Here are the steps we’re going to go through for the fundraising appeal:

* Data collection best practices
* Setting goals
* IDing your audience
* Cleaning data
* Creating charts
* Using mail merge for fundraising outreach

The fundraising appeal is a useful context that allows us to cover a bunch of key Excel skills, including:

* Regular filtering and custom filtering
* Sorting
* Writing formulas for numbers or text, count totals, average, sum, if formulas
* Manipulating large sections of your data & linking between worksheets
* Excel shortcuts
* And probably even more!

**Questions we’re going to cover:**

* How many total donations did we get for each year?
* Who gave each year? (See other worksheets in the workbook for each year).
* What was the average gift last year?
* What were the largest gifts in 2011?
* Who has given the most over their lifetime?
* How many gave for the first time last year?
* What’s the average amount of a first-time gift?
* How many total donors did we reach? (total rows in spreadsheet)
* How many were first-time donors and how many repeat donors?

**Other questions we’ll talk about:**

* How would you approach doing a LYBUNT report? Last year but not this year?
  + We’d need more data. We only have the most recent donation and the lifetime value of our donors. We would need all their donations for the last three years and we could total up everything we got in 2011 and exclude the data we got in 2012.
* Number of people that fall above or below the average
* Could we have been asking for more
* If people land above the average, ask for what they gave last year. If people are below, ask for the average.