

Maximize Giving by Identifying your Most Likely Donors

Fundraising Models: Overview

Today's unpredictable economy, coupled with an aging donor pool and increased donor expectations, challenges your nonprofit organization to explore new fundraising methods. You need to focus your efforts on the prospects and donors who are most likely to give. But how do you know who they are?

A vital component of successful prospecting and segmentation are fundraising models that can be customized for your organization. Fundraising models identify your most likely prospects for giving a gift specifically to your organization. The right statistical models can help your organization acquire new donors and assess each individual in your database — not only those whose wealth profiles or giving histories suggests they are good potential donors.

Target Analytics, a Blackbaud company, offers the most proven and effective modeling solutions available to nonprofit organizations, customized to your needs. Our fundraising models focus on direct marketing or prospect research to identify your best potential annual, planned, and major giving prospects.

Fundraising models deliver answers to these critical questions:

- How can we identify new prospects?
- Who are our best major gift prospects?
- Who are our best planned gift prospects?
- How can we upgrade our annual fund donors?
- How can we increase the average gift size?
- Which lapsed donors are most likely to reactivate?
- Which annual fund donors might not contribute next year?
- Who among my warm prospects are most likely to become donors?



“With such a large database, it is extremely difficult for us to mine from our own records who our best prospects are for various initiatives and funding levels. I wanted to find out who the most likely new future major donors were, and so far, Target Analytics has been right on the mark. I am amazed by the number of people brought out from the dark corners and catacombs of our database who are now significant prospects.”

— Elizabeth Crabtree
Director of Prospect Development
Brown University

Continued

Fundraising Models for Direct Marketing

How does it work?

Our exclusive Target Tags™ allow you to increase response rates and net revenue by identifying your best prospects for direct mail and telemarketing campaigns. Using the predictive power generated by our unique Nonprofit Cooperative Database™, demographic data, your donor giving histories, and algorithms proven over hundreds of campaigns, we can reliably rank your donors by their relative predictive responsiveness for more effective fundraising. From there, you can be confident that your segmentation strategies and frequency of contacts is optimized to make the most of your resources. These services can be customized for lapsed donors, converting members to donors, past patients and other ways to meet your needs.

Plus, we can even provide new donor acquisition lists based on our exclusive data sets. We offer better data quality and have the largest source of philanthropic data than any other company (with approximately three billion gifts aggregated from over 750 organizations, as well as demographic, membership, and other kinds of transactional data from more than 75 million households).

Fundraising Models for Prospect Research

How does it work?

Our custom models are built using your organization's unique giving history. You send us an electronic copy of your database. We then append additional data compiled from the best sources available. Afterwards, we construct models to address your specific fundraising objectives. When the models are complete, we analyze your prospects against them.

This analysis provides insight into the characteristics that distinguish donors from non-donors and, for example, annual giving prospects from planned giving prospects. Using our ProspectPoint™ modeling solution, we then assign scores based on how closely their attributes resemble the characteristics of each model. The resulting scores enable you to identify your best prospects.

When you're ready to get started, we'll help you implement with ease.

Our top-notch Consulting Services team offers comprehensive guidance to help ensure your success. We will work closely with your research team and development staff to make sure you fully understand your results so you can get the most out of your fundraising efforts.

Plus, we offer best-in-the-industry thought leadership and more first-hand fundraising experience and experts than anyone else, including more than 15 years of experience building fundraising models.

► [Learn more today. Contact your account representative or email \[solutions@blackbaud.com\]\(mailto:solutions@blackbaud.com\).](#)