Speed Up Snail Mail

Annual Giving Strategies for Fundraising Essentials and Raiser's Edge NXT

Liza Turcotte, MPA

Senior Consultant
Target Analytics, a division of Blackbaud, Inc.

Target Analytics®™
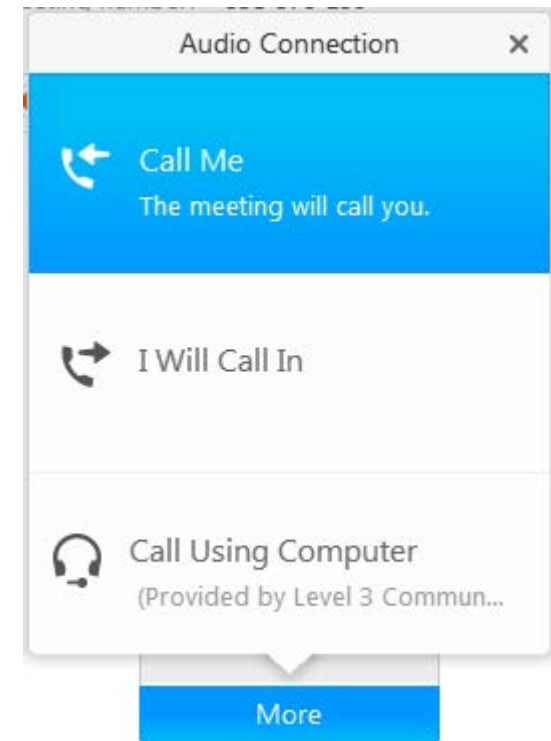*a division of Blackbaud, Inc.*

Speed Up Snail Mail for Fundraising Essentials and Raiser's Edge NXT

We Will Begin Shortly.

To join this call, please select the option to have the system call you, or dial:

1-800-747-5150 x 506 266 2038

Please be sure to <u>mute</u> your phone

Target Analytics®
a division of Blackbaud, Inc.

Agenda…

1. Overview of Analytics for RE NXT and Fundraising Essentials

2. Thoughts on Implementation

Target Analytics®
a division of Blackbaud, Inc.

Analytics…
What have you done for me lately?

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!!

- *Segment, score and rank* your identified prospects quickly

- Find *new high-potential prospects* among a large pool of individuals

- Identify *wealth, demographic and interest indicators* for top prospects

- Incorporate further prospect research and field qualification into your strategy

- Appreciate that nuanced *individualized circumstances and internal knowledge* of each prospect may exist independent of the analytics

Target Analytics®
a division of Blackbaud, Inc.

Analytics and Implementation
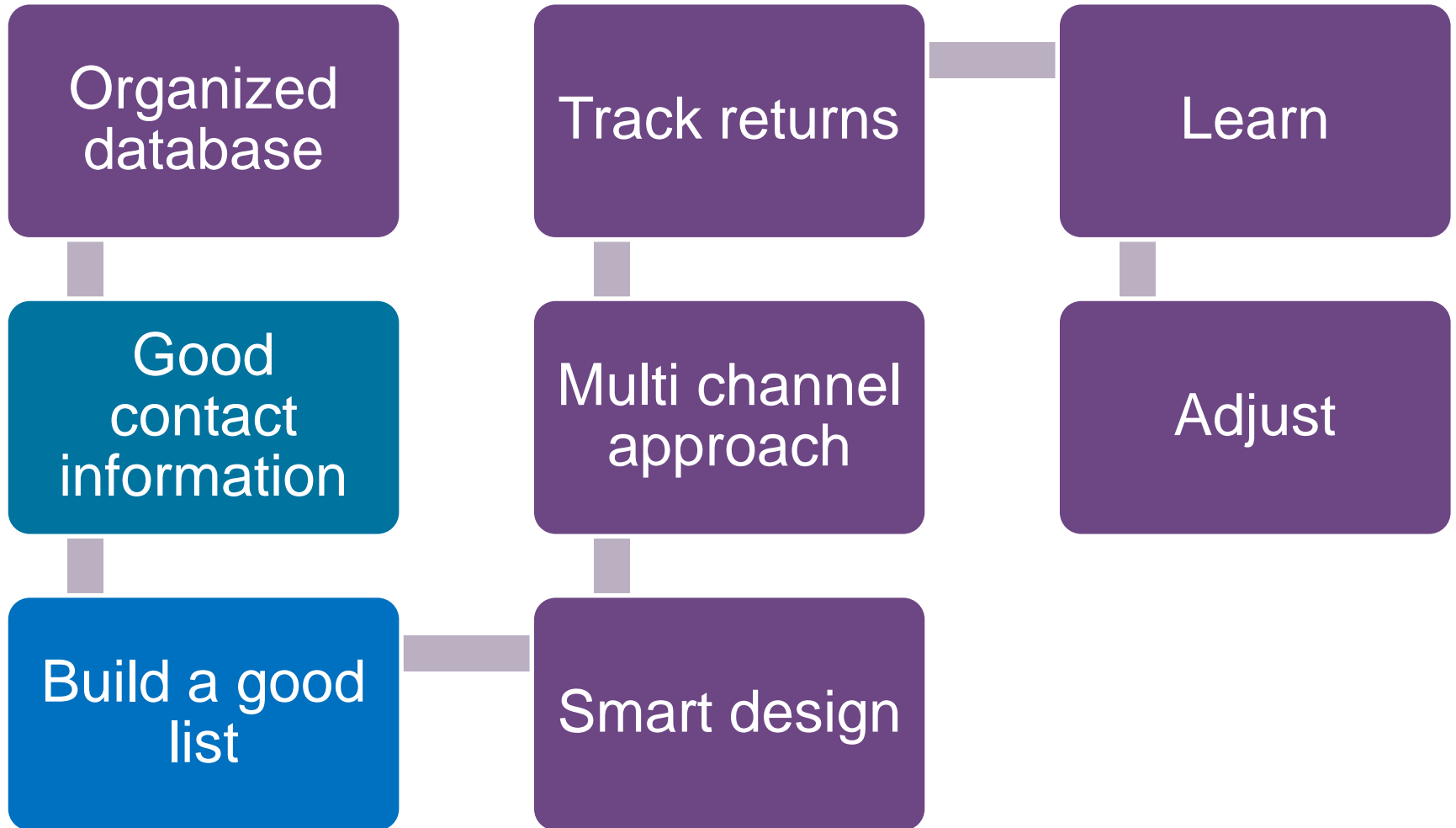
Predictive analytics are…

1. Data to help predict future giving opportunities

2. An analysis of donors, prospects and various constituencies in your CRM

3. Wealth screening through public data sources on donors and prospects

As you get started, consider:

1. 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:

S	M	A	R	T
Specific	Measurable	Attainable	Relevant	Time Bound

Target Analytics®
a division of Blackbaud, Inc.

Our roadmap…

Organized database

Good contact information

Build a good list

Track returns

Multi channel approach

Smart design

Learn

Adjust

Target Analytics®
a division of Blackbaud, Inc.

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*"

Target Analytics®
a division of Blackbaud, Inc.

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.**

Target Analytics®
a division of Blackbaud, Inc.

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

Target Analytics®
a division of Blackbaud, Inc.

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	+

Target Analytics
a division of Blackbaud, Inc.

KEY STRATEGIES

"A" Prospects

Next Ask $1-$1,000

Your prospects should continue to be cultivated and solicited for smaller annual gifts

Use *Next Ask Amount* to determine the annual ask amount for each records

"M" Prospects

Next Ask $1,001+

Major gift prospects and deserve your most personal attention

Focus should be on phone, personal correspondence and in-person visits

Use *Next Ask Amount* to prioritize list

Millionaires

Treat each of these individuals like "M" prospects

They all have *capacity* but some may lack *propensity*

Cultivate for at least $1,000, if not more

Use *Donor Type Rating* and *Next Ask Amount* to prioritize list

"S" Records

Review the XX records identified as "S" – suspects

Think about stopping or minimizing solicitations to these records

They do not appear to have the *propensity* to be donors at any level

FUNDRAISING ESSENTIALS KEY STRATEGIES

"A" Prospects

Next Ask $1-$1,000

Your prospects should continue to be cultivated and solicited for smaller annual gifts

Use *Next Ask Amount* to determine the annual ask amount for each records

"M" Prospects

Next Ask $1,001+

Major gift prospects deserve your most personal attention

Focus should be on phone, personal correspondence and in-person visits

Use *Next Ask Amount* to prioritize list

Millionaires

Treat each of these individuals like "M" prospects

They all have *capacity* but some may lack *propensity*

Cultivate for at least $1,000, if not more

Use *Donor Type Rating* and *Next Ask Amount* to prioritize list
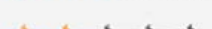
"S" Records

Review the XX records identified as "S" – suspects

Think about stopping or minimizing solicitations to these records

They do not appear to have the *propensity* to be donors at any level

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

Total Identified Assets
$25,000,000+
$10,000,000-$24,999,99
$5,000,000-$9,999,999
$1,000,000-$4,999,999
$500,000-$999,999
$100,000-$499,999

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

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

Target Analytics®
a division of Blackbaud, Inc.

RE NXT Sample Record

Ratings

$9,999,999.00   Maximum estimated assets - NXT
4/13/2015 Source: Blackbaud Analytics - NXT

$5,000,000.00   Minimum estimated assets - NXT
4/13/2015 Source: Blackbaud Analytics - NXT

1. Maximum and minimum range for the assets associated with the Wealth Rating

$5,000.00   Maximum ask amount - NXT
4/13/2015 Source: Blackbaud Analytics - NXT

$1,001.00   Minimum ask amount - NXT
4/13/2015 Source: Blackbaud Analytics - NXT

2. Maximum and minimum range for the assets associated with the Next Ask Amount

★★★☆☆   Overall wealth rating - NXT
4/13/2015 Source: Blackbaud Analytics - NXT

3. The Star Rating associated with the Wealth Rating

Major   Recommended donor type - NXT
4/13/2015 Source: Blackbaud Analytics - NXT

4. The **Donor Segmentation** measuring donor inclination

Target Analytics®
a division of Blackbaud, Inc.

Fundraising Essentials Sample Record in ResearchPoint

ResearchPoint™

Home | Prospects ▾ | Analysis ▾ | Administration ▾

Lookup ID:
8-10000321

Ken F. Erick

129 Rutledge Ave
Charleston, SC 29401

Tasks ⌃
⚡ Link with RE

Reports ⌃
🖨 Prospect research report

Shortcuts ⌄

Recently accessed ⌄

Link Tank ▾

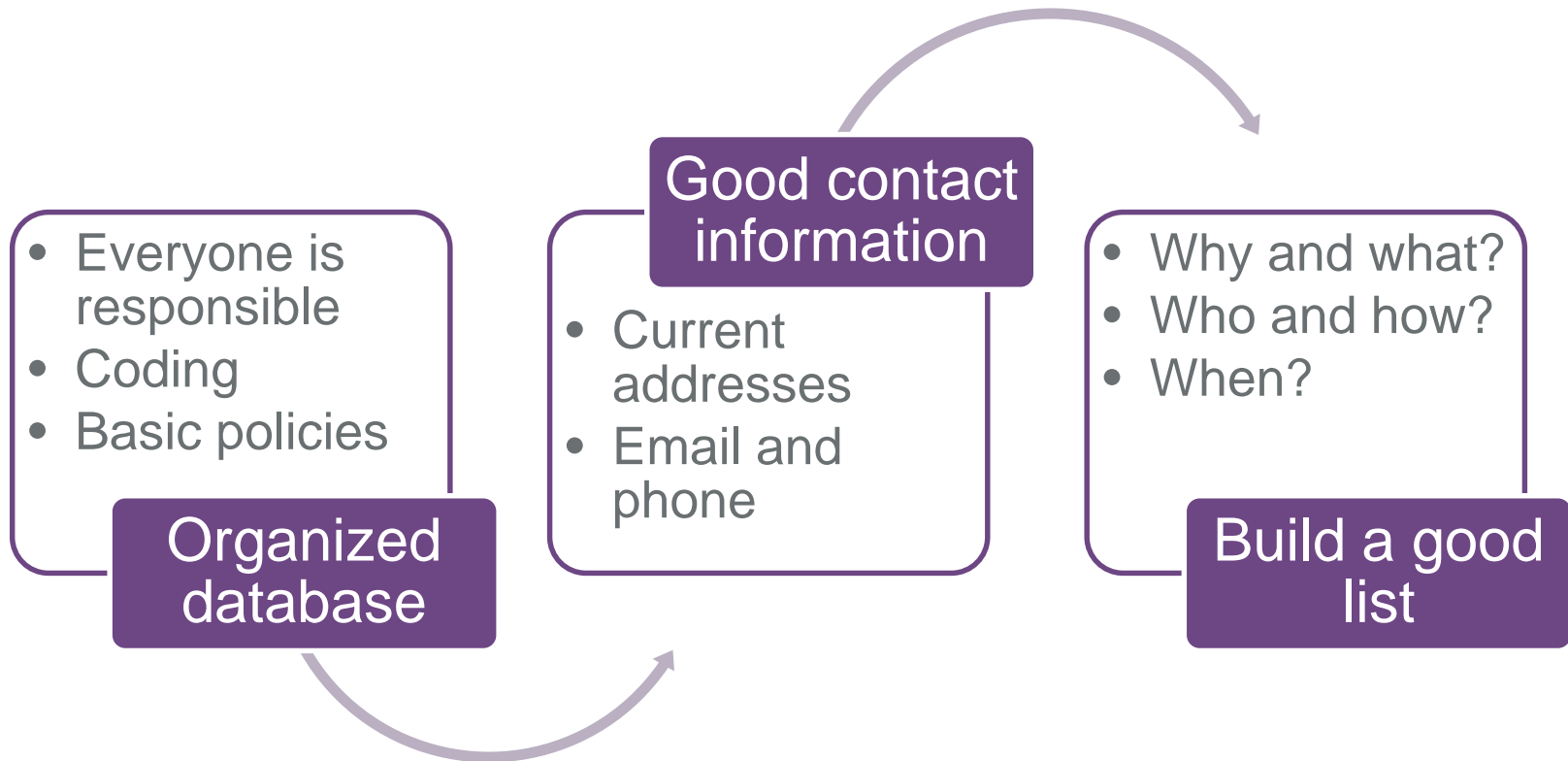Wealth Summary | **Model Scores** | Assets | Giving | Affiliations | Biographical Information | Social Summary

Model scores and ratings (6)　➕ Add | More ▾

	Name	Score	Maxi...	Updated on	Origin
⌄	Donor Type Rating Year 2	M		5/19/2015	Custom
⌄	Next Ask Amount Year 2	$1,001-$5,000		5/19/2015	Custom
⌄	Total Identified Assets Year 2	$1,000,000-$4,999,999		5/19/2015	Custom
⌄	Donor Type Rating	A		5/19/2014	Custom
⌄	Next Ask Amount	$501-$1,000		5/19/2014	Custom
⌄	Total Identified Assets	$1.000,000-$4,999,999		5/19/2014	Custom

Fundraising Essentials scores returned also on the Model Scores tab of each prospect's record

Target Analytics®
a division of Blackbaud, Inc.

Implementation Next Steps

First things first…

Organized database
- Everyone is responsible
- Coding
- Basic policies

Good contact information
- Current addresses
- Email and phone

Build a good list
- Why and what?
- Who and how?
- When?

Target Analytics®
a division of Blackbaud, Inc.

Good contact information…

- Hard to raise money without it!
- It's expensive NOT to maintain good information
- What will benefit your program most?
- There are ways to make it easy
  - FRE clients should consider addresses at a minimum
  - RE NXT clients have tools for data health based on subscription level— make sure you use it!

Data Enrichment	Starter	Essential	Prof
Address Finder	✓	✓	✓
Phone Finder		✓	✓
Email Finder		✓	✓

Target Analytics®
a division of Blackbaud, Inc.

Build a good list…

"A" Prospects — Best prospects for mail and mass avenues

- Next ask amount to target effectively
- Don't ignore your internal data
- Make it personal!

"M" Prospects — Your strategy defines this

- Consider removing your assigned "M" prospects from mail in favor of high touch cultivation
- Don't miss education opportunities

Millionaires — A unique group

- Your "A" rated prospects in this category are priority
- Engagement is key

"S" Prospects — Your bandwidth defines this

- Stay in touch with recent donors
- If you have lots of resources, make smart decisions to cultivate future donors
- If you are focused on ROI, trim your list

Target Analytics®
a division of Blackbaud, Inc.

Smart design starts with a smart ask…

Use suggestions below, or edit to your liking, to test a random sampling of your *"A" Prospects* against your current ask levels

If you like direct ask amounts, try one of these…

Rationale	Example: Last Gift Amount	Example: Newly Assigned Next Ask Amount Range	Example: Next Ask Amount
If last gift was one Next Ask Amount below where the prospect scored, ask for bottom of Next Ask Amount	$125	$251-$500	$250
If last gift was within the Next Ask Amount where the prospect scored, ask for top of Next Ask Amount	$375	$251-$500	$500
If last gift was more than one Next Ask Amount below where the prospect scored, ask for last gift x2	$75	$501-$1,000	$150

Target Analytics®
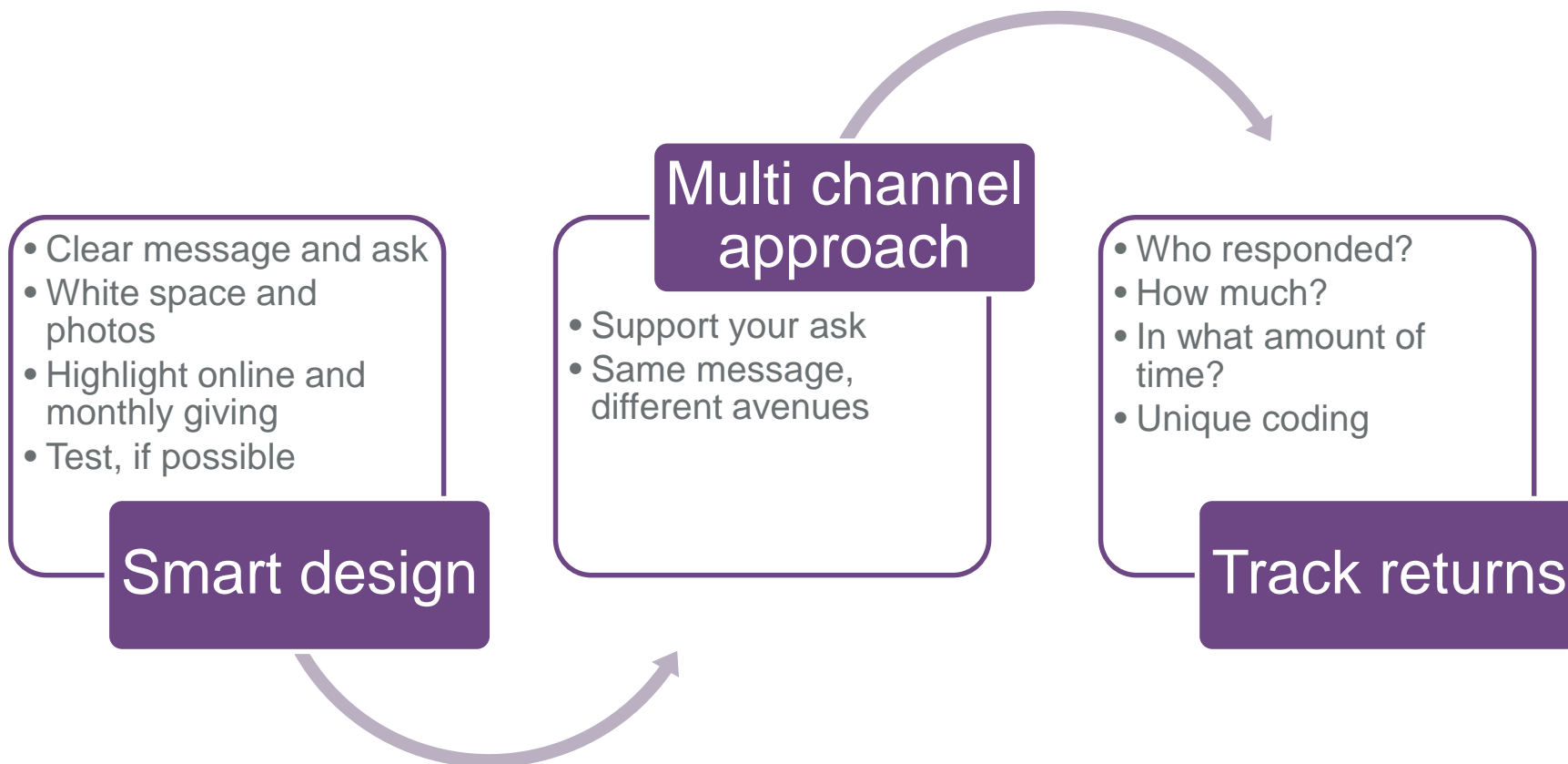*a division of Blackbaud, Inc.*

Smart design starts with a smart ask…

Use suggestions below, or edit to your liking, to test a random sampling of your *"A" Prospects* against your current ask levels

If you like ask strings or monthly giving, try one of these:

Rationale	Example: Last Gift Amount	Example: Newly Assigned Next Ask Amount Range	Example: Next Ask Amount
Non-donors	N/A	$1-$250	$50, $100, $200, $250
Non-donors	N/A	$251-$500	$100, $250, $300, $500
Non-donors	N/A	$501-$1,000	$100, $250, $500, $1,000
Convert low-end donors or non-donors to monthly donors	Any gift less than $1,000 including $0	$1-$250, $251-$500 or $501-$1,000	$10/mo., $20/mo., $40/mo., $83.33/mo. (adjust as appropriate)

Target Analytics®
a division of Blackbaud, Inc.

Digging in…

Smart design
- Clear message and ask
- White space and photos
- Highlight online and monthly giving
- Test, if possible

Multi channel approach
- Support your ask
- Same message, different avenues

Track returns
- Who responded?
- How much?
- In what amount of time?
- Unique coding

Annual Giving Case Study

The Scenario

- Identified $50 donors with "A" donor type/segmentation and strong next ask amounts
- Typical next request for a $50 donor would have been $85

The Test

- *Control Group:* received standard generalized communication with $85 ask
- *Test Group:* received new communication, focused on specific funding priorities, $200 ask
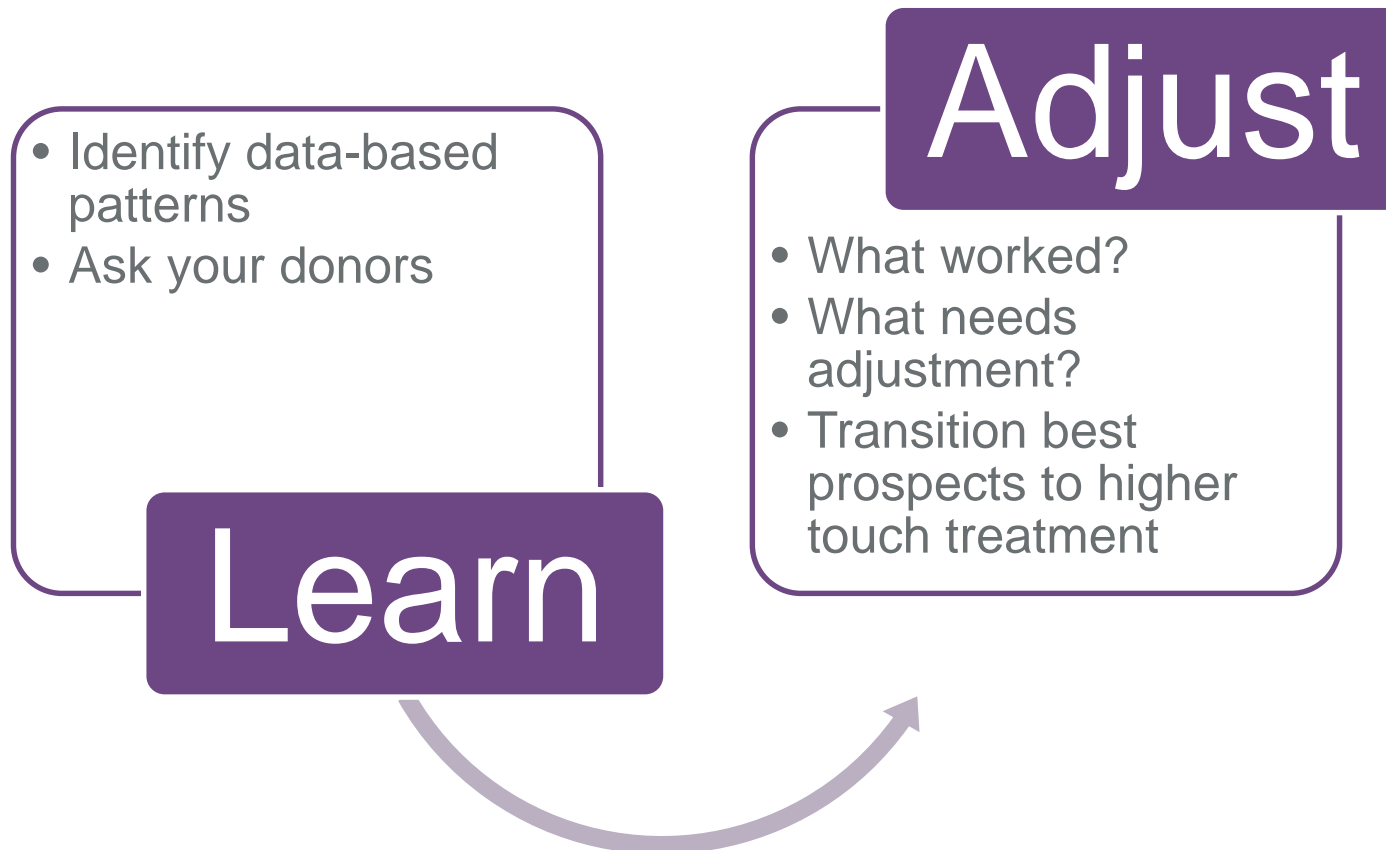 - acknowledging what the upgraded amount would allow the organization to accomplish

The Result

- More donors upgraded to $200 than $85
- *Client conclusions:* the combination of a different letter, with a targeted and tangible ask, made the difference

Next Steps

- *Steward* upgraded donors appropriately
- Roll out *new strategy* to additional segments

Target Analytics®
a division of Blackbaud, Inc.

Making progress…

Learn
- Identify data-based patterns
- Ask your donors

Adjust
- What worked?
- What needs adjustment?
- Transition best prospects to higher touch treatment

Target Analytics®
a division of Blackbaud, Inc.

Questions or Thoughts?...

Want to learn more about implementation of data analytics?

- Contact Your Target Analytics Account Rep

- Email, TAsolutions@blackbaud.com

- Or just send us a quick message via

  the app here and we will get back to you

- Join the Target Analytics Community