



Using Big Data to Effectively Increase Your Fundraising

1 Planning What You Want to Achieve

How do you accomplish your goals?

1. **Focus First**

Don't be scared by the term "big data." Use smart analytics to focus on key insight to drive smarter strategies. Think about what you ultimately want to attain, then break down your action plan accordingly to define what additional data points you might need.

2. **Start Small**

Review what data elements you already have in your database. Look at giving history to help create constituent segments. Review age and demographic indicators to build additional understanding. Knowing where you start helps provide a benchmark as you advance your strategies.

3. **Prioritize Prospects**

Whether you have 100 donors or 100 million, you should start by classifying based on donor type. Not everyone is going to be a candidate for \$10,000 gifts and that's OK. Sort based on donor type to differentiate your annual/direct response program from your major giving program.

4. **Consider Capacity**

After you sort your donors, consider what wealth indicators you can find. Do your prospects live in a nice neighborhood? Are they part of any exclusive clubs or business groups? Additional information to indicate capacity for giving will enable you to identify those donors who are better fits for personalized messaging.

5. **Align Asks**

Just because someone has the assets available doesn't mean they will give them to you. With ask array data, you can craft your message to make sure you're not asking too little or too much of your prospects. With the right ask, you're even more likely to secure a donation for your organization.

Continued...

2 Bringing It Together

Now that you have the data, what are your next steps?

1. *Annual Giving*

Consider your communication and renewal strategies. Use a variety of channels and let your donors choose how they prefer to give. Measure all campaigns and review success metrics to plan for the next effort.

2. *Major Giving*

Layer data screenings into your prospect management system. Sort prospects based on capacity and propensity to build portfolios. Review findings with gift officers to plan outreach and confirm you have the resources needed to reach your fundraising goals.

NOTES:

What smart strategies are you going to implement with your new insight?

For more information, contact your account executive or email TAolutions@blackbaud.com >