

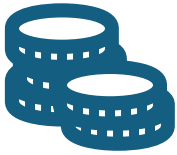


McGill

University
Advancement

Chuks Chiazor

Objective



Revenue and Donor prediction for 2025.



Demographic trends on Event attendees and donors over time.



Identifying promising candidates for the next fundraising solicitation.



New strategic approach

SMART GOAL



S – specific



M- measurable



A- achievable



R-relevant



T- time -bound

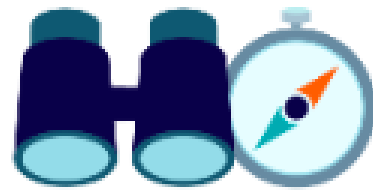
OSEMN Framework



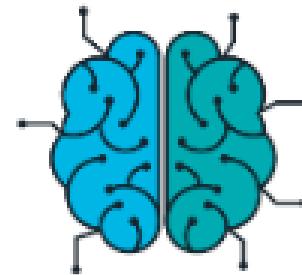
Obtain



Scrub



Explore



Model



iNterpret

Obtaining Data



Alumni sheet



Event sheet



Transaction (\$)

Scrubbing

Handling missing data

Date formatting

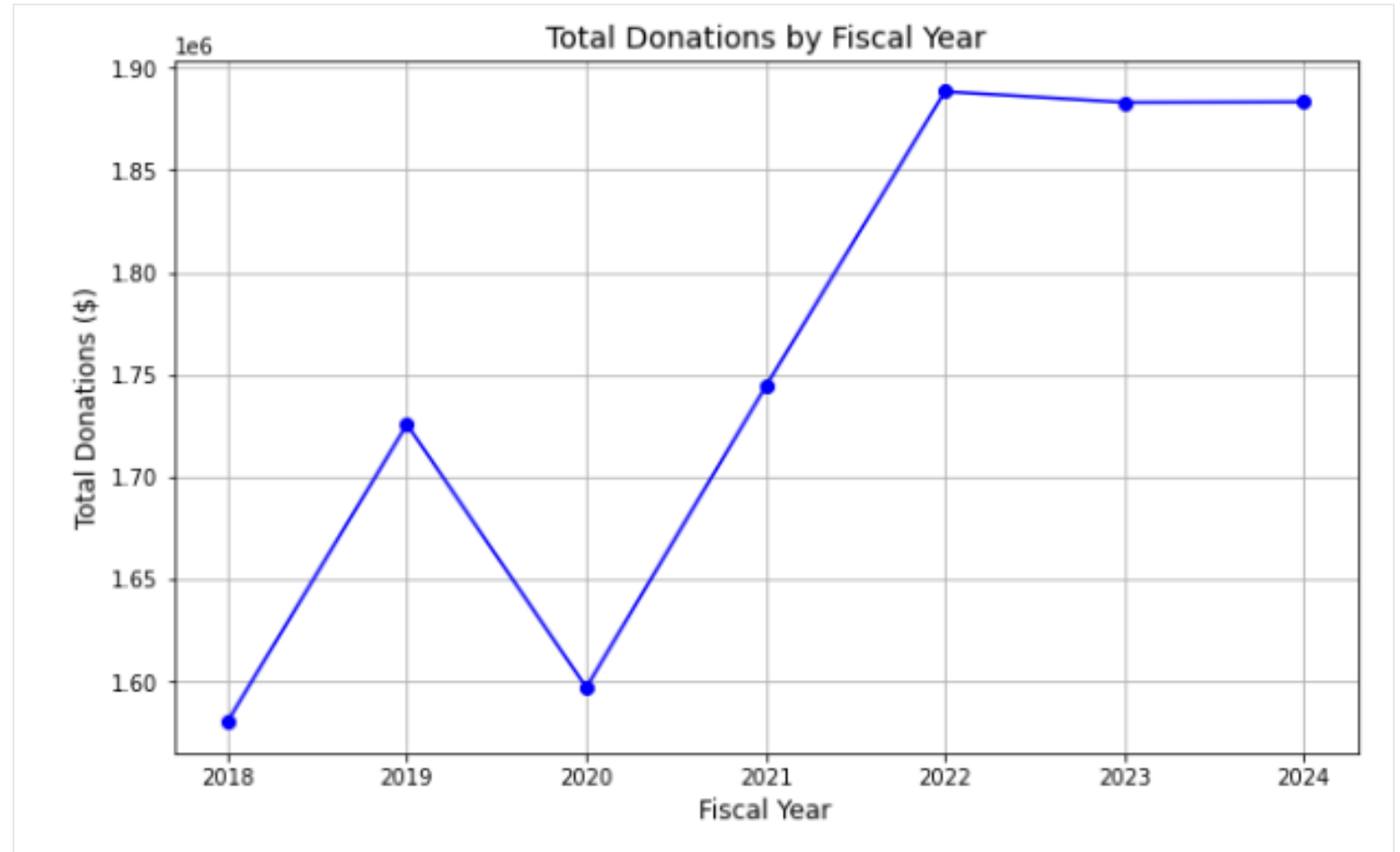
Deduplicating Events
and Transactions data

Transactions data
aggregation

Data Exploration

1. How much revenue and donors to expect next year?

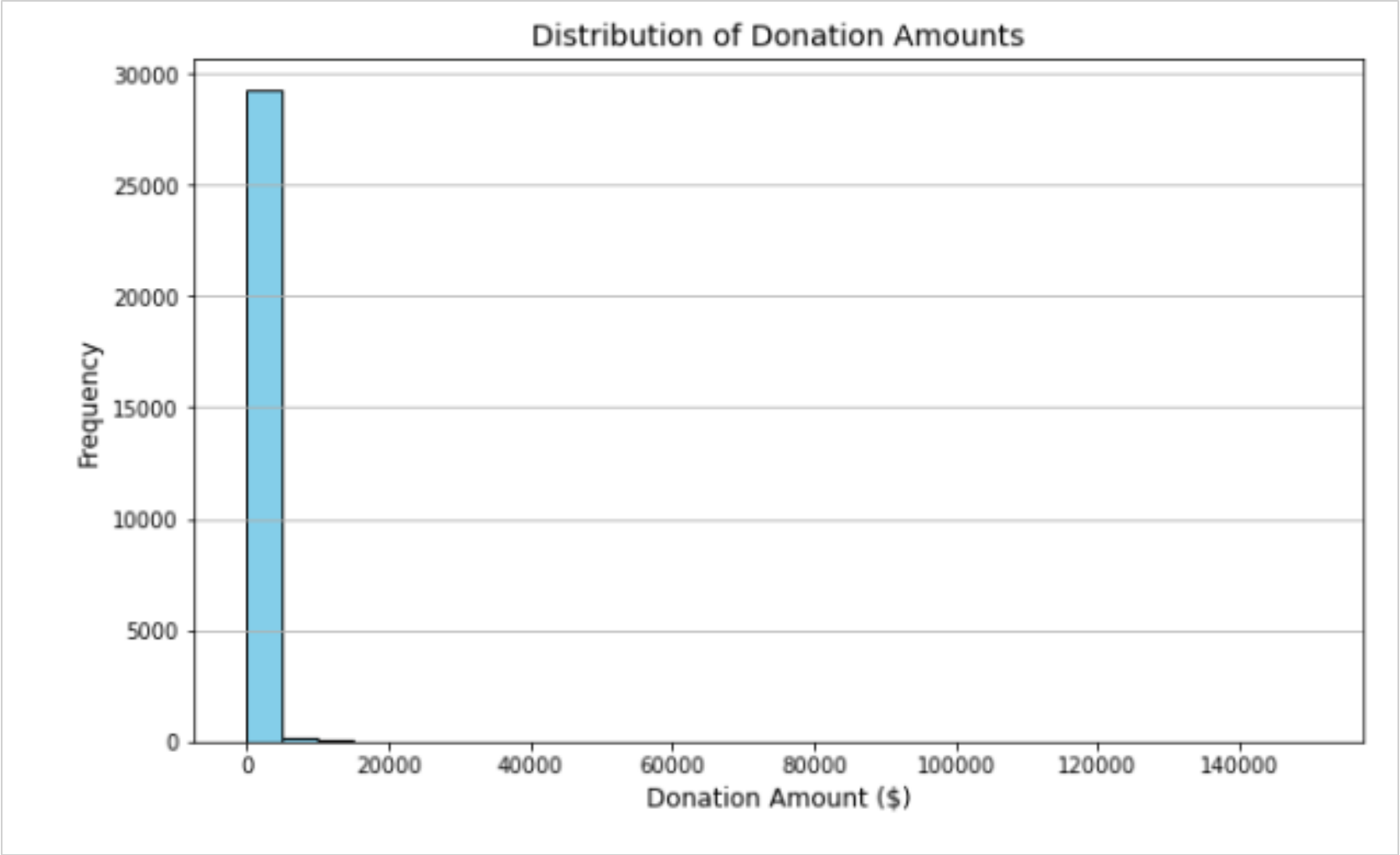
A. Total Donations by Fiscal Year



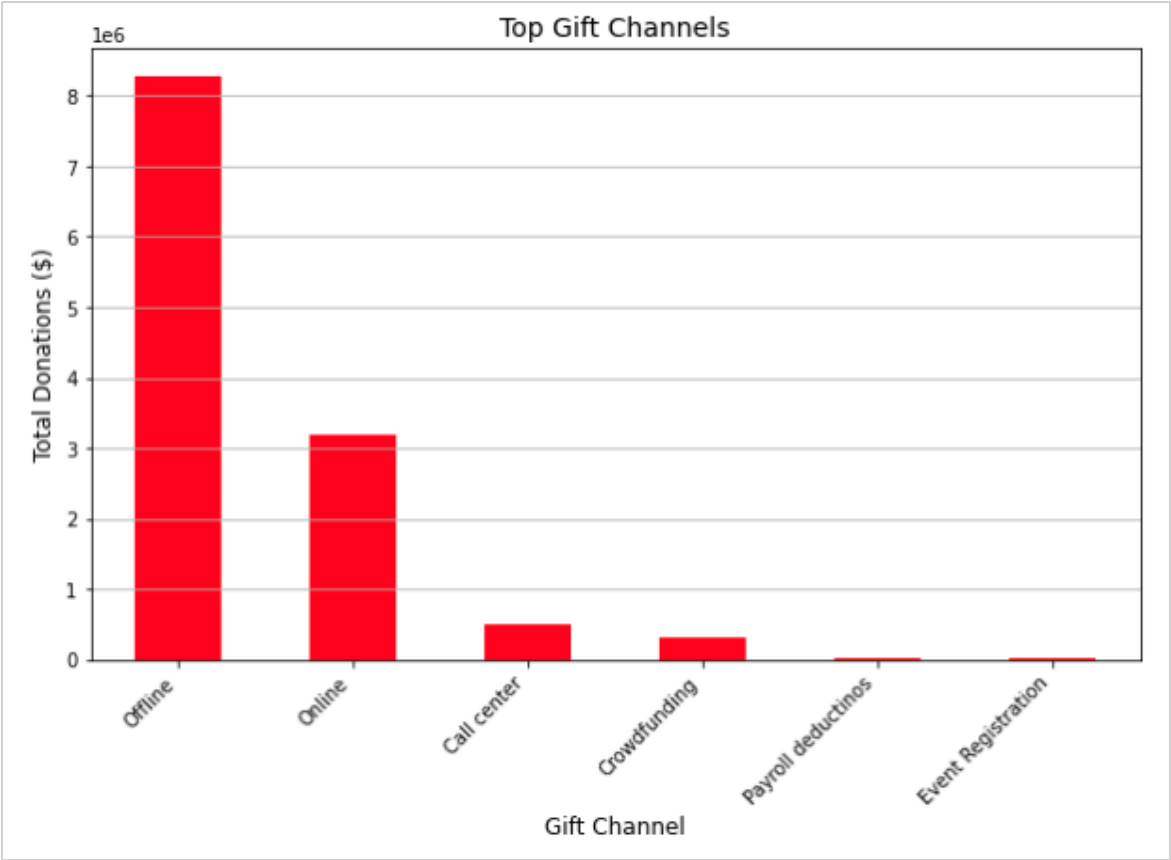
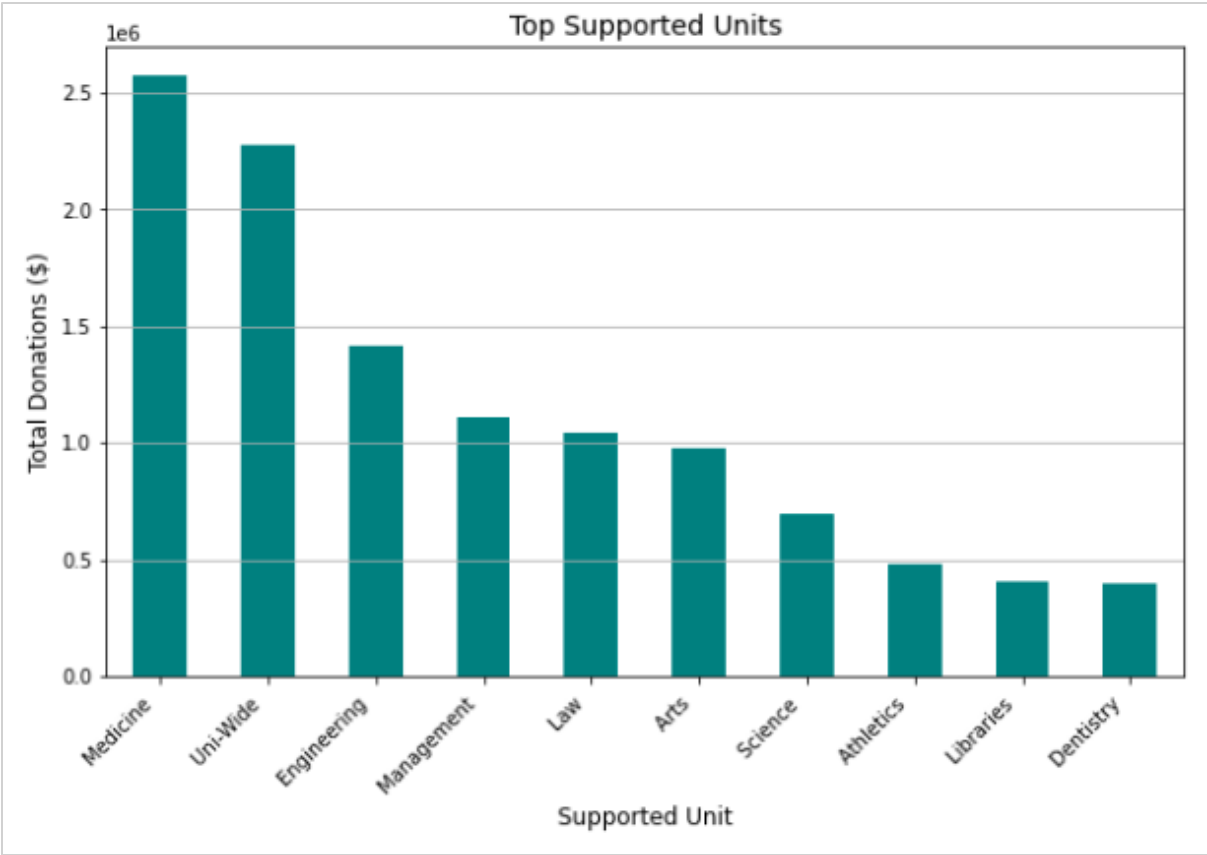
Donations peaks from 2022-2024

Distribution of Donation Amounts:

The majority of donations fall within a lower range, while high-value donations are rare but significant.

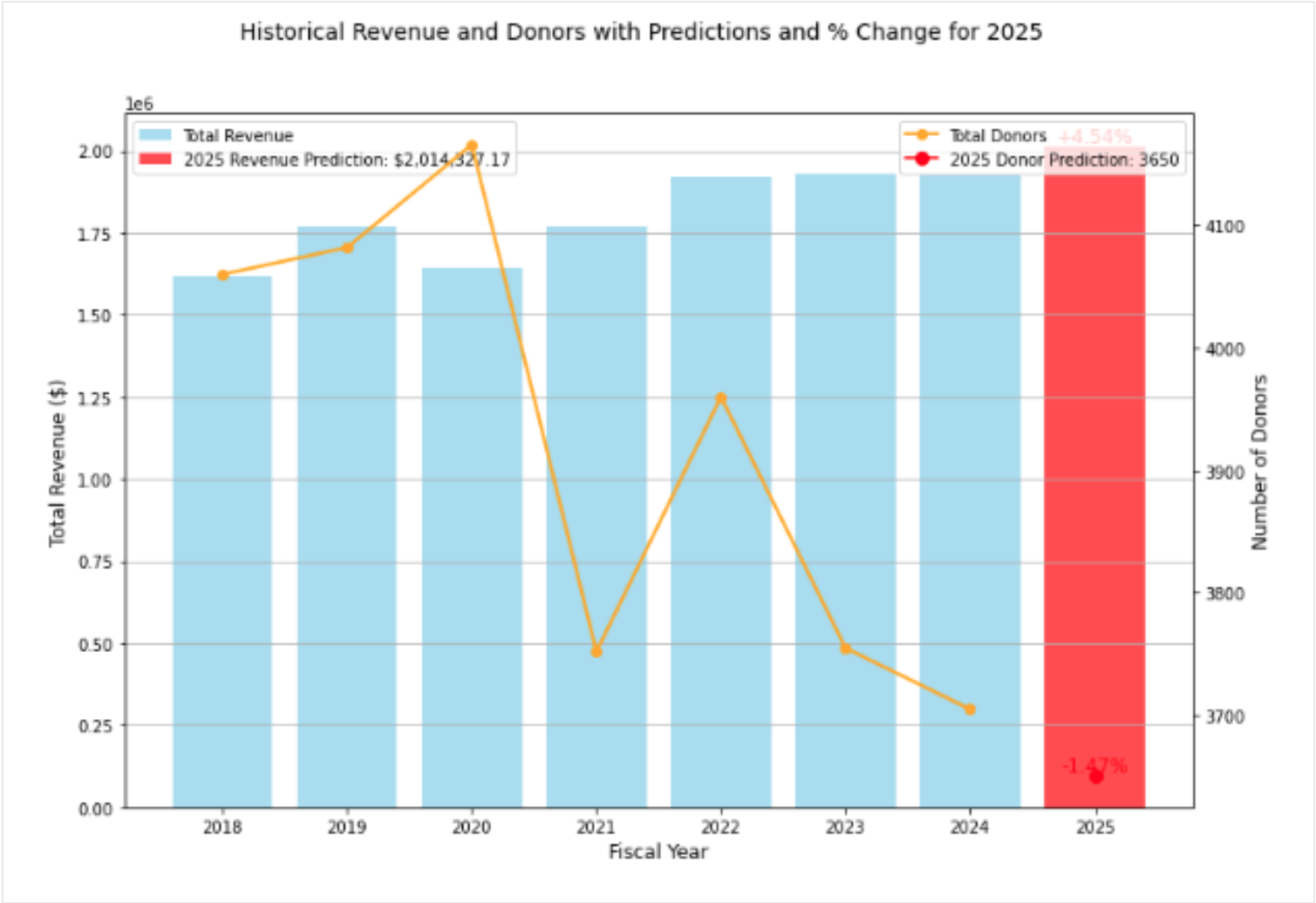


B. Top supported Units and Gift Channels




Offline contributes 105.29% the total of all other channels

Revenue and Donor prediction for 2025?

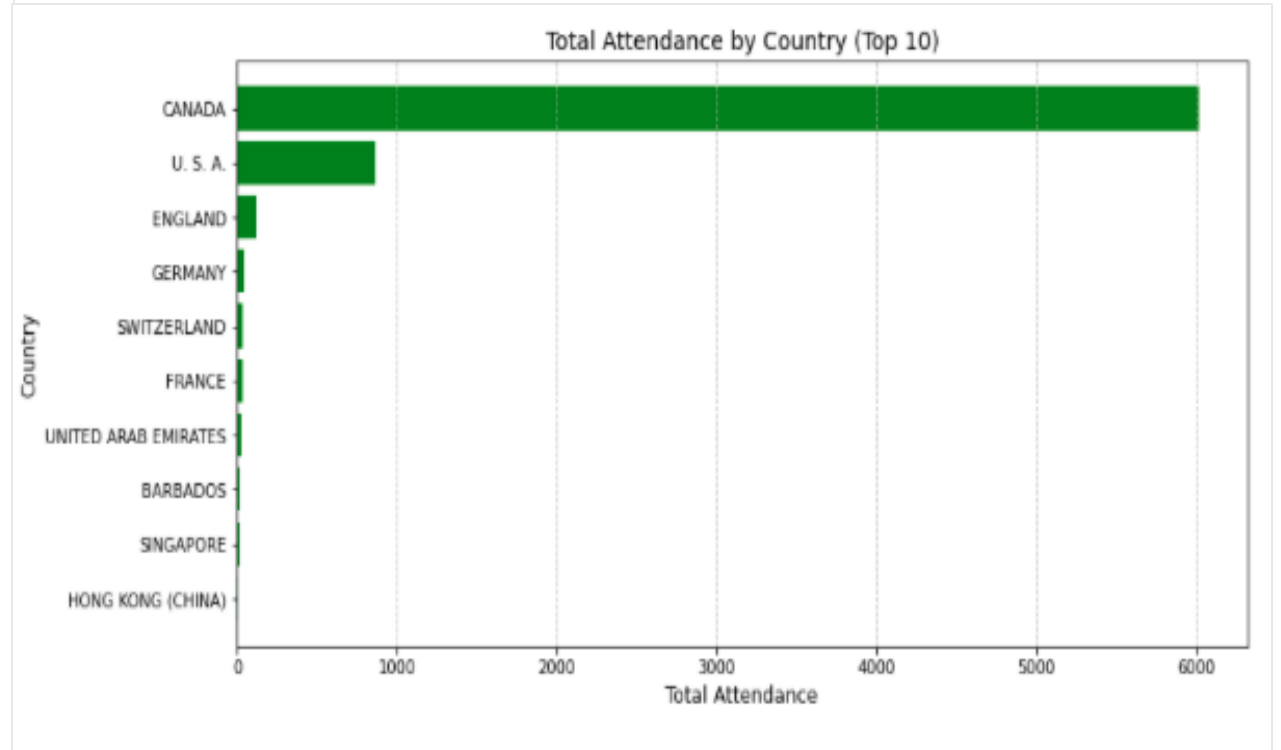
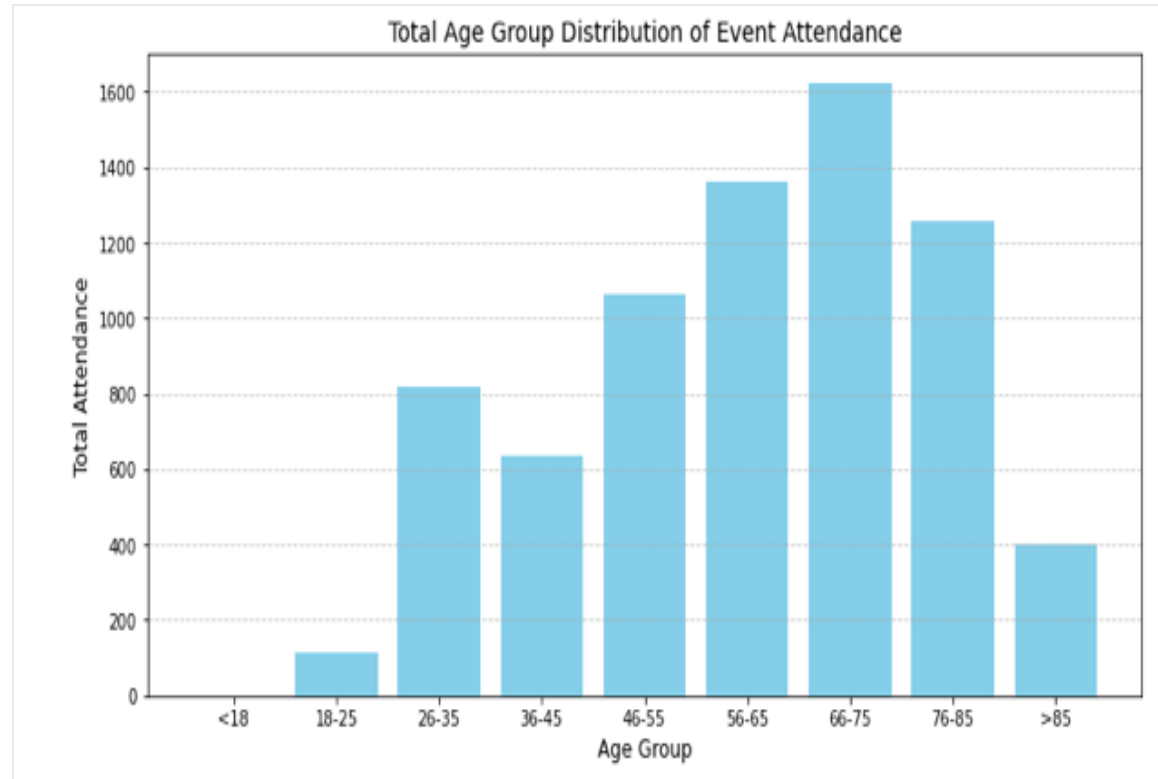


- Revenue Prediction 2025: **\$2,014,327.17**
- Revenue Percentage Change for 2025 (Compared to 2024): **+4.54%**
- Donor Prediction 2025: **3650**
- Donor Percentage Change for 2025 (Compared to 2024): **-1.47%**

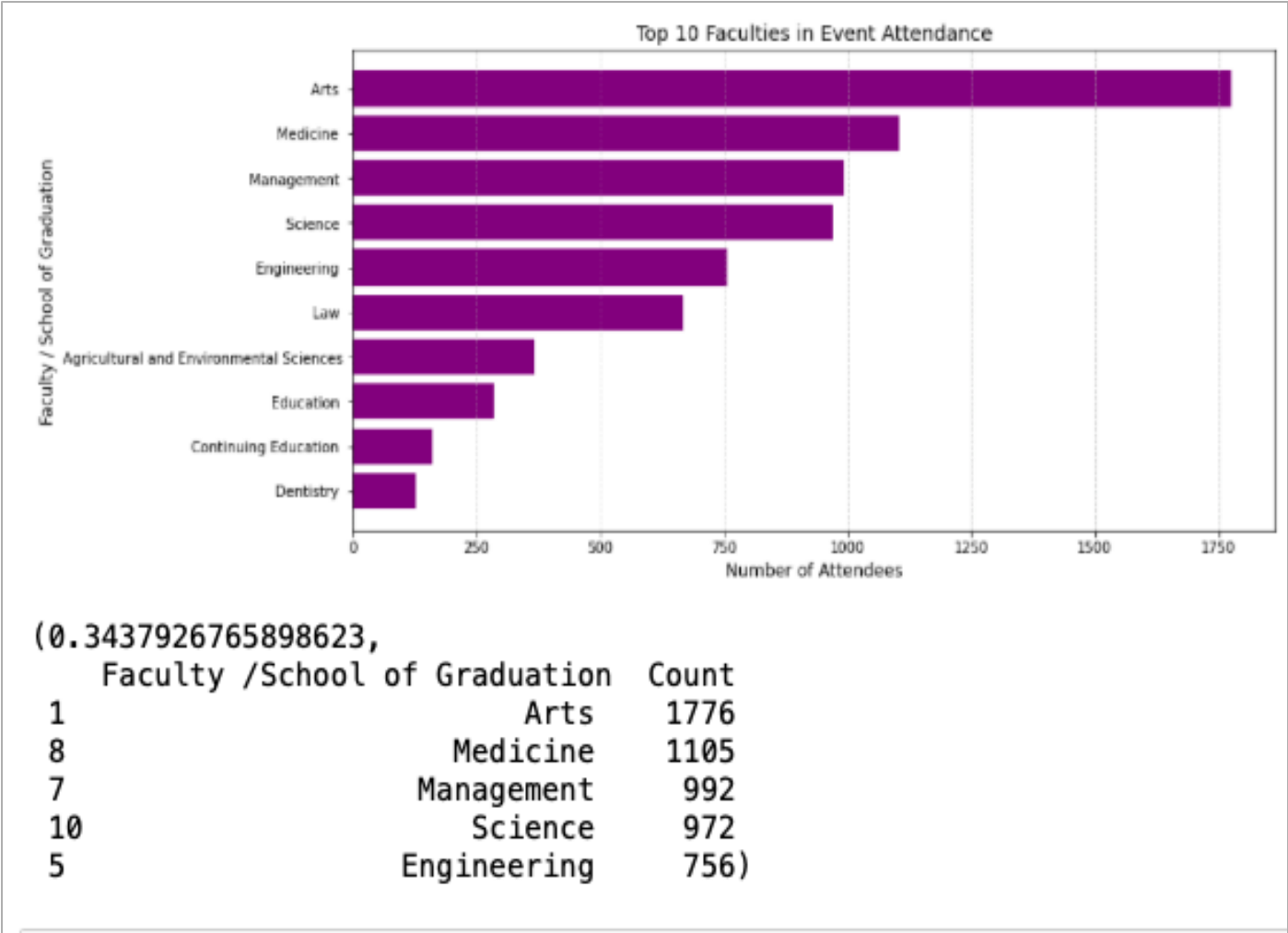
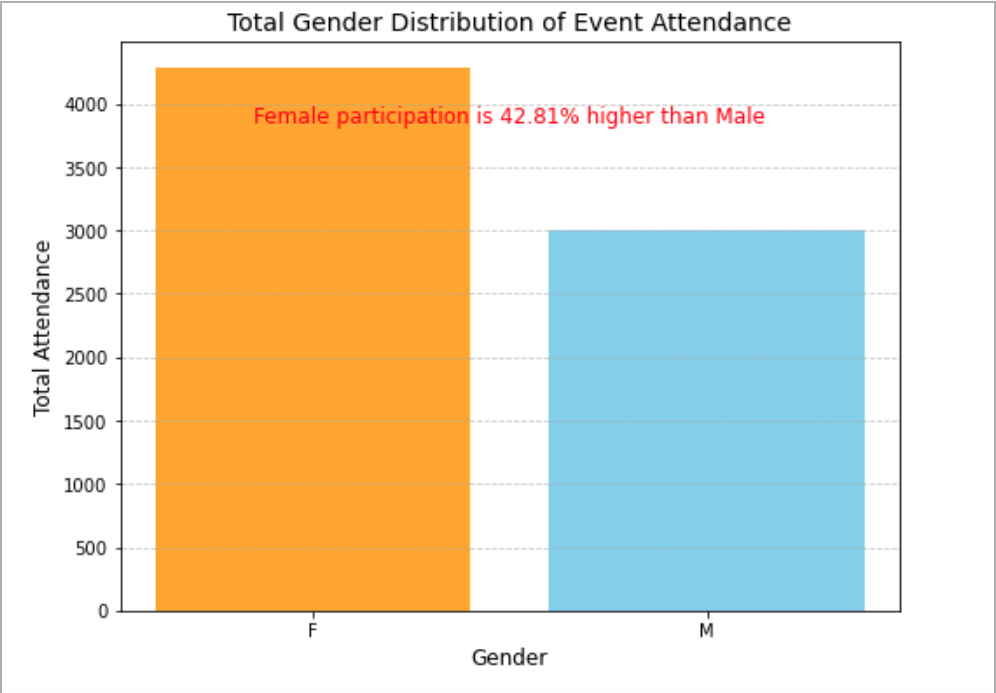
A large crowd of people is seen from behind, filling the frame. They are looking towards a bright, glowing area at the top of the image, which appears to be a stage or a large screen. The lighting is warm and slightly hazy, creating a sense of a large gathering or event. The text is overlaid on the left side of the image.

2. Demographic trends on Event attendees and donors over time.

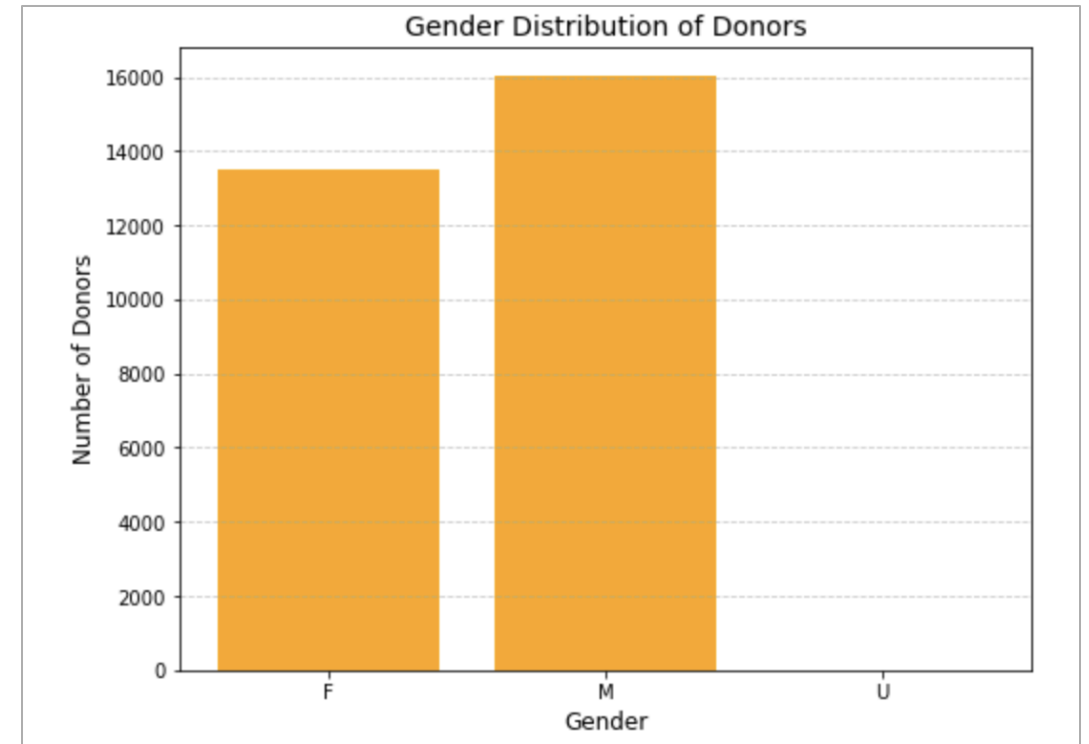
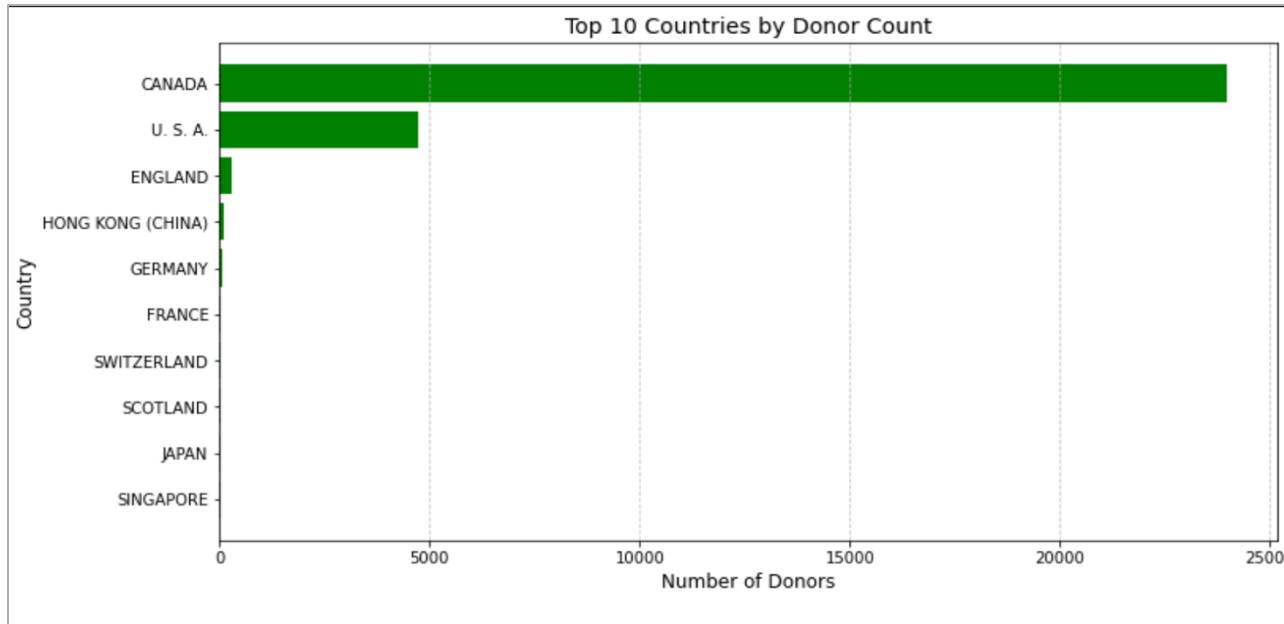
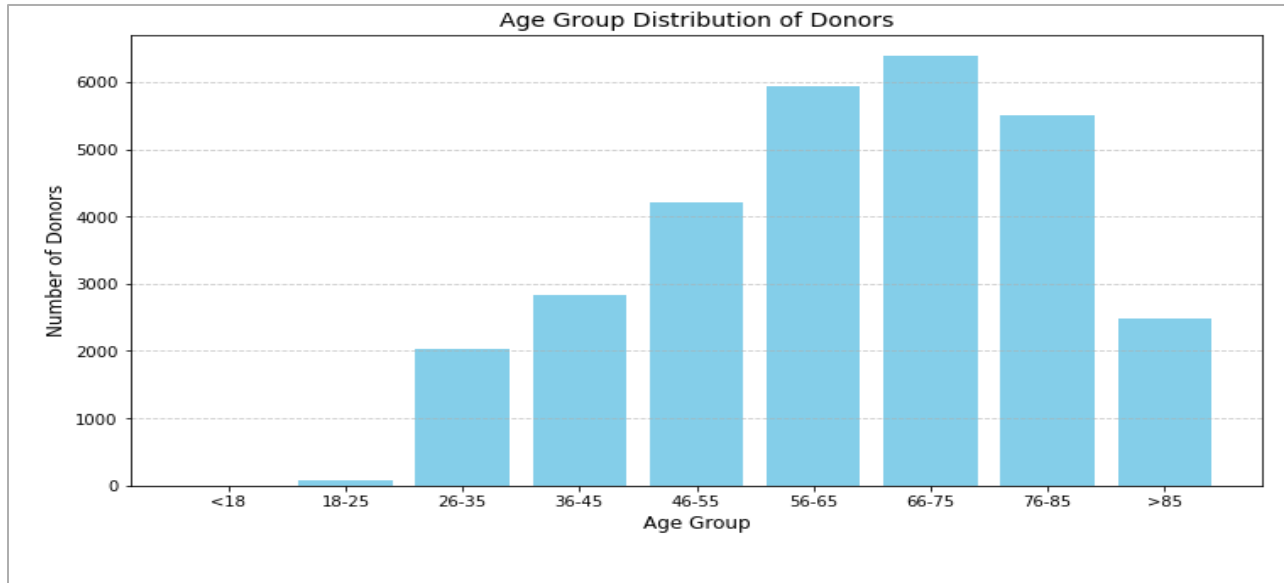
1. Demographic Trend of Event Attendees



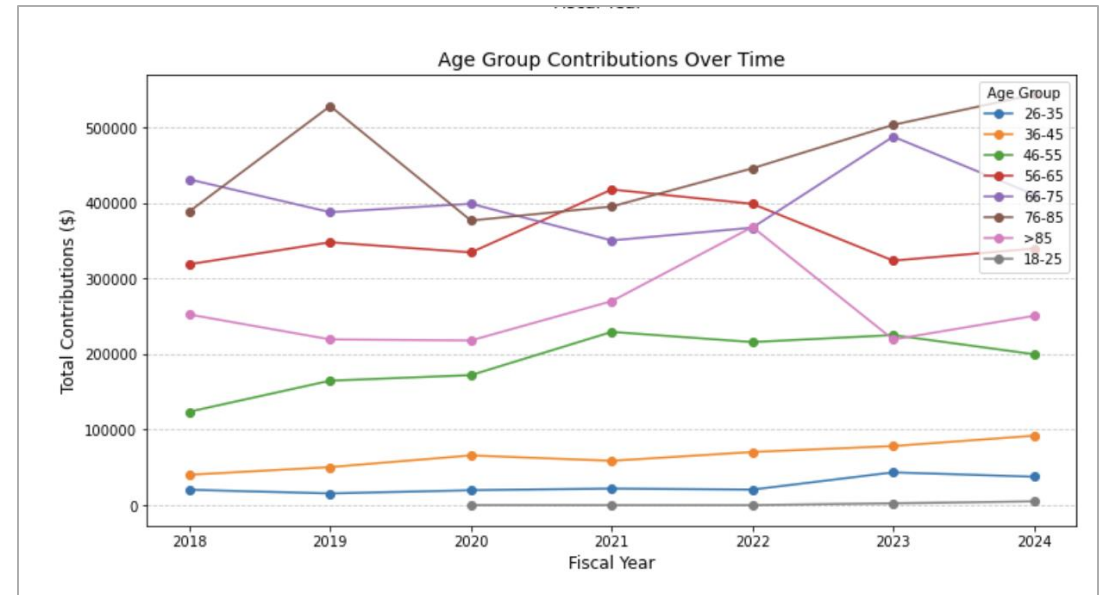
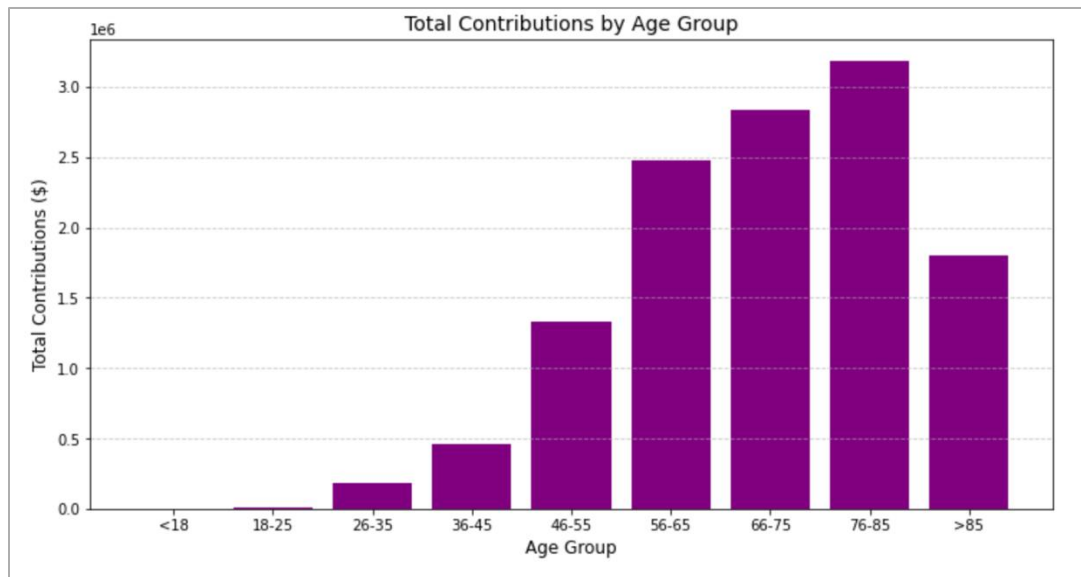
1. Demographic Trend of Event Attendees (contn.)



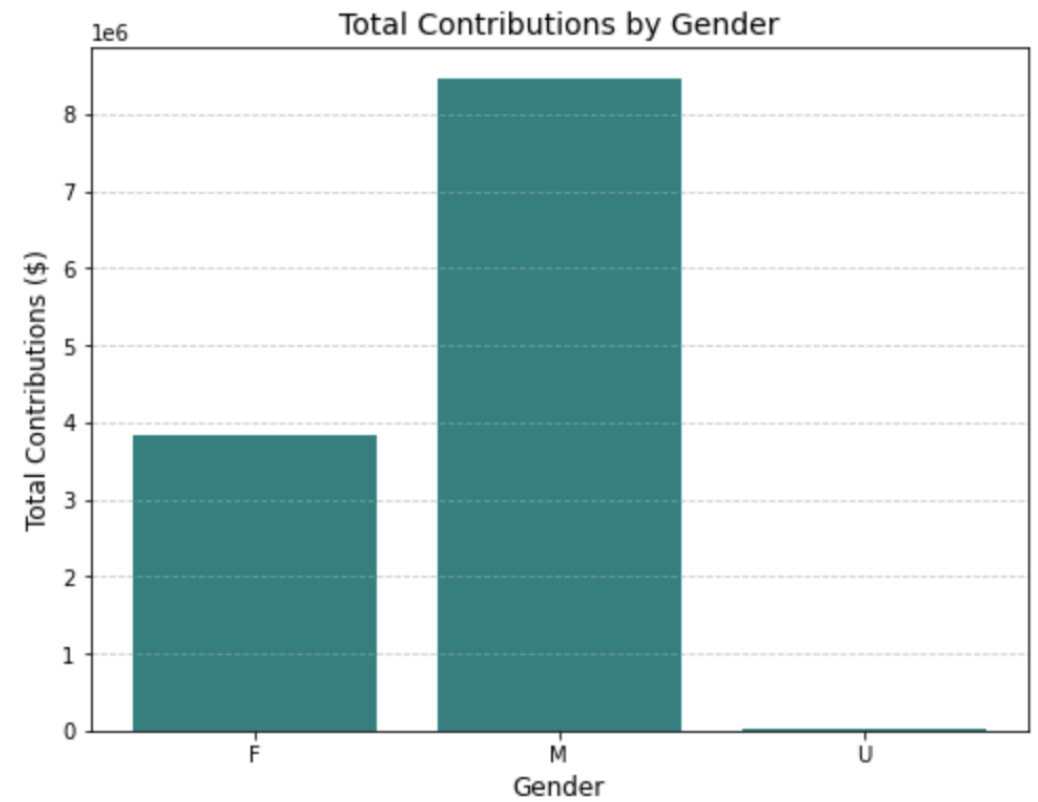
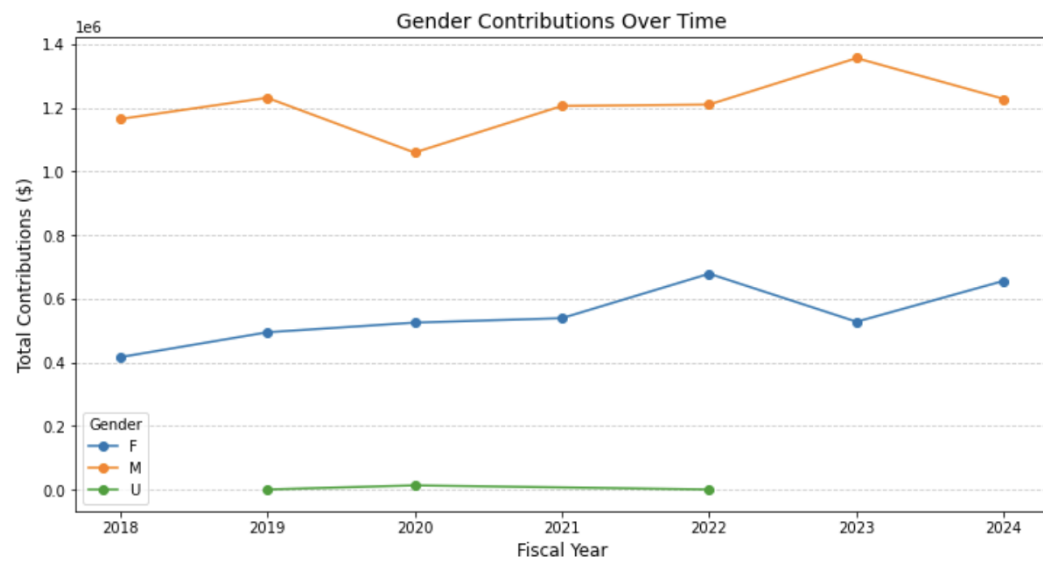
Who was donating, and how has that changed over time?



Donator's distribution overtime

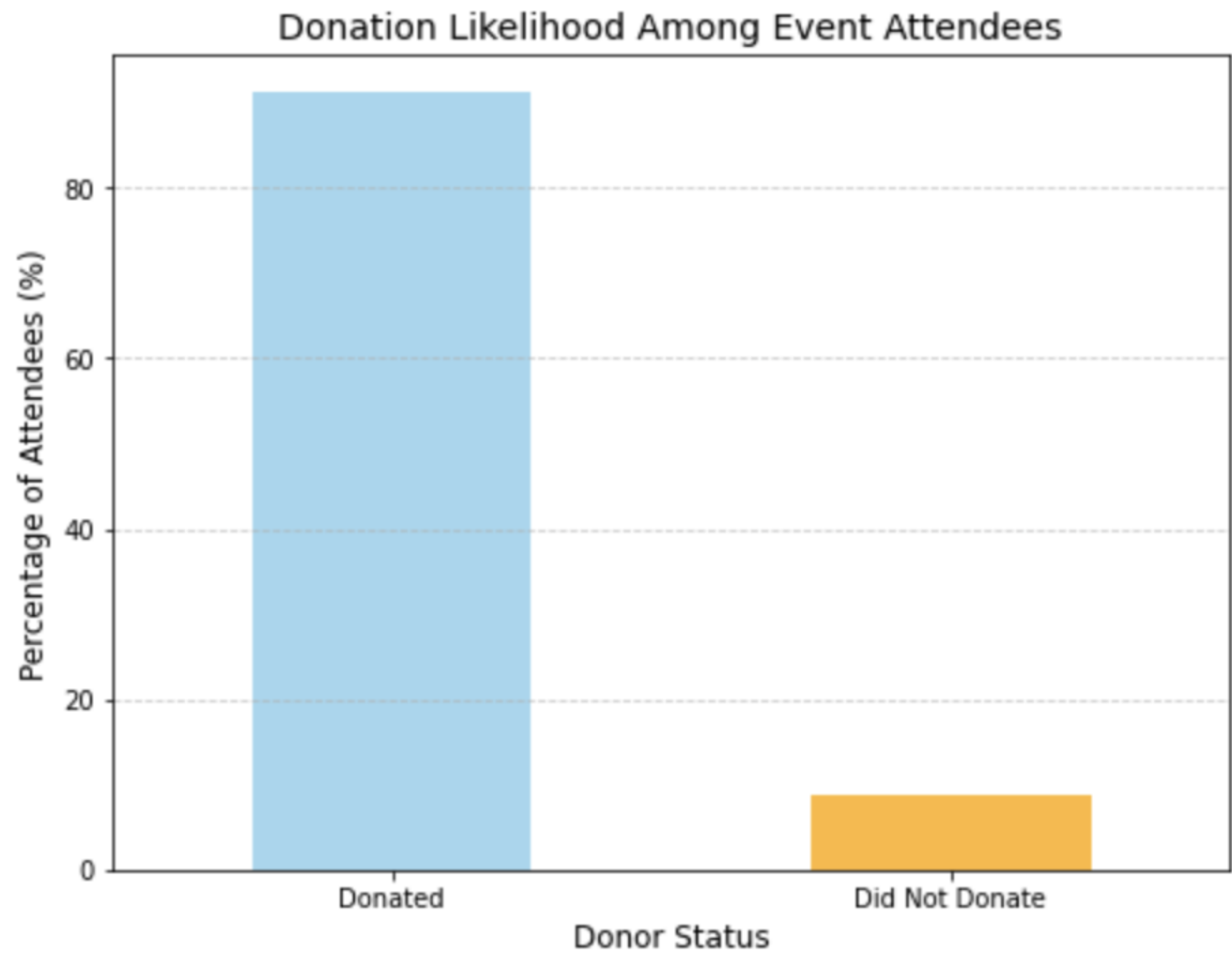


Donator's distribution overtime



Do Event attendees convert to donors?

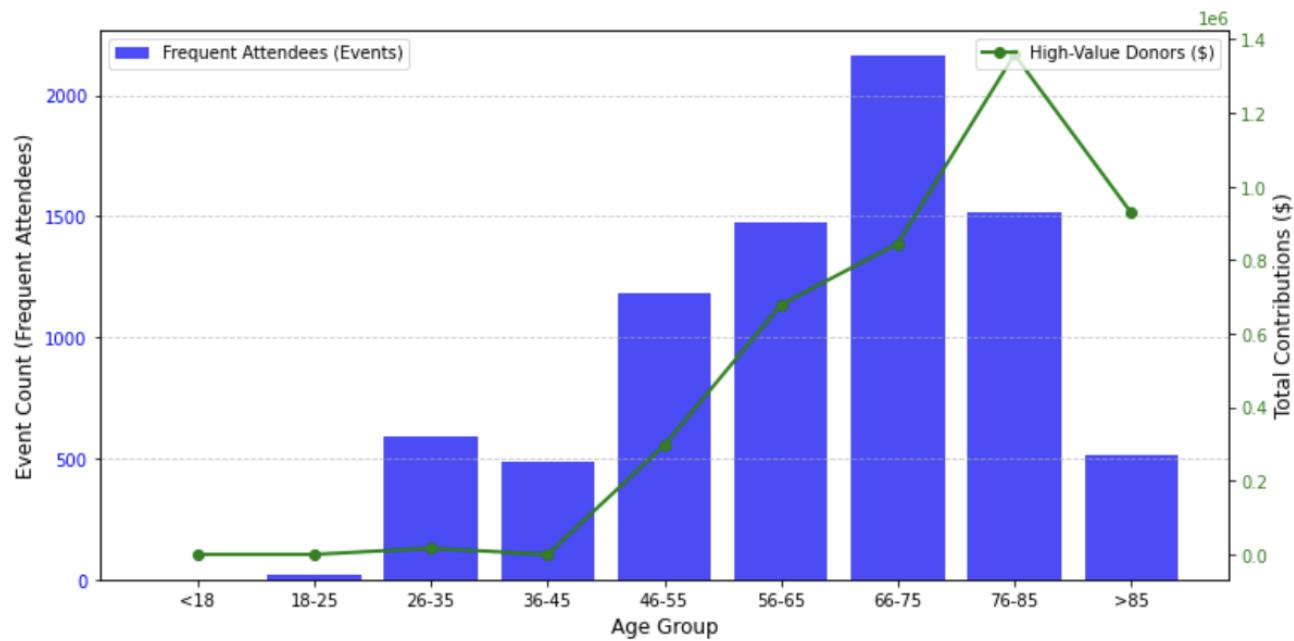
91% of event attendees donated



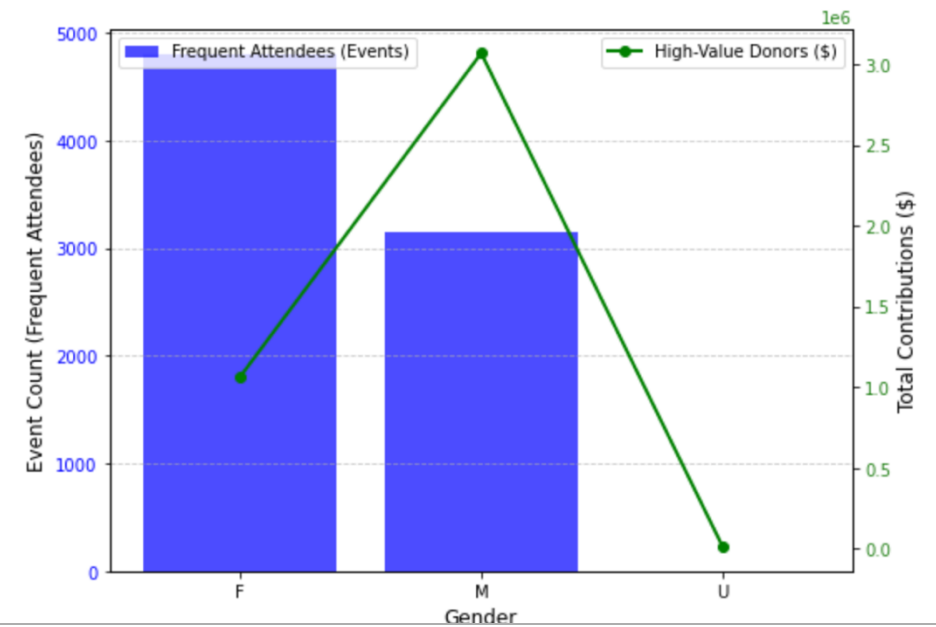
9% of event attendees didn't donate

What characteristics are shared by frequent attendees or high-value donors?

Shared Contributions of Frequent Attendees and High-Value Donors



Shared Contributions of Frequent Attendees and High-Value Donors by Gender



Identifying promising
candidates for the next
fundraising solicitation



Customer Engagement Score (CES)

Weighted scoring model



Steps:

1.Data Integration

2. Metric Calculation:

Total donations, event participation counts, and online engagement (clicks).

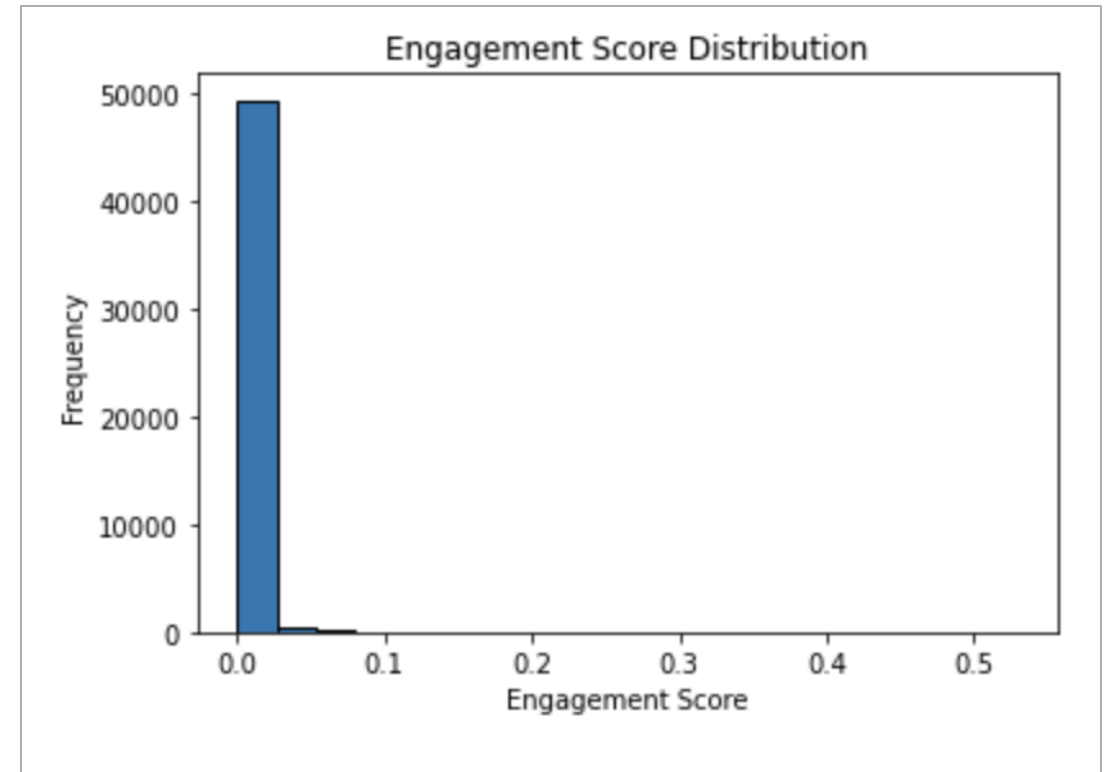
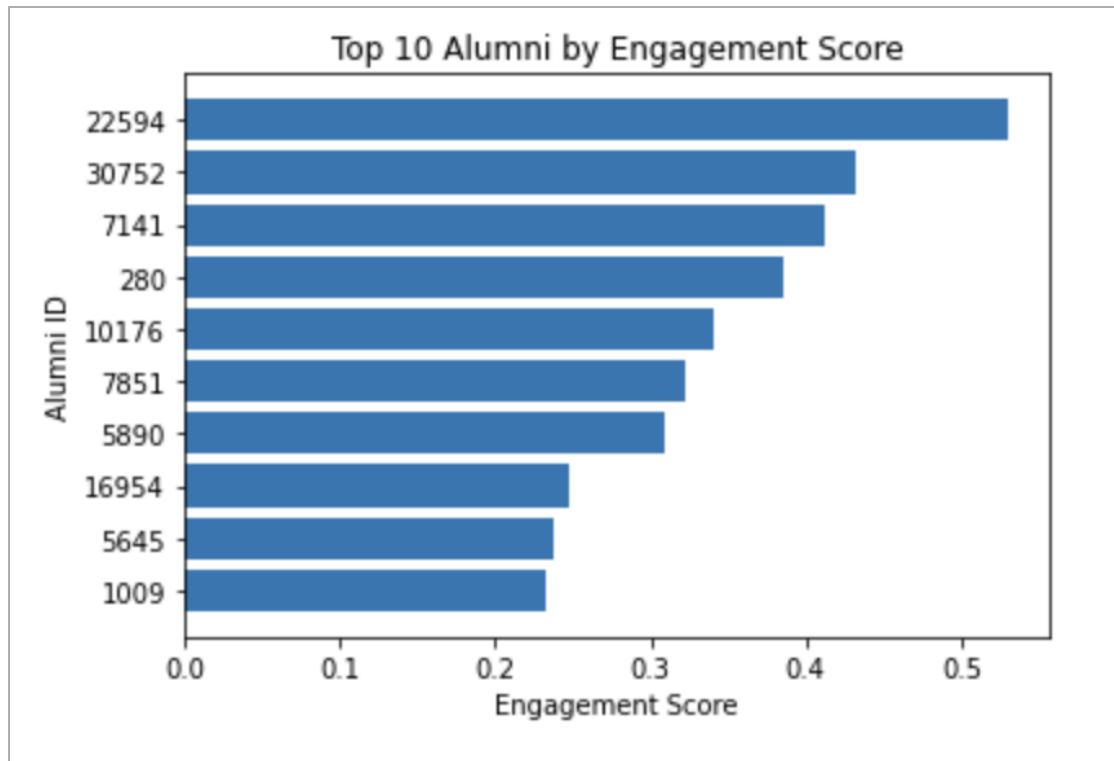
3. Normalization

4. Weighted Scoring:

Donations (50%), Participation (30%), and Clicks (20%)

5. Ranking

Engagement Score Distribution



Insight Recap

Revenue projection in 2025 is **\$2,014,327.17 (+4.54%)**



Donors projection in 2025 is **3650 (-1.47%)**



66-75 age group and **Female** gender participate more in events.



More **Male** donors and contributions than **Female**.



76-85 are the highest contributors



Donations steadily increased peaking from **2022-2024**



Canada dominates donor representation



Older alumni from faculties (e.g., Law, Medicine) donate more



Offline contributes 105% total of other channels. While digital engagement (via clicks) grown among younger demographics



Events are an effective engagement tool for cultivating donors.



Strategic Recommendations



Subscription- based Giving



Event-Driven Fundraising



Faculty-Centric Campaigns



Peer-to-Peer Campaigns



Data-Driven Follow-up

Thank You

