

ProspectPoint® from Blackbaud Target Analytics®

Fundraising Models Driving Tremendous Gains Across Programs

The ProspectPoint modeling suite helps an organization identify and target its best fundraising prospects, providing the insight needed to optimize major and planned giving programs, overhaul annual fund initiatives, and perform strategic campaign planning. ProspectPoint empowers fundraisers to make faster, more informed, and more effective decisions. Our framework leverages over 1,000 distinct data points to identify who the organization should target, which programs to target them with, and how much those individuals are likely to contribute. And we go far beyond the numbers to help our clients. As the models are implemented, our fundraising consultants engage to ensure that the insight is applied correctly and the organization has all the knowledge necessary to optimize its investment.

Target Analytics uses a combination of three data perspectives to inform the modeling effort, including the supporter giving history recorded by the client, supporter giving to other organizations (collected by Target Analytics), and hundreds of wealth, and demographic attributes integrated from outside sources. This mix of data assets provides the organization with a three-dimensional view of supporters, expanding beyond their relationship with donors and taking into account not only their overall philanthropic tendencies, but also factors such as their life-stage, liquidity, and capacity. The end result of a ProspectPoint engagement is a ranked and prioritized supporter base, a recommended treatment for each constituent, a well-armed and more confident client, and ultimately, a far more effective and efficient fundraising program.

Benefits

- Identify the best prospects for each fundraising program
- Understand their giving potential and overall capacity
- Leverage experts with decades of knowledge and experience
- Minimize time and resources wasted researching subpar prospects
- Maximize your return on fundraising investment

[Learn more](#)

Deliverables

- Ranked and prioritized prospect file
- Summary of predictive attributes
- Annual, major, planned, and target gift range scores
- Expert fundraising support



What have they given to us?



What have they given to others?



What is their capacity to provide?