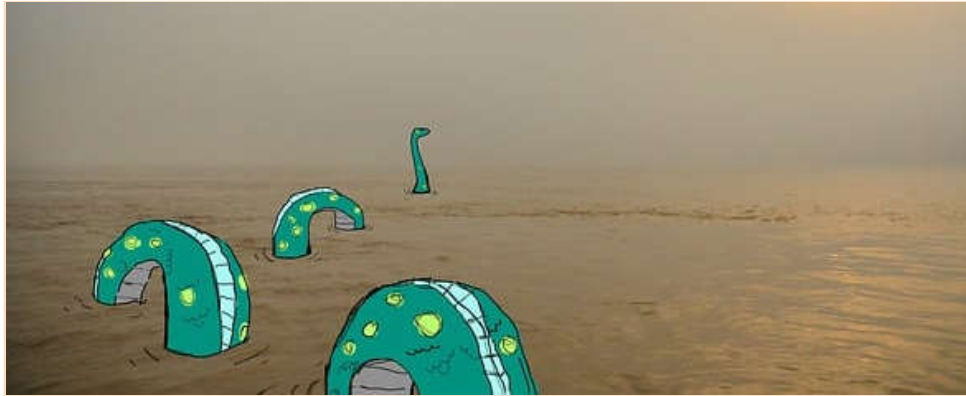


# The Campaigns for Nessie and Harry

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.

