
Postgraduate Certificate in Nonprofit Fundraising and Marketing

Data Analytics for Donor Engagement

mindmap

root((Data Analytics for Donor Engagement))

- Data Analytics

 - Data Collection

 - Data Management

- Donor Engagement

 - Donor Retention

 - Donor Acquisition

- Fundraising

 - Fundraising Strategies

 - Fundraising Performance

- Data Insights

 - Data Trends

 - Data Patterns