

Monthly Donation Trends

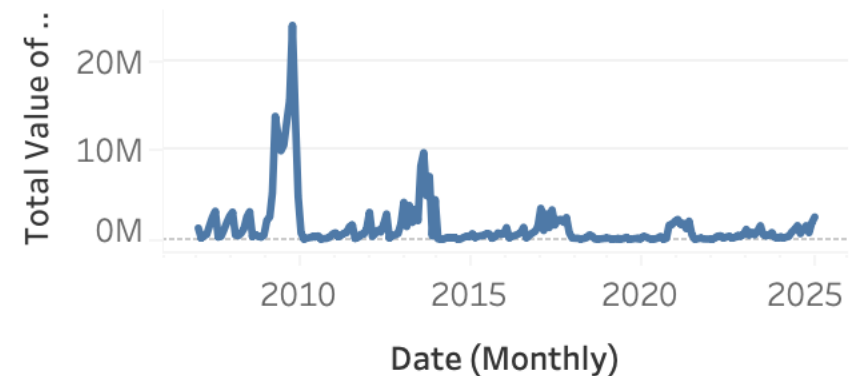
All three charts reveal sharp, cyclical spikes every four years 2009, 2013, 2017, 2021, and 2025 corresponding with NYC’s local election cycles. These cycles underscore how political activity drives donation surges.

While total dollar volume and donation counts soar in election years, the median donation remains modest, often between \$100 and \$250. This contrast suggests most donors give small amounts, while large contributors create outsized impact in total volume.

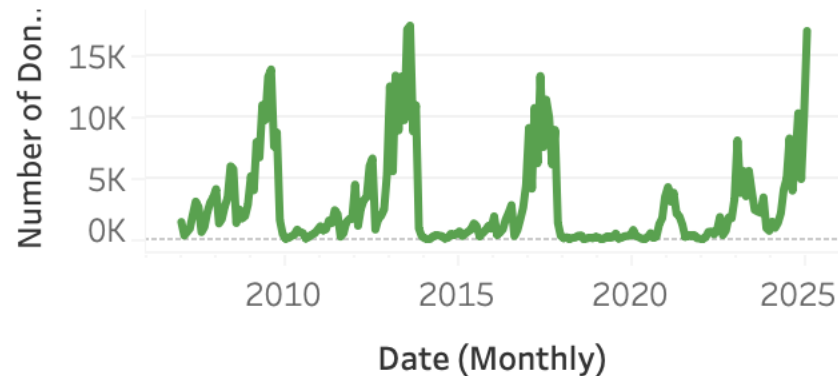
The normalized overlay helps visualize how volume, count, and median move together or diverge. For example, 2025 shows a record spike in donation count with a relatively flat median indicating a grassroots surge of small donations.

These patterns can guide campaign strategy whether targeting broad donor bases or focusing on high yield contributors.

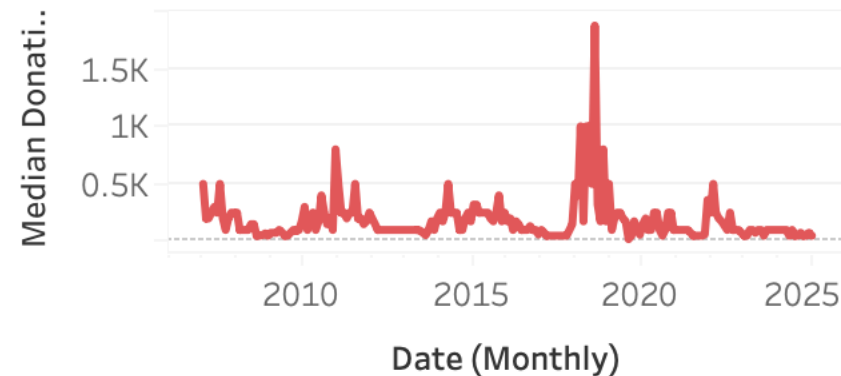
Total Of Donations Over Time



Donation Count Over Time



Median Donation Over Time



Normalized Donation Trends

