

# KLRN cluster models FY 2020-24

## Three Clusters

(colors assigned randomly)

- **Blue** = Loyal Donors
- **Green** = Digital Adopters
- **Red** = Transactional Donors

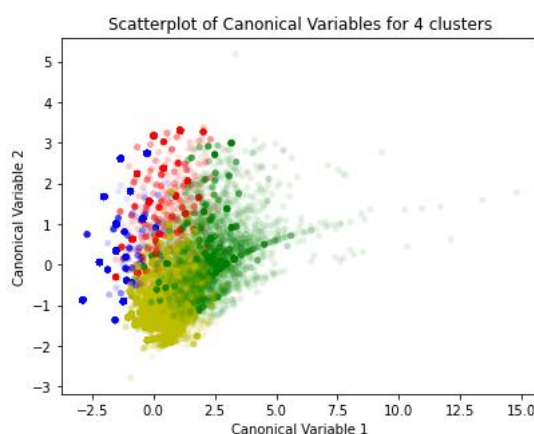
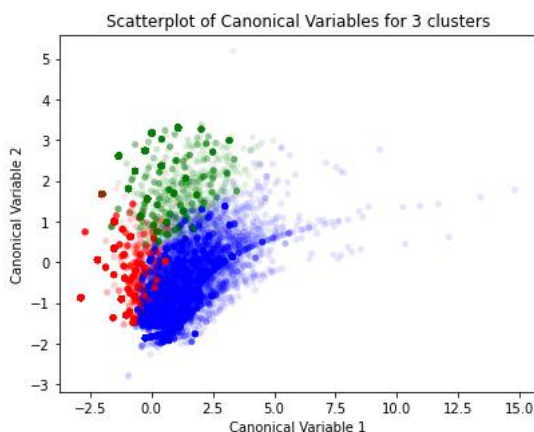
## Four Clusters

(colors assigned randomly)

- **Yellow** = Loyal Donors
- **Green** = Steady Donors
- **Red** = New Donors
- **Blue** = Transactional Donors

## With four clusters:

- Many Digital Adopters and a good number of Transactional Donors are relabeled as New Donors
- Loyal Donors split into Loyal Donors and Steady Donors, with heavy overlap between the two
- Loyal Donors pick up some Transactional Donors
- Steady Donors pick up some Digital Adopters



## Data considerations

- A donation is flagged as Passport if Passport was activated within the 1-year pledge window
- A donation is flagged as having a Gift Premium if the member requested a gift
- A donation is flagged as new if the member has never donated before
- A donation can also be flagged as sustaining, rejoin, renew, add or online
- Also looked at, per donor, were total donations, total payments, current member status, and major donor status