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DONATIONS

This Tableau Accelerator allows you to:

- Acknowledge results of your fundraising efforts
- Revive your donor base (*based on suggested marketing actions*)
- Appraise the performance of your fundraising appeals
- Deep-dive at the lowest level of detail: Donor Type, Donor, Appeal

Answer key business questions

- How much do we receive in donations?
- How many active donors do we have?
- How performant are our appeals?
- From which countries do we receive the most donations?
- Who are our donors?
- What is the performance of each appeal?
- What are the recommended marketing actions to address each donor segment?

Monitor and improve KPIs

Donations

- **Total Donations:** Total donation amount (expressed in currency)
- **Number of Gifts:** Total number of donations received
- **Average Gift Amount:** Average donation amount per gift (expressed in currency)

Donors

- **Number of Donors:** Total distinct number of donors
- **Number of New Donors:** Total number of new donors (first donation over the period)
- **Number of Gift per Donor:** Average number of gifts made per donor
- **Donations per Donor:** Average donation amount per donor (expressed in currency)

Appeals

- **Number of Appeals:** Total number of fundraising appeals that were active over the period. A fundraising appeal is a request to donors for financial support
- **Donations per Appeal:** Average donation amount received per fundraising appeal (expressed in currency)

Required attributes

- **Donation Date** (*date*): Date of the donation
- **Donor** (*string*): Name of the donor
- **Donor Type** (*string*): Type of the donor ("Individual", "Foundation", "State", ...)
- **Donor Country** (*string; role: country*): Country of the donor
- **Donation Type** (*string*): Nature of the donation ("Cash", "Service", "In Kind" ...)
- **Donation Source** (*string*): Source of the donation ("Marketing Campaign", "Online", ...)
- **Appeal** (*string*): Identifier of the call for donations
- **Donation Amount** (*numeric*): Amount of the donation made