The most popular fundraising and supporter management solution just got even better by integrating smart analytics from The Blackbaud Giving Score.

Your supporters — and how you recognize their relationships — are critical to your success. But how do you identify your prospects or know what actions to take to get them to reach their full potential? The answer is in The Giving Score.

The Giving Score is the perfect starting point for organizations that are striving to better analyze their prospects so they can maximize their fundraising efforts and deliver successfully on their missions.

Turn your database of contacts into something more.

Learn more about your supporters and get the information that really matters. The Giving Score analyzes your supporters based on their capacity and likelihood to give to your organization using information about their financial background and affinity to your mission.

The Giving Score gives you a fresh perspective by segmenting your contacts into four categories, assigning a score to your records, tagging them with identities, and providing you with fundraising strategies for each.
Making the Most of The Giving Score

The Giving Score is the best way to understand how to recognize your supporters and take effective action. Simply put, the higher the score, the better the prospect.

**Tier 4: High Capacity and High Affinity**

*Persona: VIP (“Very Important Prospect”)*

*Strategy: Cultivate and Steward*

Your VIPs are the supporters who should receive your greatest attention. They have the most potential to make an impact on your organization because they have the highest affinity to your organization as well as the greatest capacity to make a gift. Your VIPs may not be giving to their fullest potential because they have not been asked for the right amount.

Cultivate the relationships you have with your VIPs by adding a personal touch to your interactions with them. These individuals would benefit from face-to-face meetings and solicitations from your board members. Steward your VIPs by recognizing their support and reporting on the impacts their gifts have made.

**Tier 3: High Affinity and Low Capacity**

*Persona: Fan*

*Strategy: Acquire and Upgrade*

Because these supporters have a very high affinity to your organization’s cause, you should keep them on your priority list and make sure they are recognized. Most likely, your fans are already engaged in your cause by volunteering or spreading awareness. However, they have been determined to have less capacity to give — either because they have never given to your cause or because they have given small gift amounts.

Fans may be non-donors or loyal donors — but they are solid prospects for giving. You should acquire their gifts through personal appeals if they haven’t already given to your organization. Then, keep these names in your prospect list and continually evaluate them for the potential to be upgraded to larger gifts.

**Tier 2: High Capacity and Low Affinity**

*Persona: Long-Shot*

*Strategy: Qualify and Inspire*

The long-shots in your database are the prospects who have been identified as having high giving capacity but very little affinity to your cause because they have little or no knowledge of your organization. Most likely, you entered their names into your database because they attended a special event like a 5K run, auction, or charity ball. That means that the long-shots in your database might not have interest in becoming more involved than they already are.

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However, it will be important to review the list of donors who fall into this category because there may be potential to qualify them as major gift prospects if you use the right strategies. While their wealth may be an enticing factor, it is their relationships that matter — which is why you must inspire them with good storytelling about your organization’s impact on the community.

**Tier 1: Low Capacity and Low Affinity**

**Persona: Acquaintance**

**Strategy: Minimize and Monitor**

Your organization’s acquaintances have a low capacity to make a gift, which means that they are the most challenging people to qualify as potential gift prospects. Your acquaintances also don’t have the affinity to your organization and don’t share the passion for your cause like your VIPs and your fans do.

You should minimize your efforts with your acquaintances, but you should also monitor them passively because they could experience a job or life change that would make them a good prospect in the future. A good idea would be to use very low-cost communication and solicitation methods with your acquaintances, such as email communications and electronic newsletters.

**The Overall Value and Benefits of The Giving Score**

The Giving Score can help you:

- Operate more efficiently, decrease costs, and save time
- Focus your efforts on those with the greatest likelihood and capacity to make specific gifts
- Build and maintain better relationships with your supporters
- Get to know your supporters better and ensure that you are acting on the right information

Discover the power of (i) today.
Contact us at 800.443.9441 or solutions@blackbaud.com to learn more. ➤