

Accelerating Your Major Giving Strategy

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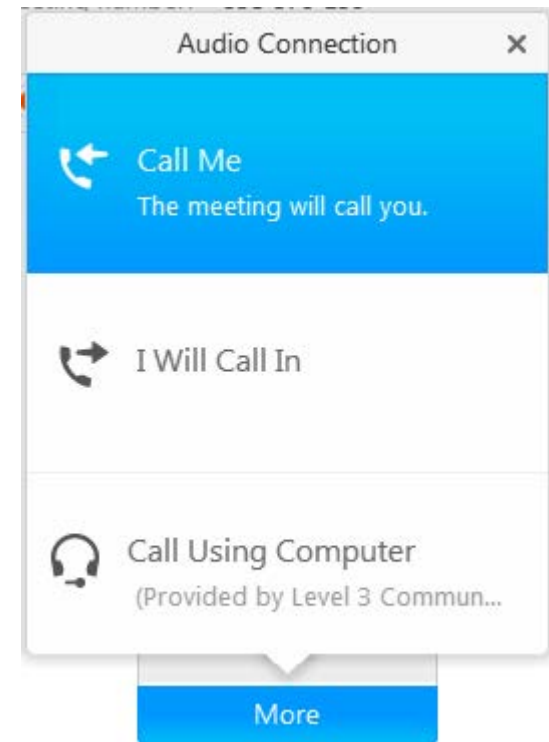
Accelerating Your Major Giving Strategy

We Will Begin Shortly.

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Agenda...



1.

Overview of Analytics
for RE NXT and
Fundraising
Essentials



2.

Implementing Your
Results for Major
Giving



Show Me the Money!

Accelerating Your Major Giving Strategy

How You can use Predictive Analytics and Wealth Screening

1. Your organization's CRM data and analysis on donors and prospects and various constituencies throughout your system
2. Modeling helps segment and predict the future behavior of your constituents
3. Wealth screening through public data sources on major gift prospects

Implementation, consider this:

1. No matter what, your organization made a financial investment
2. Focus on the most interesting ideas
3. Don't try to absorb everything
4. Settle on some immediate goals that are:




It Doesn't Happen Overnight!

Data analytics and prospect screening are tools. Be sure to use it as just that, not a magic bullet!! There is no substitute for personal contact!!



- Should enable your organization to **segment, score and rank** your identified prospects quickly
- Analytics is great at finding **new high-potential prospects** among a large pool of individuals
- Identifies **wealth, demographic and interest indicators** that identified top prospects
- Your **next steps** should include further prospect research and field qualification
- Nuanced **individualized circumstances and internal knowledge** of each prospect may exist independent of the analytics



Brief Overview of Analytics in Raiser's Edge NXT and Fundraising Essentials

Analytics in RE NXT and Fundraising Essentials Package Review

Analytics for RE NXT	Starter	Essentials	Prof
Wealth Rating	✓	✓	✓
Donor Segmentation		✓	✓
Next Ask Amount		✓	✓
ResearchPoint Subscription			✓

Fundraising Essentials Subscription	
Total Identified Assets	✓
Donor Type Rating	✓
Next Ask Amount	✓
ResearchPoint Subscription available at an additional cost	

For further details, register for the appropriate service via the [Training Calendar](#) for our Target Analytics online classes entitled, “Target Analytics: Introduction to Analytics in Raisers Edge NXT” and “Learn for Analytics: “Fundraising Essentials Overview”

Analytics for RE NXT and Fundraising Essentials Approach

Utilizes **unique giving history** tracked in your database, enhancing it with **profile data** to expand the information necessary to understand each constituent...

Next apply proven **statistical techniques** to identify the most likely **donor type** and **next ask amount...**

Last perform a **screening** to uncover **wealth** and point you to those with the highest capacity to be **higher-end gifts.**



Donor Segmentation (RE NXT) or Donor Type Rating (Fundraising Essentials)

Uses **giving trends** in your house file + **consumer data** to measure donor **inclination to give major or annual gifts**

Donor Segmentation	Description	Goal
A	Annual	Most likely to give a smaller gift year after year
M	Major	Most likely to give a larger gift as a pledge over time
S	Suspect	Less likely to engage, consider minimizing effort



Next Ask Amount (RE NXT and Fundraising Essentials)

Recommends the dollar amount you should be asking based on **capacity & asset** information

Next Ask Amount	Minimum	Maximum
1	\$1	\$250
2	\$251	\$500
3	\$501	\$1,000
4	\$1,001	\$5,000
5	\$5,001	\$10,000
6	\$10,001	+



Wealth Rating (RE NXT) and Total Identified Assets (Fundraising Essentials)

Screens for **public assets** (real estate, private company reported ownership %, public company insider holdings & options) to provide a range of assets discovered

★★★★★	\$25 Million +
★★★★☆	\$10 Million - \$25 Million
★★★☆☆	\$1 Million - \$10 Million
★★☆☆*	\$500,000 - \$1 Million
★☆☆☆☆	< \$500,000
No rating found	No confirmed assets found

RE NXT: Wealth Rating provides a star flag, indicating the dollar amount range for each prospect

Total Identified Assets
\$25,000,000+
\$10,000,000-\$24,999,999
\$5,000,000-\$9,999,999
\$1,000,000-\$4,999,999
\$500,000-\$999,999
\$100,000-\$499,999

Fundraising Essentials: Total Identified Assets provides a dollar range of assets found



Ideas on Implementation

Next Steps

Accelerating Major Giving

- Review your current prospects based on scores and/or wealth screening
 - Who do you know?
 - Who don't you know?
 - Who did you think you knew?
- Identify your future prospects
 - What are you doing to help transition them?
 - Who based on scores has not been wealth screened
- Be sure to document all progress
 - It is all about prospect management
 - *Check out Whitepaper: ["Advancing Your Prospect Management System: Tools and Tips to Use Along the Way"](#)*



Sample First 60 Days: Portfolio reviews

Action	Criteria	Assignment	Timeline
1. Quick data-driven review of all current prospect assignments	<p>Gift Officer keeps any already assigned prospect with the following score or giving history:</p> <ul style="list-style-type: none"> • “M” and Next Ask Amount \$5,001+, <u>or</u> • Last gift amount \$1K+ within the past two years, <u>or</u> • Lifetime giving \$10K+ with any gift in past two years 	Database Admin or Prospect Research pull a list of all assigned prospects <u>that do not meet this criteria</u> and provide the “removal” list to each gift officer for Action 2	Complete within 15 days
2. Internal review of all currently assigned constituents who did not meet the data-driven review above	<p>Each gift officer reviews his/her “removal list” from Action 1 and can challenge removal of the assignment of ALL OF THE FOLLOWING CRITERIA IS MET</p> <ul style="list-style-type: none"> • There is written evidence of substantial contact between the gift officer and the prospect within the past 6 months, <u>and</u> • There is a written cultivation and solicitation plan for this Prospect, <u>and</u> • The ‘next move’ or solicitation with the prospect is planned to take place within the next 6 months and the future action is recorded in the CRM or on a calendar 	Major Gift Officers review “removal list” to keep any prospect <u>meeting this criteria</u> assigned in his/her portfolio	Complete within 30 days
3. Place removed prospects into lower-touch treatment	<p>All prospects removed from gift officer portfolios in Action 2 will be placed into either:</p> <ul style="list-style-type: none"> • Mid-level gift activities • Annual fund activities 	Mid-level gift and Annual fund officers code removed records to assure these prospects are properly cultivated and solicited	Complete within 45 days

Sample First 60 Days: Newly Identified Prospects

Action	Criteria	Assignment	Timeline
1. Create a monthly new prospect “disbursement plan”	<ul style="list-style-type: none"> Develop a team-wide “disbursement plan” for new prospects who are unassigned with the following scores: <ul style="list-style-type: none"> “M” and Next Ask Amount \$1,001 or higher Determine how many prospects can be researched and internally qualified each month for assignment to a gift officer for discovery activity <ul style="list-style-type: none"> NOTE: It may take many months or even years to assess all of your newly identified prospects; plan according to your fundraising needs 	Database Admin or Prospect Research and Gift Officers jointly create the “disbursement plan”	Complete within 30 days
2. Within “disbursement plan”, create a rank order of unassigned names	<ul style="list-style-type: none"> Use additional criteria to rank your list of remaining names - consider the following factors for ranking: <ul style="list-style-type: none"> Past giving to you Current affiliation and ease of access to Key Players WealthPoint research findings Other internal factors you deem appropriate Run monthly constituent record(s) through WealthPoint research if not already completed 	Database Admin or Prospect Research pull monthly list of pre-determined # of new names and run them through WP if needed	Begin “disbursement plan” within 45 days
3. Assign identified prospects for discovery and cultivation	<ul style="list-style-type: none"> Gift Officers begin receiving new prospects for discovery according to “disbursement plan” - spend no more than 5-10 minutes on the review of each name Complete discovery activity of these prospects within 30 days of receiving the names Every month receive new prospect names for discovery activity until each Gift Officer’s portfolio has reached maximum capacity 	Gift Officers reach out to newly provided names to determine interest in your organization and willingness for more personalized cultivation	New names received monthly

Typical Prospect Management Benchmarks

Portfolio Size

- 125 – 175 prospects per full time major giving officer
- Sometimes as low as 50-75
- Never higher than 200

Portfolio Distribution

- Qualification 10% -25%
- Cultivation 40% - 50%
- Solicitation 20% - 30%
- Stewardship 15% - 25%

Gift Officer Expectations

- 175-200 contacts per year; 12 face-to-face per month (minimum)
- 20 solicitations/ year; Minimum of 10 solicitations at \$100,000 level or higher
- Revenue goal: New commitments of \$1 million - \$2.5 million

Additional Considerations

- Geography of constituency base and gift officer territory
- Other job responsibilities
- Major/Principal Giving threshold and associated ask amounts
- Campaign status
- Longevity at institution and longevity of major/principal giving program

► INITIAL PROSPECT CONFIRMATION

Purpose: 5-10 Minute Review of Internal and WealthPoint Data Prior to Gift Officer Assignment

Basic Data for Initial Review (Theme: Make the Case)	Data Source(s)
Past giving history to your organization	Your CRM database
Linkage and Affiliation to your organization	Your CRM database and any personal knowledge/hard copy notes of importance
Review confirmed and <i>easy</i> unconfirmed real estate holdings; pay attention to co-owners, middle initials, etc.	ResearchPoint: Real Estate
Review confirmed and <i>easy</i> unconfirmed Business Affiliations and Career information	ResearchPoint: Businesses, Securities, Income/compensation, Biographical Data
Review confirmed and <i>easy</i> unconfirmed philanthropic gifts to other organizations at the \$10,000 level or higher	ResearchPoint: Philanthropic Gifts
Confirm family foundations, if possible	ResearchPoint: Foundation Affiliations

Accelerating Major Giving

- Mid-Level giving strategy
 - Communication
 - If mailing develop a higher touch piece
 - Who deserves one-on-one solicitation
 - Determine what kind of follow-up is possible
 - Be creative – offer incentives
 - Use special events
 - Create tactics that make the donor self identify – Heifer International
 - For donors who engage with you – wealth screen
 - Excellent White paper by Lawrence Henze –
 - *“Transitional giving for Building Strong Fundraising Pyramids”*



Accelerating Major Giving

- Planned Giving Opportunities
 - Things to think about
 - Great vehicle for now
 - Who has consistent giving and “M”
 - Can be a lead for a future major gift
 - Don’t Discriminate!
 - This is not only for retirees
 - Steward, steward, steward
 - Wealth screen at your discretion



Questions or Thoughts?...

Want to learn more about
Implementation of Your Major Gift Prospects?

- Contact Your Target Analytics Account Rep
- Email, TAsolutions@blackbaud.com
- Join the [Target Analytics Community](#)

Case Studies

Major Giving Case Study #1

The Scenario

- Build major gifts program with new portfolio structure/create donor pool for next campaign
- Qualify and cultivate prospects for leadership gifts to Campaign
- Wealth Screening for feasibility study and Campaign launch 3 years later

The Effort

- Identify prospects for individual portfolio management with Top 100 “Sweet Spot Prospects” using screening
- Trustee ratings and screenings and “gut” check for highly rated donors
- Host exclusive events with specific invitations to top prospects (dinner parties, private homes, etc.)

The Result

- Launched President’s Council (\$10,000+ annual donors) in 2009 – Growth from 26 to 38
- Raised \$15.4M in private, individual support in first year of Campaign vs. \$12M in private support over five-years in first campaign
- Work yielded results for board development and high level volunteer engagement as well

Next Steps

- Comprehensive approach to campaign solicitations
- Realignment of volunteer committee structure
- Clear metrics and moves management tracking

Major Giving Case Study #2

The Scenario

- Goal to super-charge 2nd capital campaign to meet aggressive challenge grant goal
- Staffing is CEO and Director of Development (w/admin support but no prospect researcher)
- No volunteer committee with most donor identification done by staff

The Effort

- Short list created of major donors to first campaign, prospects identified since first campaign, and those with high Major Giving modeling scores.
- Wealth data and modeling scores helped prioritize those approached and ask amounts

The Result

- Currently at 89% of challenge goal (at 20% 1 yr. ago), with most likely 6-figure prospects solicited
- Without prospect researcher, reality dictates strong reliance on “gut” for the ask amount
- Realization that data results presentation is just the beginning, and what’s gleaned is tip of the iceberg

Next Steps

- Continue to utilize ratings and screening to focus efforts on those with the greatest potential
- Dig deeper into lesser known prospects
- Utilize results to focus upcoming public bricks and mortar campaign on most likely donors

Thank you!



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