BACKGROUND

Communities in Schools of Tacoma is a youth-serving non-profit organization with a mission to “surround students with a community of support, empowering them to stay in school and achieve in life”.

CIST works directly inside schools and provides the Five Basics:
- a one-on-one relationship with a caring adult;
- a healthy start and a healthy future;
- a safe place to learn and grow;
- a marketable skill to use upon graduation;
- and a chance to give back to peers and community.

CIST has a proven track record of achievement with consistent growth of around 10% in the number of students served in the Tacoma community.

To fund the mission, CIST wanted to gain a better understanding of their donor base.

METHODS

Agile Project Approach

Objectives

- Increase donor giving
  - Provide a modeling tool, which will provide the donor relations team the ability to assess the current and unapped donor landscape.

Research and identify outside resources that will assist with the assessment of unapped donors by exploring external data resources.

Provide insight into current and future giving patterns in the Puget Sound area considering COVID-19.

Implement a dashboard that allows CIST to better visualize their data and donor landscape.

Help CIST forecast future donor behavior/activity.

Data Analytics

Data Flow

Data Architecture

Data Management

Solution Set / Tools

High Level Architecture Dashboard Solution

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