

The Target Analytics® Cooperative Advantage



Reach responsive donors and increase fundraising effectiveness

Direct mail is still the number one source for soliciting new donors. To maximize results, it is not only important for you to reach as many people as possible but also to find the right donors who are more likely to give to your organization. The Target Analytics Nonprofit Cooperative Database, part of Blackbaud's Target Analytics division, helps focus your organization's efforts on producing tangible, profitable results via access to a large universe of proven direct-mail respondents.

A proven list-generating database for nonprofits

As a leader in the nonprofit business sector, Target Analytics has been providing nonprofits with effective acquisition lists leveraged from the Target Analytics Nonprofit Cooperative Database for more than a decade. The acquisition names provided are drawn directly from a national compiled database licensed from a third party which is comprised of more than 2.6 billion transactions and 76 million charitable households – whose names and addresses are available on the open market today. Target Analytics uses this information, in conjunction with your parameters and information, in the Nonprofit Cooperative Database to influence probabilities in its predictive models, resulting in useful, specific information for your organization.

What makes us different from other cooperative databases

Our experienced account teams have been working with nonprofits for years and understand your business and mission objectives. In addition to building models that generate large universes and strong results, we know nonprofits and fundraising. We assign dedicated account managers and analysts to each client, and work with you as partners to fully understand your data and improve your results.

Cooperative database users experience increased donor value

More than 600 nonprofits spanning all sectors of the nonprofit industry currently benefit from their access to the Nonprofit Cooperative Database. Satisfied clients range from large national organizations, who may use our lists to mail monthly, to smaller regional organizations, who may mail only once or twice a year.

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Regardless of size, the thing they all have in common is the number of real responses that return real value. Organizations who use our results-oriented Cooperative Database use it repeatedly and the program has a more than 83% client retention rate.

The table below shows actual examples of how Target Acquisition lists perform compared to overall performance of other lists in a campaign for a variety of Catholic mailers:

Comparing Target Acquisition List Performance to Overall Campaign Performance

Sample Organizations	Target lists			Overall Campaign			Target Lift Relative to Overall		
	Response	Avg. Gift	Rev/M	Response	Avg. Gift	Rev/M	Response	Gift	Rev/M
Client A	2.16%	\$8.98	\$194	1.81%	\$8.38	\$152	19.3%	7.2%	27.6%
Client B	2.10%	\$12.52	\$262	2.12%	\$11.78	\$249	-0.9%	6.3%	5.2%
Client C	2.51%	\$10.87	\$273	2.20%	\$11.43	\$252	14.1%	-4.9%	8.3%
Client D	0.68%	\$24.19	\$166	0.45%	\$28.82	\$129	51.1%	-16.1%	28.7%
Client E	1.46%	\$13.55	\$197	1.42%	\$12.10	\$171	2.8%	12.0%	15.2%

In addition to increased response rates, clients typically acquire better quality donors, including those with above-average initial gift amounts, consistently higher second gift rates, and strong retention rates.

Participation is flexible, open, and structured to meet your needs

When you agree to participate, you send a copy of your donor file to Target Analytics and complete a brief questionnaire associated with acquisition practices and goals. We then evaluate the giving patterns of your donors to create a predictive model based on your responses. The resulting model is used to search our cooperative and public databases to find individuals who exhibit giving patterns similar to your donors. If an individual looks like a good prospect, we use their name and address from our licensed database to build a mailing list of prospects for your organization. The list is screened for Direct Marketing Association exclusions and your organization's existing donor list names are suppressed as well. Any necessary adjustments are made and your list is finalized.

How often you use the Target Analytics Nonprofit Cooperative Database is up to you. There is no time commitment, no requirement to purchase a specified number of names per year, and you do not need to buy additional Target Analytics services. You may remove your organization's files at any time without any obligation and without leaving behind a data footprint.

Protecting your organization's data is paramount

We value your privacy as much as you do and we do everything possible to protect your data. No information of any type contained within an organization's files is ever copied to Target Analytics' national compiled database or into the databases of any other organization with whom we work.

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In addition, we suppress all gifts over \$500 and honor all of your exchange suppression flags to respect donor preferences. We are a member in good standing of the Direct Marketing Association and adhere to all guidelines for list practices while also being in full compliance with the DMA Privacy Promise to protect consumer privacy.

We pride ourselves on stewardship and protect your data assets in the following ways:

- We exclude large gifts from the Cooperative Database, thereby protecting your larger donors.
- We deliberately rest names so that they are not overused — on average, a Cooperative Database name is used in a mailing no more than four times per year, whereas other rental and exchange mailers can average 20+ times per year.
- We ask for and honor all donor suppression information.
- Participation is anonymous and restricted to nonprofit organizations only — organizations cannot select or cherry-pick names based on their giving to specific organizations.
- Clients may withdraw at any time without leaving their information behind.

► **Want to learn more about how you can participate?**

We have a long history of working with our clients and their agency partners to develop models suited to their particular mission and acquisition objectives. To see how we can help you, simply contact your Target Analytics account representative or send an email to solutions@blackbaud.com and we will be happy to discuss how you can get started today.