

## BACKGROUND

Communities in Schools of Tacoma is a youth-serving non-profit organization with a mission to “surround students with a community of support, empowering them to stay in school and achieve in life”.

CIST works directly inside schools and provides the Five Basics:

- a one-on-one relationship with a caring adult;
- a healthy start and a healthy future;
- a safe place to learn and grow;
- a marketable skill to use upon graduation;
- and a chance to give back to peers and community.

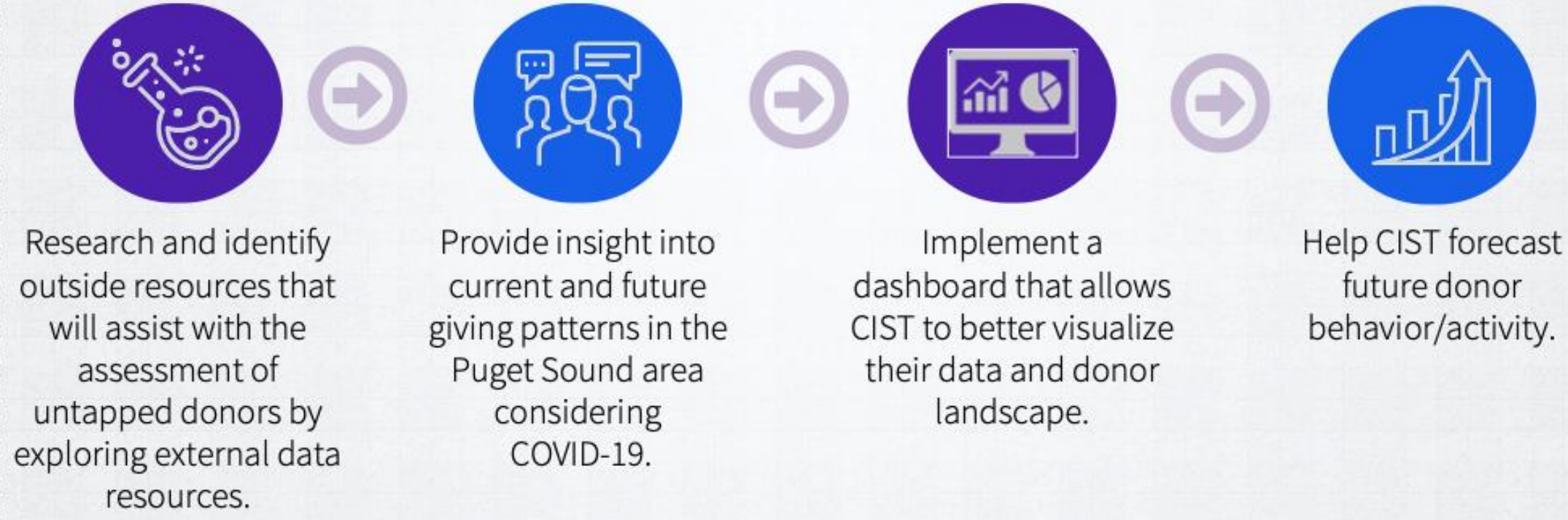
CIST has a proven track record of achievement with consistent growth of around 10% in the number of students served in the Tacoma community.

To fund the mission, CIST wanted to gain a better understanding of their donor base.

## OBJECTIVES

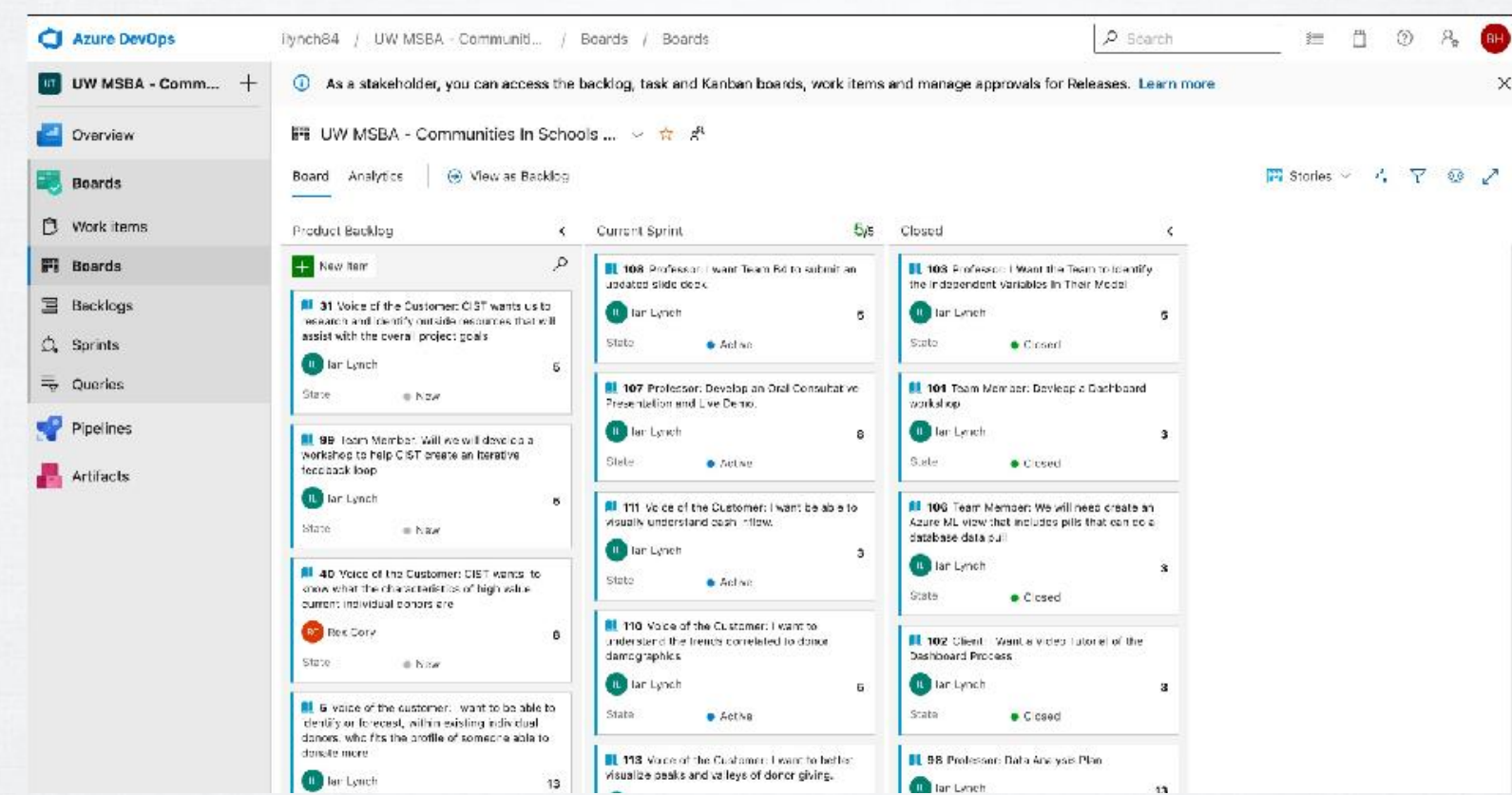
### Increase donor giving

Provide a modeling tool, which will provide the donor relations team the ability to assess the current and untapped donor landscape.



## METHODS

### Agile Project Approach

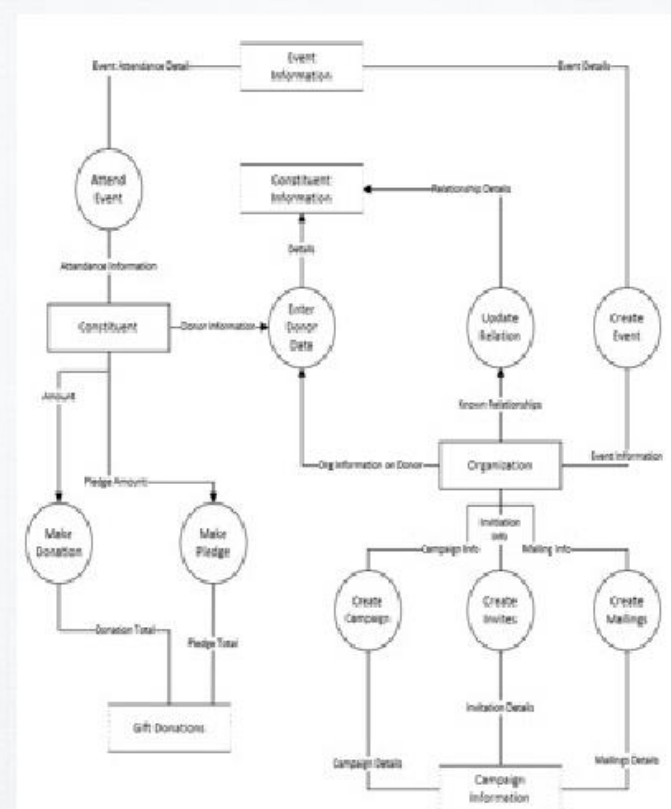


## DATA ANALYTICS

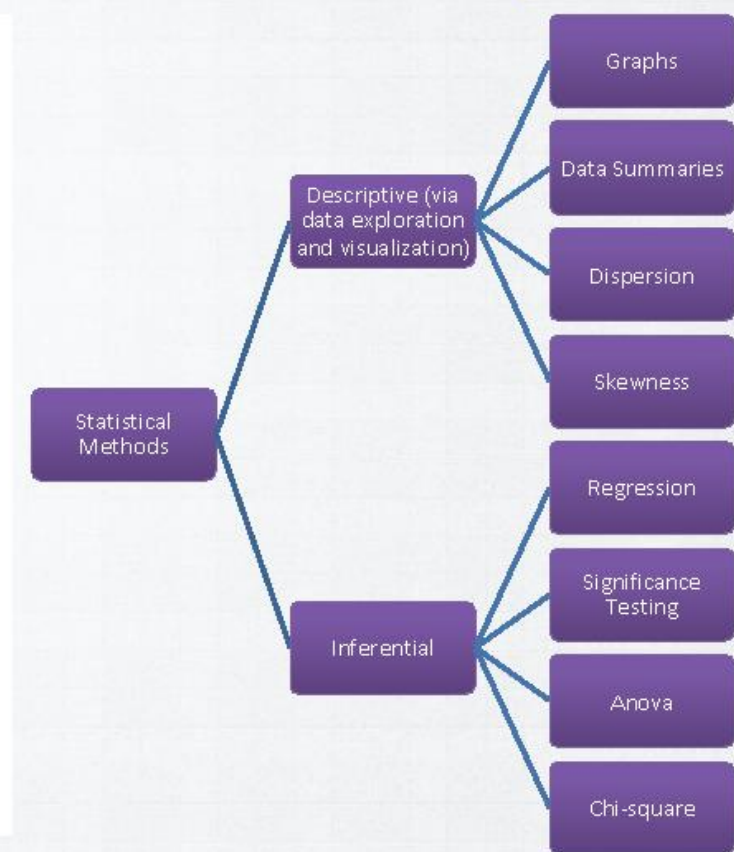
### Data Dictionary

Field Name	Data Type	Length	Sample	Description
id	int	10	1234567890	Unique ID for each record
name	varchar	100	John Doe	Full name of donor
email	varchar	255	john.doe@example.com	Primary email address
phone	varchar	20	555-123-4567	Primary phone number
address	varchar	255	123 Main St, Seattle, WA 98101	Current residential address
city	varchar	100	Seattle	City of residence
state	varchar	10	WA	State of residence
zip	varchar	10	98101	Zip code of residence
occupation	varchar	100	Software Engineer	Current occupation
education	varchar	100	Master's Degree	Highest level of education
income	float	15	75000.00	Annual household income
net_worth	float	15	150000.00	Estimated net worth
giving_history	text	255	2018: \$500, 2019: \$1000, 2020: \$2000	History of donations
last_updated	datetime	19	2023-11-15 10:30:00	Last time record was updated

### Data Flow

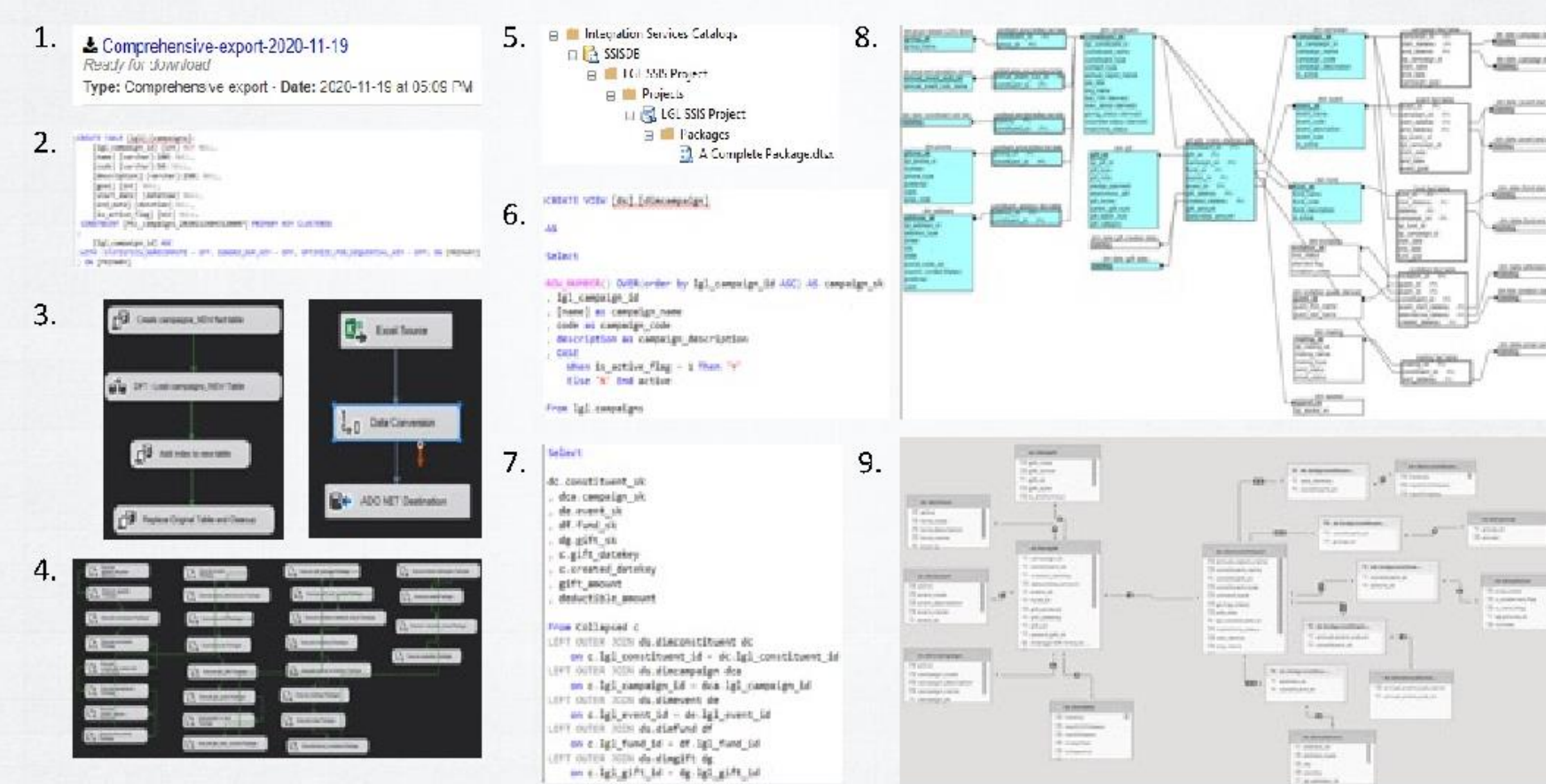


### Data Analysis



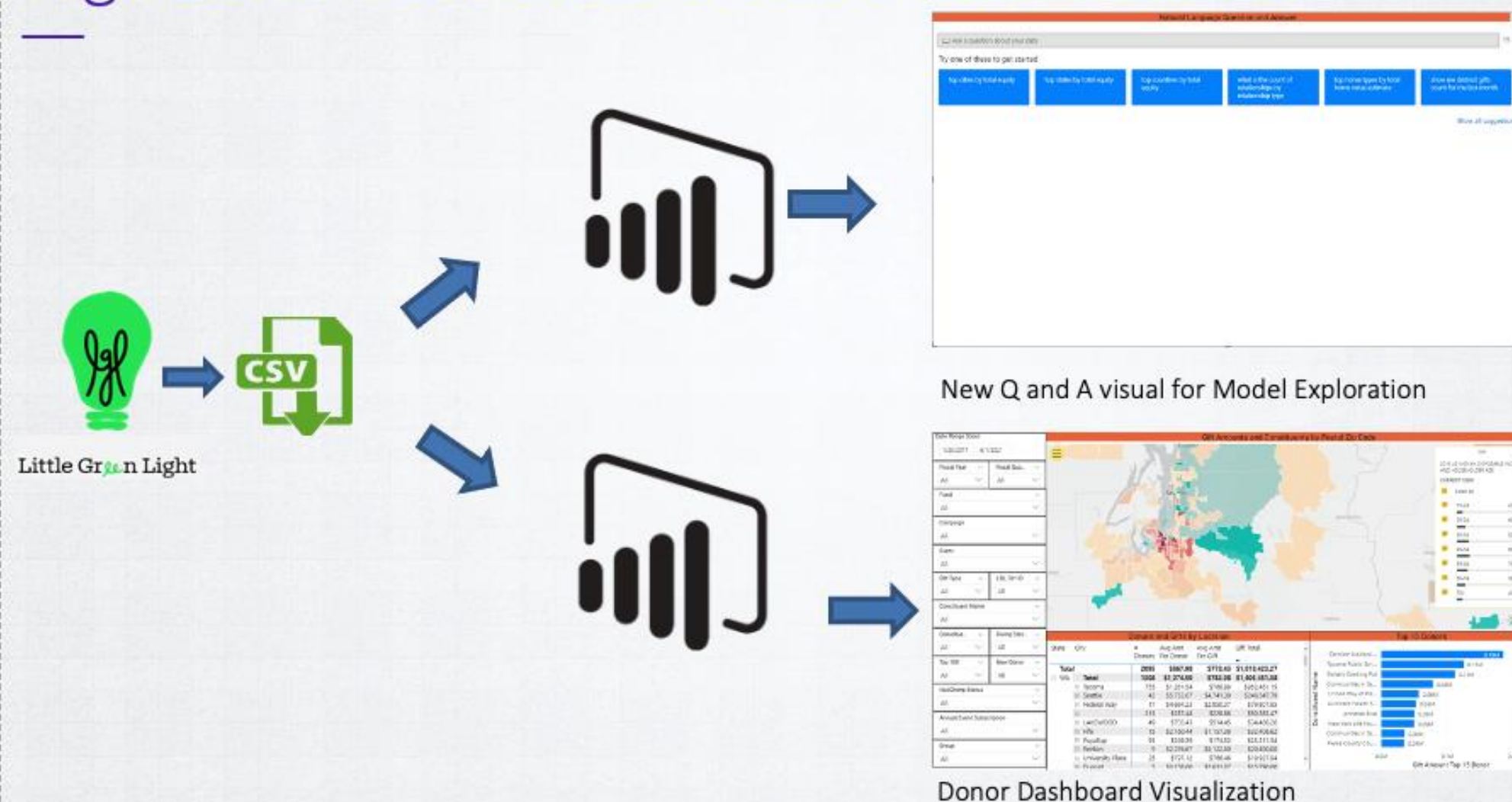
## DATA MANAGEMENT

### Data Architecture



## SOLUTION SET / TOOLS

### High Level Architecture Dashboard Solution



## RECOMMENDATIONS & FUTURE PLAN

- Establish process for cleaning and maintaining integrity of donor data.
- Identify resources to build upon donor dashboard.
- Incorporate 3<sup>rd</sup> party data and refine predictive model.



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