

Boosting Your Fundraising Efforts

Advanced Peer-to-Peer Insights from Blackbaud Target Analytics®

The peer-to-peer fundraising landscape is quickly changing as new ways to give and engage have emerged. What used to consist primarily of organization-driven events—such as runs, walks, and rides—now includes DIY and crowdfunding. To adapt and drive efficiency across programs, organizations need to effectively identify the most promising constituents for participation in each type of event and reach them with the right message. Advanced Peer-to-Peer Insights from Blackbaud Target Analytics offers data-driven predictions and guidance to help increase participation, identify the best advocates, and increase overall fundraising.

Advanced Peer-to-Peer Insights delivers three main components:

1 DIY and Event Participation Prediction

Blackbaud Target Analytics combines an organization's past event and participant information—with data from over 1.2 billion industry-wide peer-to-peer giving transactions—with Blackbaud's proprietary behavioral and demographic data to predict which constituents are likely to participate in a future event or DIY fundraising activity.

2 Constituent Persona Segmentation

Advanced Peer-to-Peer Insights identifies key characteristics of constituents and assigns them a persona. This designation helps segment constituents based on attributes such as causes they prefer to support, motivations, life stage, demographics, and potential dollars raised.

3 Implementation and Consulting Support

Blackbaud provides Advanced Peer-to-Peer Insights customers with the expertise needed to understand the returned data and interpret its results. Each customer will be assigned a consultant who can help translate insight into strategy and strategy into action.

Key Benefits:

- Easily and efficiently find top event participant prospects
- Identify your most promising peer-to-peer fundraising advocates
- Segment constituents based on cause type, motivation, and potential dollars raised

With Advanced Peer-to-Peer Insights, marketers and fundraisers can identify their best constituents and tailor their messages to drive engagement—ultimately improving event participation, enabling the best DIY advocates, and increasing contributions.

To learn more, visit our website or connect with a Blackbaud representative at blackbaud.com/chat.

Learn more

About Blackbaud

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