

Performance Benchmarking Service



Benchmark with your peers!

donorCentrics **Performance Benchmarking Service** from Target Analytics is helping nonprofit organizations:

- Establish accurate industry standards for strategic comparison
- Identify true best practices and strategies
- Learn how other top-performing organizations achieve success
- Monitor and assess the long-term impacts of strategic changes

Discover strengths, weaknesses, and opportunities in your fundraising program

Basic donorCentrics series

The basic 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 is a comprehensive decision support tool with six-year trending on hundreds of key performance measures including retention rates, lapsed reactivation rates, giving level upgrades and downgrades, lifetime giving behavior, donor attrition assessment, and gift source analysis.
- The Program Overview is an executive level summary that highlights important trends and key performance indicators.
- The Collaborative Benchmarking Analysis compares key measures and trends among participating peer organizations to provide a framework for peer analysis and shared learning.

In addition to the reports, an intensive one-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.

Unique in scope and depth, donorCentrics reports are used by hundreds of nonprofits throughout the United States and Canada.

Continued

Additional services

The following can be produced with additional processing from the same data set used to create donorCentrics™ :

donorCentrics Scenario Builders

This suite of web-based, graphical tools facilitates creation of three-year performance forecasts and answers “what if” questions about past investments in acquisition, retention, or lapsed recapture efforts. Extend the value of donorCentrics with this easy-to-use add-on.

donorCentrics Analytic Explorer

This interactive application enables fast, easy, and flexible analysis of monthly, quarterly, or annual performance indicators from your desktop. This Microsoft Excel®-based application allows you to customize and concentrate your analysis on the populations and metrics of most interest to you.

Long Term Value Explorer

A detailed view of subsequent giving behavior by specific acquisition list and/or campaign that provides the key to understanding the true acquisition ROI by list source or program.

Summary Narratives

A detailed analysis of your individual program highlighting the trends and findings from your Overall Program Assessment in a concise and easy-to-read format.

On-site Consultation

We are available to meet with you and members of your organization to discuss and interpret the information contained within donorCentrics.

Find the data you need to
make efficient resource
allocation decisions

► 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.