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Email Subscriber Project

Procedure to Obtain Data

- **All Subscribed Donors:**
 - Imported contact data using a query that filtered to only donors with “Tag” “Is any of” “Weekly Briefing”, “General Communication”, or “PRI Insider Sub”
 - Included the fields Last Gift Date, Life to Date Giving, Contact Id, Primary Full Name
 - This table included all contacts who were subscribed to Weekly Briefing (WB), General Communication (GC), or PRI Insider Sub (PS)
- **Non-Donor Subscribed Contacts:**
 - Filtered “All Subscribed Donors” table to include only those subscribed contacts who had not given a donation
 - This table included all donors who were subscribed to Weekly Briefing, General Communication, or PRI Insider Sub AND had not given a donation
- **Donor Activity Status:**
 - Filtered “All Subscribed Donors” table to include only those subscribed contacts who had given a donation
 - Utilizing Power Query, calculated time (in days) between the current date and last gift date to produce the time since the donors last donation
 - Through conditional column, if time since last donation exceeded or was equal to 365 days, then categorized donor as “lapsed”
 - If time since last donation was less than 365 days, categorized donor as “active”
 - This table listed all contacts who had given a donation and were subscribed to WB, GC, or PS and categorized them as either “lapsed” or “active”
- **Lapsed Donors:**
 - Filtered “Donor Activity Status” table to include only those donors who were “lapsed”
 - This table provided a list of all donors who had not given a donation in the past 365 days (“lapsed”) and were subscribed to WB, GC, or PS
- **Active Donors:**
 - Filtered “Donor Activity Status” table to include only those donors who were “active”
 - This table provided a list of all donors who had given a donation in the past 365 days (“active”) and were subscribed to WB, GC, or PS
- **Donor Counts:**
 - Provided a count of all donors who were subscribed to WB, GC, or PS, all subscribed donors who had not given a donation, all subscribed donors who were “lapsed”, and all subscribed donors who were "active"
 - Lapsed donors, active donors, and non-donors did not add up to total subscribed donors due to the removal of a null value