Data Analysis and Donor Relations

Aviva Kosansky ’16

Field Site

The National MS Society works towards achieving a world free of MS. They raise funds to support research, educational programs, and services to those living with MS.

What is Multiple Sclerosis?

The Facts About Multiple Sclerosis

The Disease

• MS is a chronic, unpredictable disease of the central nervous system with no known cause or cure
• MS damages the tissue surrounding nerves, shrinking the nerves or disrupting the message passing between the brain and the body
• There is a wide range of MS symptoms, including numbness, tremors, pain, loss of vision, cognitive problems, and mobility issues

The Numbers

• Approximately 2.3 million people worldwide have been diagnosed with MS
• The Greater Delaware Valley chapter serves more than 15,000 people living with MS
• Up to four times as many women have MS as men and most people are diagnosed between the ages of 20 and 50
• The lifetime cost of living with MS is nearly $500 million for medications, lost wages, and other costs

The Treatments

• There are 13 FDA-approved treatments, but they only slow disease progression and do not work for everyone
• There are no FDA-approved treatments for primary progressive MS, the most debilitating form of the disease
• Until the first oral therapy was approved in 2010, all treatments for MS required injections or infusions; today, there are 3 treatments that come in pill or capsule form and are more expected
• A 2010 regulatory approval for the first treatments for symptoms of MS, including a drug that improves walking ability

The Research

• Since 1994, the Society has invested more than $580 million in research and is the leading private funder of MS research in the world
• This year, the Society will commit $50 million to more than 300 research projects taking place around the world
• In 2013, the Society launched the Progressive MS Alliance which is bringing together experts from all over the world to accelerate our understanding and create treatments that work on the most aggressive form of the disease

The National MS Society

• The National MS Society’s mission is to mobilize people and resources to drive research for a cure and to address the challenges of everyone affected by MS
• Because of dedicated volunteer support, it costs the Society less than 17 cents to raise a dollar; our expense rate is below the average for non-profit organizations
• The MS Society partners with people living with MS to address their individual and larger needs so they can lead their lives to the fullest possible extent

• Daily Life by connecting with a self-help group, finding a care manager, or making homes more accessible, we can help people address the many challenges of MS
• The information people need: Through workshops, the 1-800-344-HELP call center, the MS Society website, newsletters, and more, we provide the information people need when they need it
• Caring for caregivers: MS affects every family member, especially those closest to the person living with the disease; that’s why we provide resources, caregiver advice, and family programs
• Crisis assistance: The unexpected review of MS means sometimes people find themselves with resources that turn, we connect with community resources or provide emergency help for utility payments, transportation to medical appointments, household repairs, and beyond

For more information, visit us on the Web at nationalMSsociety.org or call 1-800-344-HELP.

Learning Objectives

In this course my goal was to learn and gain skills working in Excel to analyze data, learn programs used to research donors and interact with donors through phone calls and events.

What Data was Analyzed?

I looked at data regarding individuals who gave gifts to the chapter. All analyzing was done using Excel. Data was analyzed to answer many questions. Some of those questions included:

• What is the most effective way of reaching out to our donors?
• What are people more interested in, community programs or research?

Work was done to pull out data to answer questions like these and then results were cleaned and presented to be easily understandable.

Donor Relations

Along with analyzing data regarding donors, I also did prospect research and donor event planning. Using programs such as WealthEngine, I did research on donors and their relationship to the Society and MS to see how we can additionally involve them within the chapter. I also learned to write copy for event invitations, working from start to finish on planning a research talk and dinner for Golden Circle members and clients.

Future Plans

I plan on using the skills I have learned through my Praxis to pursue a career post graduation working with data analysis.

Acknowledgements

I would like to thank my field supervisor, Maryann Aguiar for her constant support and meaningful insight. David Cooper, my faculty advisor, for his support and encouragement. Kelly Strunk for her positive spirit and valuable resources. Caitlin Homstad for being my travel buddy.