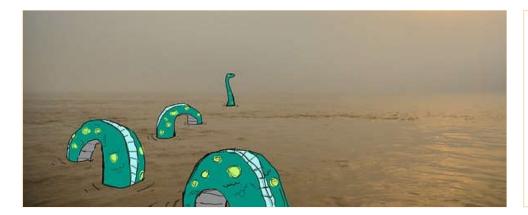
## The Campaigns for Nessie and Harry

## Foundation for Mythical Creatures (Kelly Douglas & Jen Tan)



This project walks through the foundation's campaign planning and preparation, from analyzing historic giving, to performing a wealth screening, building a donor pyramid, setting priorities, and conducting a feasibility study.

Tableau, R Studio, PowerPoint, Snagit

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QR code placement (Apra to create) Analyzing the prospect pool and the prior campaign led us to a \$360M goal for Harry.

Total Progress to \$360.0M Goal	Donor Pyramic	for Plannin	g					=
Stated 7.4% S26.7M Gits Ration Remaining 92.0%	Gift Level I	Ionors Needed	Donors Acquired	Remaining Donors Needed	Gifts Needed	Gifts Acquired	Remaining Gifts Nembed	Percent of Goa
	A-510M+	2	0	2	\$20,000,000	50	20,000,000	0.014
	8-\$5M-\$9.9M	13	0	13	\$97,500,000	\$0	97,500,000	0.0%
	C - \$2.5M - \$4.9M	57	0	17	\$43,750,000	10	10,750,000	0.014
	0-\$1M-\$2.49M	29	15	14	\$50,750,000	\$16,700,000	34,050,000	32.99
	E - \$500K - \$999.9K	42	0	42	\$31,500,000	10	31,500,000	0,0%
	F \$250K \$499.98	69	4	45	\$25,875,000	\$1,200,000	24,675,000	4.878
	G-\$100K-\$249.9K	118	15	103	\$20,650,000	\$1,600,000	19,050,000	7,79
	H Below \$100K	many	17,362	many	50,000,000	\$7,174,662	42,825,338	14.79
	Grand Total	290	17,396	256	\$360,025,000	\$26,674,662	333,350,338	7.49
Advokacy Combined_Purposes		Capacity Ra	ting Level	Prospec	ts Needed	Prospects identi	fied	Prospect Gap
Combined_Purposes								
Haman_Needs								
Haman_Needs		A - \$10M+			0		0	
Health Education		A - \$10M+ E - \$5M - \$9	.9M		6 39		41	
Health Control Foundation Foundation Foundation		running)						- 4
Health Education Art Other		E-\$5M-\$9	4.964		39		41	- 4
Health Control Foundation Foundation Foundation		E \$5M-\$9 C \$2.5M \$ D \$1M-\$2	4.9M ,49M		39 51 42		41 51 41	0 0 0 1
Health Education Other Other Youth Neighbortood_Giving International		E \$506-\$9 C \$2.5M \$ D \$1M \$2 E \$500K \$	4.954 ,49M ,999.9K		39 51 42 168		41 51 41 169	4 9 1 1
Health Education Art Other Youth Neighborhead, Giving		E \$5M-\$9 C \$2.5M \$ D \$1M-\$2	4.954 ,49M ,999.9K		39 51 42		41 51 41 169 261	4 9 1 1
Health Education Other Other Youth Neighbortood_Giving International	00% 60% 1	E \$506-\$9 C \$2.5M \$ D \$1M \$2 E \$500K \$	4.954 ,49M 999.9K 499.9K		39 51 42 168		41 51 41 169	- 4

