

# Acquisition Lists

A breakthrough in fundraising . . .



If overcrowded mailboxes and stale list sources are hurting your ability to find new members or donors, Target Analytics can help.

The **Target Analytics Nonprofit Cooperative Database** helps you locate the best prospects for your organization and make your acquisition efforts more effective and efficient.

## About the cooperative

Target Analytics has developed the largest national cooperative database exclusively for the nonprofit sector. We start with a national database that includes more than 100 million households in the United States. To this database we have added key demographic variables such as age, income, gender, marital status, and presence of children.

We then leverage transactional information and past solicitation history from the hundreds of nonprofit organizations that participate in our cooperative to build a complete and relevant picture of prospects' philanthropic interests and giving patterns.

Target Analytics analyzes your files of current and past members, donors, and subscribers to build complex statistical models to predict which households in our national database will be most likely to respond to a direct mail solicitation from your organization.

Target Analytics' ability to provide such a rich source of prospect names is driven by:

- The quality and sheer quantity of information in our database
- The predictive power of the information we use in our modeling process— particularly the detailed philanthropic household profiles
- Our extensive experience working with data from nonprofit organizations and developing complex statistical models
- Continuous refinement of our models: our models are continuously refined to leverage the updated information contributed by members of the cooperative

Nonprofit organizations try to infer these same characteristics when they purchase or exchange lists.

Highly responsive  
prospect names available  
exclusively to nonprofit  
organizations.

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However, because our models examine a unique combination of data, including philanthropic history, solicitation information, and demographic variables — from a number of sources — we're able to identify the very best prospects for your organization's acquisition efforts.

## How does it work?

We build a unique model for each organization participating in the **Target Analytics Nonprofit Cooperative Database** in order to identify the best prospects. We look at hundreds of variables. For example:

- **Giving Profile**

For a national health organization doing an acquisition mailing, our model applies a high response probability to a middle-aged woman who actively supports several health-related organizations — while a woman who has identical demographic characteristics, but has shown little affinity for health-related causes, receives a lower score.

- **Gift Timing**

In the case of an environmental nonprofit mailing a spring appeal, our model assigns a higher score to an individual who supports conservation causes with several gifts throughout the year than to someone who has identical philanthropic interests but only gives at year-end.

## Results

Leveraging the **Target Analytics Nonprofit Cooperative Database** sounds like a smart way to find new prospects, but does it really work? The answer is a resounding yes! Here is an example of the financial impact on your fundraising economics when response rate is optimized:

Average List Performance Relative to Other Lists Used in Prospect Mailing		
	Average List	Target's List
Names Purchased	200,000	163,934
List Cost <sup>1</sup>	\$ 17,000	\$ 13,934
Names Mailed <sup>2</sup>	100,000	100,000
Other Mailing Costs <sup>3</sup>	\$ 25,000	\$ 25,000
Total Cost	\$ 42,000	\$ 39,934
Number of Responses <sup>4</sup>	1,000	1,500
\$ Raised <sup>5</sup>	\$ 35,000	\$ 54,075
Net \$ Raised	(\$ 7,000)	\$ 15,141
<b>List Advantage</b>		<b>\$ 22,141</b>
1. Average list cost = \$ 100 per 1,000 names purchased 2. Net/gross ratio for average list = 50% 3. Average other mailing costs = \$ 250 per 1,000 names purchased 4. Response rate for average list = 1% 5. Average gift for average list = \$35		

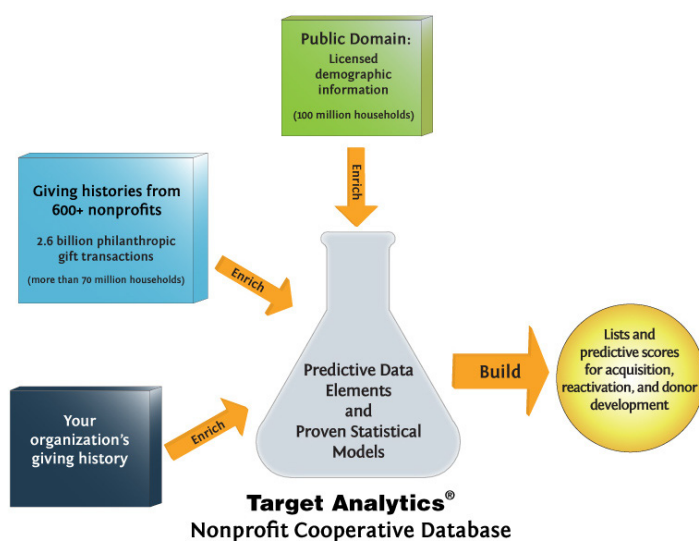
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## Privacy policy

Concern about the privacy of your donor information is an important issue to Target Analytics. The unique structure of the **Target Analytics Nonprofit Cooperative Database** ensures that you will benefit from the transactional and philanthropic information garnered from hundreds of nonprofit organizations without losing control of your own data.

- Target Analytics will use your data for analysis purposes only. Target will not disclose, discuss or share any information that has been provided by your organization with any of our other nonprofit clients.
- No information from your organization's donor files is ever copied into our database. It is only used to influence probabilities about giving behavior in the models that we build for other nonprofit organizations.
- We do not add any names or addresses from your donor files to our national database. If your donor's name is not already on our database, it will not be used.
- You can discontinue using our services at any time without leaving a "data footprint" related to your organization.
- As a member of the DMA, we adhere to all DMA guidelines and rules for the protection of personal information and encourage our clients to do so as well.
- Only qualified nonprofit organizations can participate in the cooperative. We do not work with political organizations.

Target Analytics hopes that positive results will serve to establish a long-term relationship with your organization. However, if at any time you decide to discontinue using our services, for any reason, we will return all data, documents and other confidential information to your organization, and remove your data from our computer files.



► Get started today! For more information on Acquisition Lists, please contact your Target Analytics representative or email us at [solutions@blackbaud.com](mailto:solutions@blackbaud.com).