

# Target Analytics® at Blackbaud

## The Leading Provider of Data and Analytics to the Nonprofit Industry

### Summary

Target Analytics has been the leading provider of analytics and data services to the nonprofit market for more than 20 years. In an effort to assist businesses in carrying out their corporate social responsibility programs, Blackbaud provides access to the nation's largest integrated philanthropic database. A limited number of socially responsible companies are being invited to partner with Target Analytics in this initiative.

### Deliverables

Your organization will provide Target Analytics with a file consisting of first names, last names, and residential mailing addresses for constituents in your database.

Target Analytics will append the file with a full suite of philanthropic and demographic insight (see below). The appended file will be returned to you for your company and foundation to use in analysis, segmentation, and making smart CSR and marketing decisions.



**Household Giving Information**

**Philanthropic Affinity:** Behavioral information that describes giving data within a given nonprofit segment (e.g., international relief, animal welfare, veterans services, etc.) for the previous 24 months, including total number of gifts over the last year, last gift date, and last gift amount



**RFM Rating by Nonprofit Segment**

**Philanthropic Affinity:** A model score that indicates the likelihood to respond to a donation request within a given nonprofit segment (e.g., food banks, rescue missions, public broadcasting, etc.), returned for each nonprofit segment available through Target Analytics



**Direct Marketing Channel Indicators**

**Channel and Program Use:** Indicates strong, moderate, or weak response to (a) telemarketing and web channels, and (b) a recurring gift request via a sustainer program. Based on observed behavior as well as channel source for the last observed gift given



**Major Giving NOZA Append**

**Philanthropic Affinity and Major Gift Behavior:** Evidence of major giving derived from the Target Analytics NOZA database



**Wealth Rating**

**Wealth (Capacity to Give) Profile:** Alphabetical rating based on identified assets (e.g., real estate, business ownership, stock, etc.)

### Key Facts

- Target Analytics services **7,000+** nonprofits each calendar year
- We designed and implemented more than **1,000** predictive models, across a mix of major giving, planned giving, and annual fund initiatives
- Our national **Cooperative Database** contains nearly **4 billion** philanthropic gifts and provides insight on **85 million** U.S. households
- Our **NOZA database** is the world's largest, searchable repository of philanthropic giving—containing over **125 million** high-value gift transactions

[Learn More >](#)

### About Blackbaud

Leading uniquely at the intersection point of technology and social good, Blackbaud provides software, services, expertise, and data intelligence that empowers and connects people to advance the social good movement. We serve the entire social good community, which includes nonprofits, foundations, corporations, education institutions, and the individual change agents who support them.