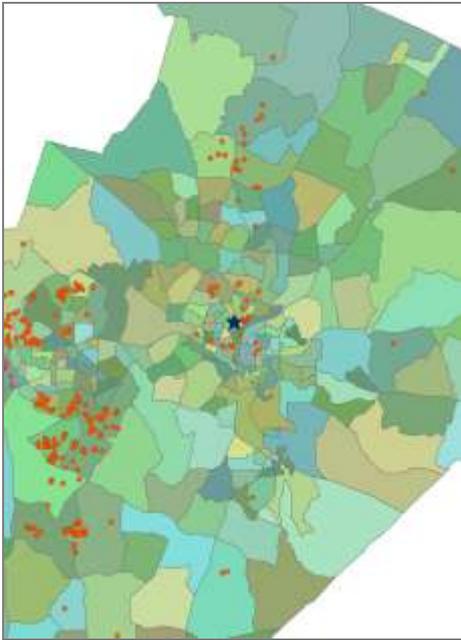




# GIS and Non-profit Fundraising



NEARC  
May 11, 2010  
Christopher Witt

# Development Research

Identifying and researching  
current and potential donors



**Find the  
Money!**



**Hospitals**



**Universities**



**Art Museums**



**Smith College: 60,000 Alumnae**

**\* Who has giving potential?**

**\* Where are they?**

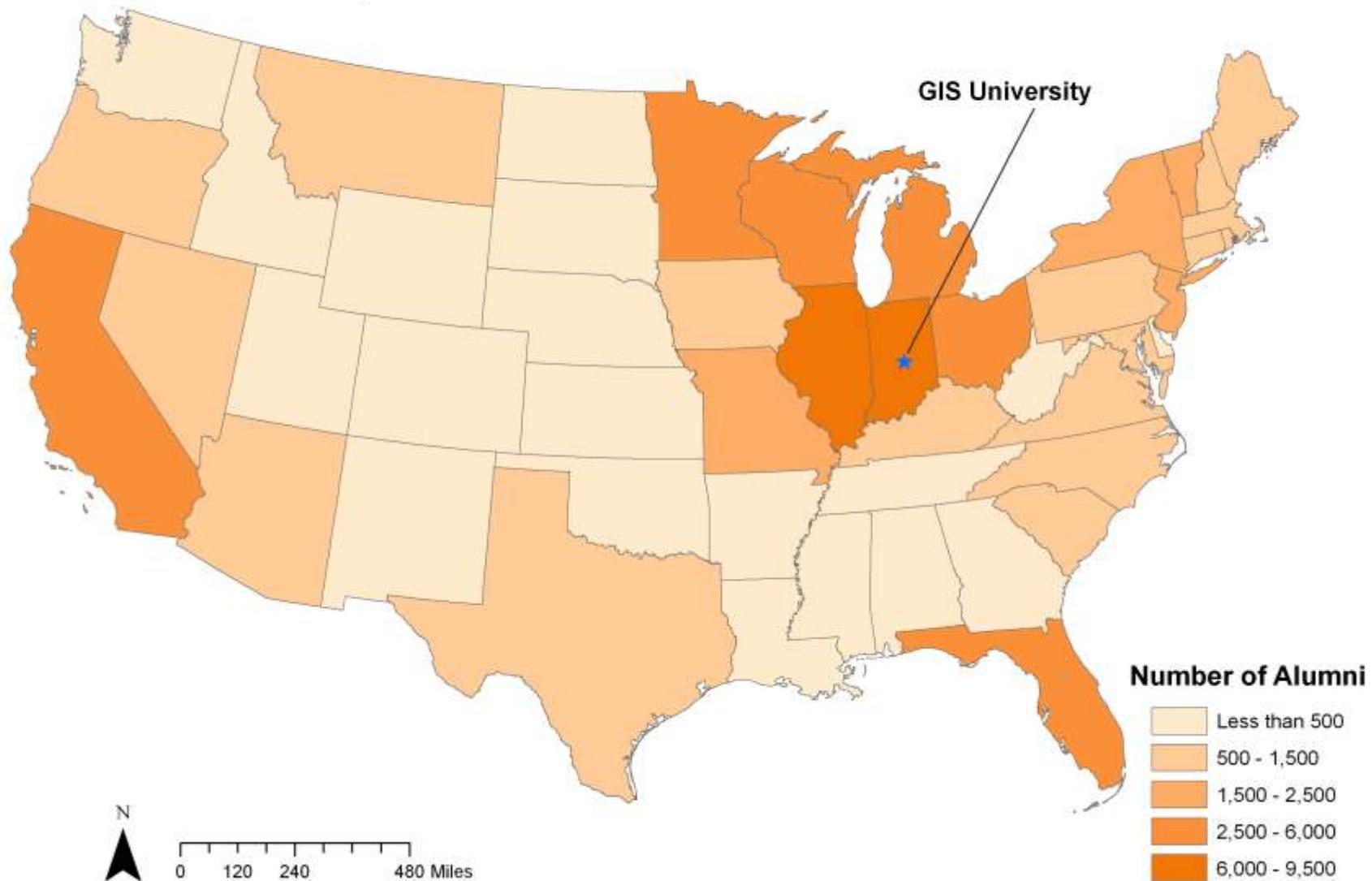
**\* How much can they give?**

# Lists, Lists, Lists

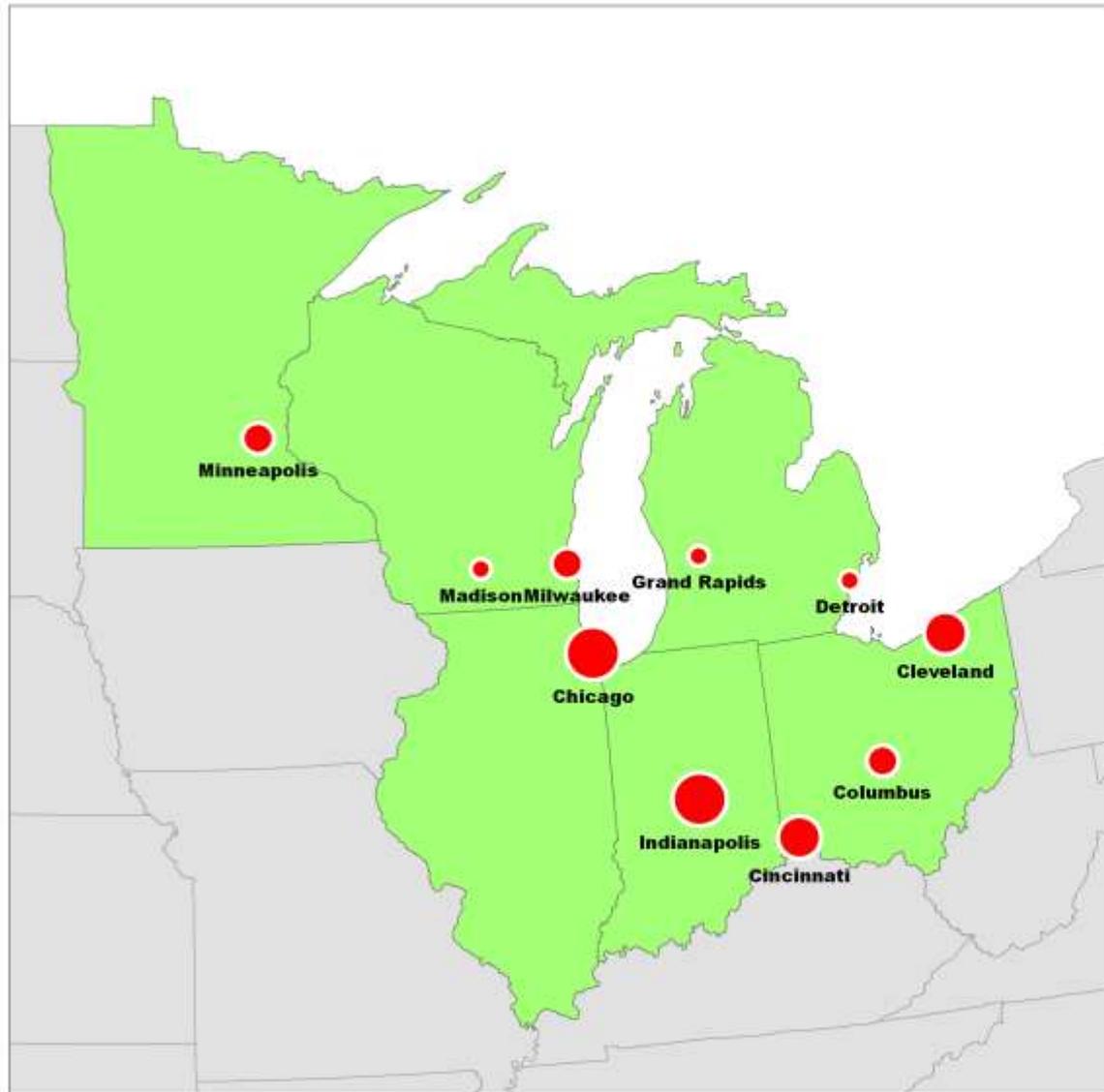
	A	B	C	D	E	F	G	H	I	J		
1	FirstName	LastName	2007	2008	2009	Match_addr	ARC_Street	X_COORD	Y_COORD			
2	ESTHER	PENNINGTON	421	624	358	6850 POCKET RD	6850 POCKET RD	6689265	1945035			
3	MARCIA	BENDER	475	237	179	7010 RIVERSIDE BLVD	7010 RIVERSIDE BLVD	6690210	1944050			
4	DARRIN	BOONE	36	86	243	6752 ORLEANS WAY	6752 ORLEANS WAY	6690377	1945604			
5	HOMER	KELLER	461	224	825	6820 CLAIBORNE WAY	6820 CLAIBORNE WAY	6690618	1944853			
6	BEATRICE	KLINE	646	809	767	231 HAWKCREST CIR	231 HAWKCREST CIR	6690622	2002620			
7	ROD	HUMPHREY	37	452	425	7450 POCKET RD	7450 POCKET RD	6690959	1939084			
8	BETTIE	ELMORE	231	913	407	660 ALCANTAR CIR	660 ALCANTAR CIR	6691622	1991081			
9	DUSTIN	CARROLL	567	753	225	660 ALCANTAR CIR	660 ALCANTAR CIR	6691622	1991081			
10	CARMEN	WEEKS										
11	ROBERT	WILLIAMS										
12	ANGEL	CARR										
13	LUCY	SPENCE	1									
14	GUADALUPE	MOONEY	2	ESTHER	PENNINGTON	421	624	358	6850 POCKET RD	6850 POCKET RD	6689265	1945035
15	AUSTIN	HAYNES	3	MARCIA	BENDER	475	237	179	7010 RIVERSIDE BLVD	7010 RIVERSIDE BLVD	6690210	1944050
16	PABLO	BALDWIN	4	DARRIN	BOONE	36	86	243	6752 ORLEANS WAY	6752 ORLEANS WAY	6690377	1945604
17	DANA	HEBERT	5	HOMER	KELLER	461	224	825	6820 CLAIBORNE WAY	6820 CLAIBORNE WAY	6690618	1944853
18	BYRON	BARNETT	6	BEATRICE	KLINE	646	809	767	231 HAWKCREST CIR	231 HAWKCREST CIR	6690622	2002620
19	JAIME	WADE	7	ROD	HUMPHREY	37	452	425	7450 POCKET RD	7450 POCKET RD	6690959	1939084
20	ROMAN	BARTON	8	BETTIE	ELMORE	231	913	407	660 ALCANTAR CIR	660 ALCANTAR CIR	6691622	1991081
21	KRISTIE	SIMMS	9	DUSTIN	CARROLL	567	753	225	660 ALCANTAR CIR	660 ALCANTAR CIR	6691622	1991081
22	BRIDGET	NIEVES	10	CARMEN	WEEKS	1						
23	SALLY	FAULKNER	11	ROBERT	WILLIAMS	2	ESTHER	PENNINGTON	421	624	358	6850 POCKET RD
24	WOODROW	ESTRADA	12	ANGEL	CARR	3	MARCIA	BENDER	475	237	179	7010 RIVERSIDE BLVD
25	RYAN	EDWARDS	13	LUCY	SPENCE	4	DARRIN	BOONE	36	86	243	6752 ORLEANS WAY
26	JOHNATHAN	THORNTON	14	GUADALUPE	MOONEY	5	HOMER	KELLER	461	224	825	6820 CLAIBORNE WAY
27	MARLA	DOWNING	15	AUSTIN	HAYNES	6	BEATRICE	KLINE	646	809	767	231 HAWKCREST CIR
28	THERESA	VILLARREAL	16	PABLO	BALDWIN	7	ROD	HUMPHREY	37	452	425	7450 POCKET RD
29	ADAM	GRAY	17	DANA	HEBERT	8	BETTIE	ELMORE	231	913	407	660 ALCANTAR CIR
30	KIMBERLEY	STEWART	18	BYRON	BARNETT	9	DUSTIN	CARROLL	567	753	225	660 ALCANTAR CIR
31	FERNANDO	GARRETT	19	JAIME	WADE	10	CARMEN	WEEKS	382	397	722	54 ZEPHYR COVE CIR
32	ANGEL	NEWELL	20	ROMAN	BARTON	11	ROBERT	WILLIAMS	76	477	454	DODSON LN / CLEARLY LN
33	DEWAYNE	PITTS	21	KRISTIE	SIMMS	12	ANGEL	CARR	417	254	886	14 OCEANFRONT CT
34	LOUIE	SAWYER	22	BRIDGET	NIEVES	13	LUCY	SPENCE	25	28	367	7202 GLORIA DR
35	NICOLE	MCLEAN	23	SALLY	FAULKNER	14	GUADALUPE	MOONEY	424	316	761	501 RIVERGATE WAY
36	LULA	DALE	24	WOODROW	EDWARDS	15	AUSTIN	HAYNES	10	327	220	6350 SEASTONE WAY
37	MICAH	FLYNN	25	RYAN	EDWARDS	16	PABLO	BALDWIN	373	327	54	358 FLORIN RD
38	RUDOLPH	MCGEE	26	JOHNATHAN	THORNTON	17	DANA	HEBERT	487	229	34	262 FLORIN RD
39	TOMAS	ZIMMERMAN	27	MARLA	DOWNING	18	BYRON	BARNETT	271	617	817	6308 SEASTONE WAY
40	FRANCINE	CORBETT	28	THERESA	VILLARREAL	19	JAIME	WADE	313	941	674	623 RIVERCREST DR
41	MIRANDA	WALDEN	29	ADAM	GRAY	20	ROMAN	BARTON	213	190	279	346 ALLAIRE CIR
42	JANIS	SWAIN	30	KIMBERLEY	STEWART	21	KRISTIE	SIMMS	360	291	458	2 LOOKOUT CT
43	ALEXIS	CROWL	31	FERNANDO	GARRETT	22	BRIDGET	NIEVES	928	248	683	511 ROUNDTREE CT
44	CORINNE	MANLEY	32	ANGEL	NEWELL	23	SALLY	FAULKNER	702	773	924	16 NAUTICA CT
45	ELIJAH	COLLIER	33	DEWAYNE	PITTS	24	WOODROW	EDWARDS	502	146	291	770 GREG THATCH CIR
46	WANDA	CHANG	34	LOUIE	SAWYER	25	RYAN	EDWARDS	460	998	829	4751 WINDSONG ST
47	LEONA	BERGER	35	NICOLE	MCLEAN	26	JOHNATHAN	THORNTON	185	246	41	3860 AETNA SPRINGS WAY
48	JESSIE	LYNCH	36	LULA	DALE	27	MARLA	DOWNING	471	123	93	751 SHORESIDE DR
49	JOSIE	KIMBAL	37	MICAH	FLYNN	28	THERESA	VILLARREAL	437	473	791	7485 RUSH RIVER DR
50	KENDALL	GILMOF	38	RUDOLPH	MCGEE	29	ADAM	GRAY	992	196	541	716 RIVERCREST DR
51	RONNIE	HOUSE	39	TOMAS	ZIMMERMAN	30	KIMBERLEY	STEWART	174	28	7	8 CAIN CT
40	FRANCINE	CORBETT	31	FERNANDO	GARRETT	22	BRIDGET	NIEVES	986	285	61	3617 VIADER WAY
41	MIRANDA	WALDEN	32	ANGEL	NEWELL	23	SALLY	FAULKNER	962	921	981	1807 GARDEN HWY
42	JANIS	SWAIN	33	DEWAYNE	PITTS	24	WOODROW	EDWARDS	563	49	797	1807 GARDEN HWY
43	ALEXIS	CROWLEY	34	LOUIE	SAWYER	25	RYAN	EDWARDS	276	166	471	2245 ORCHARD LN
44	CORINNE	MANLEY	35	NICOLE	MCLEAN	26	JOHNATHAN	THORNTON	193	77	256	1 LOURDES CT
45	ELIJAH	COLLIER	36	LULA	DALE	27	MARLA	DOWNING	13	203	175	818 PORTUGAL WAY
46	WANDA	CHANG	37	MICAH	FLYNN	28	THERESA	VILLARREAL	446	116	101	HAVENSIDE DR
47	LEONA	BERGER	38	RUDOLPH	MCGEE	29	ADAM	GRAY	9	184	570	2987 DIORITE WAY

# GIS UNIVERSITY

## Alumni by State

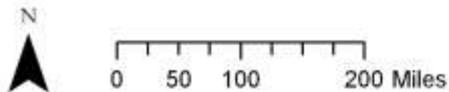


# POTENTIAL CAMPAIGN EVENT CITIES: Number of Alumni



## Number of Alumni

- 400+
- 1,200+
- 2,500+
- 4,000+



**Prospect  
Researchers**

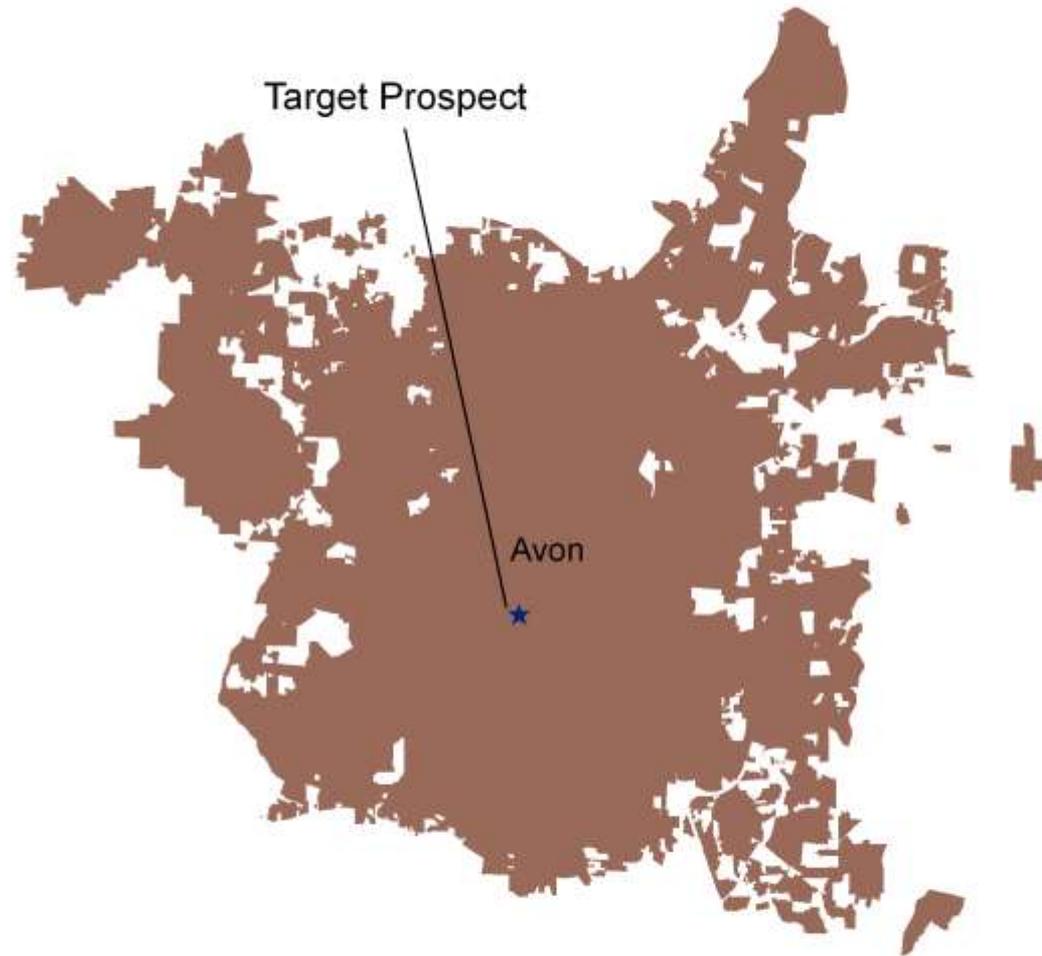


**Major Giving  
Officers**



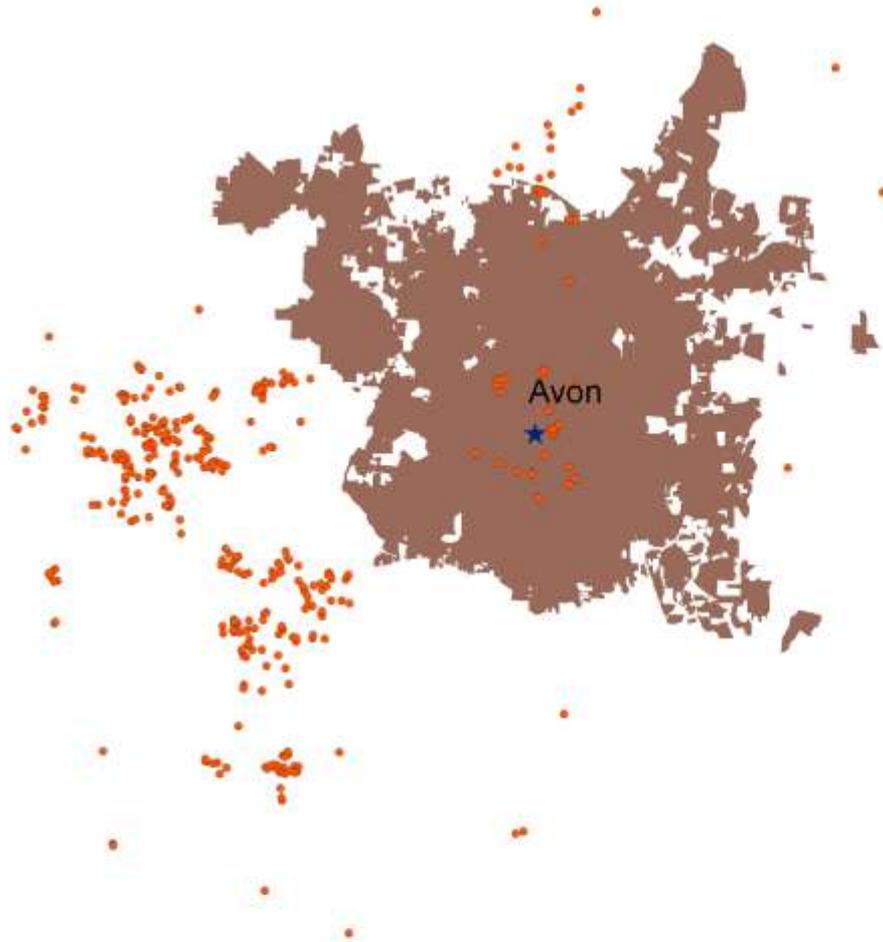
**Donors**

# What donors should be visited?



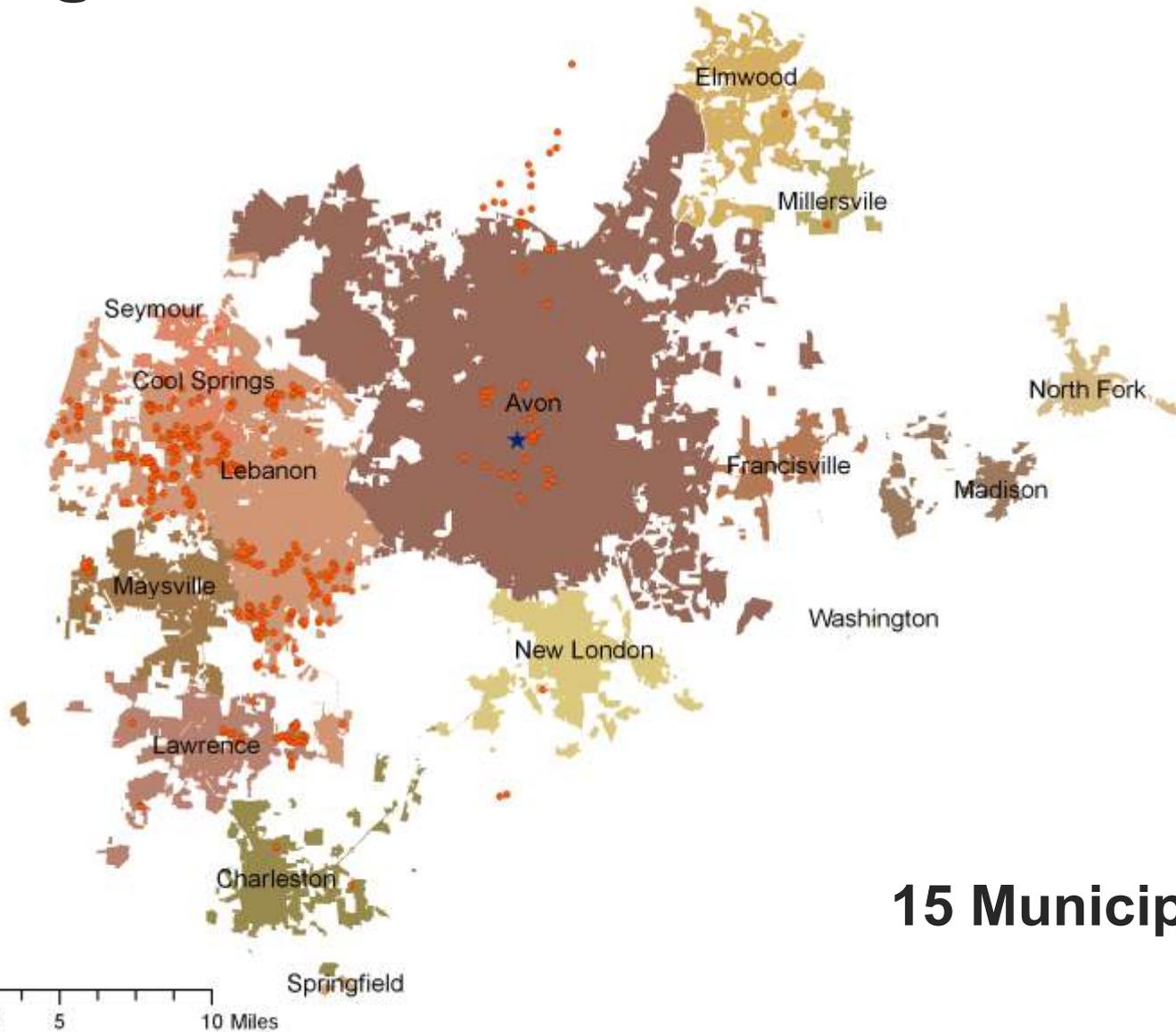
0 1.5 3 6 Miles

# Target Prospect and Existing Donors



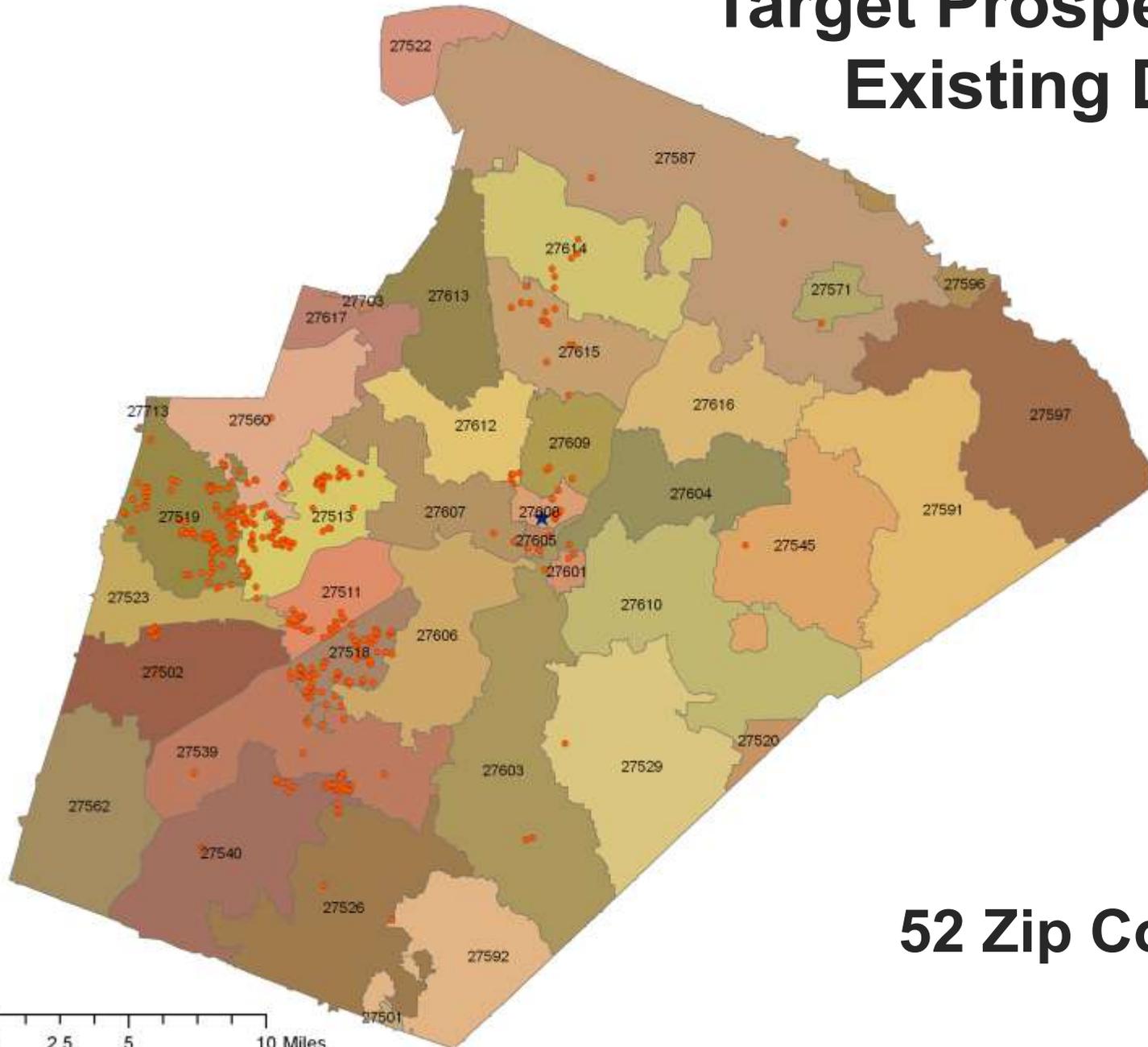
0 2.5 5 10 Miles

# Target Prospect and Existing Donors



**15 Municipalities**

# Target Prospect and Existing Donors

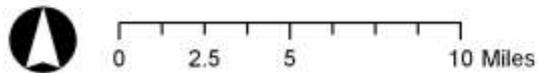
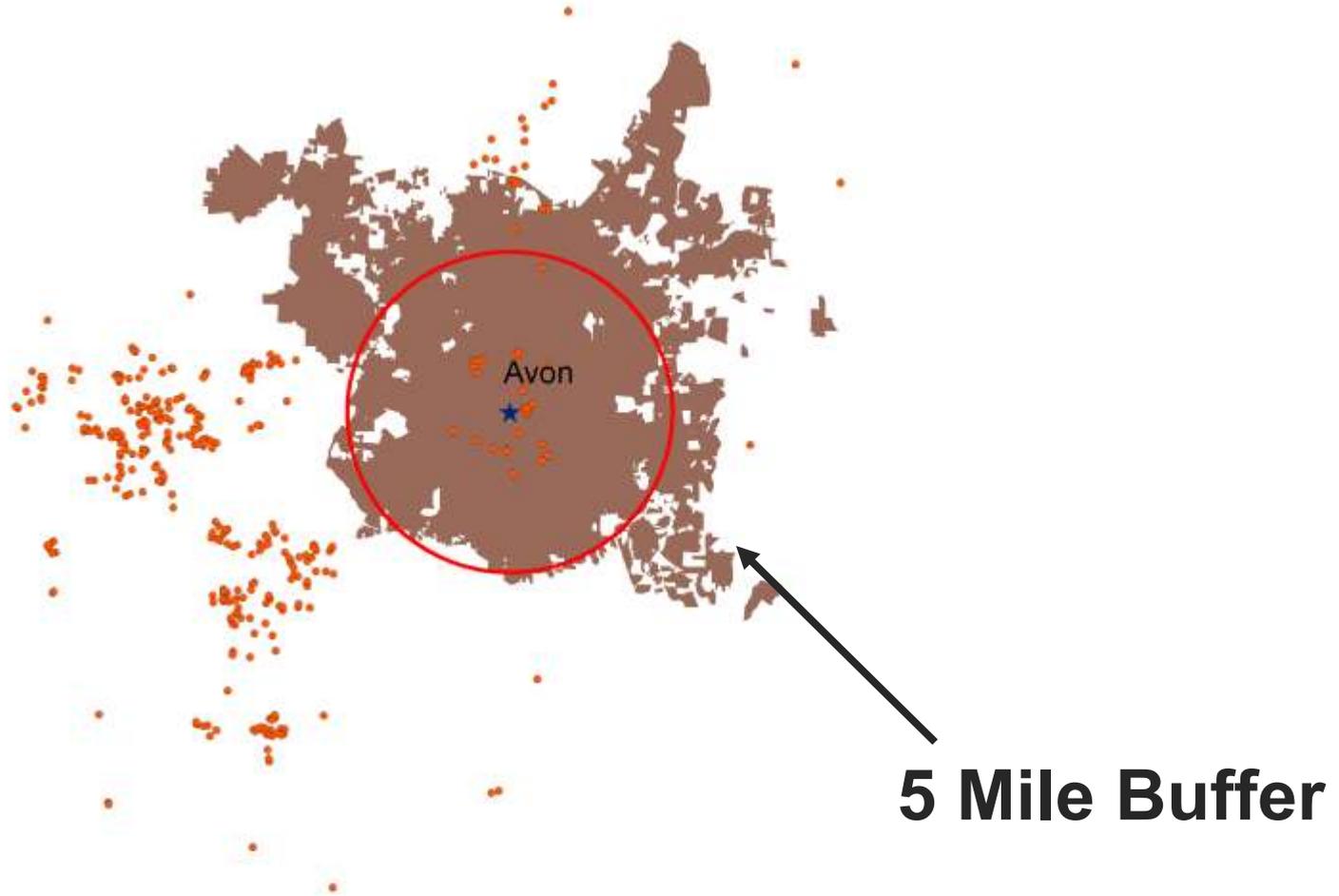


**52 Zip Codes!**

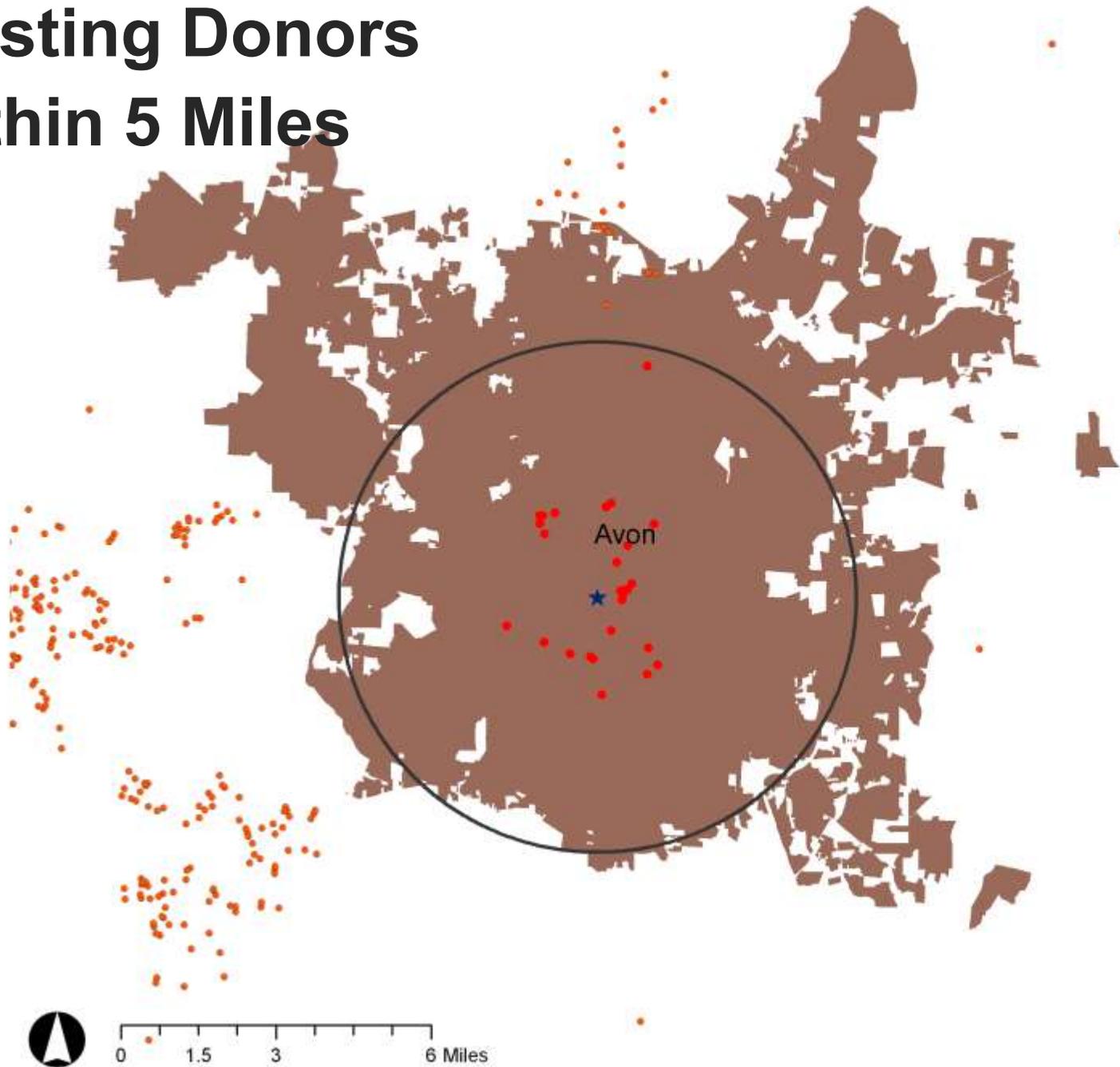


0 2.5 5 10 Miles

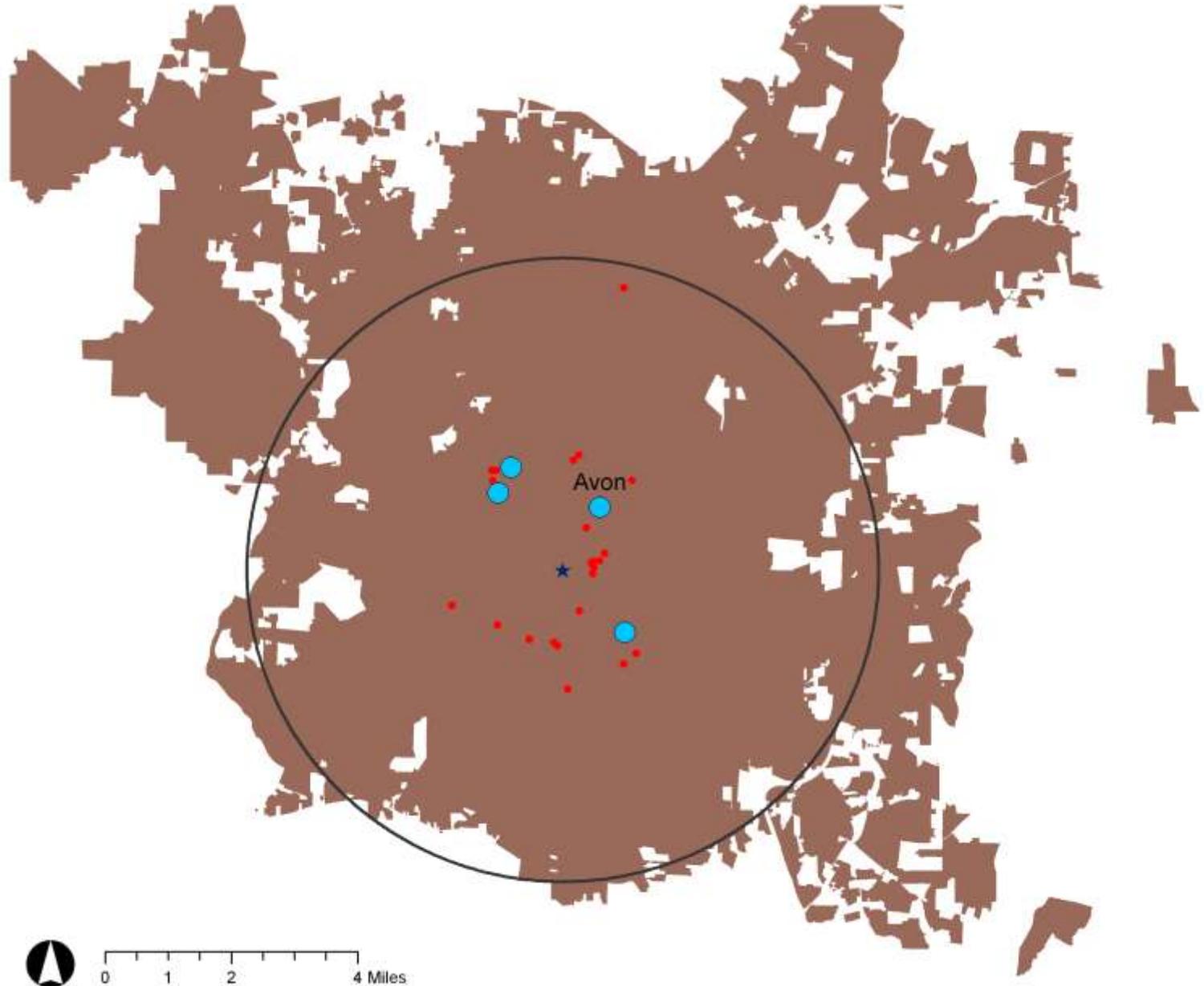
# Target Prospect and Existing Donors



# Existing Donors Within 5 Miles

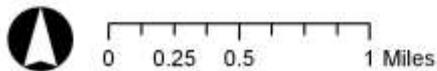
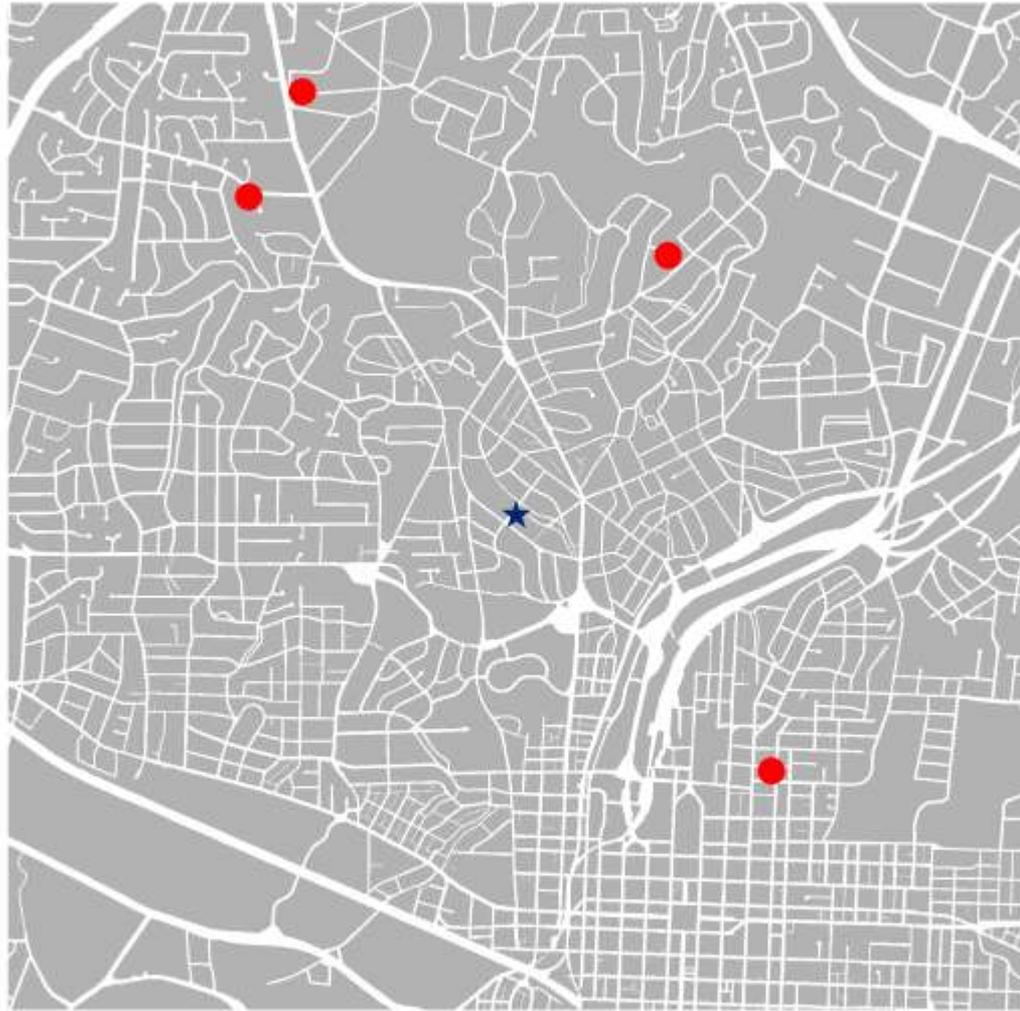


# \$4,000 + Donors within 5 Miles

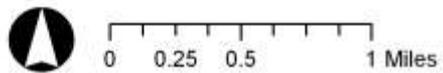
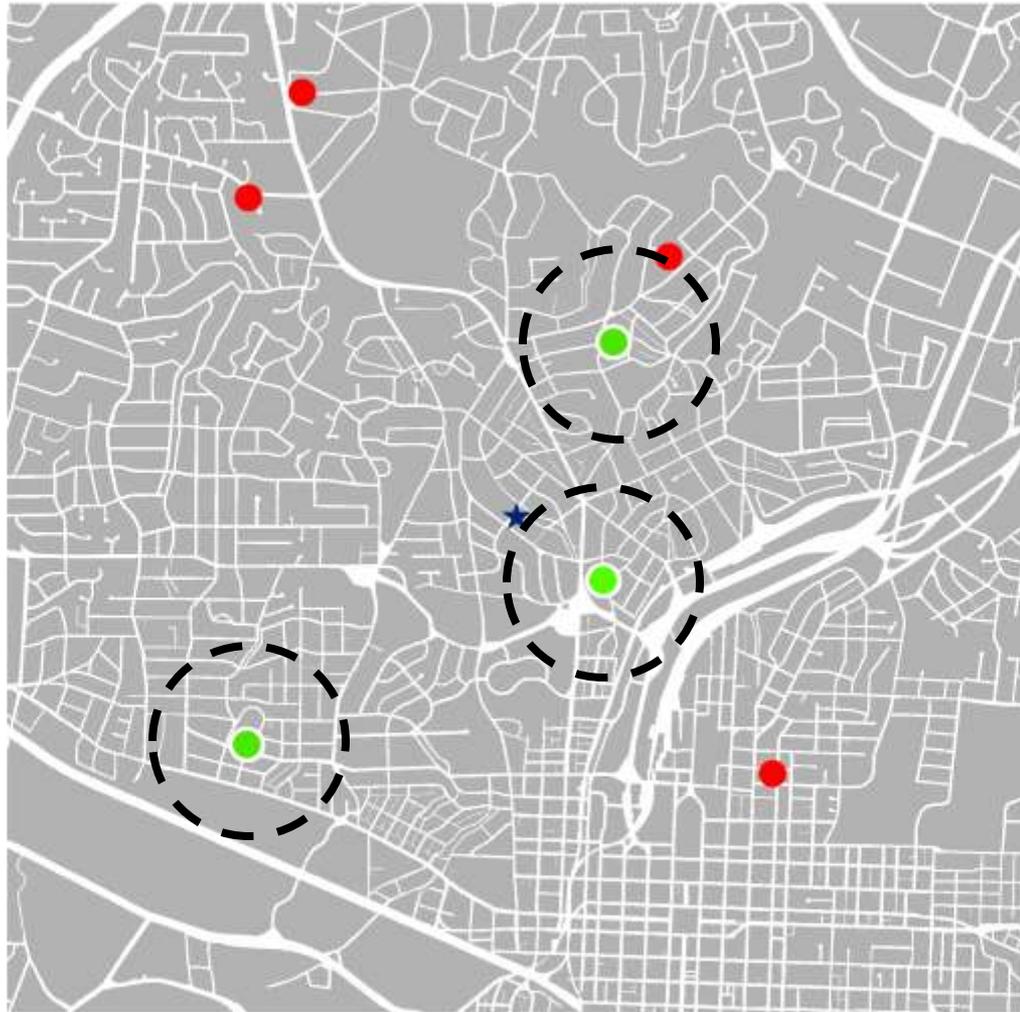


- \* Class Year
- \* Past Giving
- \* Age
- \* School
- \* Athletics
- \* Any other tracked attribute

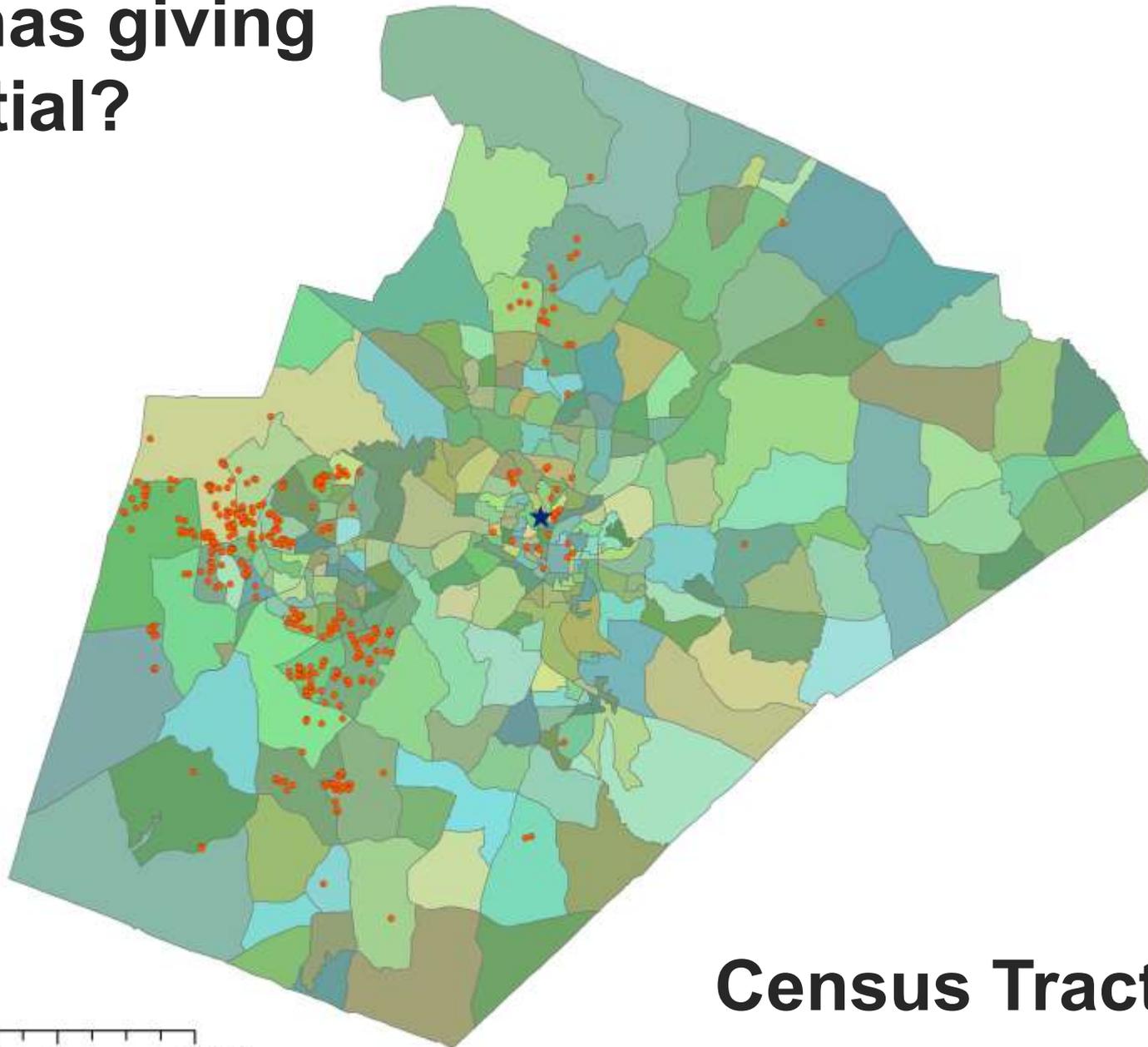
# Target Prospect and \$4,000+ Donors



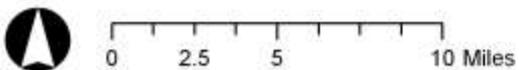
# New Prospects



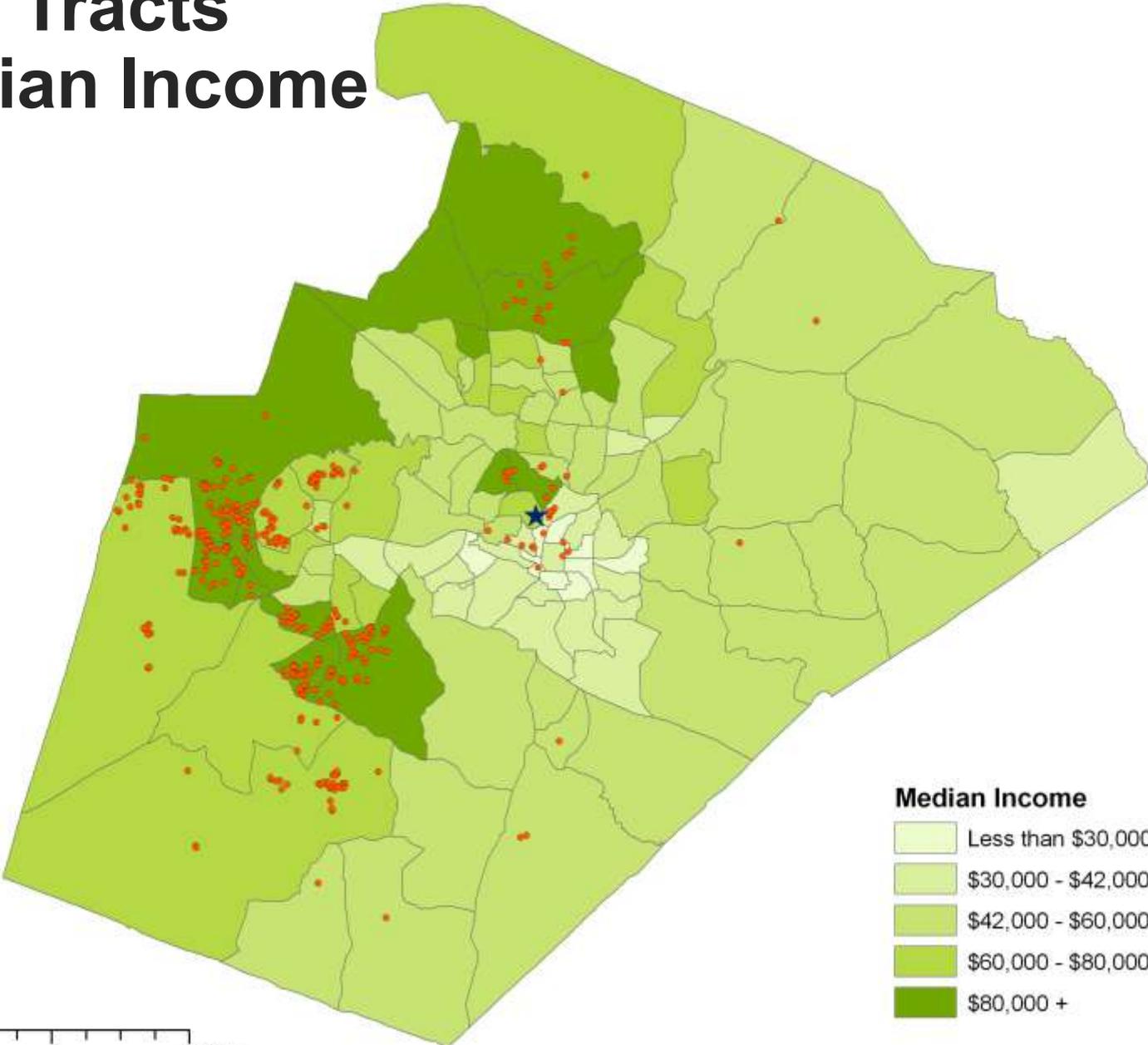
# Who has giving potential?



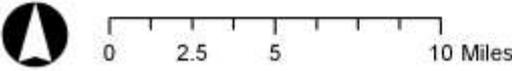
## Census Tracts



# Census Tracts By Median Income



- Median Income**
- Less than \$30,000
  - \$30,000 - \$42,000
  - \$42,000 - \$60,000
  - \$60,000 - \$80,000
  - \$80,000 +



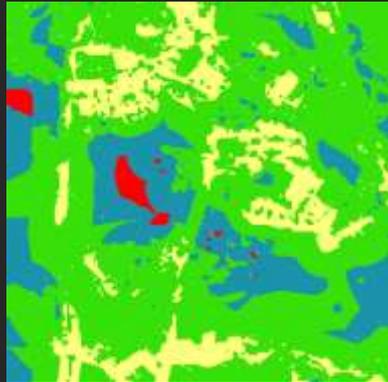
- \* Income

- \* Age

- \* Education

- \* Data Mining

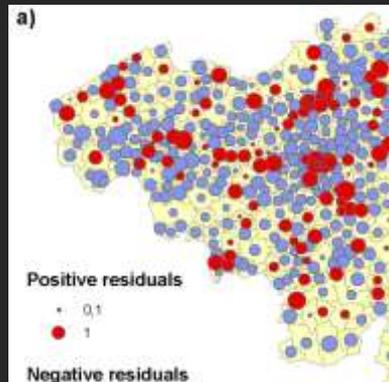
- \* ESRI Business Analyst

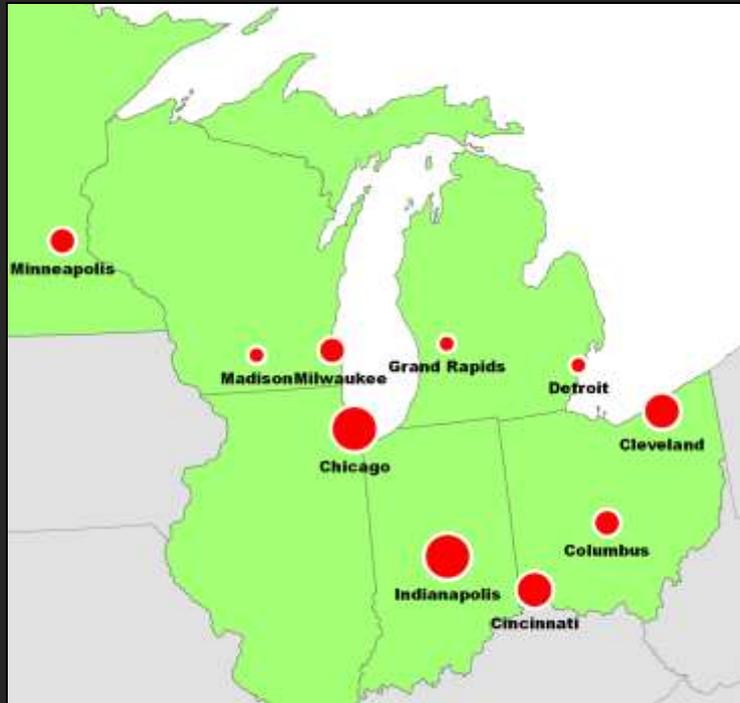


**Spatial regression**

**Surface of giving**

**Real data**





**Thank you for your  
attention.**

**Chris Witt**  
[cfwitt@gmail.com](mailto:cfwitt@gmail.com)