



Focus On The Right Channels and Right Segments with Indicators from Target Analytics®

Direct response campaign strategies are primarily built on information and measurements derived from similar past efforts. Understanding how to broaden your sights and incorporate information from non-mail channels can help you unlock new insights into donor and prospect behaviors, enabling you to build a more comprehensive strategy. Gaining visibility into these behaviors can provide you with a way to prescreen files before spending valuable resources across channels and programs.

Understanding behaviors yields better strategies

Target Analytics, a Blackbaud company, has compiled the largest nonprofit cooperative database of giving behavior from thousands of participating organizations and nearly 3 billion financial donations. This database is used to assess your organization against all other organizations your donor supports, using numerous statistical measures. Results are then refined into one of three actionable, behavioral groups and delivered through **Web, Telemarketing, or Sustainer Indicators**, providing you with a clear understanding of your donor's historical propensity to give across channels and in recurring gift programs.

Know how to engage

Every day, charities receive donations from both new and returning supporters. Whether those gifts are made through the mail, online, or as the result of a telemarketing call, fundraisers and direct marketers can struggle to understand their preferred giving channels and frequency. But that's only half the battle.

Segments Simplified:
Indicators are broken into three, easy-to-use groups:

1. **Strong** - Showing high recency and frequency through a channel or recurring gift program
2. **Moderate** - Frequent, but not as recent, giving history through channel
3. **Weak** - Very weak history of giving through channel, if any

Continued

Since you typically base your strategies on past direct mail campaigns, donors tend to fall into similar patterns in terms of giving history and they, therefore, tend to receive the same treatment — resulting in missed revenue opportunities for your organization. We leverage transactional information from the nonprofit organizations that participate in our cooperative database in order to build a more complete and relevant picture of a donor/prospect’s philanthropic interests and giving patterns. We then layer over \$1 trillion dollars in consumer retail, catalogue, online behavioral, and other consumer insights onto the charitable giving data within our cooperative, enabling us to create a 360-degree view of the donor to enhance your direct marketing success and ROI.

TELEMARKETING

- Prescreen files before sending to telemarketing vendors for phone matching
- Prioritize names for telemarketing campaigns (including sustainer upgrade asks)
- Review files to determine feasibility before considering investment into telemarketing campaigns

WEB & EMAIL

- Prescreen names before investing in email matching appends
- Test email and direct mail follow-ups to the Strong and Moderate Web names
- Test both a **“Give Online”** message and a **“Reply to Mail”** message with each group

SUSTAINER

- Screen names before sending targeted direct mail invitations
- Use groups to determine feasibility before starting new sustainer programs
- Compare indicator scoring with current and past sustainers to identify upgrade and renewal opportunities

WORKING TOGETHER

Multiple indicators can be run concurrently across your donor files to identify key segments for outreach. Cross-reference scores to create testing strategies, plan for investment scenarios and increase donor giving opportunities to align with channel and program preferences.

		Telemarketing Indicators		
		1	2	3
Sustainer Indicators	1	Call this group first with a sustainer ask	Call with sustainer ask based on budget	Include in direct mail and/or email sustainer campaign
	2	Call with sustainer ask, follow up single ask	Call for single gift ask based on budget	Include in direct mail and/or email campaigns
	3	Call with only single gift ask	Call for single gift ask based on budget	Remove from sustainer ask campaigns, leave in mail

Contact your account executive, or visit www.blackbaud.com/analytics for more information >