

Characterizing Pittsburgh Parks Conservancy Donors

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Introduction

The Pittsburgh Parks Conservancy (PPC) has collected data about its donors through a CRM database for the past 20 years. The information it has collected includes donor demographics, such as their name, address, age, and information on donation dates and amounts.

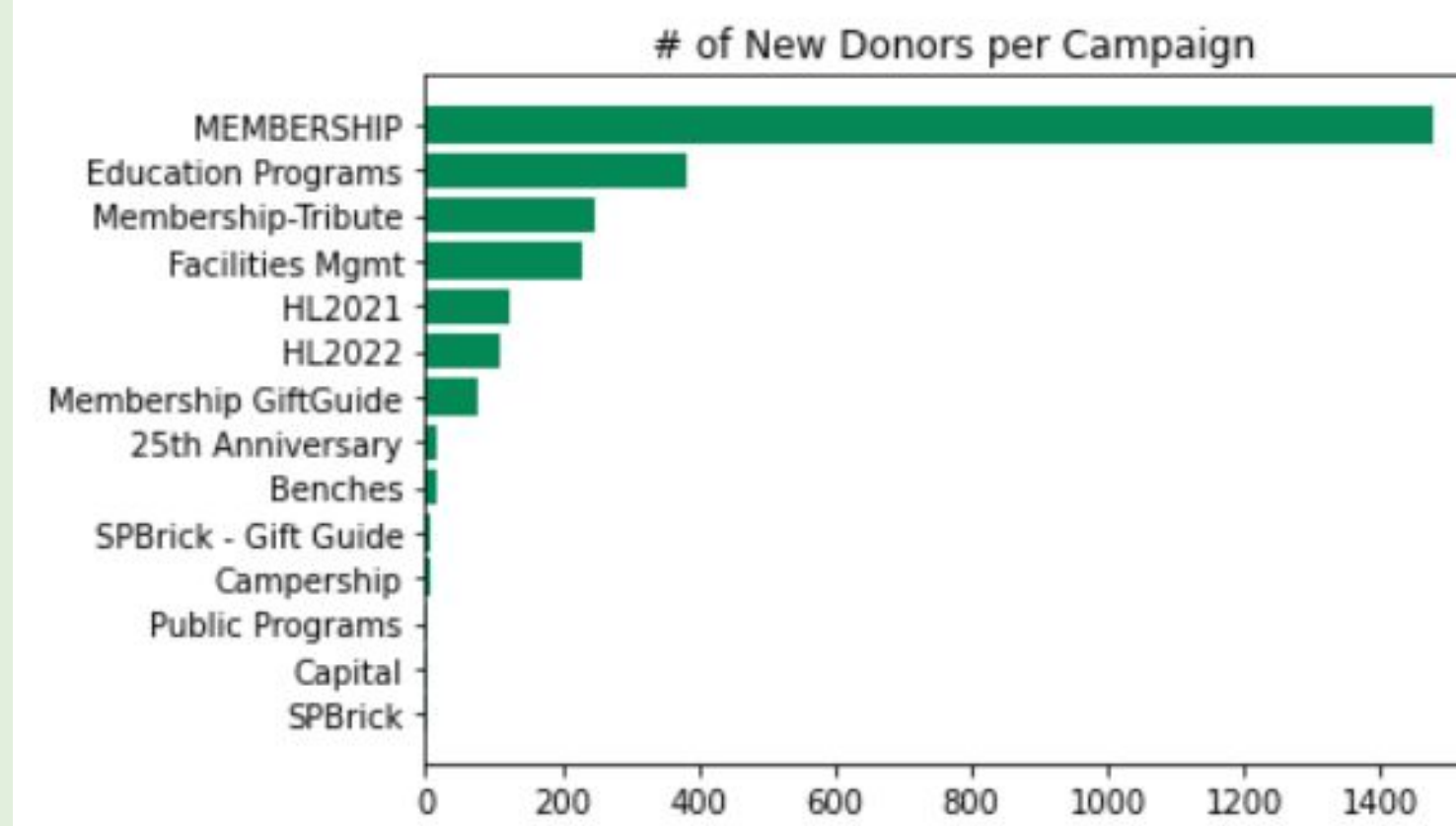
- ❖ The goal of this study is to characterize the “who, what, when, where, why” about PPC donors, given the past ten years of data. This study will determine how likely different zip code areas are to donate to PPC, how many appeals lead to money given, and how often and how donors give.

Data

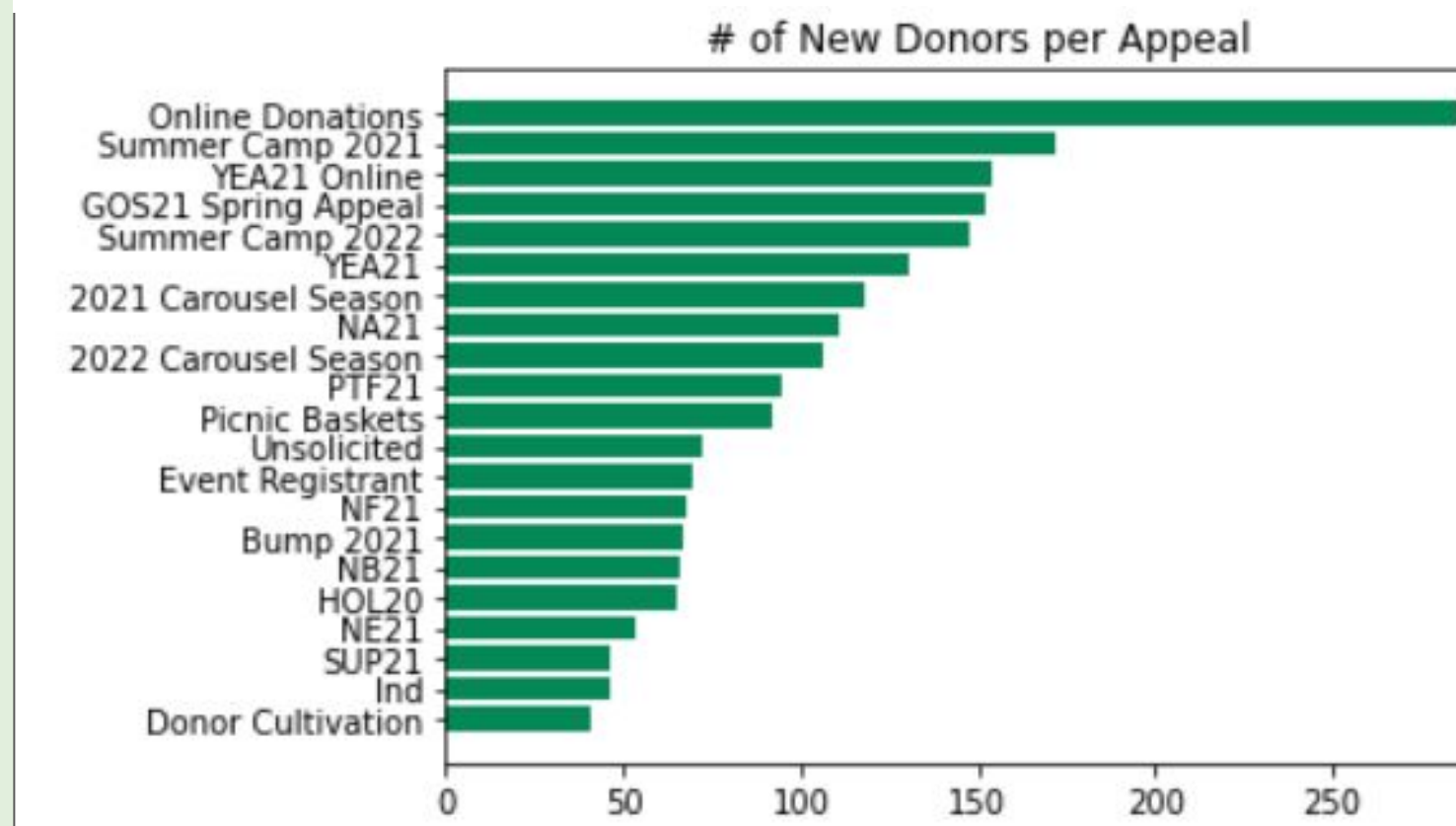
In total, we were provided four datasets. Our primary dataset consists of 16,067 donors and 1,436 records for each. The other three datasets contain information about specific campaigns in which people were asked to donate, with suggested dollar amounts (e.g. \$25/\$50/\$75). We identify two main groups of records: donor information and appeals/gifts data. Appeals and gifts are both donations, but appeal amounts are donations that are received in response to mail/emails being sent out asking for support from donors whereas gifts are donor initiated.

Donor Demographics	Appeals / Gifts
<ul style="list-style-type: none"> ❖ Age ❖ Marital status ❖ Email address domain ❖ Location (city, state, zip code) 	<p>Appeals</p> <ul style="list-style-type: none"> ❖ Appeal date ❖ Appeal amount received ❖ Appeal description ❖ Ask amounts (for year-end and spring appeals) <p>Gifts</p> <ul style="list-style-type: none"> ❖ Gift date ❖ Gift amounts ❖ Donation method (online/mail)

Analysis Highlights

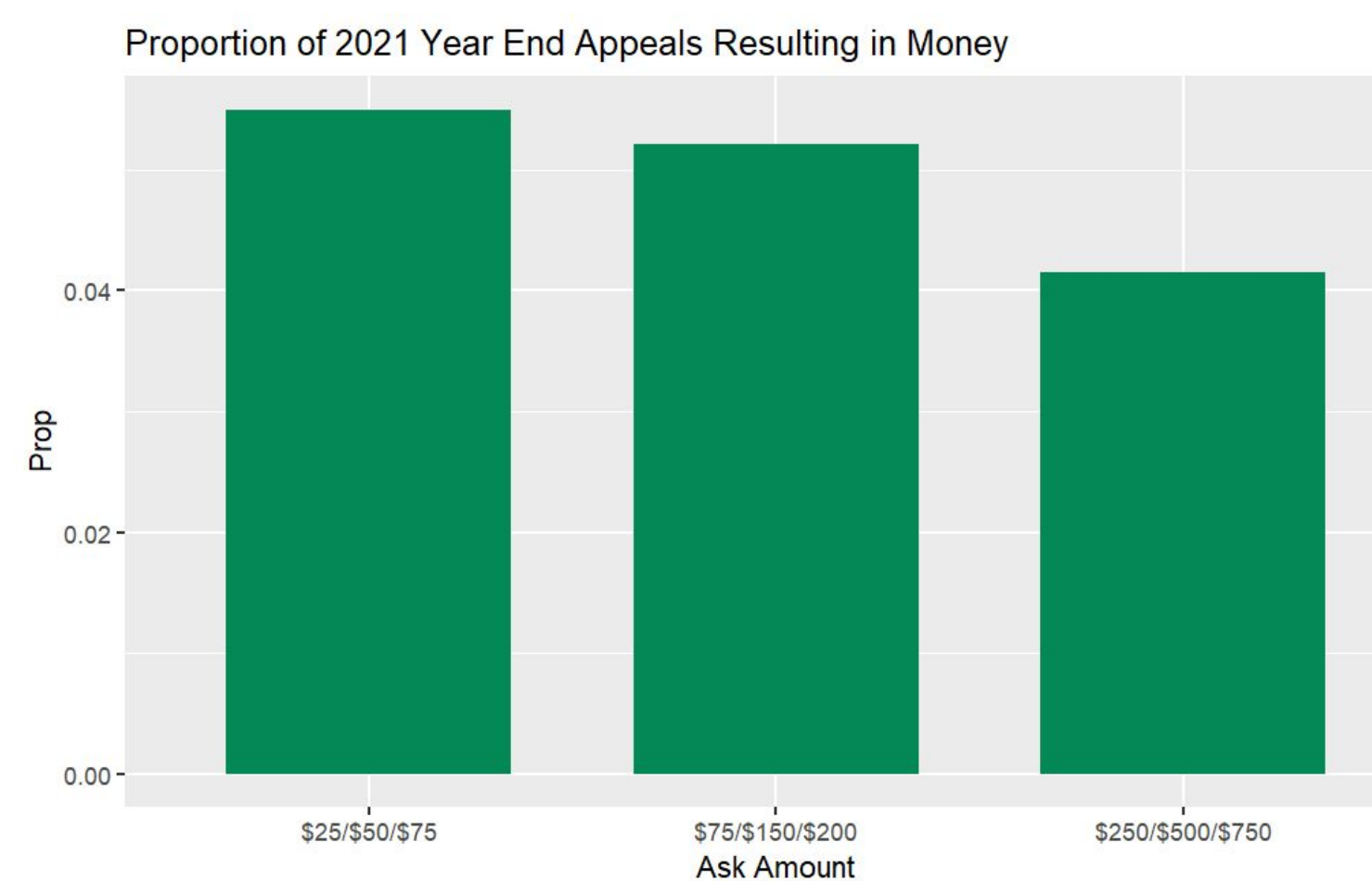


- ❖ Most new donors come from membership registration and education programs, as well as events such as hat lunches (e.g. HL2021)
- ❖ Online donation is where PPC attracts the most new donors

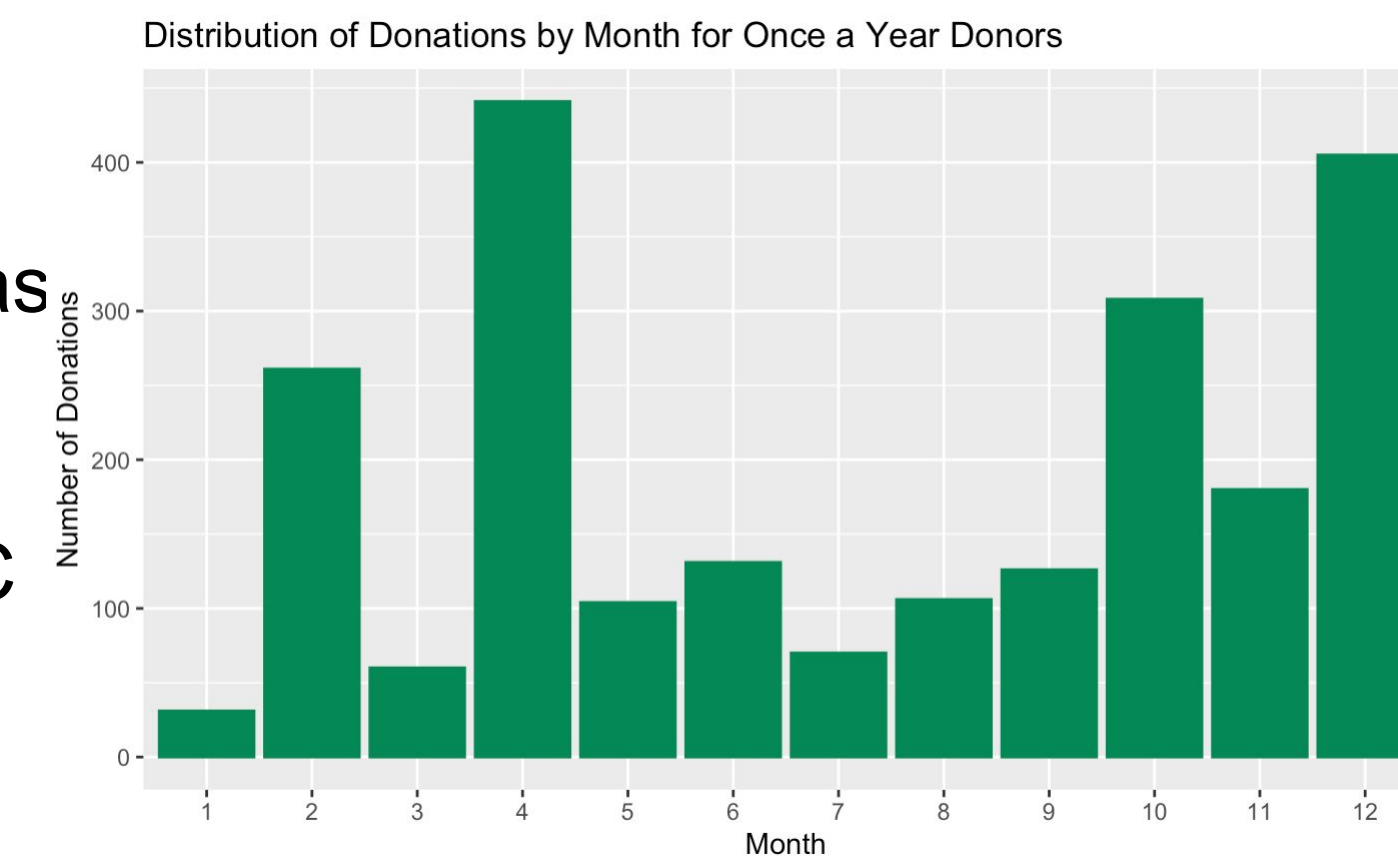


- ❖ Among ~2700 new donors, over 90% give again
- ❖ The Squirrel Hill, Shadyside, and CMU areas are the top three areas for new donors

- ❖ The proportion of donors that respond to the year-end appeals **decreases** as the suggested dollar amounts increase
- ❖ The amount donated relative to the amount asked also **decreases**

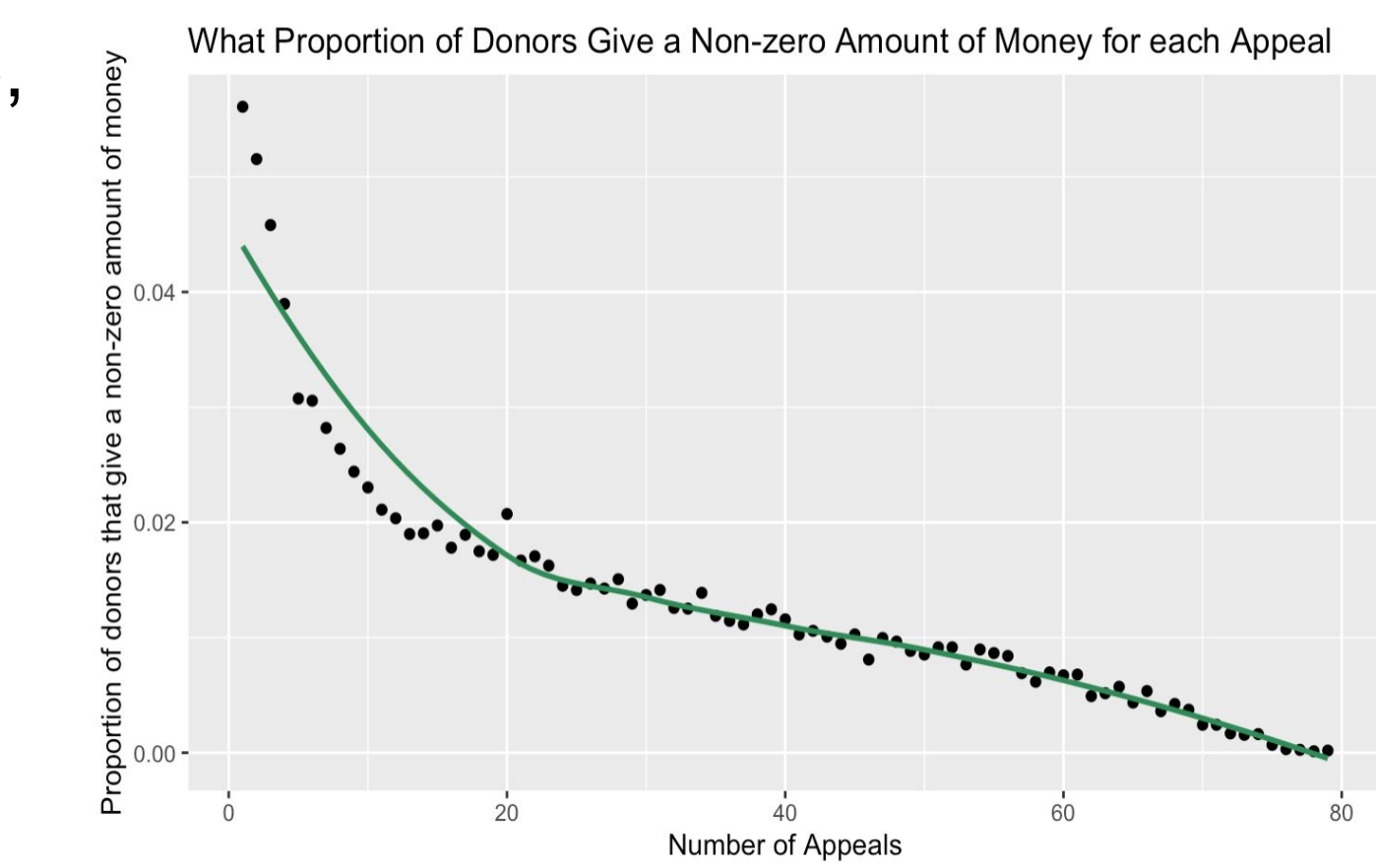


Suggested Dollar Amount	Average Amount Received
\$25 / \$50 / \$75	\$55.63
\$75 / \$150 / \$200	\$142.20
\$250 / \$500 / \$750	\$297.17



- ❖ For the 2,616 donors who only give once per year in the past three years, the majority of donations occur in the **fourth** and **second quarter**

- ❖ **April and December** saw the most donations. In these months, PPC has their Spring and End of Year appeals, respectively

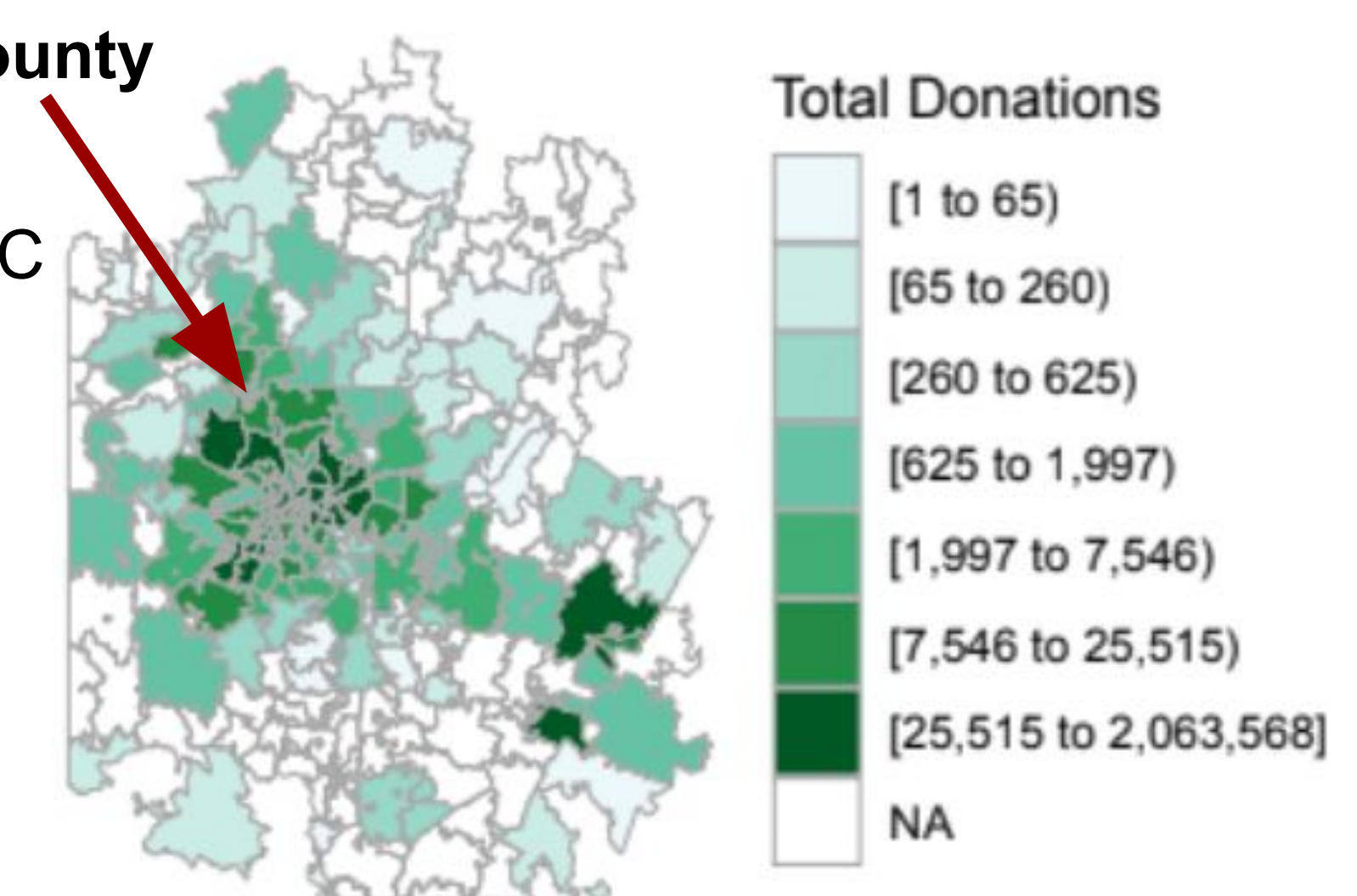


- ❖ **Less than 3%** of donors give any money after just **10** appeals

Total Donations in Pittsburgh MSA (2012 - 2022)

Allegheny County

- ❖ Most donations for PPC are from local areas (Allegheny County)
- ❖ The **Squirrel Hill** and **Shadyside** areas in Pittsburgh had the highest amount of donations



Conclusions

- The goal of this study is to characterize the “who, what, when, where, why” about PPC donors, given the past ten years of data.
- ❖ New donors are mostly drawn from membership and online donation
 - ❖ New donors tend to give again, and mostly come from the Squirrel Hill, Shadyside, and CMU areas
 - ❖ The proportion of donor responses and relative amounts to appeals decreases as the suggested dollar amounts increase
 - ❖ April and December have the most donations among those who only give once per year
 - ❖ The proportion of responses decreases as number of appeals increases
 - ❖ Most of the donations are from local areas