

PHILANTHROPY INTELLIGENCE

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Duke
UNIVERSITY
Code<+>



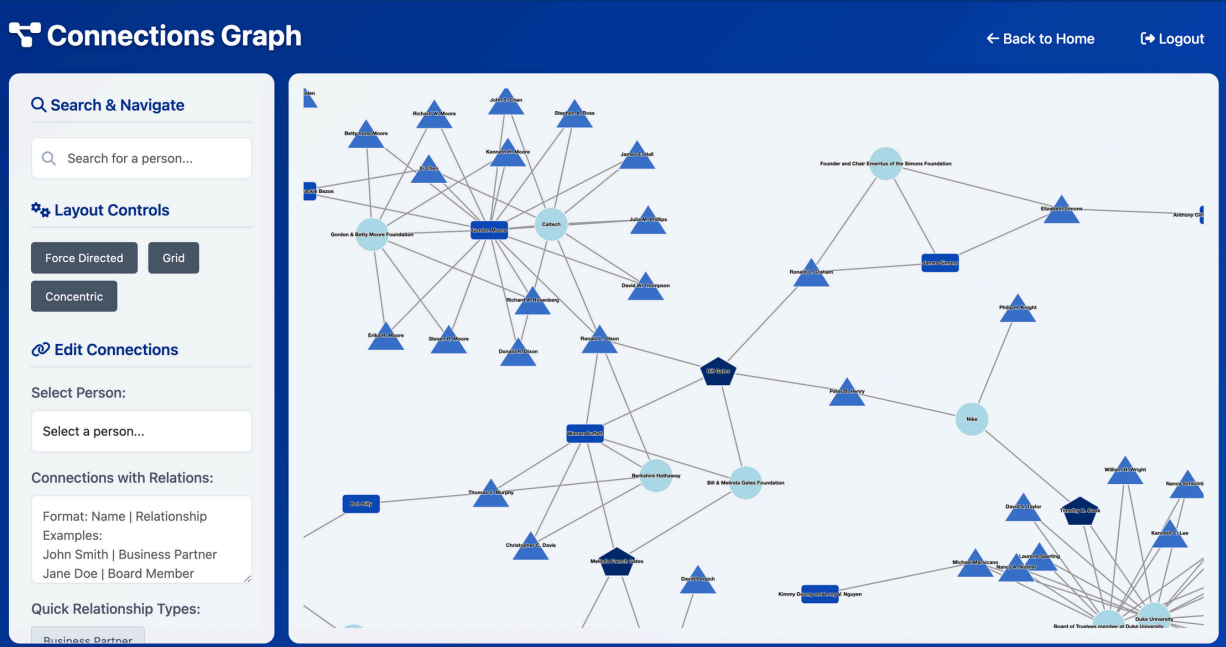
DEMO VIDEO

OUR MISSION

Our stakeholder, Duke Alumni Engagement and Development, wanted to create a process for identifying **yet-to-be-affiliated (YTBA) philanthropists** who may be interested in donating to Duke. However, their current process is manual and involves decentralized sources. It was time for our team to **develop a product that can efficiently locate these YTBA philanthropists in hopes of bringing about transformational change through Duke.**

PROCESS

- Analyze major gift data sourced from the ***Chronicle of Philanthropy*** (database of charitable giving) & integrated data into our platform's database
- Identify where **philanthropists' interests align with current Duke initiatives** using Matchmaking feature
- **Uncover Duke alumni who may have ties to these philanthropists** using Connections feature, providing a potential pathway for outreach



Above: Connections page

FEATURES

- Filter/Sort by name, interests, employment, recipient, etc...
- AI Donor Search
- AI Chatbot
- AI Prompt Template Editing
- Connections Visualization
- Matchmaking between Duke initiatives and Philanthropists
- Change Log
- Duke Authentication

Match Results

Legend: Category Top 1 Top 2 Top 3 Employment Recipient(s)

	DONOR	MATCHED CATEGORY	TOP 1	TOP 2
	Grant Hill	Student Experience 1	Bass Connections 1.00	DukeEngage 0.00
	Tim	Climate null	Climate+ 1.00	Nicholas Institute 0.00
	Tim Cook	Science & Technology 1	Duke Innovation & Entrepreneur 1.00	Duke Science & Technology (DST) 0.64
	Jack Ma	Student Experience 1	QuadEx 1.00	Bass Connections 0.42
	Oprah Winfrey	Student Experience 1	QuadEx 1.00	DukeEngage 0.68

Above: Matchmaking page

Above: Editing connections modal

FUTURE STEPS

- Match philanthropists and Duke Scholars through their shared interests using Scholars@Duke API
- Ranking Philanthropists based on location, giving history, board membership, gift amount, etc.

Below: Homepage