

Fundraising Essentials

Targeting Annual and Major Gift Prospects with Advanced Analytics

Summary

Fundraising Essentials analyzes constituent profiles and giving history to accomplish three objectives—it segments your constituents into targeted programs, recommends a next-ask amount, and identifies each individual's total assets. 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 reporting each donor's total identified assets—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.



Group constituents based on capacity and inclination to give.



Assign next-ask amount by analyzing donor capacity.



Prioritize communications and maximize investment.

Deliverables

- Donor segmentation by annual fund and major giving potential
- Next-ask amount assignments for all constituents
- Calculation of total identified assets for all individuals
- Implementation and consulting support
- Full integration with Raiser's Edge™

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.

Qualify with Hard Assets

Target Analytics provides a final level of qualification by identifying each individual's total identified assets, providing the sum total of all of their identified wealth captured through an analysis of real estate, stock securities, and company ownership, etc. This hard asset summary further qualifies each donor's giving capacity and will help guide your strategy by supplying the data needed to more precisely target key constituents.

