Donation & Volunteer Score Calculations

Donation Score (0-10)

Variable	Weight
Total amount given	30%
Number of gifts	20%
Donated at an event (Y/N)	20%
Days since last donation	20%
Given in last 2 years (Y/N)	10%

Volunteer Score (0-10)

Variable	Weight
Total hours volunteered	60%
Number of times volunteered	40%

Prediction Model Variables

Donation Stats from 2018-2019

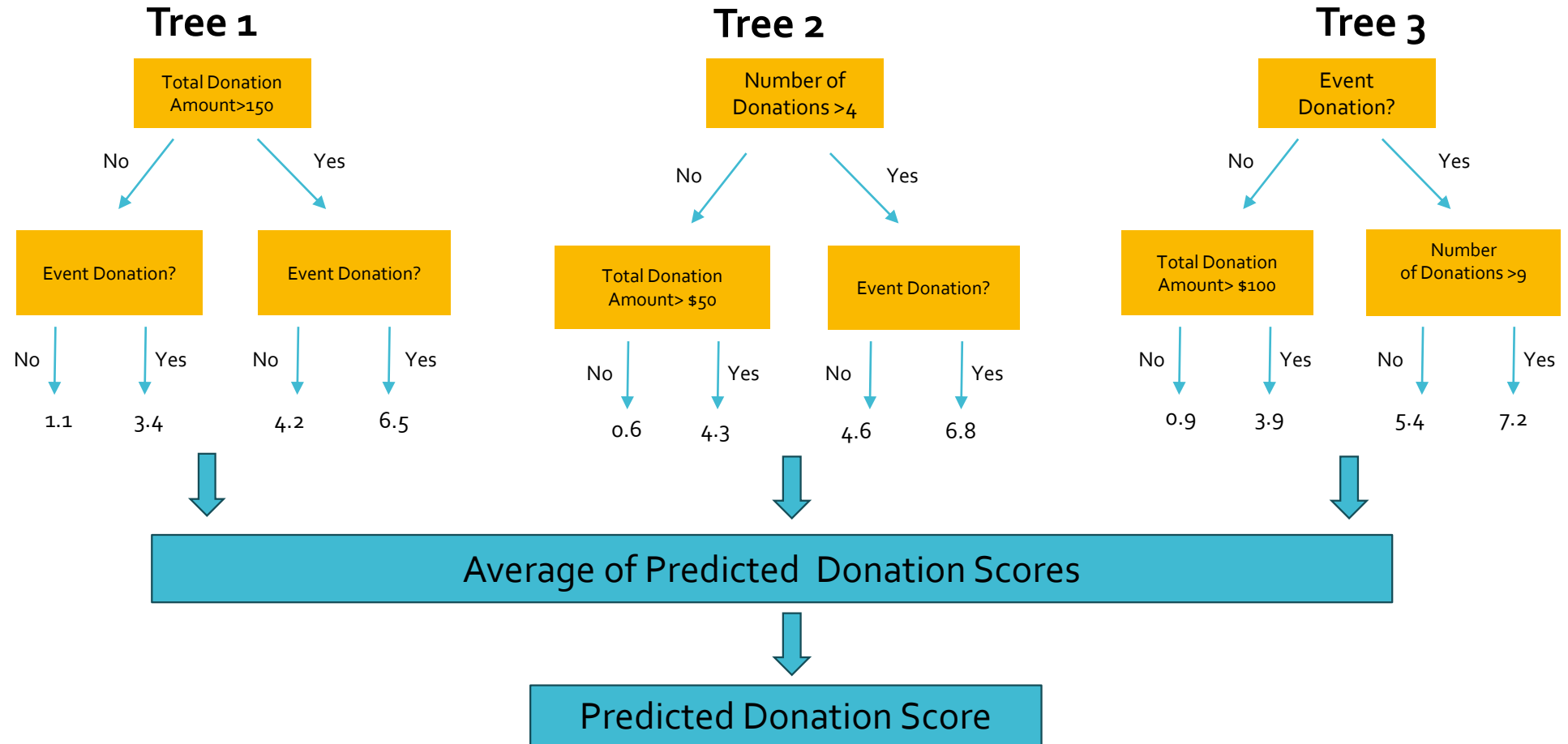Total Donation Amount

Number of Donations
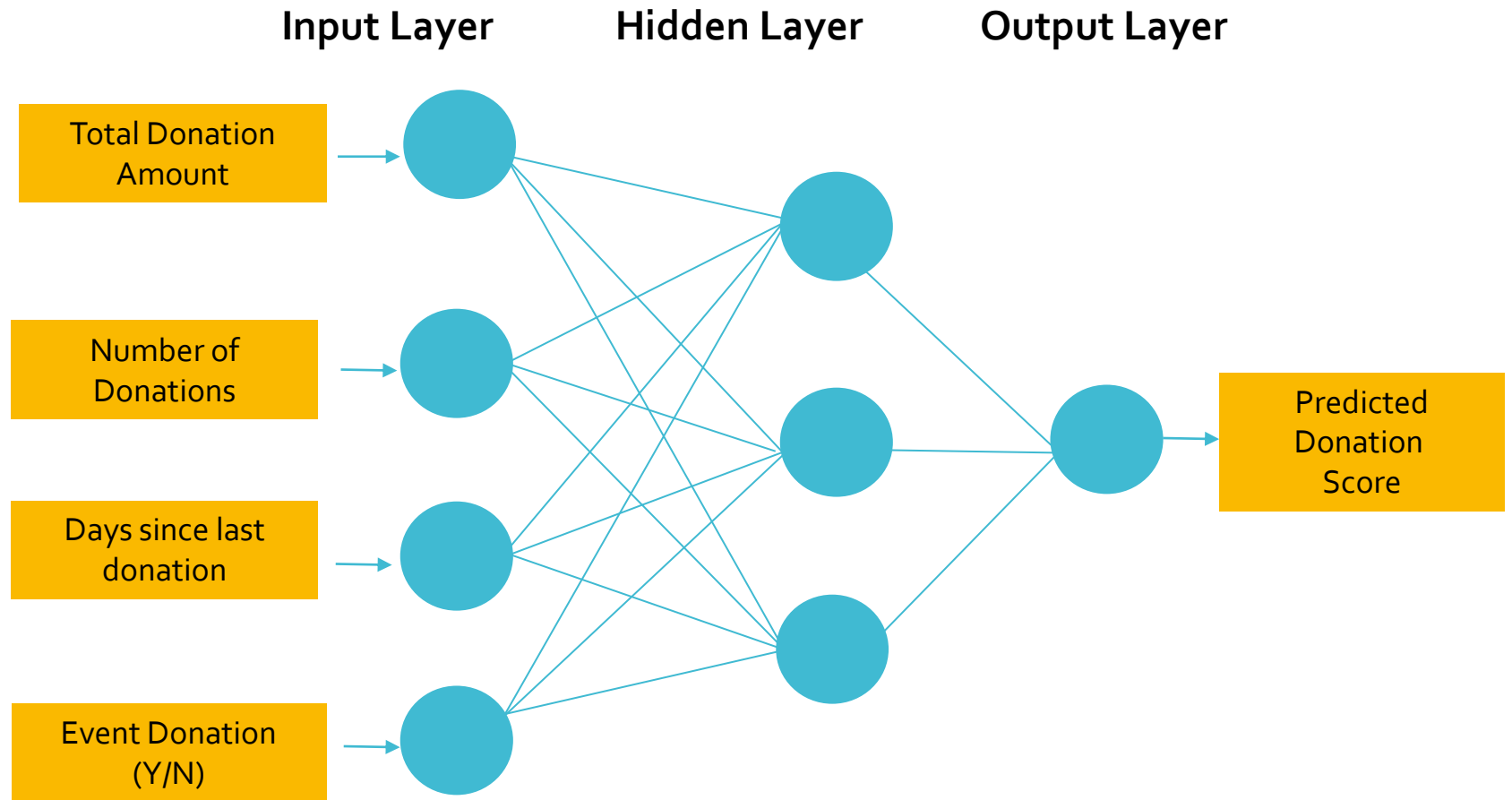
Days Since Last Donation

Event Donation (Y/N)

predicts

Calculated Donation Score from 2020-2022

Donation Score

Random Forest Model

Tree 1

Total Donation Amount>150

No → Event Donation?
Yes → Event Donation?

Event Donation? (No): No → 1.1, Yes → 3.4

Event Donation? (Yes): No → 4.2, Yes → 6.5

Tree 2

Number of Donations >4

No → Total Donation Amount> $50
Yes → Event Donation?

Total Donation Amount> $50: No → 0.6, Yes → 4.3

Event Donation?: No → 4.6, Yes → 6.8

Tree 3

Event Donation?

No → Total Donation Amount> $100
Yes → Number of Donations >9

Total Donation Amount> $100: No → 0.9, Yes → 3.9

Number of Donations >9: No → 5.4, Yes → 7.2

Average of Predicted Donation Scores

Predicted Donation Score

Neural Network Model

Input Layer　　**Hidden Layer**　　**Output Layer**

Total Donation Amount

Number of Donations

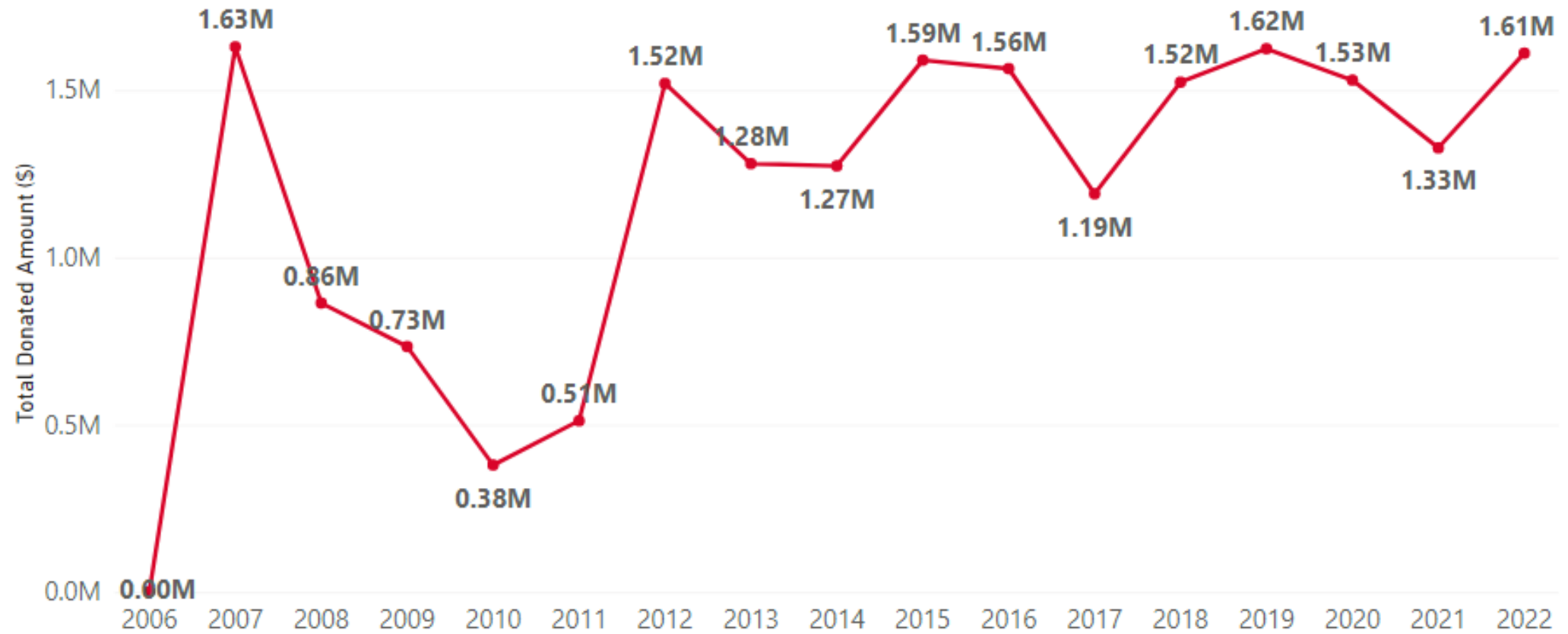Days since last donation

Event Donation (Y/N)
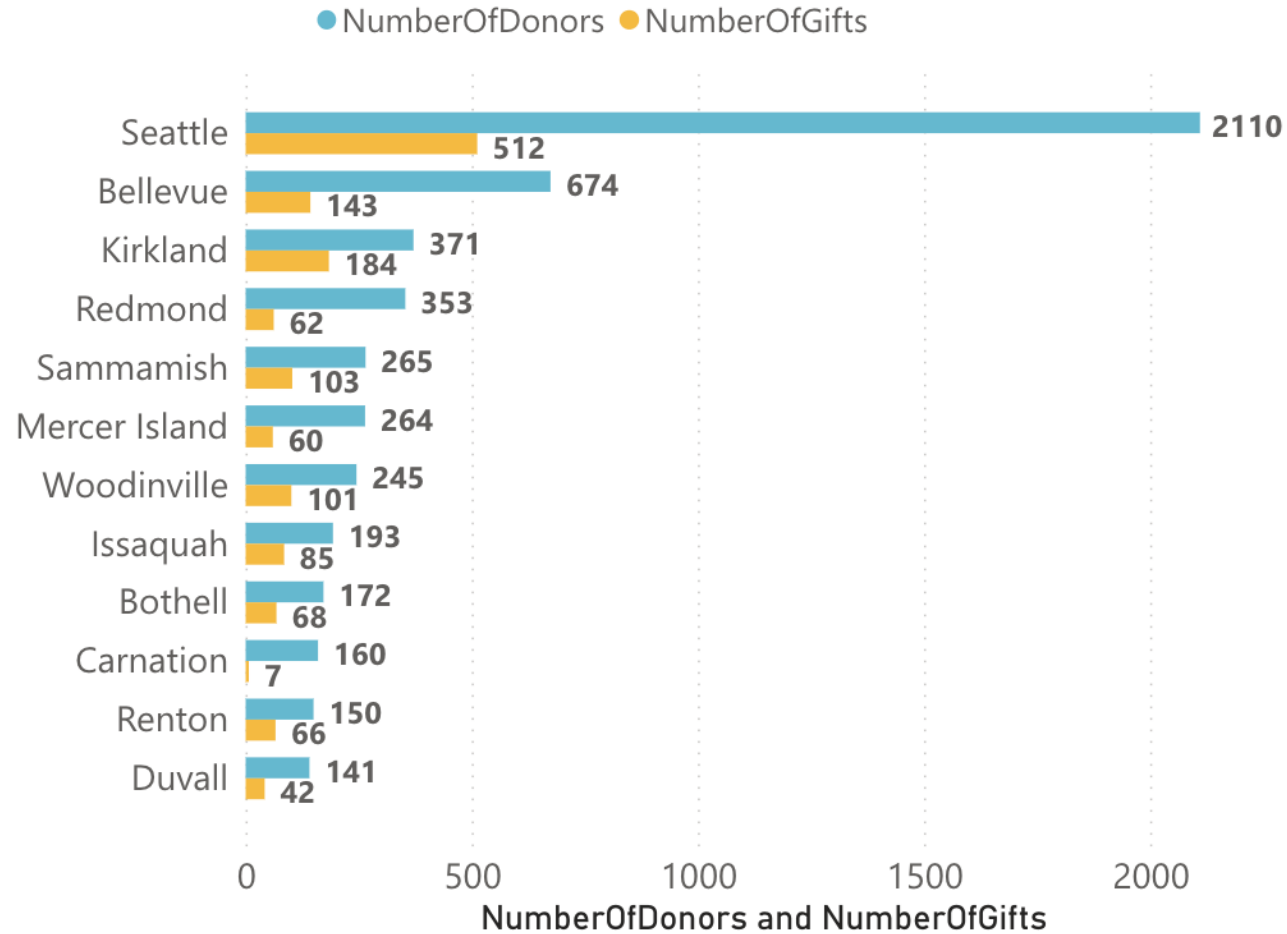
Predicted Donation Score

Camp Korey | Gift Amount trend | Individual Donors only

Trend of Total Gift Amount ($)

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Statistics across City

Number Of Donors and Number Of Gifts by City

● NumberOfDonors ● NumberOfGifts

City	NumberOfDonors	NumberOfGifts
Seattle	2110	512
Bellevue	674	143
Kirkland	371	184
Redmond	353	62
Sammamish	265	103
Mercer Island	264	60
Woodinville	245	101
Issaquah	193	85
Bothell	172	68
Carnation	160	7
Renton	150	66
Duvall	141	42

NumberOfDonors and NumberOfGifts

AverageGiftAmount by City

City	Average Gift Amount
Salt Lake C...	61K
Edmonds	17K
Surrey	14K
Kent	12K
Clearwater	10K
Bothell	10K
GREENVILLE	8K
Green Brook	7K
Joliet	5K
Bend	4K
Frankford	4K
Gig Harbor	4K
Hunts Point	3K
Gibraltar	3K
Maple Valley	2K
Yarrow Point	2K
Danville	2K
Mercer Isla...	2K
Clyde Hill	2K

Average Gift Amount

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