

The Blackbaud Giving Score

Quick Glance

Helps you raise more money by:

- Giving you the power to **target and identify your best supporters**
- **Saving you time and money** by knowing who to invest in
- **Improving efficiency** with managing your supporters in **The Raiser's Edge®**

Provides a comprehensive segmentation strategy:

- **The Giving Score** applies **smart analytics** to your database
- **Segments** your constituents into four unique groups
- **Focuses cultivation and solicitation** efforts on who is most likely and capable to give

Enables you to be more efficient in The Raiser's Edge:

- The Giving Score is brought to life with **built-in best practices in The Raiser's Edge**
 - **Action tracks by score** to help cultivate constituents
 - Easy to read **dashboards** and **preconfigured queries** by segment
 - Integrated **role-based** user experience
- The Giving Score allows non-profits to **focus** their efforts on their **best prospects** and **donors**

How we do it:

- Target Analytics looked at hundreds of external **demographic and financial characteristics** and combined that data with **historical giving** information from your organization to build the score
- The **score is applied** to your database when you perform the scoring process for valid United States addresses through the option in the Data Health Center.

Your next steps:

- All you need to do to access the benefits of The Giving Score is to be on **version 7.92 of The Raiser's Edge** and run the score via the Data Health Center
- Take advantage of this **FREE segmentation tool** built right into The Raiser's Edge and start using the scores today

