Target Analytics®

DATA SHEET

Fundraising Essentials Canada

Identifying Annual and Major Gift Prospects With Advanced Analytics

Summary

Fundraising Essentials applies advanced analytics to simplify an organization's fundraising approach. The process utilizes constituent profiles and giving history to accomplish 3 objectives—it segments your constituents into targeted programs, recommends a next-ask amount, and ranks each individual on overall wealth. This combination empowers an organization to realize quick-wins, and efficiently invest resources where they'll produce the most gain.

Description

To begin the discovery process, Target Analytics conducts an extensive review of the organization's giving history against a wealth of external data to find and match each donor's likelihood to give an annual or major gift. Once segmentation is completed, each donor's giving capacity is calculated through an analysis of their financial, demographic, behavioral and lifestyle attributes; this data is used to identify a next-ask amount that aligns with their ability and potential to give. Analytics provides an additional layer of insight by sorting the donor file on identified wealth—this is a valuable component in the development stage of fundraising, as it helps to pinpoint where and who an organization should engage with first.

Deliverables

- Donor segmentation by annual fund and major giving potential
- Next ask amount assignments for all constituents
- Ranking of donors by wealth indicators
- Data integration with the Raiser's Edge
- Implementation recommendations
- Access to Target Analytics Consultant Support

Benefits

Cost-Effectively Streamline Your Fundraising Program

Develop Actionable Prospecting Segments

Identify Prospects with Major Gift Potential

Conserve Resources Developing High-Potential Donors

Ensure Your Gift Requests are Aligned with Donor Capacity

The Fundraising Essentials Framework

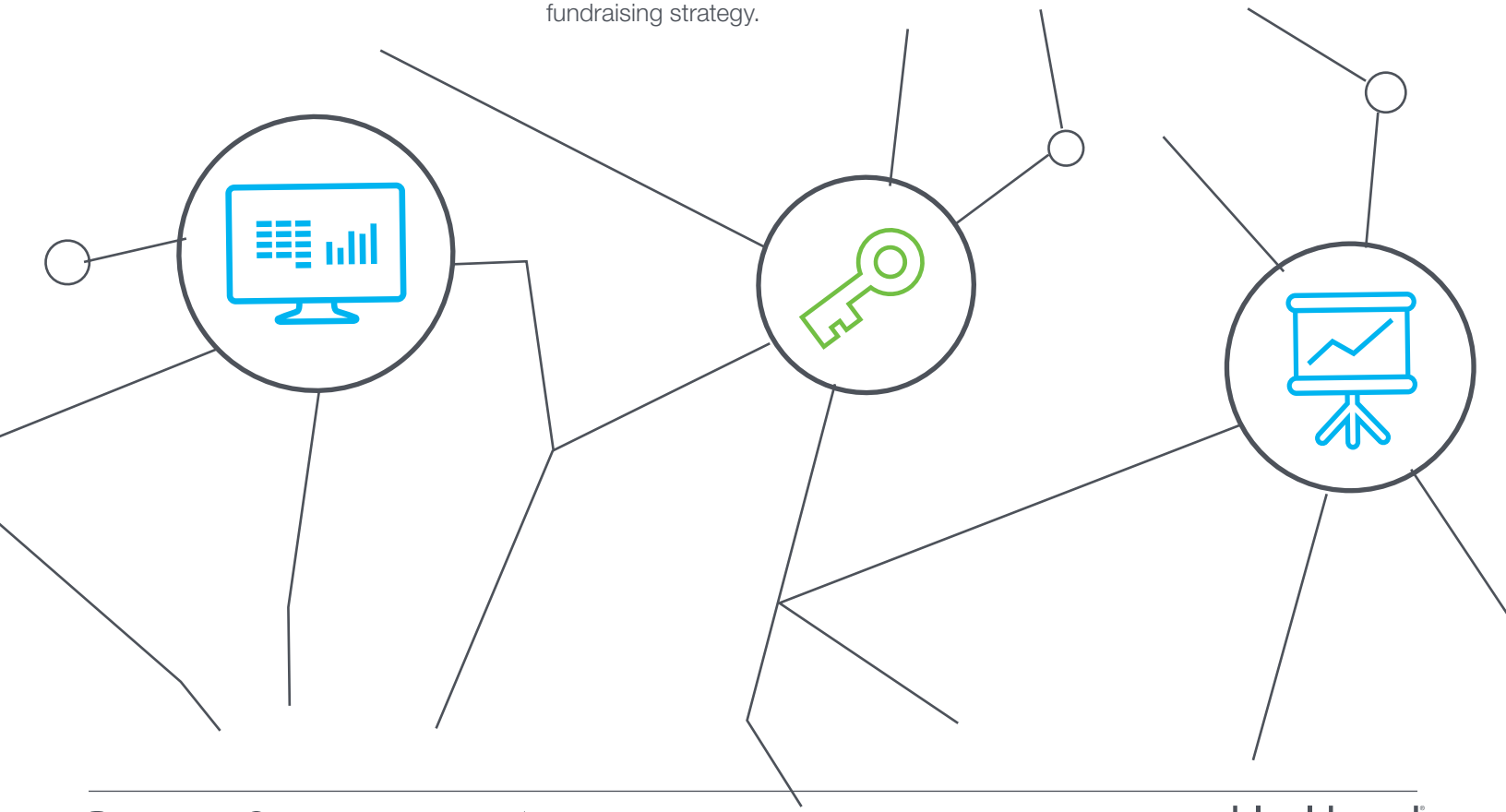
Our Three-Step Approach to Reveal Your Donor's True Gift-Giving Potential

Segment Donors

After receiving a complete input file of your donor base, which includes giving history and general background information about your program, Target Analytics will analyze and segment your constituents into categories based on their inclination to give. The results are used to determine whether each constituent is more likely to be an annual donor or a potential major gift prospect. Donor segmentation provides insight and understanding of how and who to best target for your fundraising initiative.

Calculate "Next-Ask" Amount

After segmentation is completed, Target Analytics will conduct an analysis of each donor's financial, demographic, behavioral, and lifestyle characteristics to gauge the appropriate next-ask amount strategy; each review provides an all-encompassing picture of who your donors are and what interests they possess. The next-ask amount is vital to uncovering the donor's gift-giving potential, and allows your organization to prioritize engagement with donors based on the established fundraising strategy.

Liquidity Index Scoring

Use the Target Analytics Liquidity Index Scores to sort and rank your donors based on giving potential from overall size of wealth. Uncover hidden prospects with high-value potential for personal cultivation, and reserve lower scoring donors for more general communications. Combine with the other included reports to create a full segmentation strategy across donor profiles and fundraising programs across your organization.