

# Purdue Research Foundation – University Development Office

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## Introduction

### Project Summary:

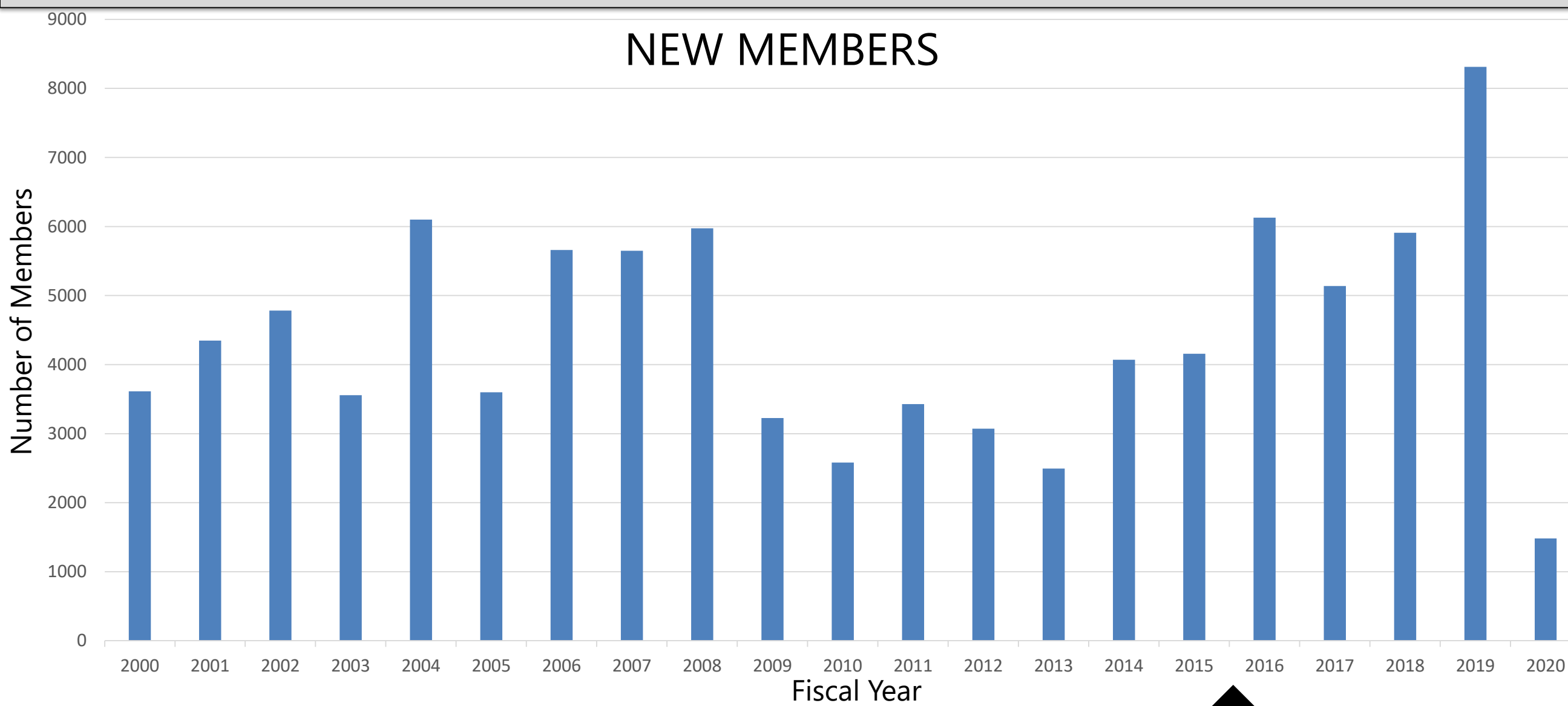
- Corporate Partner: Purdue Research Foundation – University Development Office
- Corporate Partner Mentors: Chris Peck and Kelton Render
- Project Issued By: Purdue Alumni Association

### Project Aspects:

- New member count by fiscal year
- Lapsed and Retained member count by fiscal year
- Upgrade member count by fiscal year

### Research Method:

- We conducted our research and analysis through Rstudio



## Retained Members and Lapsed Members

### Retained Member Definition:

- Active Member from one fiscal year to the next fiscal year.

### Lapsed Member Definition:

- Member who was active in previous fiscal year but now not active.

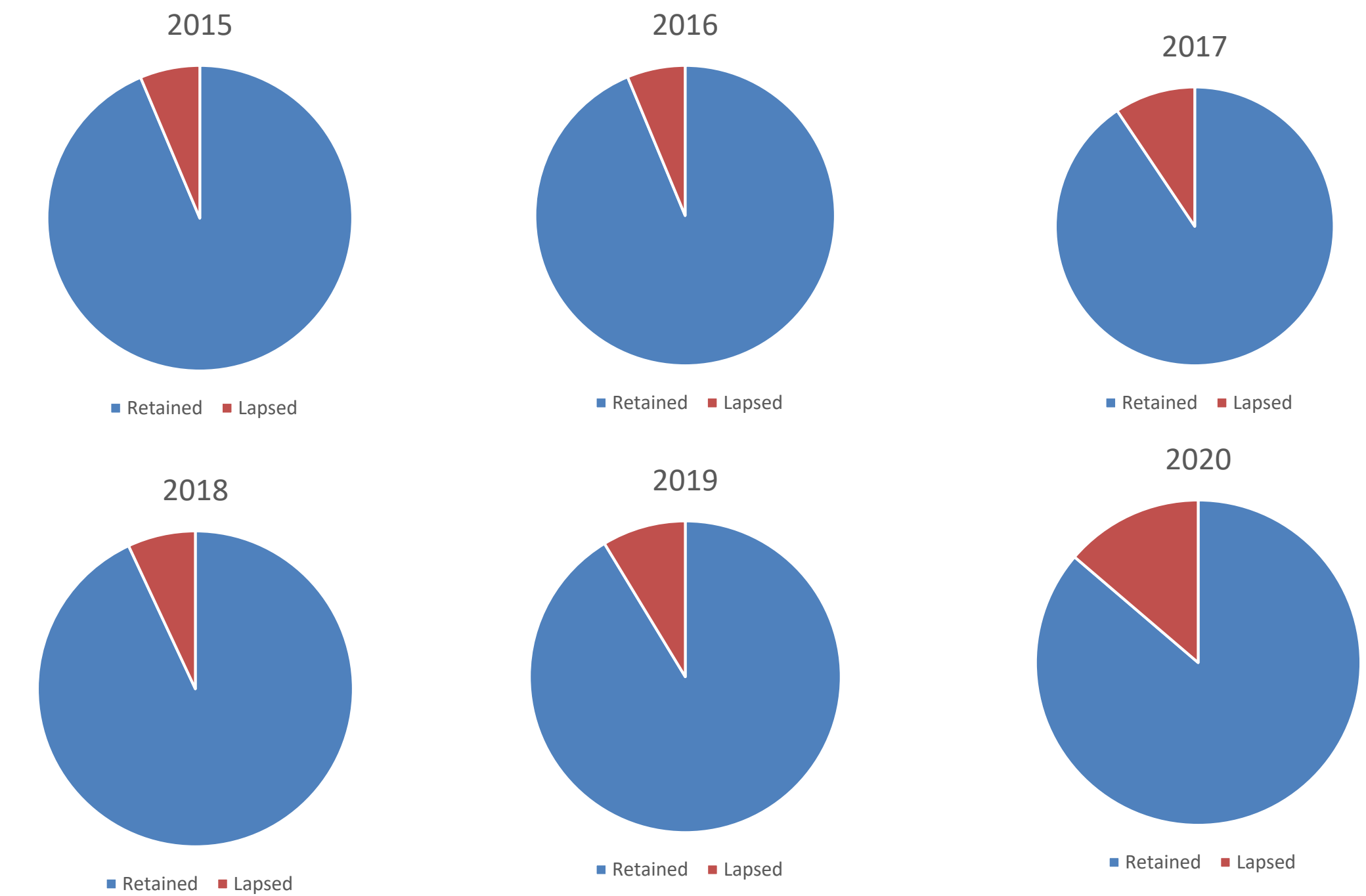
### Analysis:

- Retained members triumphs over lapsed members over last 19 years
- More members keep their membership rather than cancelling it
- About 90% of members since the 2000 fiscal year have renewed their memberships

### Note:

- The 2020 fiscal year is still in progress.

## RETAINED MEMBERS VS LAPSED MEMBERS



### NEW MEMBERS

**Definition of a New Member:**

- Never had a gift membership
- Never had a comp membership
- Never had a membership with the last 5 fiscal years

**Analysis:**

- New member count went up and down over the last 19 years
- Increase in new members in early 2000s
- Drop in new members from 2009 to 2013
- New members increasing since the 2013 fiscal year
- Most new members in a fiscal year was in 2019 with 8313 new members

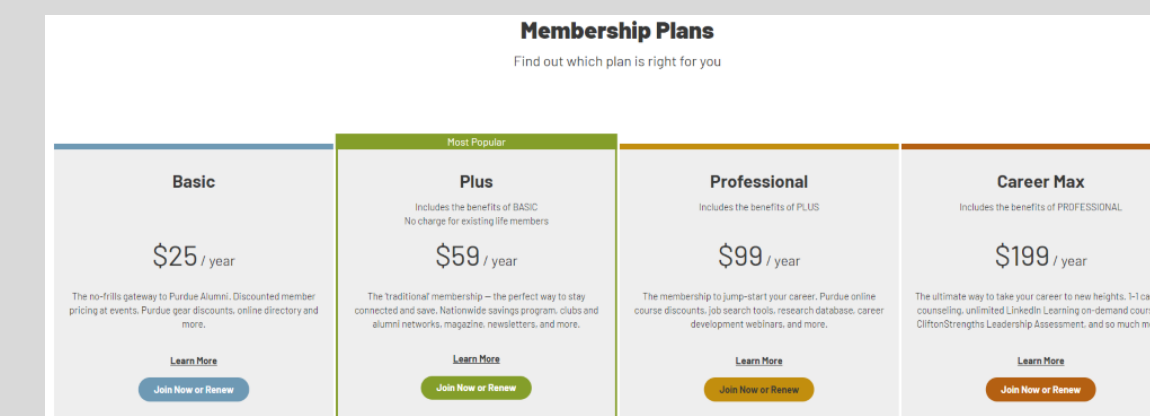
**Note:**

- The 2020 fiscal year is still in progress.

## UPGRADE MEMBERS

### Donor Levels:

- Basic Level
- Plus
- Professional
- Career Max



### Definition of an Upgraded Member:

- A donor goes from Basic Level to Plus, Professional, or CareerMax
- A donor goes from Plus to Professional or CareerMax
- A donor goes from Professional to CareerMax

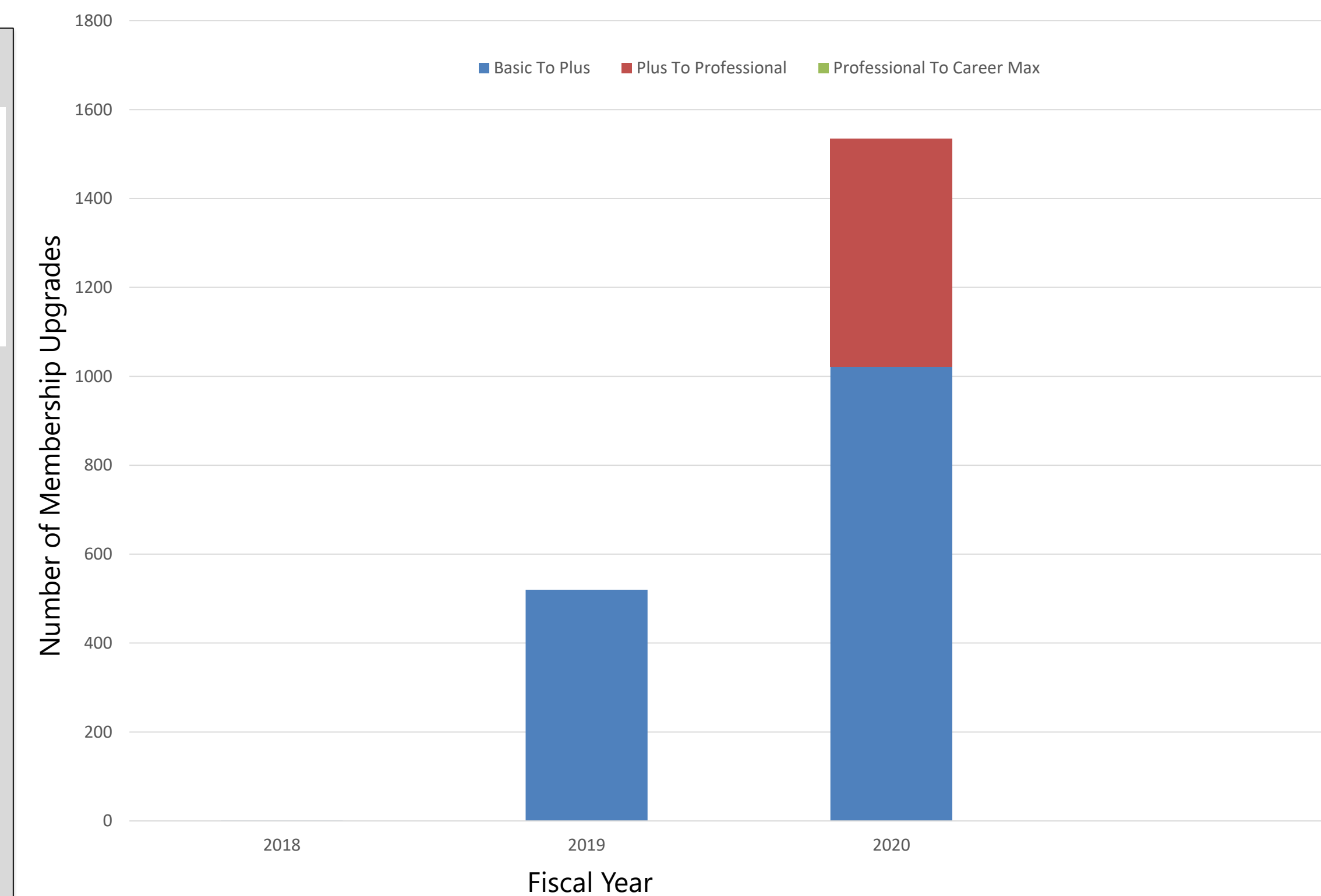
### Analysis:

- Only 1 member upgraded their membership in 2018
- 520 members upgraded their memberships in 2019
- 1535 members upgraded their memberships in the current 2020 fiscal year
- Most members upgraded from Basic
  - 2018: 1
  - 2019: 520
  - 2020: 1022
- 513 members upgraded from Plus in the current 2020 fiscal year
- No members upgraded from Professional yet

### Note:

- These are all new donor levels that are being used by the Purdue Alumni Association. The data we have on the upgraded members is only from the 2018 fiscal year to the current fiscal year of 2020.

## UPGRADE MEMBERS



### References

- We both had an exceptionally great time working with our Corporate Partner for the 2019-2020 DataMine program.
- We would like to give a special thanks to our Corporate Partner Mentors: Chris Peck and Kelton Render.
- We would also like to extend this thanks to the entire Corporate Partner and DataMine community for this rewarding experience we were provided. This project would not have been possible without the amazing and helpful DataMine community.

## Conclusion

- We learned so much during our time in the Corporate Partner program both about data analytics and our own university's donor program.
- Overall, we both have a confident belief that this project was beneficial and helpful for our corporate partner.
- We hope that this project will be the first stepping stone to many future projects for the DataMine Corporate Partner program and Purdue Research Foundation – University Development Office.