

Quotes from participants in the **donorCentrics**[™] Performance Analysis and Benchmarking Service:

"Target's benchmarking programs offer a tremendous value for the money. The products greatly enhance our analytical capacity at a fraction of what it would cost us to purchase that analysis on our own. The benchmarking meetings give us the opportunity to spend two days at the table with many of the best direct marketers in the environmental community. This gives us an opportunity to confirm and/or enhance our best practices."

— The Wilderness Society, USA

"The opportunity to sit around a table with our peers from other organizations and exchange ideas and best practices is invaluable. Even in this tight-knit industry, it's easy to start to feel isolated when facing challenges. Hearing how others have faced and overcome those challenges has saved us time and money on more than one occasion."

— Special Olympics, Inc.

"Target's **donorCentrics** analysis has proven to be tremendously valuable for the Trust for Public Land. The detailed and comprehensive reports have allowed us to confidently develop plans for the strategic growth of our individual annual giving program. My participation in the annual Environmental Collaborative Benchmarking meetings has been invaluable. Based on discussions with the participants and the benchmarking reports, TPL has confidently added fundraising strategies used by larger organizations in the group. The meetings also serve as an opportunity for me to learn from colleagues from organizations with established individual giving programs as well as, discuss the current state of philanthropic giving."

— The Trust for Public Land, USA

"By participating in the Target Benchmarking Group, we've been better equipped to review and understand the data and trends of our competitors, this knowledge has enabled Catholic Relief Service to become stronger at evaluating strategic options in our program. This knowledge has also allowed Catholic Relief Services to move forward with the best and most efficient direct marketing methods."

— Catholic Relief Services, USA

"The Target Analytics unique benchmarking services have provided us with detailed, relevant, and timely information on the performance of our peers. The benchmarking reports and group conference give us a mechanism to effectively gauge the performance of our direct marketing programs to other organizations in our sector. As a result, we have increased our ability to identify strategic opportunities and make more informed decisions on changes to existing strategies or the implementation of new ones."

— Care USA

"Our participation in the benchmarking group has really opened our eyes. Talking to the other participants, we learned about a number of different practices that we will likely want to adopt -- and we also learned some things that made us confident about many of our current practices."

— Doctors Without Borders, USA

"We found **donorCentrics** to be an exceptional service. The depth and quality of their analysis exposed many opportunities for improved targeting and the collaborative benchmarking session with our peers was exceptional. Overall, the value we got for our investment was incredible."

— Childfund Australia

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