

donorCentrics™ Performance Benchmarking Services

Benchmark with your peers!

donorCentrics provides reliable, comprehensive multi-year performance assessments of your annual giving program. By monitoring long-term, year-to-year trends and benchmarks for these behaviors, your staff can set goals for coming years, identify areas where improvements are needed, and implement strategic fundraising enhancements.

BASIC donorCentrics SERIES

The standard donorCentrics series is a set of three analytical reports designed to reveal donor behavioral patterns and opportunities to increase revenue and loyalty:

- The **Overall Program Assessment** measures overall annual giving performance with comprehensive reports of basic fundraising activities.
- The **Program Overview** provides a summary of analytical results of the Overall Program Assessment in a concise, easy-to-read format with tables and charts highlighting key metrics.
- The **Collaborative Benchmarking Analysis** presents performance benchmarks based on a comparison of your school's program with those of peer institutions that have agreed to share data.

In addition to these reports, an intensive two-day conference/workshop is held for each collaborative benchmarking group. The donorCentrics reports provide standardized comparison data that is used as the catalyst for discussing important trends and sharing ideas, strategies, and best practices among peers.

ADDITIONAL donorCentrics REPORTS

The donorCentrics reports can also analyze the giving behavior of other populations at your institution, including donors to:

- **Graduate Schools (Business, Medical, Law, etc.)**
- **College/Unit Programs (Engineering, Arts and Sciences, etc.)**
- **Athletic Programs**
- **Specific Funds**

Analysis can also be run on special subsets of your donors, including:

- **Parents**
- **Friends**
- **Young Alumni**
- **Specific Classes and Decades of Alumni**



ADDITIONAL SERVICES

Major Donor Graphs

These graphs demonstrate how the annual fund establishes the initial donor relationships that lead to major gifts.

donorCentrics[™] Scenario Builder

This innovative tool can help you easily construct reliable multi-year forecasts based on actual past performance data. Answer “what if” questions about past investments and create forecasts for key donor populations based on loyalty and giving behavior. Can be updated quarterly.

donorCentrics Explorer

Take control of your annual fund program! Easily analyze recent donor behavior to identify clusters of underperforming populations. This powerful tool uses Microsoft Excel[®] to connect you to frequent updates of your transaction files hosted at the Target Analytics Data Center. Can be updated quarterly.

Report Review

A detailed narrative from an independent consultant that uses the donorCentrics data to make recommendations tailored specifically to your fundraising program.

On-site Consultation

A Target Analytics representative will consult with and/or present reports to staff, senior management, or board and offer instruction for interpreting results.

ProspectPoint[®]

This full-service custom data modeling solution delivers critical information on a prospect's or donor's likelihood to make a gift to your organization. Our unique service analyzes current and historical data from external sources and behavioral trends to identify your best potential annual, planned, and major giving prospects.

WealthPoint[®]

This proven wealth identification and information service provides you with detailed financial, biographical, and demographic data on the wealthiest individuals in your database. Developed specifically for nonprofit professionals who need a better understanding of an individual's capacity to make a donation, **WealthPoint** will jumpstart your prospect research initiative and help you focus your major gift efforts.

Get started today! To set up a demonstration or get a personalized quote, please contact your Target Analytics representative or email us at solutions@blackbaud.com.



Find the data you need to
make efficient resource
allocation decisions.



800.443.9441



solutions@blackbaud.com



www.blackbaud.com

Target Analytics,
a Blackbaud Company
2000 Daniel Island Drive
Charleston, SC 29492
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