



Blackbaud's 2008 Higher Ed Forum

Passion Matters: Modeling and Cultivation Strategies for the Donors Who Love You the Most

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Passion Matters



Not new ideas...

“People do not give time and money to organizations because organizations *have* needs; they give because organizations *meet* needs... Fund raising is not about money, it is about relationships.”

Kay Sprinkel Grace

Beyond Fundraising: New Strategies for Nonprofit Innovation and Investment

Blackbaud.

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Why Are Passion and Relationships Important?

The traditional point of view for identifying Major and Planned giving prospects:

- ◆ Prioritize the obvious prospects (past major donors, board & committee members)
- ◆ Use wealth screening to narrow down the large pool of long-time donors
- ◆ Choose key prospects based on their capacity or age

The Result:

- ◆ Less insight into your donor's unique relationship with your organization
- ◆ Every other organization knows the same capacity information
- ◆ Prioritization based on capacity, not on capacity AND interest/affinity



Why Are Passion and Relationships Important?

A new point of view – Passion before Wealth

- ◆ Donors are not trying to hide their level of interest in your organization
- ◆ Passion can be detected at lower dollar levels and early in a donor's relationship with you
- ◆ Passionate donors are willing, even interested, in sharing information about themselves
- ◆ Passionate donors are interested in everything you do. They donate, attend re-unions and local events, recruit high school students, volunteer for phonathons, join committees, visit your web site, read your publications and tell you their opinions (good and bad)
- ◆ Passionate donors don't want you to lose touch of them



The Data Challenge

- ◆ “The data is frequently messy or missing”
- ◆ “We don’t have any place to enter those fields”
- ◆ “We’d never get the staff to key it in”
- ◆ “That information is managed by a different department and stored in their database”
- ◆ “How much is each piece of data worth?”
 - Is attending a sporting event worth more than a web site visit?”
 - Is this piece of data worth typing into the system?



Passion Modeling Opportunities

- ◆ Uncover “new” major and planned gift leads
- ◆ Prioritize prospects
- ◆ Allocate scarce resources strategically
- ◆ Predict participation
 - Volunteers
 - Events
 - Committee members
 - Planned giving
 - Higher dollar gift clubs
- ◆ Share donor score across “silos” to coordinate treatment, cultivation, touchpoints and investment



Why is Passion an important concept for your organization?

- ◆ Focus is on the donor and your relationship to them, not just on process and business rules
- ◆ Prioritizes organization-wide and cross-department strategies to improve Planned, Major and Mid-level Donor Cultivation
- ◆ Through education of key Passion variables, additional measures of success can be identified (collection of donor interactions, collection of donor reported data, preferences, etc.)
- ◆ Provides a shared donor ranking that can be used to bridge across many aspects of the organization



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