

Student Profile

Women ## (%) Men ## (%)

TOTAL Student ##

Alumni Profile

Women ## (%) Men ## (%)

TOTAL ALUMNI ##

Alumni Count in classes of [1974] to date (if there is a particular cohort you are curious about)

Women ## (%) Men ## (%)

TOTAL in the cohort:

GIVING

Annual Fund Participation

Women Donors (FY 19) #/% of total

Male Donors (FY 19) #/% of total

Annual Fund Dollars

From Women (FY 19) \$/% of total

From Men (FY 19) \$/% of total

Gifts Over \$10,000

From Women - # Gifts, Average \$ amount

From Men - # Gifts, Average \$ amount

Gifts of \$50,000+ in one of last 3 fiscal years

From Women - # Gifts, Average \$ amount

From Men - # Gifts, Average \$ amount

Affinity Giving, OR Reunion Giving (or other entry points of giving beyond annual fund)

From Women - # Gifts, Average \$ amount

From Men - # Gifts, Average \$ amount

Rated Prospects overall, and in [classes of xxxx to date – if there is
a cohort you want to learn more about]

Women ## (%) Men ## (%)

Total:

Assigned Rated Prospects overall, and in [classes of xxxx to date – if there is
a cohort you want to learn more about]

Women ## (%) Men ## (%)

Total:

GIVING by Rated Prospects

From Women - # Gifts, Average \$ amount From Men - # Gifts, Average \$ amount

GIVING by Rated Prospects versus their ratings

From Women – Their giving to date as a % of their rating

From Men - Their giving to date as a % of their rating

With this last analysis, it is then interesting, and sometimes illuminating, to calculate “What if women gave 3% more? 5% more? 10% more? over 5 years? The resulting amount for each % change is a way of noting “THIS is our potential right now if we meet women as they prefer.”

See Duke’s Model in separate attachment.