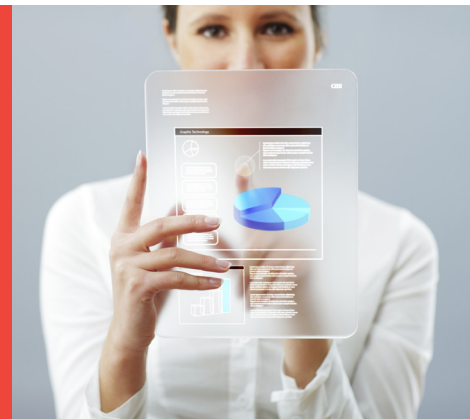# Target Analytics ProspectPoint®
Fundraising Models that Drive Gains across Programs

Summary

The ProspectPoint modeling suite helps an organization identify and target best fundraising prospects, overhaul annual fund initiatives, and perform strategic campaign planning. ProspectPoint empowers fundraisers to make faster, more informed, and more effective decisions. Our framework leverages more than 1,000 distinct data points to identify whom an organization should target, which programs to target them with, and how much those individuals are likely to contribute. We go far beyond the numbers to help our clients; as the models are implemented, our fundraising consultants ensure that the insights are applied correctly and that an organization has all the knowledge required to optimize its investment.

Description

Target Analytics utilizes 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. That mix of data assets provides the organization with a holistic view of each supporter, expanding beyond historical relationships, 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, recommended treatment for each constituent, well-armed and more confident client, and ultimately, far more effective and efficient fundraising program.

What have they given to us?

What have they given to others?

What is their capacity to provide?

Benefits

Identify the **best prospects** for each fundraising program

▼

Understand **giving potential** and **overall capacity to give**

▼

Leverage experts with decades of **knowledge and experience**

▼

Minimize time and resources wasted reseaching lesser prospects

▼

Maximize your return on fundraising investment

Deliverables

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

The ProspectPoint Models
Four Models Utilized in Standard ProspectPoint Engagements

Target Gift Range

The Target Gift Range model identifies a suggested ask amount for existing donors. This data is used to ensure that gift requests are properly aligned with donor capacity and that the organization is optimizing the value of each individual constituent. The model provides a monetary range for gift requests used as part of annual appeals and major gift conversations to help the organization match requests with each donor's actual potential. This avoids situations where organizations ask for significantly more or less than the donor is inclined to contribute

Major Gift Likelihood

The Major Gift model ranks and scores supporters and determines which of these individuals are most likely to make a major gift. It identifies not only which individuals have the capacity to make a major donation, based on overall wealth, income levels, and hidden assets, but also the propensity to give to the organization in significant amounts, as demonstrated by their profile and past behavior. The model is far more accurate than utilizing either capacity or propensity alone and significantly reduces the risk that an organization will waste time and money investing in a nonproductive prospect.

Planned Gift Likelihood

The Planned Gift Likelihood model determines which constituents are best targets for planned giving initiatives. The model identifies individuals that have a strong relationship with an organization — commonly those who have been regular and loyal contributors and are at a life-stage where they are actively considering options for their estate. Since the size of a planned gift is difficult to predict accurately, Target Analytics focuses on understanding each donor's connection with an organization, first through an analysis of their giving history, then by analyzing demographic and lifestyle attributes that provide insight into their nature and reason for giving.

Annual Gift Likelihood

The Annual Gift Likelihood model determines which existing supporters should be the prime targets for annual fund programs. In most cases, these individuals are productive, highly loyal donors that are heavily engaged with the organization, but haven't demonstrated the propensity and capacity to give in large amounts, and aren't the best targets for a major gift program. The individuals provide steady and unwavering support, and commonly advance up the donor pyramid as they progress through changes in life-stage and affluence.

> ➤ To learn more about how Target Analytics can help your organization, visit www.blackbaud.com/Analytics or contact your account representative today.