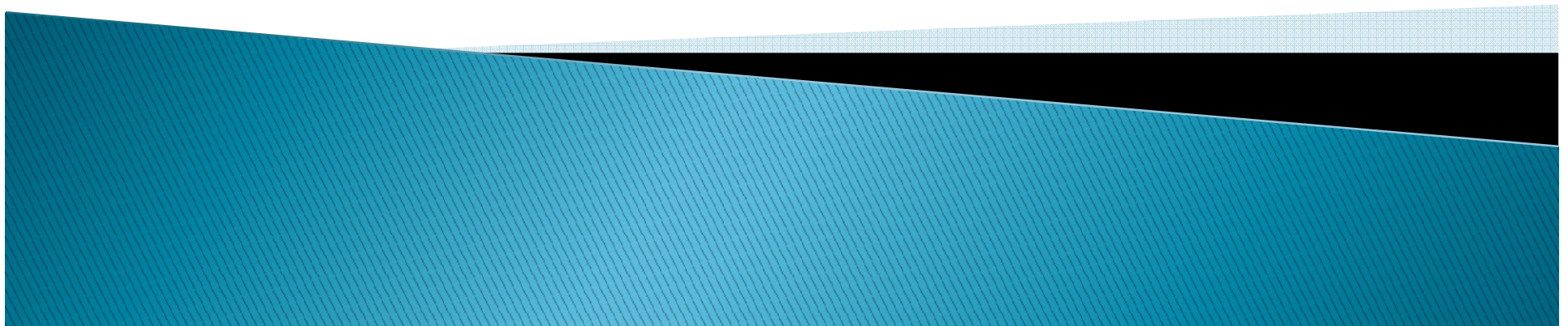# Moncef Salmi

Mailing Campaign for Non Profit Organization
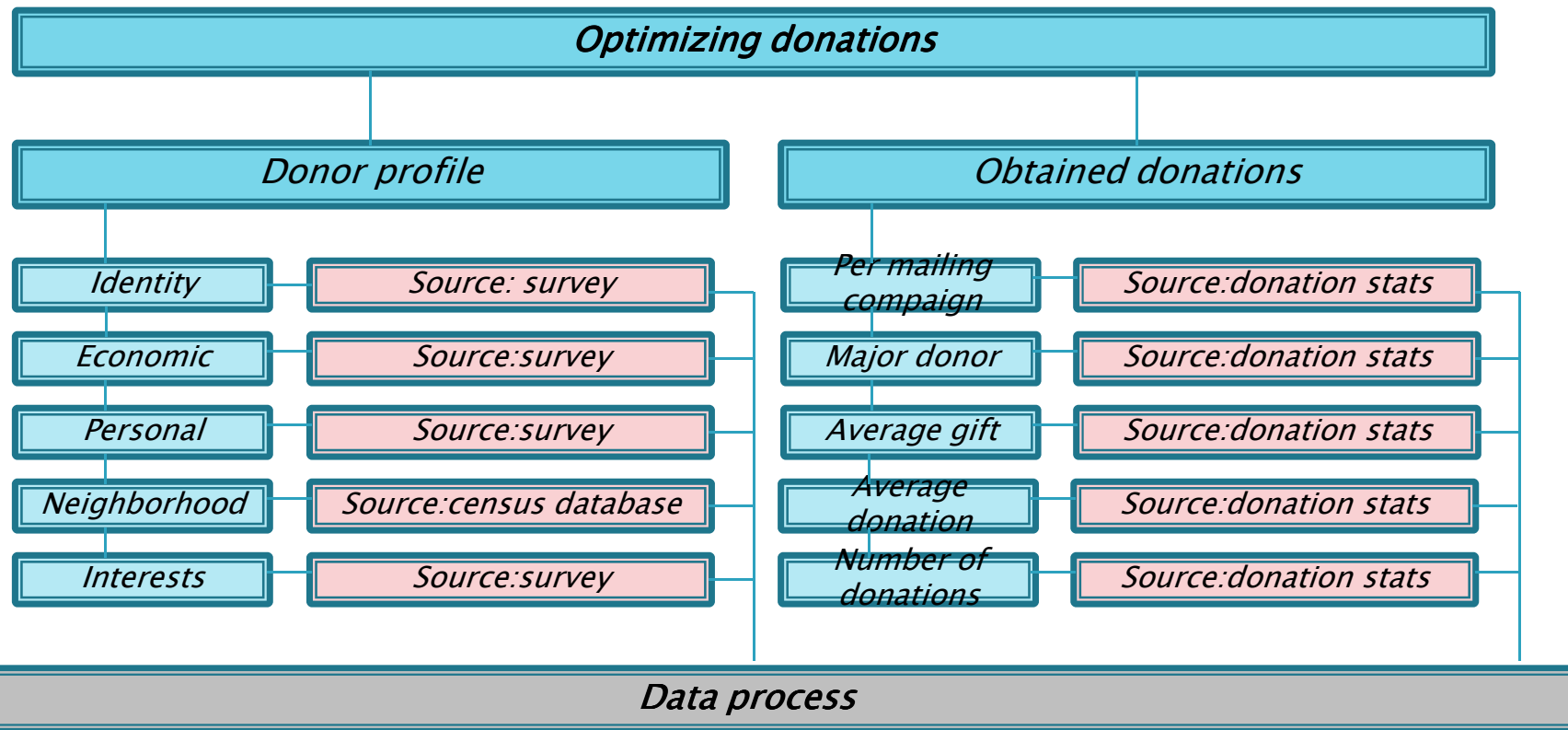
ESSEC Business School Capstone Project
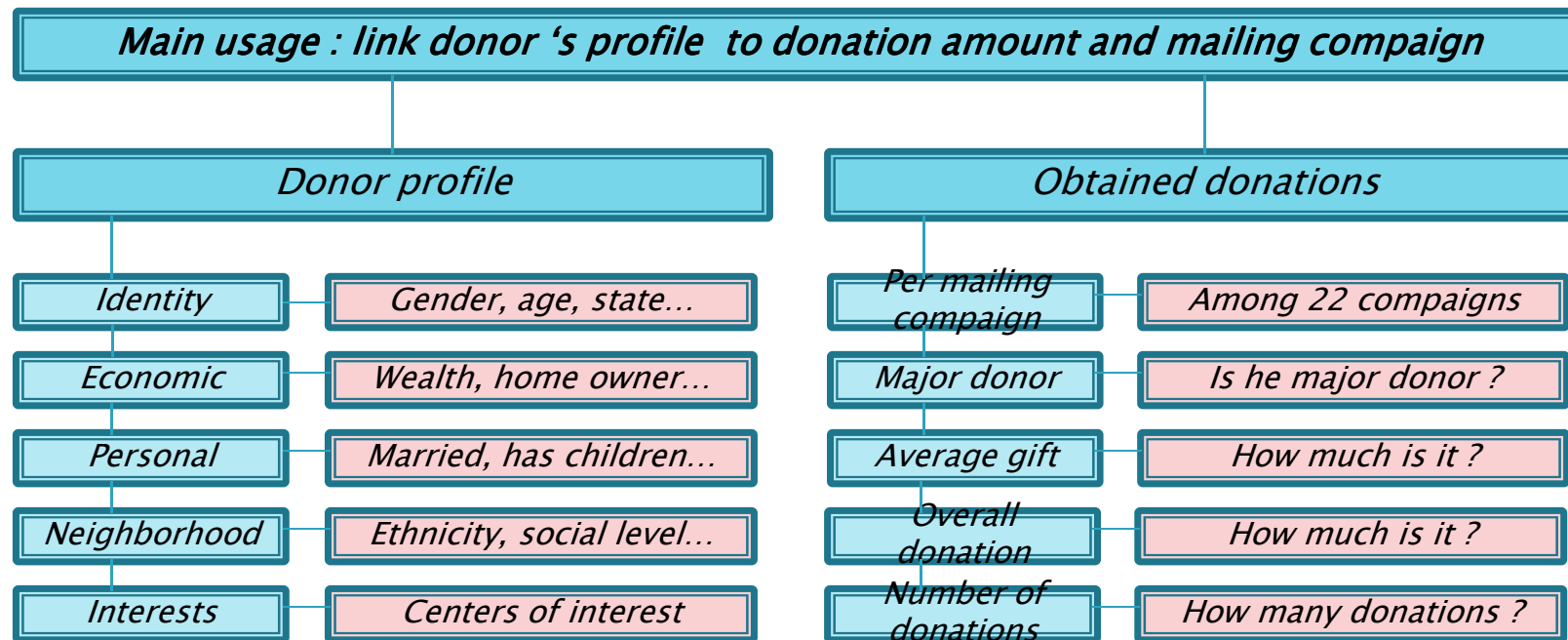
Data definition & source

A **national veterans organization** aims at **optimizing** *donations based on donor's profile and mailing strategy*
A *database* containing the history of the donation of *95000 donors during the past 3 years* is provided. It provides:
• Information about *donor's social profile, neighborhood and center of interests*
• The results of *22 mailing compaigns performed during the last 3 years*

Optimizing donations

Donor profile

Obtained donations

Identity	Source: survey
Economic	Source:survey
Personal	Source:survey
Neighborhood	Source:census database
Interests	Source:survey

Per mailing compaign	Source:donation stats
Major donor	Source:donation stats
Average gift	Source:donation stats
Average donation	Source:donation stats
Number of donations	Source:donation stats

Data process

Data usage

Main usage : link donor 's profile to donation amount and mailing compaign	
Donor profile	**Obtained donations**

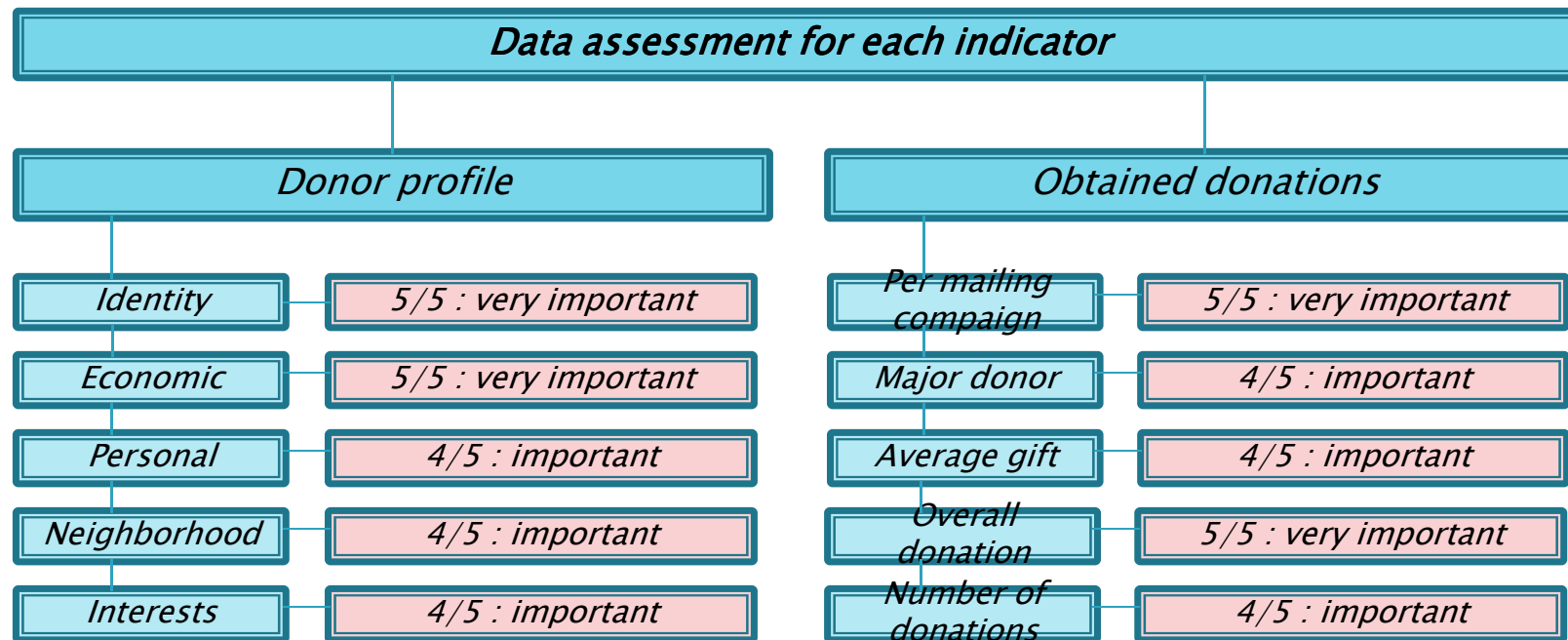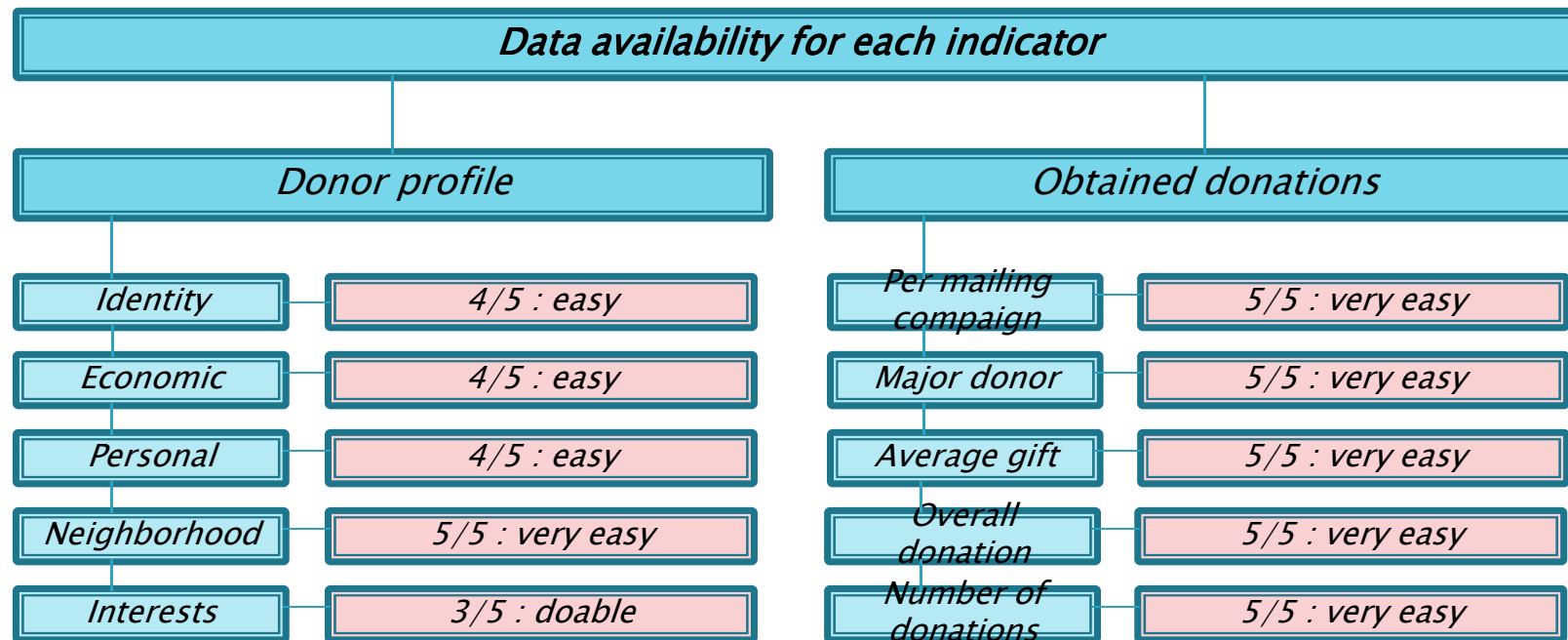| Donor profile		Obtained donations	
Identity	Gender, age, state…	Per mailing compaign	Among 22 compaigns
Economic	Wealth, home owner…	Major donor	Is he major donor ?
Personal	Married, has children…	Average gift	How much is it ?
Neighborhood	Ethnicity, social level…	Overall donation	How much is it ?
Interests	Centers of interest	Number of donations	How many donations ?

▸ Gothering a maximum amount of data regarding donor's profile is important for the model efficiency

▸ Once the link between the donor's profile and the donation amount and the mailing compaign is established, the following mailing compaigns will be very specific and thus will optimize donations amounts

Data value

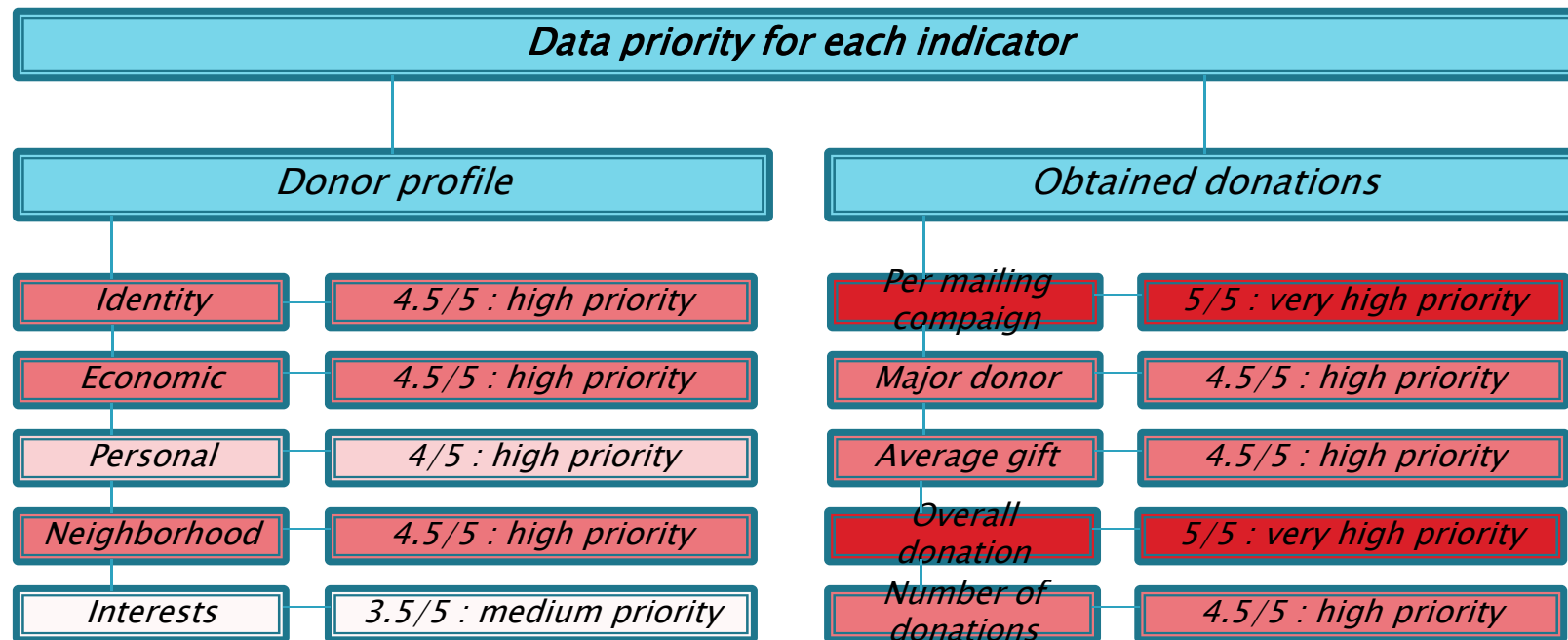| Data assessment for each indicator			
Donor profile		**Obtained donations**	
Identity	5/5 : very important	Per mailing compaign	5/5 : very important
Economic	5/5 : very important	Major donor	4/5 : important
Personal	4/5 : important	Average gift	4/5 : important
Neighborhood	4/5 : important	Overall donation	5/5 : very important
Interests	4/5 : important	Number of donations	4/5 : important

▸ 1 means not important and 5 means very important

▸ Mean importance of the collected data is 4.4/5

Data availability

Data availability for each indicator		

Donor profile			Obtained donations		
Identity	4/5 : easy		Per mailing compaign	5/5 : very easy	
Economic	4/5 : easy		Major donor	5/5 : very easy	
Personal	4/5 : easy		Average gift	5/5 : very easy	
Neighborhood	5/5 : very easy		Overall donation	5/5 : very easy	
Interests	3/5 : doable		Number of donations	5/5 : very easy	

- ‣ 1 means very difficult to collect and 5 means very easy to collect
- ‣ Mean availability of the collected data is 4.5/5

Data priority

Data priority for each indicator		

Donor profile		**Obtained donations**	
Identity	4.5/5 : high priority	Per mailing compaign	5/5 : very high priority
Economic	4.5/5 : high priority	Major donor	4.5/5 : high priority
Personal	4/5 : high priority	Average gift	4.5/5 : high priority
Neighborhood	4.5/5 : high priority	Overall donation	5/5 : very high priority
Interests	3.5/5 : medium priority	Number of donations	4.5/5 : high priority

▸ 1 means very low priority and 5 means very high priority

▸ Scores are computed as sqrt(data value x data priority) for each indicator

▸ Concluded indicator priority is described through red tone

Data analysis

Key facts
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61 years old is the mean donor age

5.35 is the mean wealth score (0 being lowest income and 9 the highest income)

55% of the donors are home owners

56% females & 44% males

$104 is the mean overall donation over the past 3 years

9.6 is the mean number of gifts

$13.3 is the mean gift

mean donor
36%

young miser
35%

younger generous
22%

aged generous
7%

Agenda

male gender   age

wealth   total amount
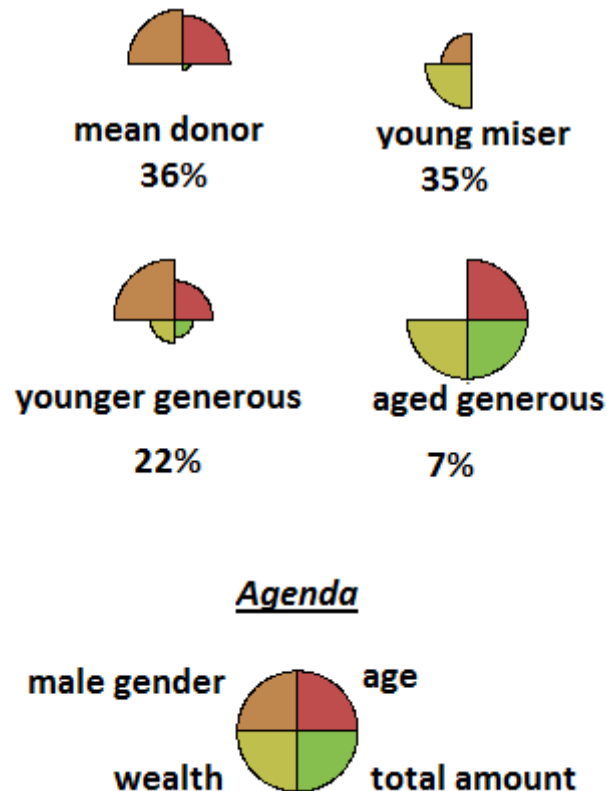
Radar chart

Adults and young people are almost **absent** from radar chart

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Most genererous profiles are **women** having **more than 70** years old

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At equal age, **more wealthy** people are **more generous**

Young people are more wealthy than mean people but **make donations 3 times less** than the mean donation amount

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Mean donors represent 1/3 of total donors, their typical profile are 67 years old males with **the lowest mean wealth score**

Recommendations and conclusions

- Since the average age is greater than 60 years old, young adults are the most absent segment from the donors profiles. This category should be better approached since it has a tremendous donation potential
- Male donors should be better approached since female donors are clearly more present
- Wealthy aged people should be better approached in order to make them move to the aged generous category
- Young miser category should be better approached in order to move a maximum members of it to the younger generous category or at least to the mean donor category