



Community Link Program

Public Affairs Program • Maxwell School of Citizenship and Public Affairs • Syracuse University

MATILDA JOSLYN GAGE FOUNDATION DONOR REPORT

**A Study Conducted for the Matilda Joslyn Gage Foundation
By Lucie Huston
April 2017**

Donor Report
Matilda Joslyn Gage Foundation
Lucie Huston
April 2017

EXECUTIVE SUMMARY

Introduction: This report describes the analysis of data regarding donations to the Matilda Joslyn Gage Foundation. This report will be used to understand donor trends and to allow the foundation to more effectively organize fundraising efforts.

Methods: The data were collected from Past Perfect, which is a museum donation database. Between January 2004 and December 2015 3,253 donations were recorded.

Findings:

1. On average, the highest-grossing month was December (\$17,969). (N=3,253)
2. The highest-grossing year was 2009 (\$215,818). (N=3,253)
3. The highest-grossing donation category was “Capital Campaign” (\$349,256). (N=3,253)
4. The most common donation category was “General Unrestricted Donations” (40.6%). (N=3,253)
5. The highest-grossing donor was Poulin, Pamela (\$200,373). (N=3,253)

INTRODUCTION

This report describes the results of analysis of donations to the Matilda Joslyn Gage Foundation. The information collected will be used to help increase donor funding which is vital to the Foundation's continuity and future success. Assessing donation trends will allow the Foundation to develop new ways to incentivize donations.

METHODS

How Data Were Collected

Instrumental Design: Staff of the Matilda Joslyn Gage Foundation input donations into the Past Perfect database system as they received them.

Data Collection Method: The Foundation put together yearly reports of donations using the data stored in Past Perfect. The start date of this system was January 1, 1998, and data for this report were collected until December 31, 2015. Data collected between 1998 and 2004 were not formatted in the same way as data collected between 2004 and 2015 and therefore were omitted from the analysis used in this report.

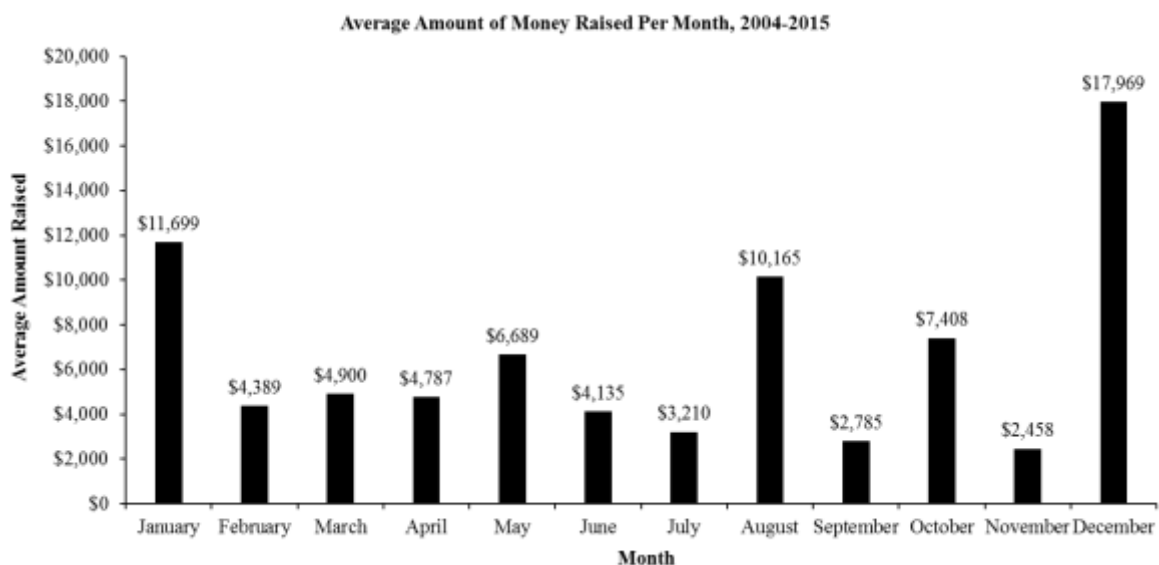
Quality of Data

Representativeness: There is no issue with representativeness in this report because each donation was recorded and therefore completely representative of the population.

Accuracy: The sample may have inaccuracies due to human error in data entry at any point in the process between entering the donation record into Past Perfect and replicating it for this report.

FINDINGS

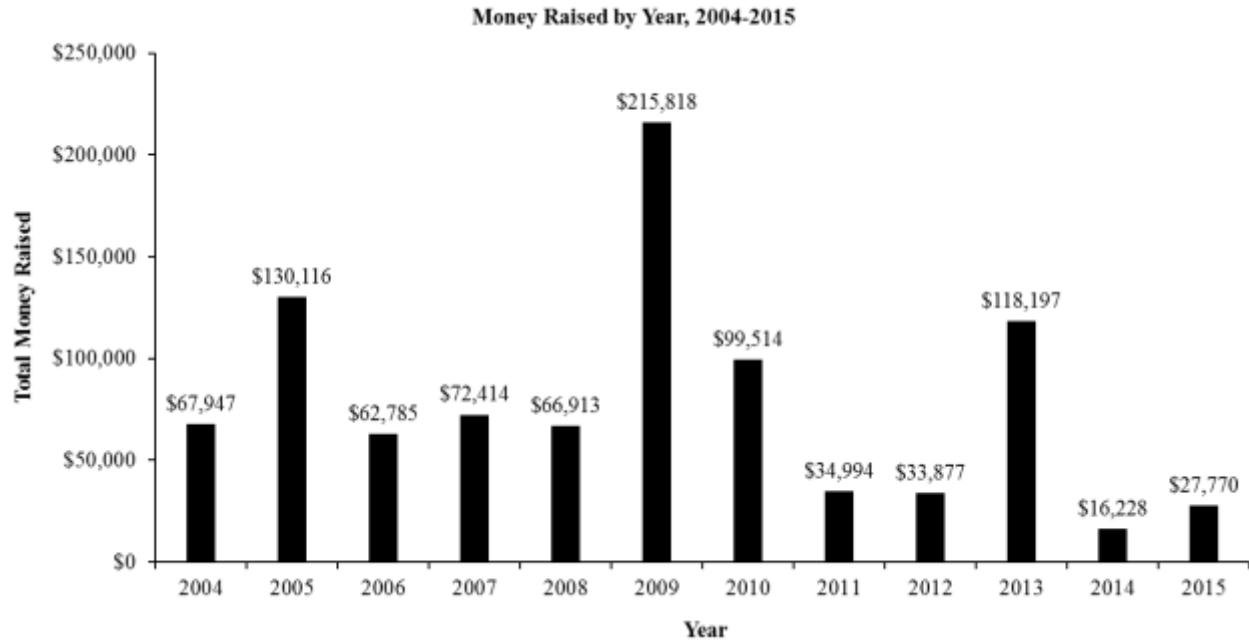
1. On average, the highest-grossing month was December (\$17,969). (N=3,253)



Source: Data collected for the Matilda Joslyn Gage Foundation by Staff, 2004-2015

Comment: Data have been rounded to the nearest whole number.

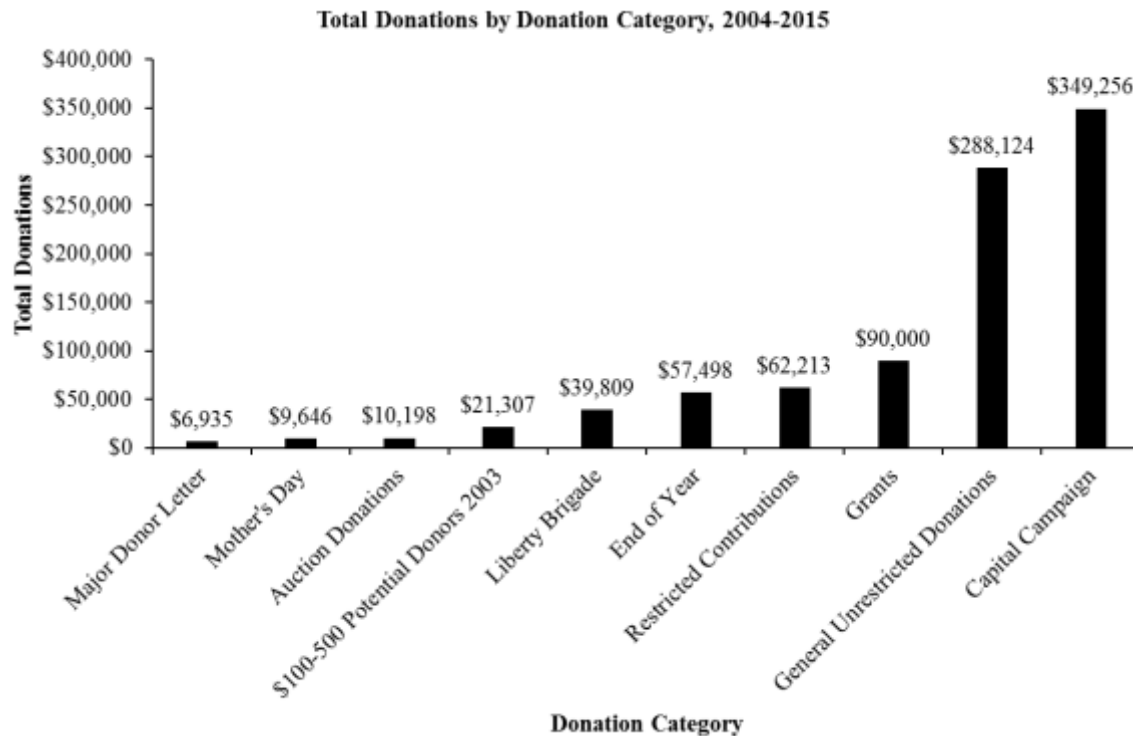
2. The highest-grossing year was 2009 (\$215,818). (N=3,253)



Source: Data collected for the Matilda Joslyn Gage Foundation by Staff, 2004-2015

Comment: Data have been rounded to the nearest whole number.

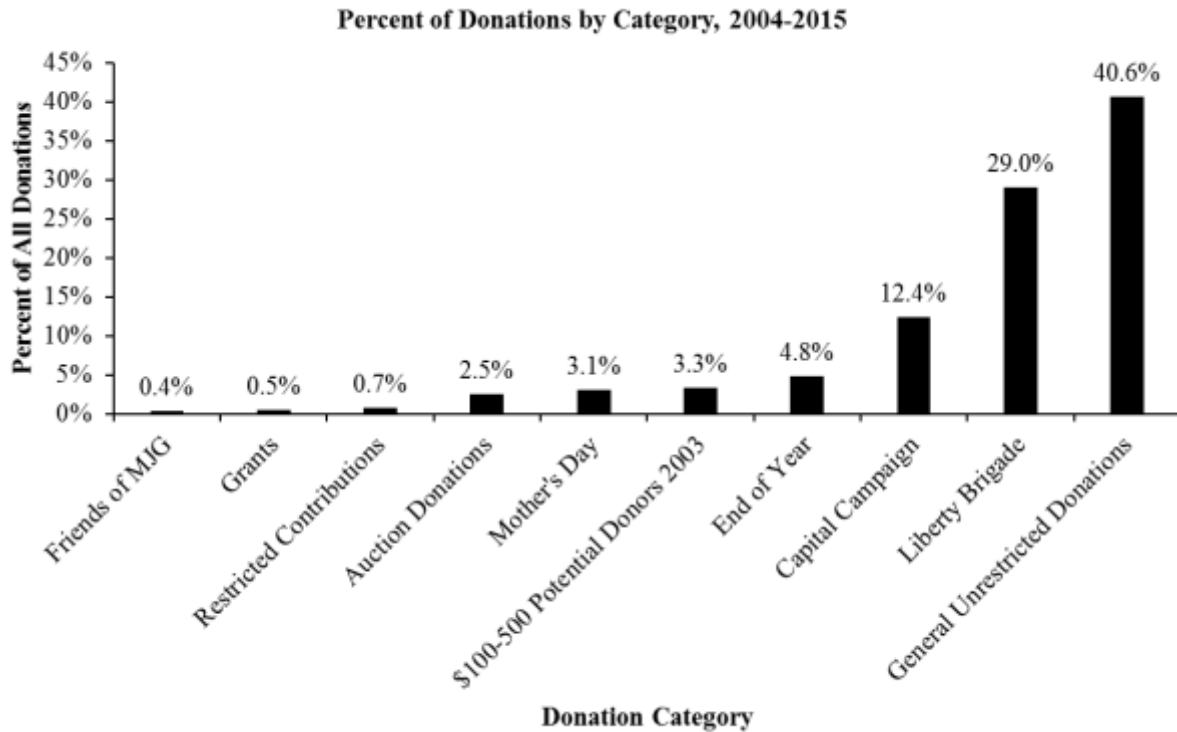
3. The highest-grossing donation category was “Capital Campaign” (\$349,256). (N=3,253)



Source: Data collected for the Matilda Joslyn Gage Foundation by Staff, 2004-2015

Comment: “Mother’s Day Donation 2004” (\$2,295) and “Mother’s Day Contribution” (\$7,350) were combined to become “Mother’s Day” (\$9,645). “2004 End of Year” (\$600), “End of Year Mailing” (\$5,640) and “Year End” (\$51,258) were combined to become “End of Year” (\$57,498). Three donation categories were omitted due to a very small amount of money raised through them: “Friends of MJG” (\$761), “Girl Ambassadors for Human Rights” (\$1,375) and “\$2,500 Club” (\$2,500). Also omitted were data where it was not specified which category the donation was given under (\$6,786). Data have been rounded to the nearest whole number.

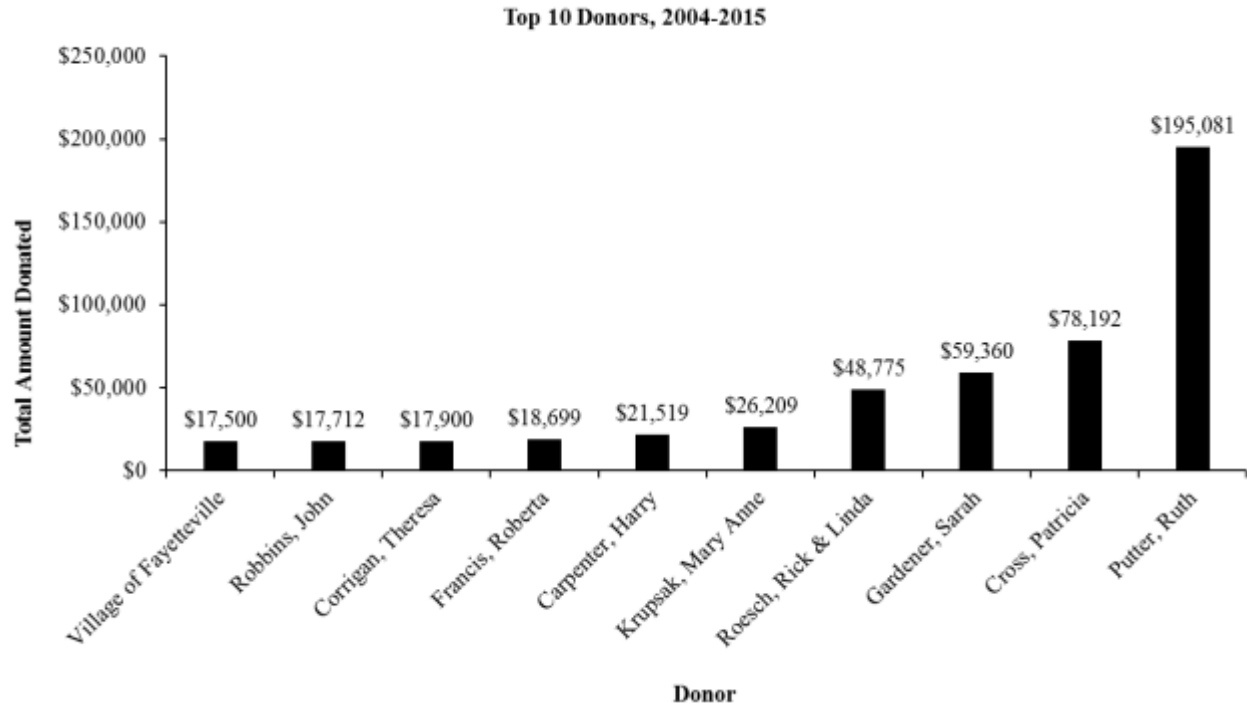
4. The most common donation category was “General Unrestricted Donations” (40.6%). (N=3,253)



Source: Data collected for the Matilda Joslyn Gage Foundation by Staff, 2004-2015

Comment: “Mother’s Day Donation 2004” (0.2%) and “Mother’s Day Contribution” (2.9%) were combined to become “Mother’s Day” (3.1%). “2004 End of Year” (<0.1), “End of Year Mailing” (0.3%) and “Year End” (4.5%) were combined to become “End of Year” (4.8%). Three donation categories were omitted due to a very small amount of money raised through them: “\$2,500 Club” (<0.1%), “Girl Ambassadors for Human Rights” (0.2%) and “Major Donor Letter” (0.3%). Also omitted were data where it was not specified which category the donation was given under (1.9%). All data adds up to 100%. Data have been rounded to the nearest whole number.

5. The highest-grossing donor was Putter, Ruth (\$195,081). (N=3,253)



Source: Data collected for the Matilda Joslyn Gage Foundation by Staff, 2004-2015

Comment: Data have been rounded to the nearest whole number.