



GRAND
CANYON
COUNCIL

DONOR ANALYTICS FOR FUNDRAISING OPTIMIZATION

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DATA-DRIVEN STRATEGIES FOR THE GRAND CANYON COUNCIL

MISSION STATEMENT

To aid Grand Canyon Council (Scouting America) raise their year over year donations to support the development of youth in Arizona.

METHODOLOGY

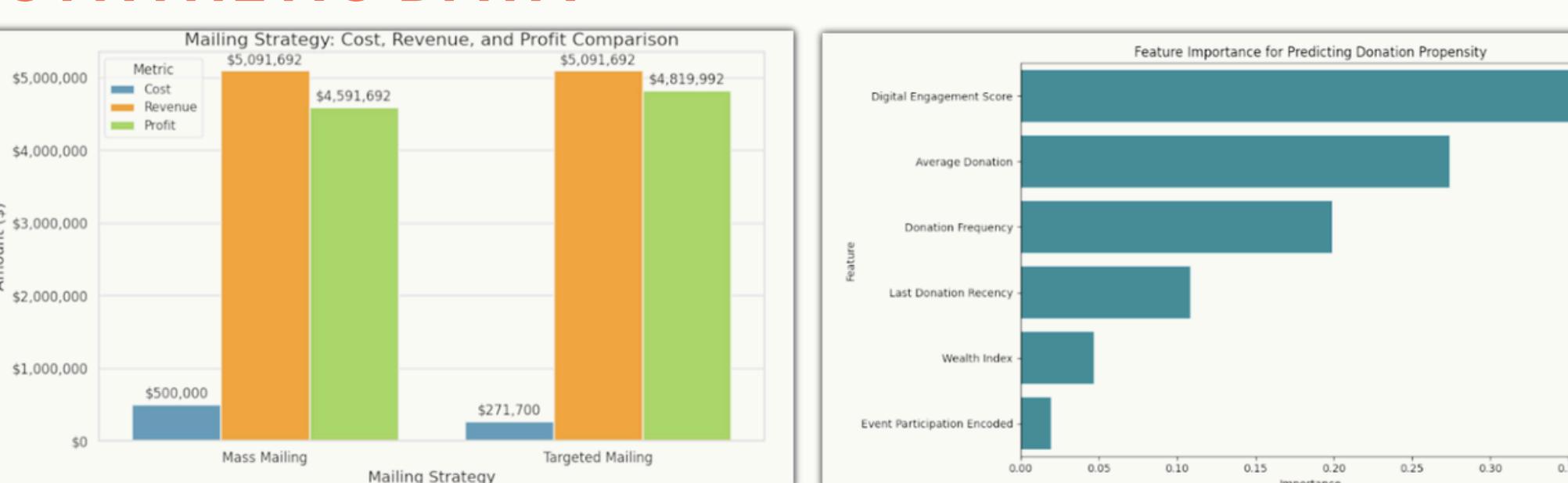


RFM scoring evaluates each donor into 5 groups based on percentile: Score 5 = Top 20%, Score 1 = Bottom 20%.

Combining these scores forms an RFM Code to classify donors, such as:

- 555 = VIP Donor, 531 = High Recency, Low Value, 114 = Lapsed High-Value

SYNTHETIC DATA



- Our synthetic data allows for a more complete dataset that we are able to conduct predictive analysis on.
- Some of the information used includes RFM, digital engagement, wealth index and event participation.
- This expansion of donor data gives us insight on who is most likely to donate and at what value.
- The use of synthetic data allows for the creation of regression models which highlight which donor information was or was not meaningful.

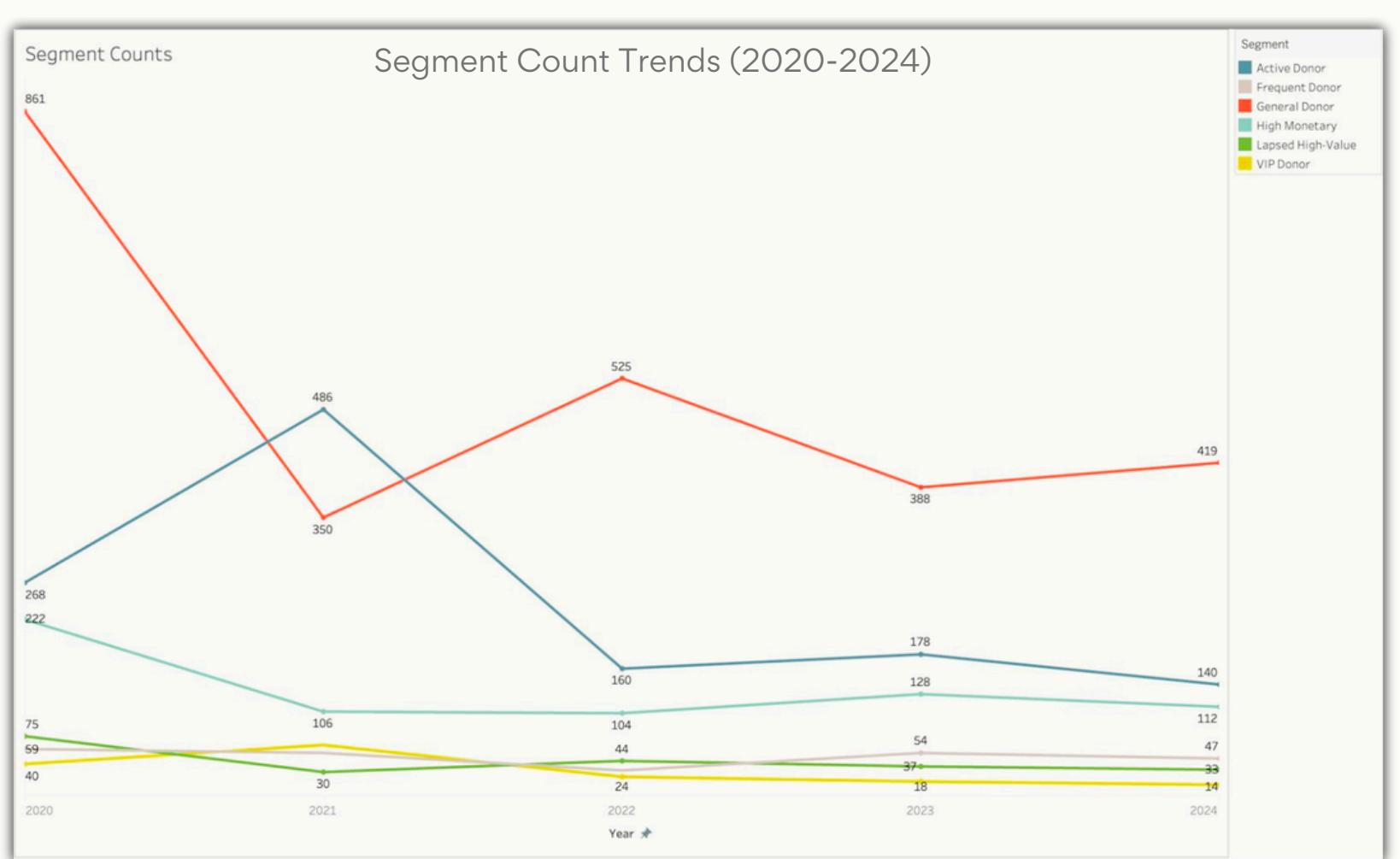


Predictive Model with Synthetic Data

Predict donor segments & donation potential, prioritize target lists, and visualize key fundraising insights.

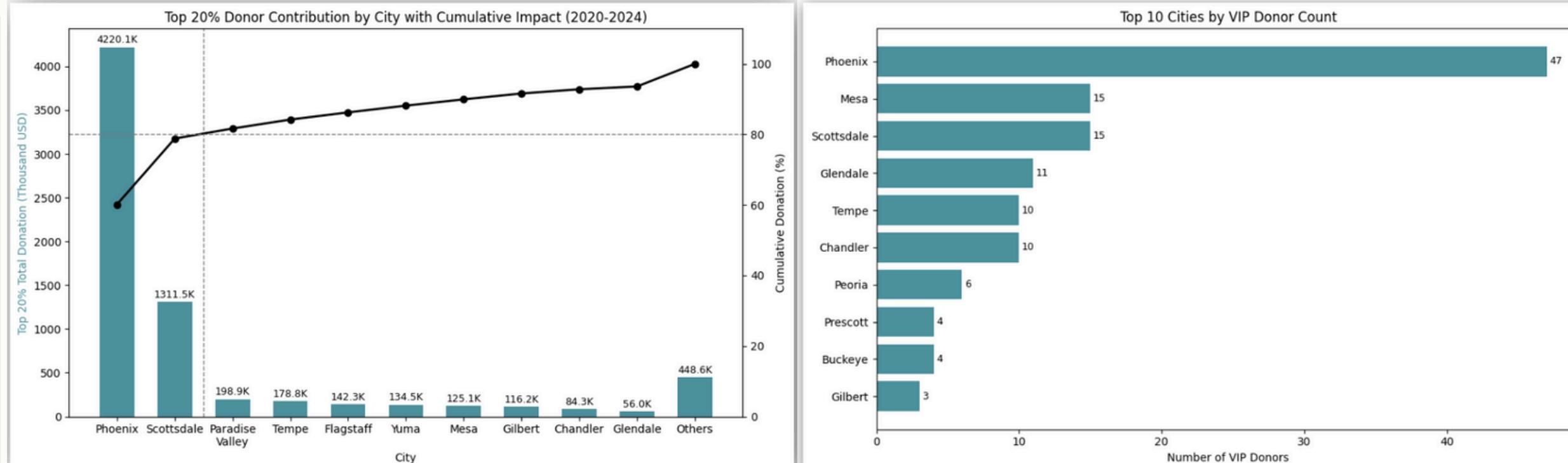
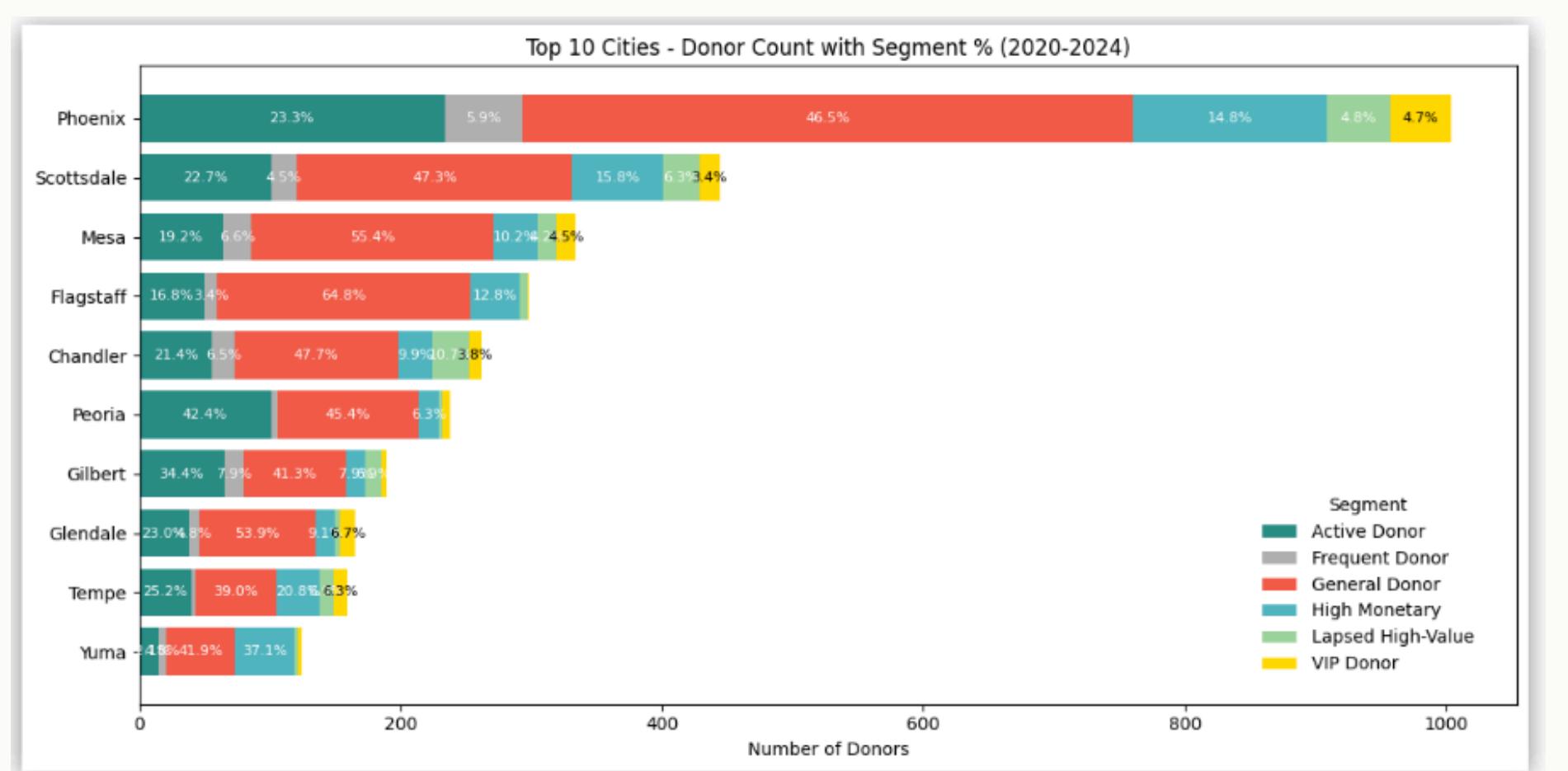
RFM ANALYSIS

- General Donors dropped sharply from 861 in 2020 to 350 in 2021, showing instability.
- Active Donors peaked in 2021 (486) but declined significantly in the following years, reaching 140 in 2024.
- High Monetary Donors declined early (from 222 in 2020 to 106 in 2021) but have remained stable around 100–130 since then.
- Frequent Donors and Lapsed High-Value Donors are gradually increasing from 2021 to 2024.
- VIP Donors have consistently low counts, with no significant change over the years.



DONOR GEOGRAPHY ANALYSIS

- Phoenix – Many General Donors → Upgrade to High Monetary/VIP
- Scottsdale – More High Monetary & VIP Donors → Strong ROI
- Peoria & Gilbert – More Active Donors → Focus on retention strategy



- Phoenix & Scottsdale contribute ~80% of total donations from top 20% of donors.
- Reinforces the 80/20 rule — focus resources on these two cities for maximum ROI.
- Phoenix has the largest VIP donor pool → suitable for exclusive programs.
- Mesa and Scottsdale are ideal for hosting VIP engagement events.
- Glendale, Tempe, and Chandler are secondary cities for localized outreach.

City	Hispanic or Latino, percent	Median value of owner-occupied housing units	Persons per household	Language other than English spoken at home	High school graduate or higher	Bachelor's degree or higher	Median households income	Per capita income in past 12 months	Persons in poverty, percent
Mesa	26.60%	\$364,300	2.56	19.40%	91.00%	31.50%	\$78,779	\$39,586	10.50%
Scottsdale	9.40%	\$709,900	2.04	12.20%	97.50%	61.50%	\$107,372	\$82,697	7.10%
Phoenix	41.80%	\$381,900	2.66	35.90%	84.40%	32.30%	\$77,041	\$40,309	14.30%

- Phoenix has a significantly large Hispanic or Latino population at 41.80%, and 35.90% of residents speak a language other than English at home.
- Scottsdale has the highest median housing value, per capita income, and percentage of college-educated residents.
- Scottsdale also has the lowest average household size, while Phoenix reports some of the lowest income levels and above-average poverty rates.

MISSION PLAN

Short-term (Maximize Existing Resources)

- Focus resources on Phoenix & Scottsdale
- Phoenix → Target General Donors, upgrade to High Monetary/VIP by personalized campaigns
- Mesa & Scottsdale → Host VIP engagement events, leverage existing high-value donors
- Glendale, Tempe, Chandler → Localized storytelling campaigns to strengthen connection
- Peoria, Gilbert → Implement retention strategy to build loyalty

Long-term (Build a Data-Driven Fundraising Engine)

- Adopt automated prediction tools
- Collect and enrich donor data
- Targeted campaigns based on insights
- Regular model retraining
- Integrate model into CRM & annual fundraising plan