Summary
The Fundraising Scorecard from Target Analytics is a complimentary screening process to assess the current performance and estimate the future potential from your donor database. The screening reviews key metrics summarize your current donors, applies wealth screening to discover hidden prospects, and calculates performance gaps to highlight your fundraising potential. Results are delivered through an easy-to-read scorecard and are summarized in an overall rating letter grade depending on how you compare to your peers. Insights from the scorecard can be used to identify fundraising gaps and provide support for applying additional screening processes.

Description
The process first compiles your current donor and transaction counts to create an overall base for the screen and to stage donors for opportunity identification. Donors are then processed through advanced modeling from Target Analytics to sort based on giving history to your organization, giving to other organizations, and identify donor capacity.

Donors are sorted based on history and propensity of becoming Annual/Direct Marketing or Major Giving program candidates. This segmentation then highlights promising areas for donor migration and upgrades.

Finally, historical giving history to your organization is compared to available capacity and propensity information from high-value prospects. The identified capacity is combined to create your overall fundraising opportunity.

Benefits
- **Benchmark** your donor profiles against peers
- Score your fundraising success across **key metrics**
- Understand your overall fundraising potential
- Discover the upgrade opportunities from your donors
- Find **hidden high-value donors** in your files

Assess your current annual and major donor profiles
Benchmark your results with your peers
Discover opportunities to increase revenue
Fundraising Scorecard Insights
What You’ll Learn When We Analyze Your Donors

Areas of Opportunity

• Major Donor and Annual Gift upgrade opportunity review shows the number of donors and average possible increase for Major and Annual Gift donors and prospects identified from your database
• Total upgrade potential based on upgrade opportunity
• Estimated financial increase assuming a quarter of your prospects upgrade to the identified giving level

Major Donors

• Major Gift Donors within the last 72 months
• Major Gift Prospects found in your database
• Donors & Prospects with greater than $1 Million in identified assets
• Donors & Prospects with identified additional giving capacity

Annual Gift Donors

• Annual Gift Donors within the last 72 months
• Unlikely donors found in your database
• Donors & Prospects with greater than $1 Million in identified assets
• Donors & Prospects with identified additional giving capacity

Customized Best Practice Recommendations

After assessing your performance across each category, the Fundraising Scorecard automatically calculates the overall fundraising impact you could achieve based on the identified metrics. The scorecard will also recommend additional services you could run to help increase revenue across your fundraising programs.

To run your complimentary scorecard and to learn more about Target Analytics®, visit www.blackbaud.com/Analytics contact your account representative, or email TAsolutions@blackbaud.com today.