



PREDICTING LIFETIME GIVING FOR POLITICAL CAMPAIGN DONORS

Lizzie Ellis
DC DAT 10
January 6, 2015



OBJECTIVE

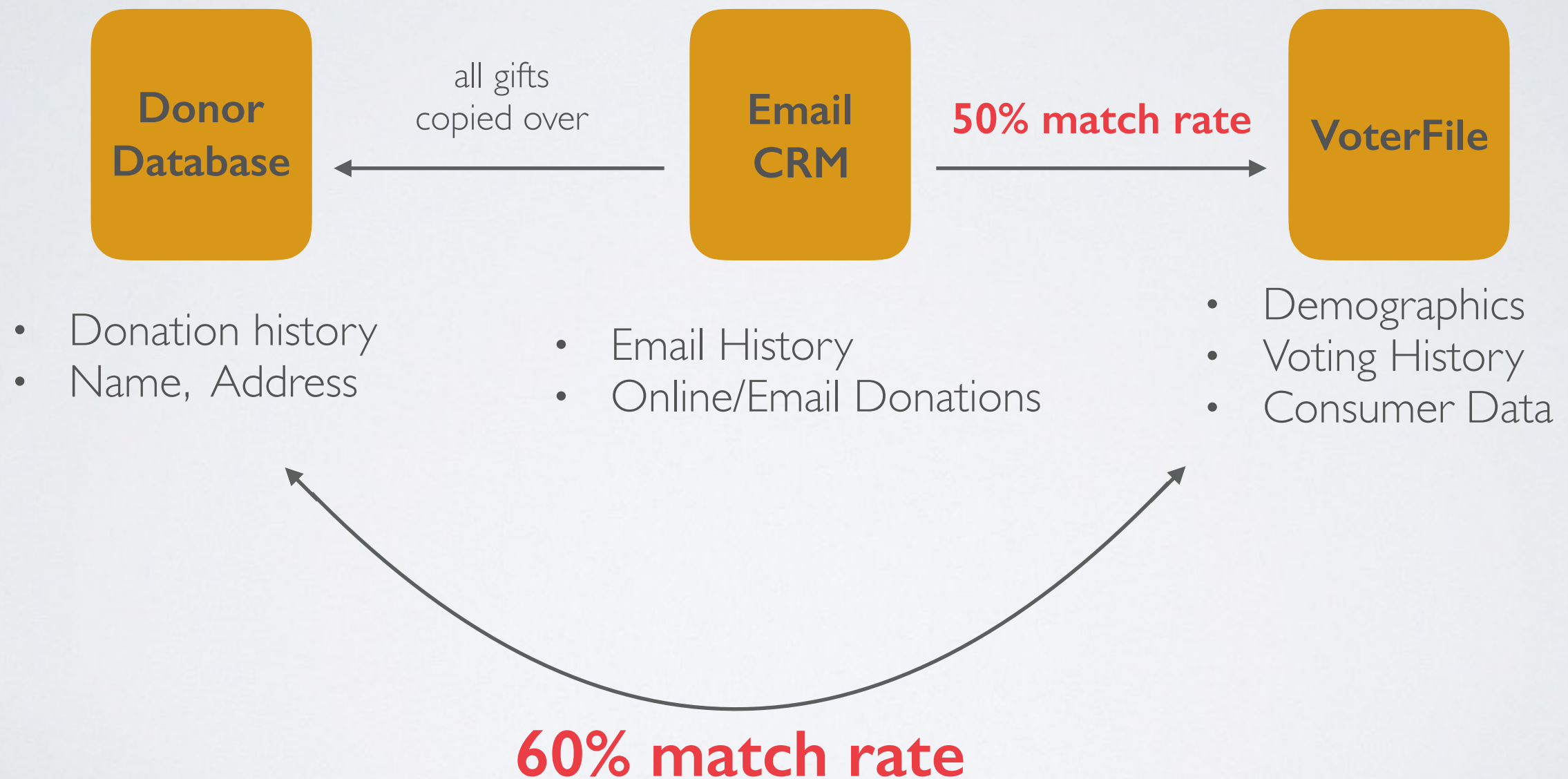
- Can we predict how long a donor will give to our organization based on the characteristics and giving history of prior and current donors?

ABOUT THE DATA

- Donation history from my job, spanning January 1, 2005 to December 31, 2015
- One row, one gift
- Basic Demographic data - no gender/age
- Basic overall giving calculations

STRUCTURAL CHALLENGES

Or, “*Why can’t you just do X?*”



NEXT STEPS

- DESCRIPTIVE STATISTICS
 - Average # of gifts
 - Average years on file
- VISUALIZATIONS
 - # of gifts as predicted by number of years
 - How does this change when you isolate gifts by type (online vs mail vs phone)?