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Blackbaud Advanced Wealth Analytics Solution

Blackbaud Advanced Wealth Analytics Solution is designed to help mission-driven organizations improve prospect research by giving them tools to better understand and segment their constituents and potential donors. Blackbaud's analytics platforms enhance client-giving data with national-giving data and hundreds of wealth and demographic attributes to model and predict a prospect's likelihood to give. With Blackbaud Advanced Wealth Analytics Solution, fundraising consultants and training go beyond the data and the numbers to ensure that the insight is applied correctly and that an organization has all the knowledge and support needed to optimize its investment.

To expand their reach, mission-driven organizations must be able to successfully identify the right donors: those not only with the financial means to give, but also with the likelihood to give. Blackbaud's data assets and analytics framework provide the organization with a holistic view of each supporter, expanding beyond the historical relationships and taking into account not only their philanthropic tendencies, but also other factors such as life stage, liquidity, and capacity. The end result is a ranked and prioritized supporter base; recommended treatment for each constituent; well-armed and more confident prospect researchers; and ultimately, a far more effective and efficient fundraising program.

Deliverables

✓ Ranked and prioritized prospect list

✓ Major, planned, and target gift range scores for each donor

✓ Complete wealth profiles on top 5,000 donors

✓ Affluence Insight™ from Blackbaud Target Analytics®

✓ ResearchPoint™

✓ Implementation and consulting support

✓ Full integration with Raiser's Edge®

Key Solution-Driven Functionality:

Supplement your constituent database with Blackbaud's proprietary data, giving you access to net worth, investment, income, discretionary spending, real estate, company ownership, and historical giving information on 200 million U.S. consumers

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Segment potential donors using embedded analytics

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Calculate a constituent's likelihood to give using predictive models

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Leverage consulting and training to craft a strategy for success

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Key Benefits

1. Identify top prospects for each fundraising program

2. Gain actionable insight into prospect's likelihood to give

3. Understand giving potential, overall capacity to give, and liquidity

4. Leverage experts with decades of knowledge and experience

Contact your account representative today to learn more.

Get in touch

About Blackbaud
Leading uniquely at the intersection point of technology and social good, Blackbaud connects and empowers organizations to increase their impact through software, services, expertise, and data intelligence. We serve the entire social good community, which includes nonprofits, foundations, corporations, education institutions, healthcare institutions, and the individual change agents who support them.