

# ANALYSIS OF Y.O.U. DONOR DATA

PREPARED FOR

Youth & Opportunity United (Y.O.U.)

PREPARED BY

Emma McElwee

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## Executive Summary

Two weeks ago, we received raw data and a question related to that data from Youth and Opportunity United (Y.O.U.). From these materials, this report will offer answers related to donor location and how Y.O.U. should focus their donor mobilization efforts moving forward.

### Key Findings:

- Y.O.U.'s donor base is clearly **concentrated in the United States zip code 60201**, one of four Evanston, IL zip codes. The density of donors spread from there and is concentrated in Evanston in the context of Chicagoland and Illinois in the context of the U.S. States.
- Based on the analysis of Y.O.U.'s raw data set and the information that eight out of eleven schools that partner with the organization are located in Evanston, it is likely that Y.O.U.'s donors are mostly those connected to the organization through one of the schools.

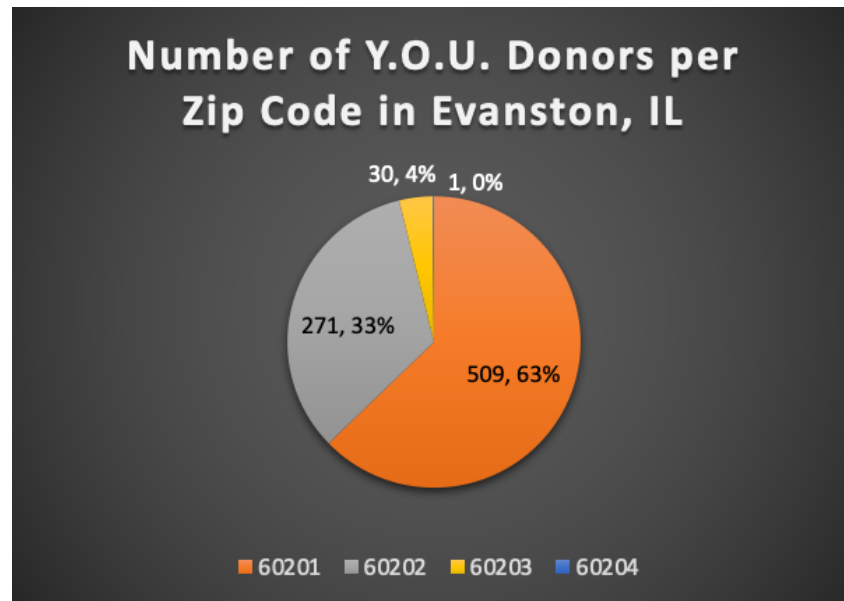
### Recommendations for Y.O.U.:

- Focus on further engaging current and potential donors connected to the organization and within the area where donors are already most concentrated.
  - Specifically, focus on zip code 60202 (where donors are most concentrated) and the towns of Evanston, Skokie, and Morton Grove (where the partner schools are located).
- Continue mobilizing sponsors by either finding out why sponsors donated more in FY21, if you know why, putting more energy and time into that mobilization method.

## DONOR LOCATION

### Y.O.U. Donors Are Concentrated Around Zip Code 60201

Y.O.U. has donors across the country, spanning from New Jersey to California. However, the donors are not equally spread out. Using data that outlines where each donor lives by state, town, road, and zip code, we conclude that donors are concentrated around the Y.O.U. Headquarters are, which is the zip code 60201 in Evanston, IL. As **Figure 1** shows, out of all zip codes in Evanston, 60201 houses, 62.7% of Y.O.U. Donors. Additionally, **Figure 2** shows that out of all of the cities in



Illinois that have donors, Evanston contains 811 of the donation accounts, which is a whopping 77.3% of the Illinois donors. Lastly, **Figure 3** clarifies that Illinois contains the vast majority of donation accounts, with 93% of the total donators living in the state.

**Figure 1** Visualization of how Y.O.U. Donors are spread across the four Evanston zip codes: 60201, 60202, 60203, and 60204. Source: Y.O.U.

city	# of donors
Evanston	811
Chicago	81
Skokie	27
Wilmette	21
Northbrook	15

**Figure 2** Visualization of the number of Y.O.U. Donors in the top 5 donating cities throughout Chicagoland. Source: Y.O.U.

## Maintaining Connections with Dedicated Donors

NUMBER OF Y.O.U. DONORS PER STATE

STATE	# OF DONORS
AK	1
AZ	4
CA	8
CO	8
CT	2
DC	2
FL	7
IA	1
IL	1048
IN	2
KS	1
MD	3
ME	1
MI	4
MN	2
MO	4
NC	2
NJ	6
NY	4
OH	2
OR	1
PA	2
TN	2
TX	1
VA	5
VT	1
WA	1
WI	4

**Figure 3 Results of Organizing Y.O.U.'s Data on Donors by Address. Source: Y.O.U. Data Set.**


From this information, it is clear that the closer you get to the Y.O.U. Headquarters, the more highly concentrated donors become.

On the Y.O.U. website, one can find that **eight out of eleven schools** that the nonprofit works with are located in Evanston with the majority in zip code **60202**. As for the other schools, two are in Skokie and one is in Morton Grove. (Y.O.U. Website)

We venture to assume that people who are directly or indirectly connected to Y.O.U. would most care about the organization's success, making them most likely donate. Because people surrounding Y.O.U. Headquarters are those most directly involved with Y.O.U. due to the specific group of schools the non-profit works with, donors being concentrated around the Headquarters makes sense.

We venture to assume that those most likely to make donations to Y.O.U. are either directly or indirectly connected to the organization, and based on our analysis of the data provided by the nonprofit, we found that donors are concentrated in Evanston (and expanding from there). Considering these factors in context of Y.O.U.'s donor concentration in Evanston, it is clear that the majority of donors are likely connected through one of the school programs and thus are motivated to aid the organization.

Based on this insight, we recommend that Y.O.U. focus on mobilizing and maintaining relationships with donors that are connected to the organization either directly or indirectly through one of the eleven schools that partners with the organization. Efforts for outreach should thus be focused in Evanston, Skokie, and Morton Grove.



The other side of this coin is that Y.O.U. should make an effort to keep in touch with donors who move out of state. Because these donors may have had a personal connection to the organization or were motivated to donate to Y.O.U. for some reason, it might be wise to either create a campaign or figure out a marketing strategy to engage the specific donor group that is “out of state donors.” While they only represent 7% of the donor base, losing 7% of donations would be quite a loss, so keeping contact with out-of-state donors would be wise.



## References

“Program Sites.” Program Sites: Evanston, Skokie, Morton Grove, Niles Township, Illinois | Youth & Opportunity United | Y.O.U., <https://youthopportunity.org/strategy/test>.

Youth & Opportunity United. “Y.O.U. Raw Data from FY19-FY22.” Evanston, 2022.

# EFFECTS OF THE VIRTUAL • CALL TO ACTION

**PRESENTED BY TEAM 3:** Emma McElwee,  
Angel Rivera, Hope Jin, Ashley Ahn

January 26, 2022



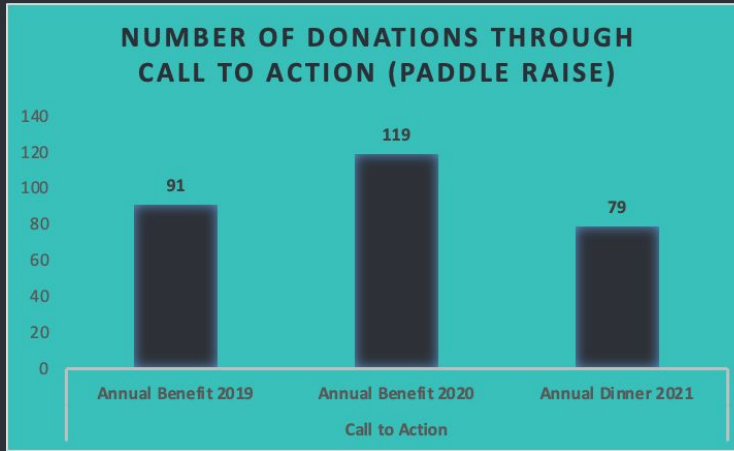
- **Y.O.U. hosted a virtual rather than in-person paddle raise in FY21**

**RELATED QUESTION:** Did donors donate less in FY21 in the Call to Action?

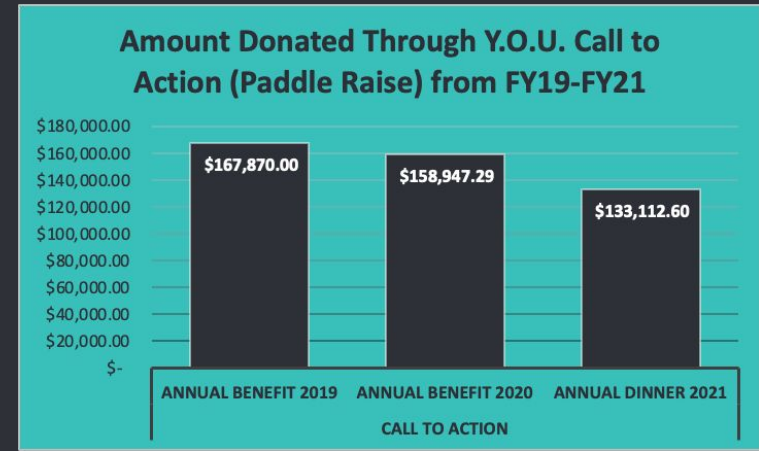
**WHAT WE DID:**

- ➔ Calculated total donations each FY for the Annual
- ➔ Compared numbers and methods of donation during each Annual Benefit

## DONATIONS FROM VIRTUAL PADDLE RAISE FY19 - FY21

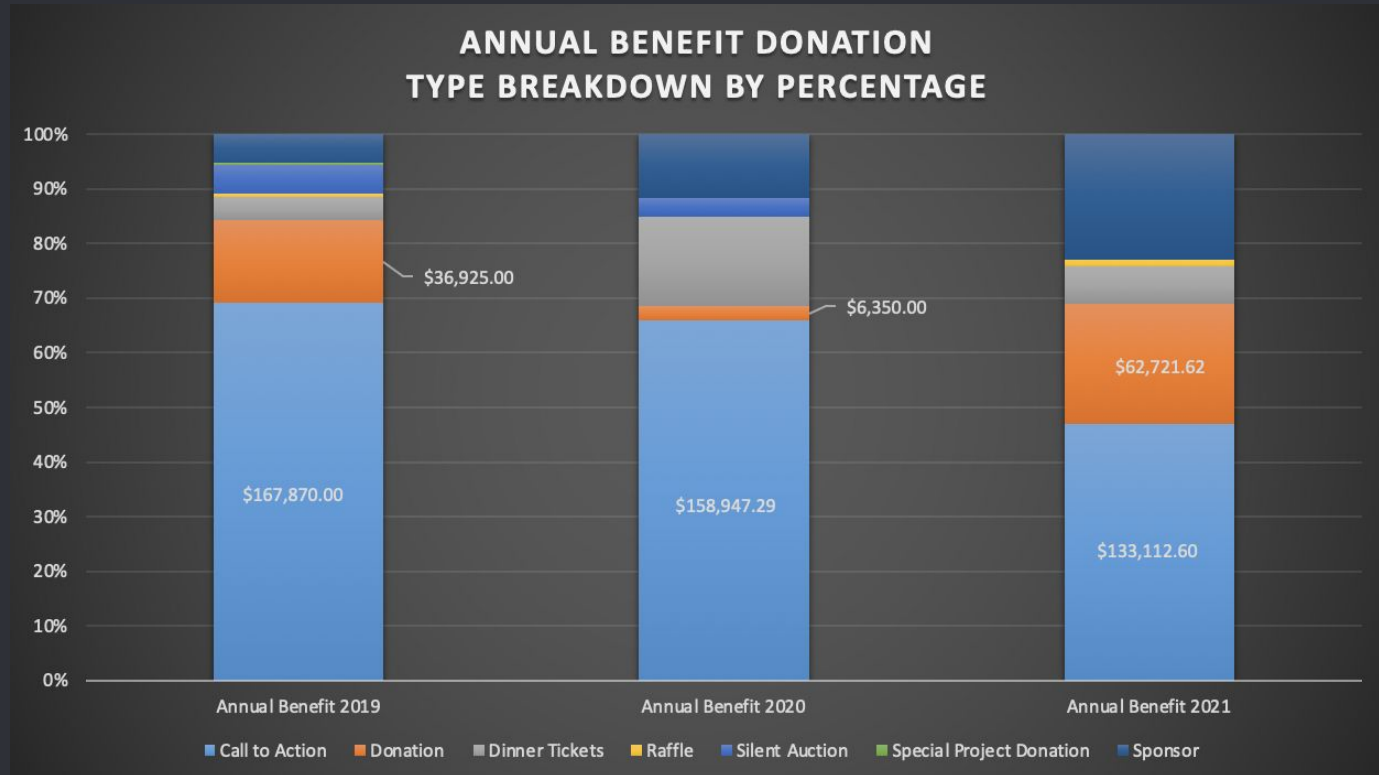


- **Call to action (paddle raise)** driven donations on the **rise** from FY19 to FY20
- **2021 Virtual** paddle raise **broke** the upwards trend, Call to Action donations fell

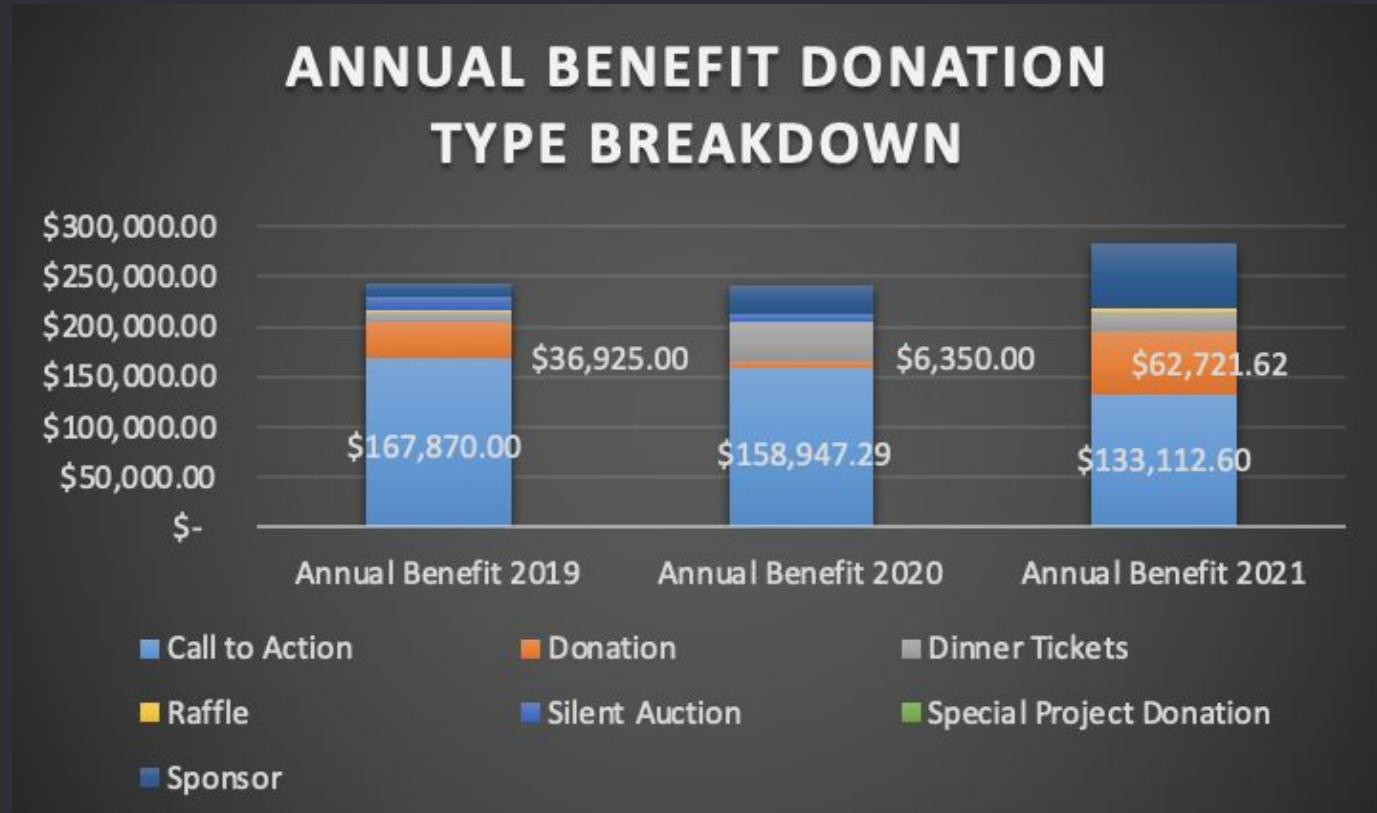


- More accounts donated in the Call to Action in FY20 than FY19, but **total donation amount decreased**
- **Virtual** paddle raise = dramatic fall in Call to Action Donations by **\$25,834.69**

# CALL TO ACTION + DONATIONS ADD TO 68% OF THE TOTAL DONATIONS IN FY20 AND FY21



# CALL TO ACTION INTEREST DECREASED FROM FY20 TO FY21, BUT REGULAR DONATIONS INCREASED IN FY21



## ● CONCLUSIONS

1

**Virtual** Call To Action = donation decrease

2

Total donations increased in FY21 from other methods of donating

3

Sponsors are becoming a much bigger portion of the donations