

All

All

EDI

HUGS

BIPOC

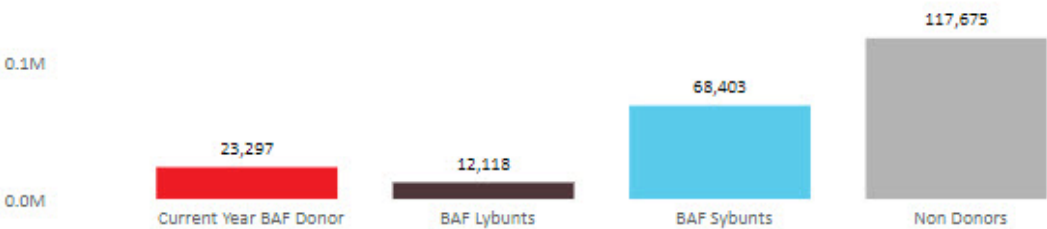
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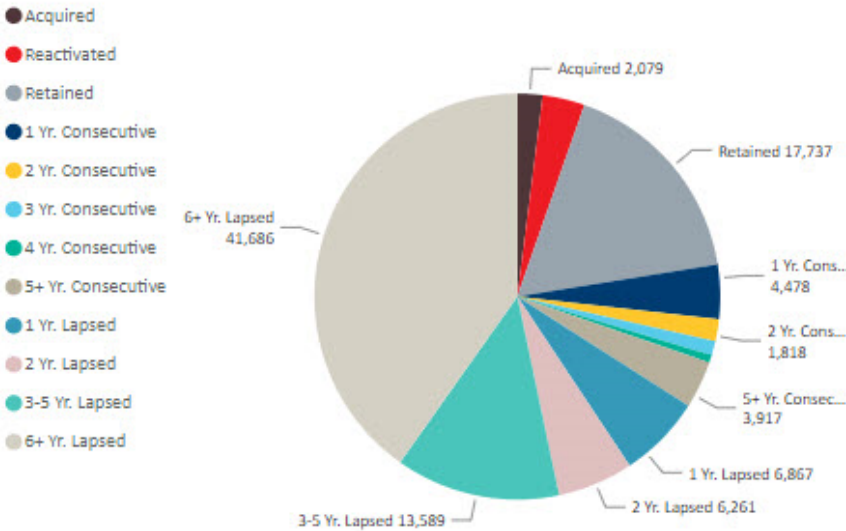
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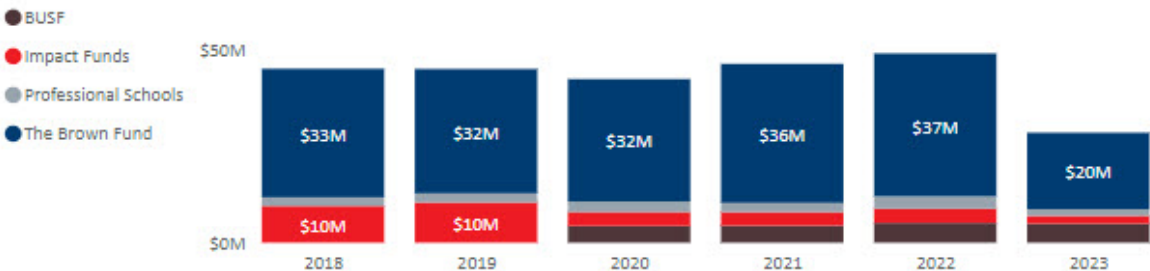
CFY BAF Population by Status



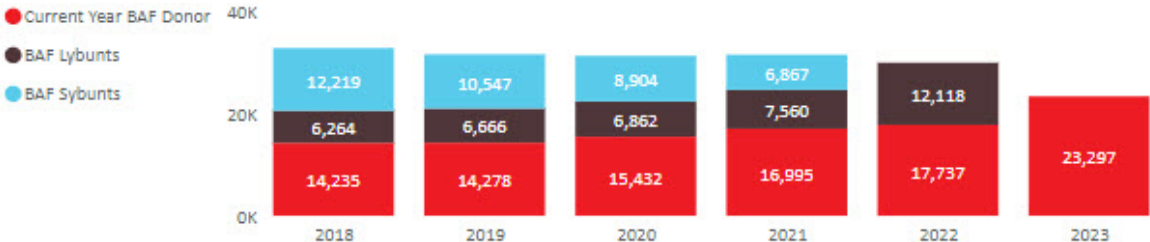
Donor Behavior Breakdown



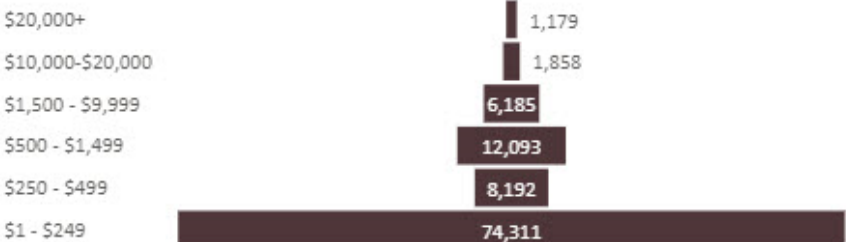
BAF Cash by Fiscal Year and Program Area



BAF Donors by Fiscal Year



Donor Scale - Most Recent Year of Giving



BAF Donor Detail

ID	Name	Institutional Suffix	Primary Constituency	Prospect Manager	Rating	Status	CT
		PhD'77	Graduate Alumnus/a			Current Year BAF Donor	
		PhD'77	Graduate Alumnus/a			Current Year BAF Donor	

BAF Donors by Source



Filters based on key elements - single or multi-select:

- Primary Constituency - All available CRM constituencies
- Constituency Year - Alumni and Parent class years
- Diversity Indicators - Aligns with University definitions and supports focus on DEI fundraising goals
- Program Area - Multi-select programmatic areas within BAF
- Segmentation Population - Nuanced population view based on segmentation and target asks
- Giving Days - All giving days from past 5 fiscal years
- Gift Year - Includes 5 fiscal years

Primary Constituency

All

☐ Select all

☐ (Blank)

☒ Faculty/Staff

☒ Friend

☒ Future Alumnus/a

☒ Graduate Alumnus/a

☒ International

☒ Non-Alumni Parents

☒ Student

☒ UG 1-14

Constituency Year

All

Diversity Indicators

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Program Area

All

☐ Select all

☒ BUSF

☒ Impact Funds

☒ Professional Schools

☒ The Brown Fund

☐ IPC BAF Scholarship

☐ Scholarship

☐ Unrestricted

Segmentation Population

All

☐ Select all

☐ (Blank)

☐ BF+ Only

☐ BF+, BMAF

☐ BF+, BUSF

☐ BF+, BUSF, BMAF

☐ BMAF Only

☐ BUSF Only

Giving Days

All

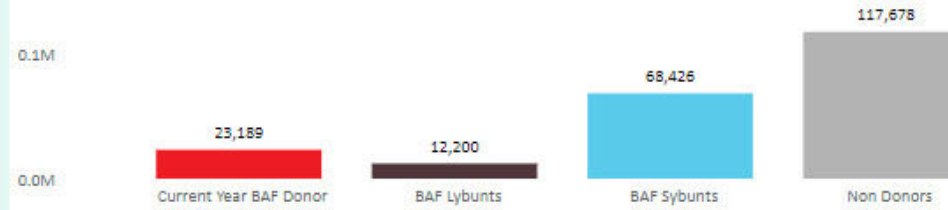
Gift Year

All

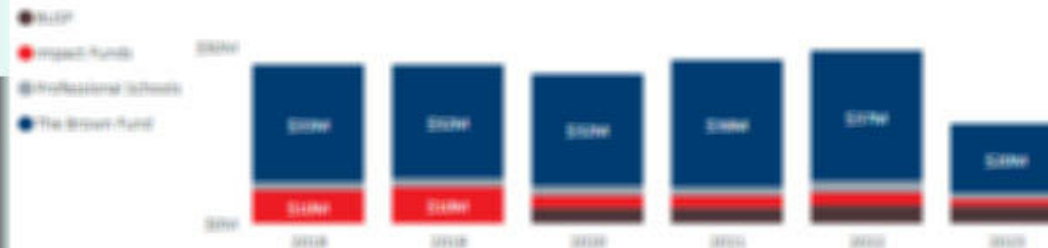
Population by Status

- Overview of population by donor behavior.
- Ability to isolate current donors, lybunts, and sybunts for more detailed donor analysis.

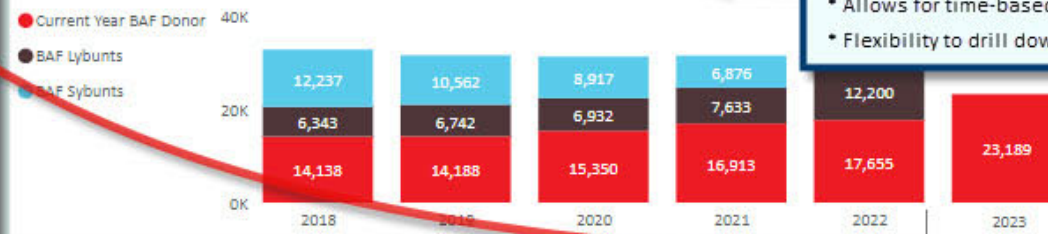
CFY BAF Population by Status



BAF Cash by Fiscal Year and Program Area



BAF Donors by Fiscal Year



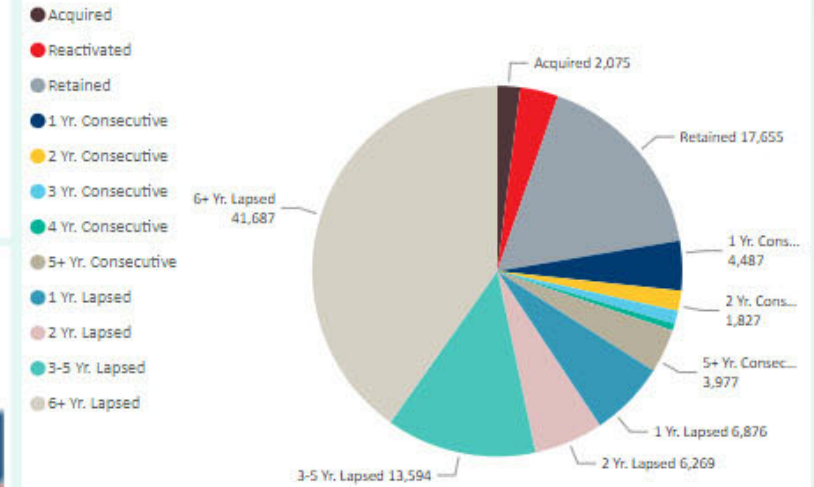
BAF Donor by Fiscal Year

- Allows for time-based donor behavior analysis
- Flexibility to drill down to year, month or day

Donor Behavior Breakdown

- Detailed breakdown of donor behavior including subcategories of retained and lapsed donors
- Allows for analysis of retention, reactivation, and acquisition

Donor Behavior Breakdown



Scale - Most Recent Year of Giving

BAF Donors by Source

- Opportunity - track gift activity tied to frontline fundraiser solicitations
- Marketing Appeal - explore donor behavior at the marketing channel and appeal level

BAF Donors by Source



BAF Donor Detail

- Displays critical demographic, giving, prospect, and engagement fields
- Ability to export table into Excel for more thorough data review and analysis

BAF Donor Detail

ID	Name	Institutional Suffix	Primary Constituency	Prospect Manager	Rating	Status	CT
		PhD'77	Graduate Alumnus/a			Current Year BAF Donor	
		PhD'77	Graduate Alumnus/a			Current Year BAF Donor	

Export data

Gift Amount
Appeal Type
Appeal Name
CY BF+ Target Ask
CY BUSF Target Ask
CY BMAF Target Ask
Is Solicitable
Overall Engagement Grade
MGL Score
AGL Score
TGR

Show as a table

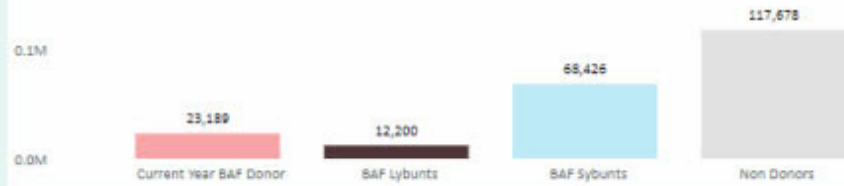
Spotlight

Sort descending

Sort ascending

Sort by

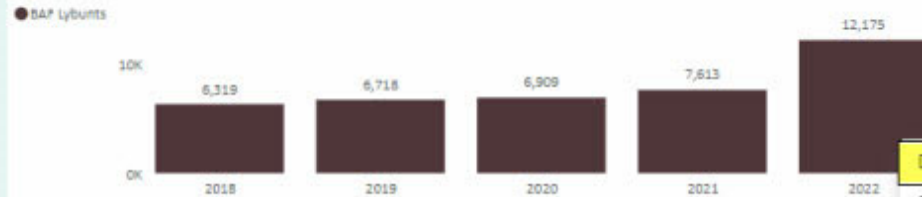
CFY BAF Population by Status



BAF Cash by Fiscal Year and Program Area



BAF Donors by Fiscal Year



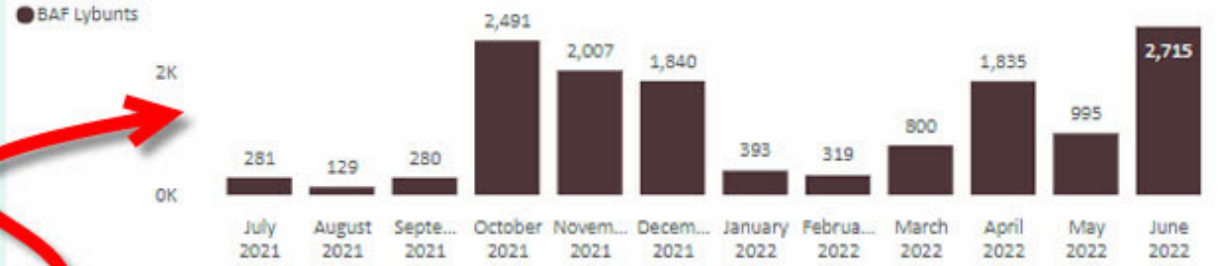
BAF Donor Detail

ID	Name	Institutional Suffix	Primary Constituency	Prospect Manager	Rating	Status
1000000000	1000000000	'67 AM'69	UG 15+			BAF Lybunt
1000000000	1000000000	'67 AM'69	UG 15+			BAF Lybunt
1000000000	1000000000	'67 AM'69	UG 15+			BAF Lybunt
1000000000	1000000000	'67 AM'69	UG 15+			BAF Lybunt

Integrated visuals allow for multi-layered analysis.

For example, by using the Donor Population by Status and BAF Donor by Fiscal Year visuals in tandem, we can isolate lybunts and view their giving by fiscal year/fiscal year month to determine appropriate marketing cadence and overall solicitation strategy based on these specific donor behavior elements.

BAF Donors by Fiscal Year

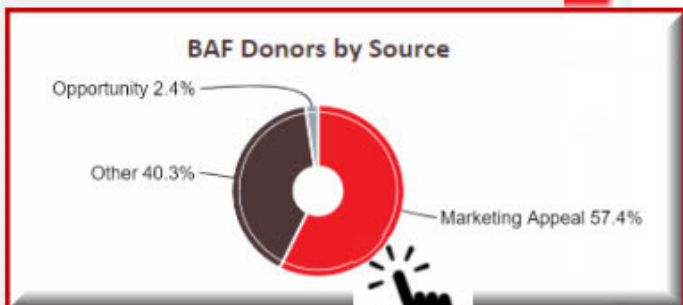
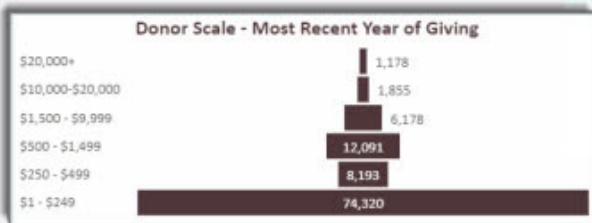
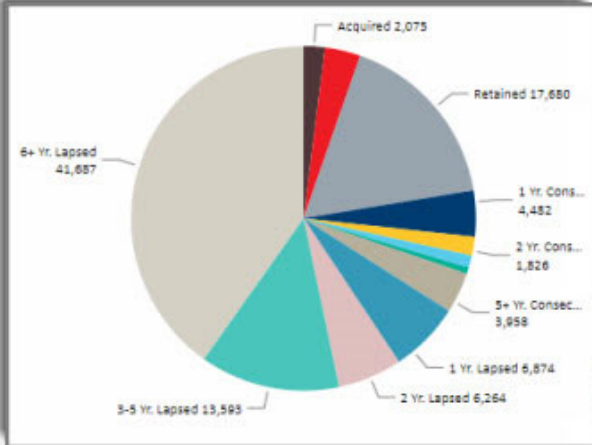


BAF Donor Detail

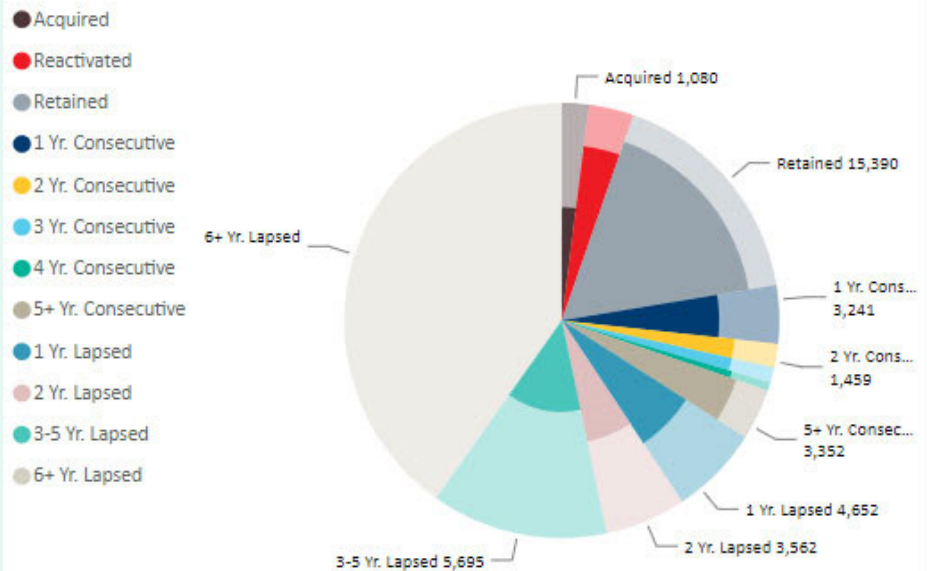
ID	Name	Institutional Suffix	Primary Constituency	Prospect Manager	Rating	Status
1000000000	1000000000	'67 AM'69	UG 15+			BAF Lybunt
1000000000	1000000000	'67 AM'69	UG 15+			BAF Lybunt
1000000000	1000000000	'87	UG 15+			BAF Lybunt

Interactive Visuals allow users to further explore other related data elements

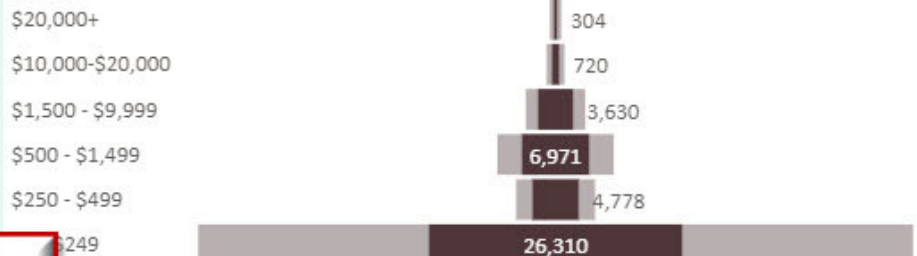
For example, by clicking on the marketing appeal section of the BAF Donors by Source chart, users can view the adjusted, relevant donor behavior and donor scale data.



Donor Behavior Breakdown



Donor Scale - Most Recent Year of Giving



BAF Donors by Source

