

# The Total Economic Impact™ of Blackbaud Target Analytics®

blackbaud®

Forrester® interviewed the Houston Zoo, a nonprofit organization in Texas with five years of experience using Blackbaud Target Analytics.

## THE HOUSTON ZOO IDENTIFIED NEW DONORS TO SIGNIFICANTLY BOOST THE REVENUE OF ITS OPERATIONS FUND.

*“[Blackbaud] Target Analytics helps us process large volumes of information at a greater speed and enables us to act on it quickly. We use it heavily and daily.”*

—Audra Jesudason,  
Senior Director of Development  
Operations at the Houston Zoo



Avoided three-year cost of additional researcher: **\$179,053**



Increased gift revenue for campaign fundraising by **\$2 million**



Increased operations fund by **\$453,364**

### THE DIFFERENCE

- **Shortened** fundraising campaign timelines to allow faster timelines for major gift campaigns
- **Improved** revenue planning for the executive team to provide a clear view of the number of prospects and the revenue potential
- **Automated** analysis of the Raiser's Edge® database of over 300,000 records
- **Enhanced** ability to find new donors

### KEY CHALLENGES

- No reliable tool to analyze prospect and donor records for future cultivation
- Lack of guidance on the optimal size of contributions

*“We were spending a lot of time on donors who were never going to give to the zoo. And at the same time, there were philanthropists in our database we didn't know about.”*

—Audra Jesudason, Senior Director of Development Operations at Houston Zoo

### WHO IS THE HOUSTON ZOO?



**Click here to read the full report.**