

Charity

To: Development Director

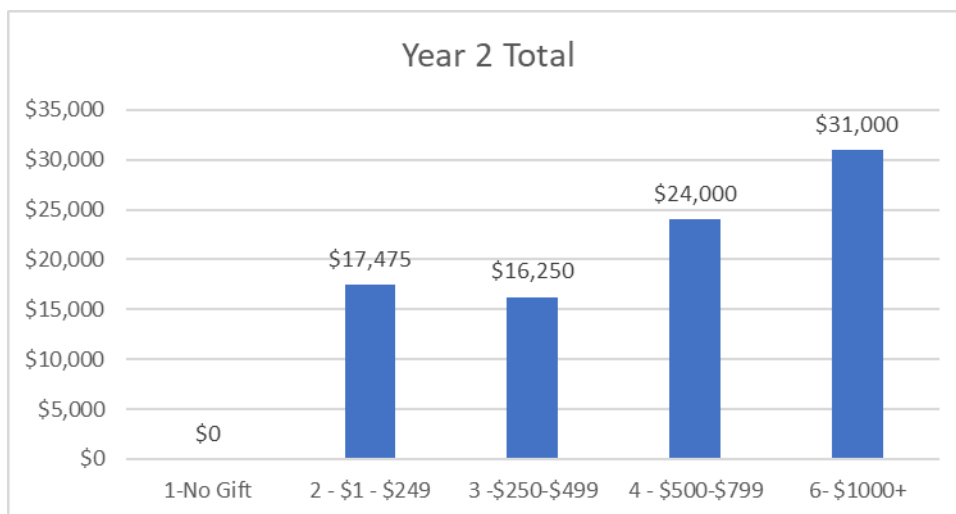
From: Alex Pettis

Date: November 18, 2022

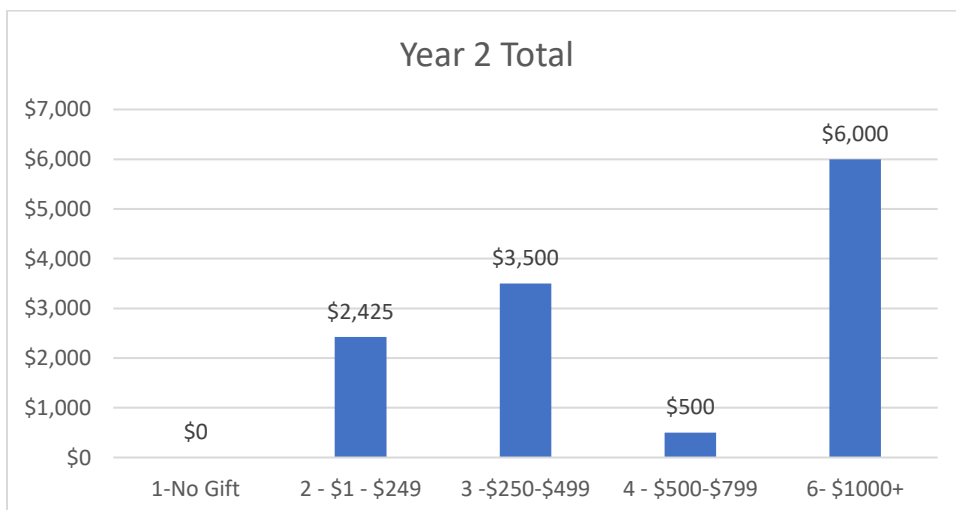
Dear Development Director,

The following report addresses the questions you wanted answered.

First, we will look at giving in year 2 by gender. We see that men did increase their giving in year 2 by \$6,725 based on the graph shown below.



Now we see that Women increased their giving in year 2 by \$2,350 as follows from the graph.



Then we want to look at determining if the old or new letter made people increase their giving. For people who received the old letter increased their giving in year 2 by \$225 explained in the table below.

Giving Level	Sum of Year 2 Donation
1-No Gift	\$0
2 - \$1 - \$249	\$13,500
3 -\$250-\$499	\$12,000
4 - \$500-\$799	\$23,000
6- \$1000+	\$27,000
Grand Total	\$75,500

People who received the new letter increased their giving in year by \$9,600 as observed below.

Giving Level	Sum of Year 2 Donation
1-No Gift	\$0
2 - \$1 - \$249	\$17,500
3 -\$250-\$499	\$17,250
4 - \$500-\$799	\$20,000
6- \$1000+	\$26,000
Grand Total	\$80,750

Next, we want to see if letter type by gender increased their giving in year 2. Men who received the old letter increased their giving in year 2 by \$700.

Giving Level	Sum of Year 2 Donation
1-No Gift	\$0
2 - \$1 - \$249	\$7,125
3 -\$250-\$499	\$5,750
4 - \$500-\$799	\$10,500
6- \$1000+	\$18,000
Grand Total	\$41,375

Women who received the old letter decreased their giving in year 2 by \$475.

Giving Level	Sum of Year 2 Donation
1-No Gift	\$0
2 - \$1 - \$249	\$6,350
3 -\$250-\$499	\$6,000
4 - \$500-\$799	\$12,500
6- \$1000+	\$8,000
Grand Total	\$32,850

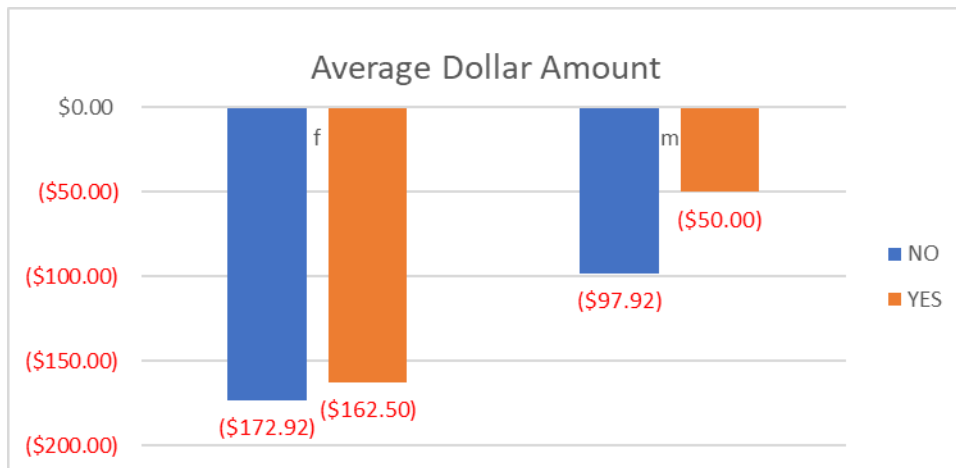
Men who received the new letter increased their giving in year 2 by \$6,025.

Giving Level	Sum of Year 2 Donation
1-No Gift	\$0
2 - \$1 - \$249	\$10,350
3 -\$250-\$499	\$10,500
4 - \$500-\$799	\$13,500
6- \$1000+	\$13,000
Grand Total	\$47,350

Women who received the new letter increased their giving in year 2 by \$2,825.

Giving Level	Sum of Year 2 Donation
1-No Gift	\$0
2 - \$1 - \$249	\$7,000
3 -\$250-\$499	\$6,750
4 - \$500-\$799	\$6,500
6- \$1000+	\$12,000
Grand Total	\$32,250

Furthermore we can see that people who gave less in year 2 than year 1 did so in response to the old letter.



Lastly, we can conclude that changes in giving level in year 2 are associated with donor's age.

Gender	Count of Donor Num
1-No Gift	118
2 - \$1 - \$249	500

3 -\$250-\$499	117
4 - \$500-\$799	86
6- \$1000+	53
Grand Total	874

As always see the attached excel fire for more information and please don't hesitate to reach out if you have any questions.

Thanks,

Alex Pettis