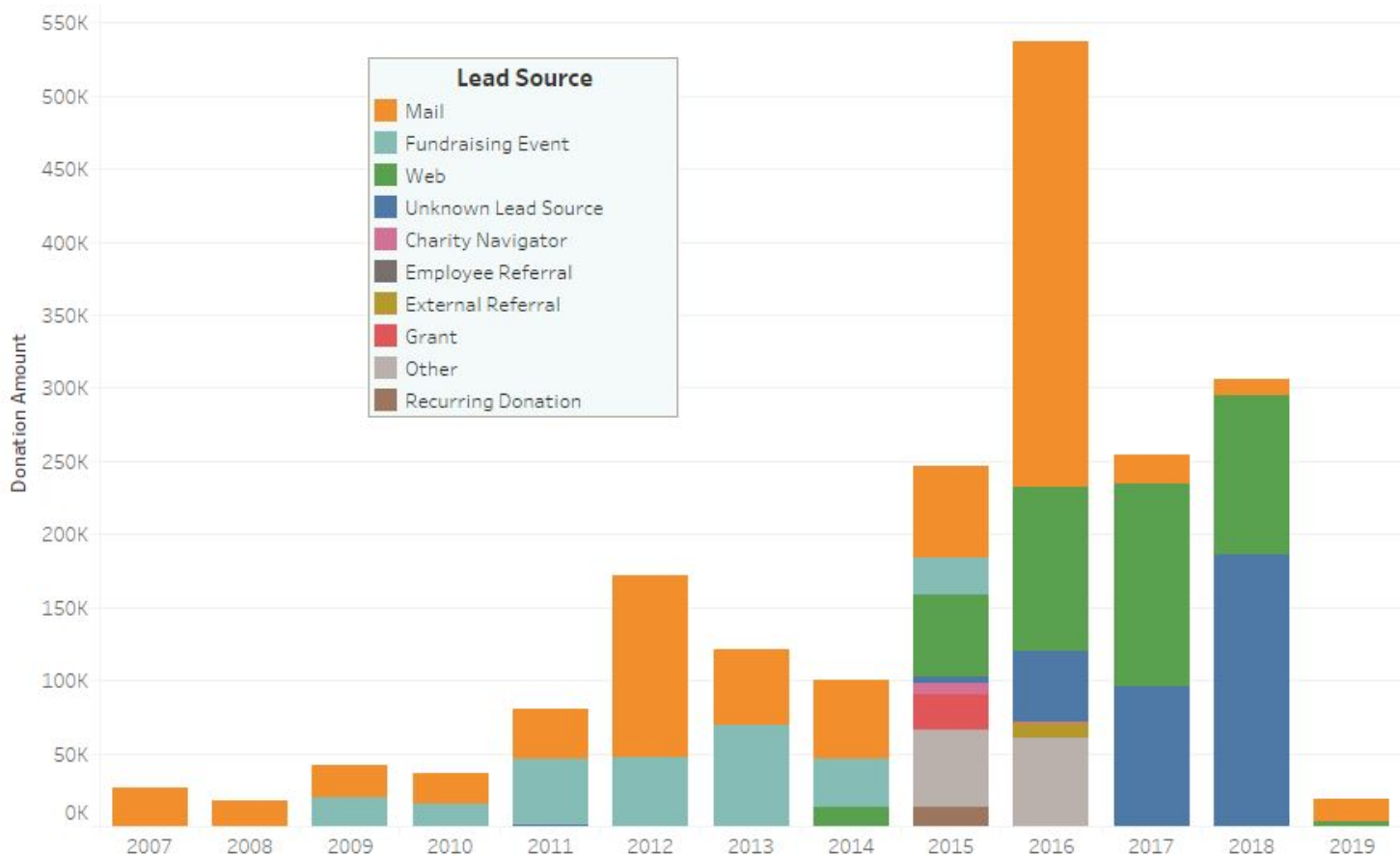


Total Individual Donor Donations: \$1,962,319

Donors by By Donation Amount
(2007-2019)

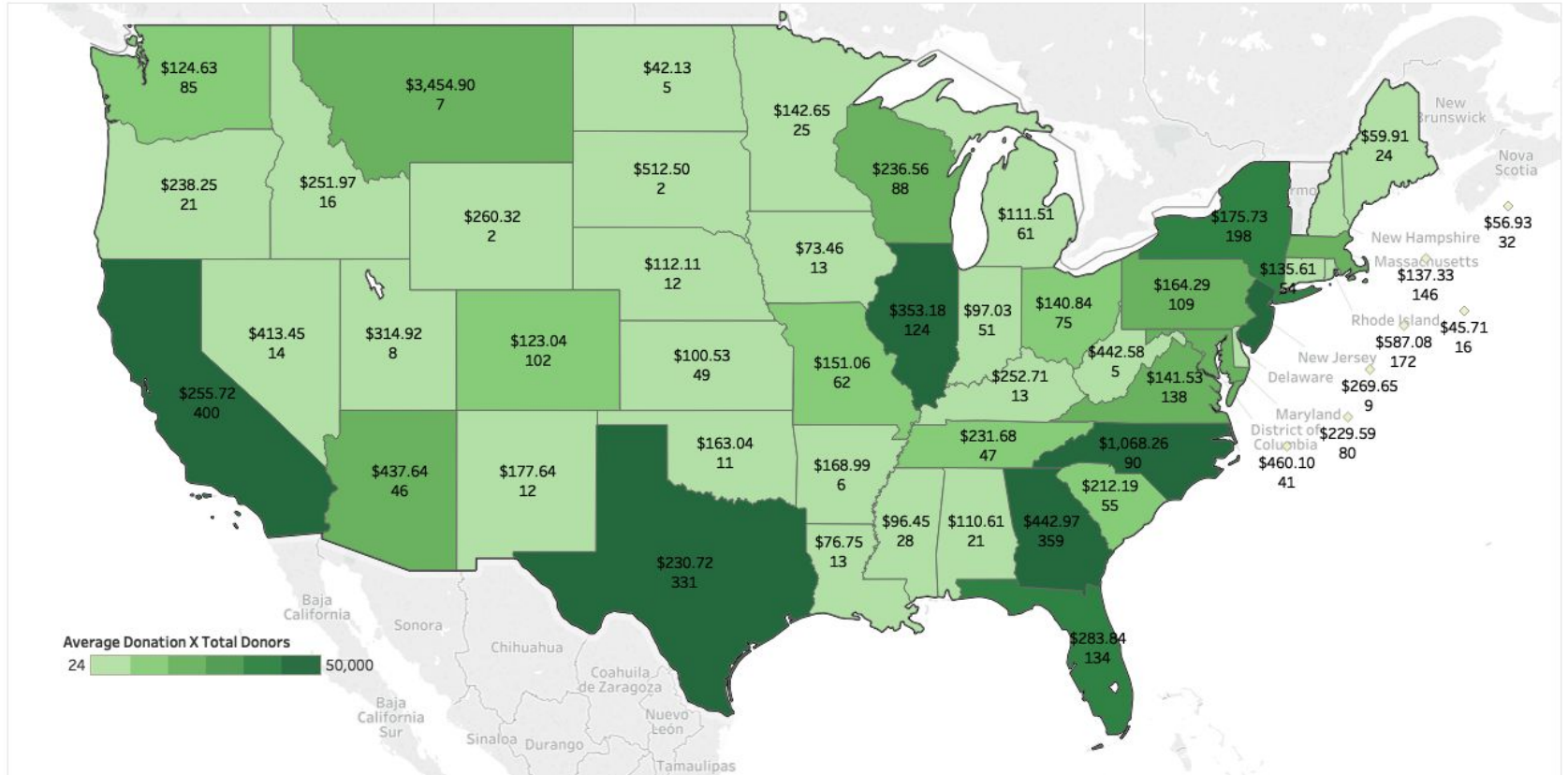


Top 10 Lead Sources by Fiscal Year - Individual Donors



States to Focus On

Average Donation Amount, Total Individual Donors by State (2007-2019)



States to Focus On



GA, CA, TX, NJ

Strong Donor States



**FL, NY, IL, NC, VA,
PA, OH, WA**

High Potential

Recommendations

- Prioritize high potential states
- Grow and maintain strong donor states
- Re-establish Mail as a primary lead source
- Better data tracking