Part F:

The analysis of one thousand GoFundMe campaigns reveals distinct factors that separate higher-fundraising projects from lower-fundraising ones. Campaigns in the top quartile raised at least $4,685, while those in the bottom quartile raised less than $844. The median amount raised was $1,585. Campaign duration showed the clearest quantitative relationship with performance. High-earning campaigns were active for an average of 31.4 days, compared with 7.5 days for low-earning campaigns. Longer visibility likely increases opportunities for sharing, engagement, and repeated donations, which makes duration an essential variable to include when predicting outcomes.

The predictive modeling results demonstrate that campaign content is a much stronger determinant of success than visuals alone. The model that used only image labels and duration achieved an accuracy of 84 percent. When trained on the written description and duration, accuracy rose to 97.5 percent. Combining both sources of information yielded the best performance, with an accuracy of 98.5 percent. These differences indicate that the written message contributes most of the predictive power, while visual cues provide secondary context that strengthens the overall model. Words such as dedication, people, donated, soccer, and kids appeared frequently in high-fundraising campaigns, suggesting a focus on collective effort and clear purpose. In contrast, campaigns emphasizing expenses, training, equipment, or thank tended to raise less, indicating that purely logistical or transactional language does not motivate donors as effectively.

Topic modeling from Task E clarifies the themes behind these linguistic differences. Five main topics emerged from the corpus. High-fundraising campaigns were most strongly associated with Topics 3 and 4, which contained terms like team, soccer, goal, fundraiser, and support. The average weights for these topics were 0.225 and 0.250 in the top quartile, compared with 0.079 and 0.141 in the lowest quartile. These topics capture specific group activities and defined objectives, features that appear to encourage donations. Low-fundraising campaigns showed higher weights for Topic 5 (0.425 in the bottom quartile versus 0.241 in the top), which included general words such as sports, fundraiser, and donate. The difference suggests that vague and repetitive language limits engagement, whereas concrete, team-based narratives create stronger donor connection.

Visual analysis supports the same conclusion. Successful campaigns often featured images labeled outdoor, celebration, coaches, basketball court, or flowers, all of which represent real people and events. Low-fundraising campaigns relied more on indoor or empty-field photos that lacked activity or emotion. When the models combined text and image features, the most predictive indicators of success reflected visible teamwork and purpose. The consistency between linguistic and visual evidence reinforces that authentic, action-oriented representation attracts more donor interest than static imagery.

These findings translate into several practical recommendations. Campaign organizers should clearly identify who the effort benefits, how the funds will be used, and when the goal will be achieved. Including the name of an organization, event, or timeframe strengthens credibility and urgency. Images should portray participants engaged in actual activities, ideally in lively settings that communicate energy and authenticity. Campaigns should remain active for approximately one month and include periodic updates that display progress and renewed visuals. Tracking the amount raised per day, rather than only total dollars, offers a better measure of campaign efficiency across varying durations. Running small controlled variations in wording or imagery can also help refine future campaigns based on measurable engagement differences.

Taken together, these results show that successful GoFundMe campaigns depend on the combined effect of duration, narrative clarity, and meaningful visuals. Campaigns that communicate a specific purpose, display genuine activity, and stay consistently visible over time are more likely to reach their fundraising goals.