

Data-Driven Fund Raising for Higher Ed Advancement

Business Challenge

Fundraising staff constantly make choices on which donors to cultivate to yield the best returns. This organization needed to increase yields by 50%, and arming fundraisers with much more intimate donor data insights was essential to success.

Solution

Identifying high-net-worth donors that have a recent intimate connection with the research causes needed a new donor data architecture and "list management" process consisting of:

- Deeper use of public and commercial donor data sources
- Data inferencing exposing research causes that "touched" a donor's personal life
- Data methods for harvesting research staff familiarity with the donor targets

and blending this data to create more informed propensity scores to drive list management.

Approach

Create a donor data marketplace using data from internal, public, and commercial donor sources:

- Engage with stakeholders to gather input and insights from key parties to effectively define business requirements.
- Develop data security and privacy policy requirements working with the CISO, legal and business stakeholders to ensure alignment.
- Create a single blended propensity score for actionable prospecting.

Business Value

A significant improvement in fundraising effectiveness:

- Improved distribution of donor targets amongst fundraising officers.
- Better prioritization of fundraising efforts and expenses.
- Improved fundraiser relationship insights development capability for the research staff.

Within the first 12 months, a \$1M donation was received from a new donor

