**Data Questions**

Q1. If a donors ‘acquisition source’ is INMEMO or INMCOL

* how many donors go on to make a second donation?
* If they do make a second donation what activity do they do (which cluster?)

Q2. Of all the donors that have been soft credited since 1st April 2017

* which ones were cared for by us (on SYSTYM1 database)
* what was the reason for the donation (see clusters below)
* what was the average value of these donations for each person soft credited

**Clusters based on source codes (nb: not all source codes are included in these clusters).**

1. **Events**

STRTIC

STRREG

STRSPO

DOGREG

DOGSPO  
LLUTIC  
GNTTIC  
CLRREG

CLRSPO  
GOLDON

GOLREG  
MIDREG

MIDSPO

FIRTIC

CINTIC

SILTIC

1. **Supporter led giving**

SEVONE  
SEVCOF

SEVCEL

SEVGNR

INDFUN

GNRREG

CELDON

CELBDG

SGPCCT

SGPWCT

SKYREG

SKYSPO

1. **Corporate Giving**

COYOTH

COYDON

COYSPO

COYCOL

COYGLO

88CMEM

COLBOX

STRCOR  
DOGCOR  
LLUCOR  
GNTCOR  
CLRCOR  
GOLCOR  
MIDCOR  
FIRCOR  
CINCOR  
SILCOR

1. **Regular Giving**

REGGIV

FRIEND  
CAMPOC  
GIVAYE

1. **In memory donations and collections**

INMEMO

INMCOL

1. **In memory campaign / product**

INMTRE

SUNDON

LIGDON

1. **Individual Giving**

PFDDON

GENDON

RAFTIC

RAFDON

DONINS

30ADON

1. **Legacy donors**

LEGDON

1. **Trusts**

TRUSTS

TRUSUN