



# Target Analytics® Nonprofit Cooperative Database

Lists and Predictive Models for Effective Fundraising

You know how challenging it is to find new donors. You know how important it is to conduct cost-effective house-file campaigns. We know you are searching for new ways to maximize revenue and reduce costs for your organization.

The **Target Analytics® Nonprofit Cooperative Database** helps nonprofits expand their base of donors with highly productive direct mail acquisition lists. Information from the **Nonprofit Cooperative Database** also drives predictive models that produce higher response rates from house-file campaigns.

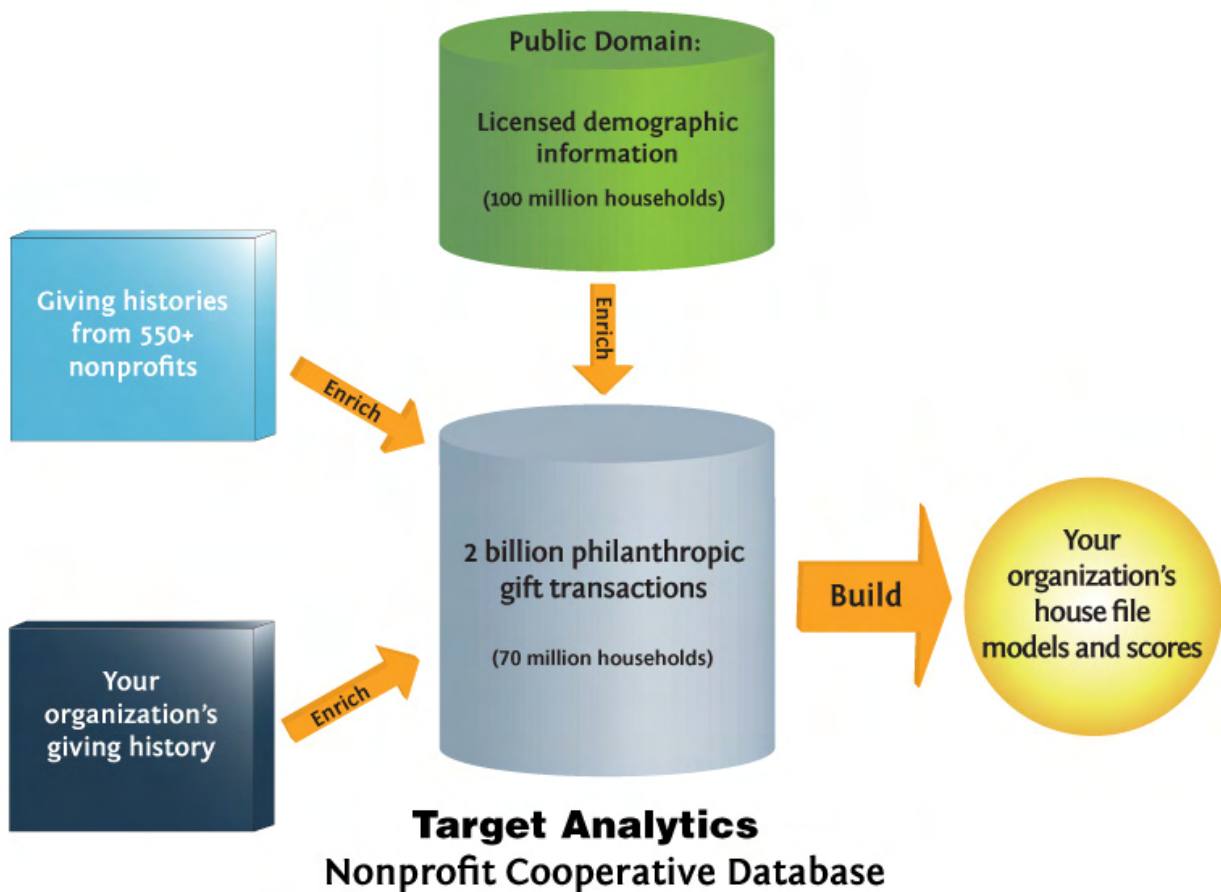
### **Over 550 organizations work with Target Analytics and each other to:**

- ◆ Acquire new donors
- ◆ Renew existing donors
- ◆ Reactivate lapsed donors
- ◆ Maximize donor value
- ◆ Improve fundraising efficiency

# Powerful, Productive, Proven, Secure

## The Target Analytics Nonprofit Cooperative Database

Target Analytics® has assembled the largest and most trusted national cooperative database designed exclusively to help nonprofit fundraising. Over 550 national and regional organizations submit donor information that Target Analytics uses to enrich a licensed national database containing more than 100 million households. Target Analytics enhances this knowledge base with demographic variables (such as age, income, gender, and more) to build a relevant picture of philanthropic giving patterns for 70 million individuals around the country.





## Acquisition Lists

After analyzing donor gift histories from hundreds of nonprofit organizations, we create powerful statistical models to predict which households in our national database are most likely to respond to direct mail appeals from your organization.

### How Does It Work?

Target Analytics® identifies the very best prospects for your organization's acquisition, reactivation, and new donor conversion efforts with these key steps:

1. Analyze your organization's donor file
2. Identify relevant charitable giving patterns and donor characteristics
3. Build a statistical model to identify key prospect behaviors and attributes
4. Search the philanthropic and demographic databases for comparable prospects
5. De-dupe output before delivery to ensure higher net-name counts going into merge/purge

### Why Does It Work?

Target Analytics has spent more than a decade refining our unique process with:

- ◆ The unparalleled depth and breadth of philanthropic information in our database
- ◆ The proven predictive power of the information used in our modeling process
- ◆ Our unmatched experience building effective models for hundreds of organizations and thousands of campaigns
- ◆ Continuous leveraging of new information contributed by each member of the cooperative

The table below shows typical examples of how **Target Acquisition Lists** perform compared to the overall performance of other lists in campaigns for a variety of national organization mailers:

Organizations	Target Lists			Overall Campaign			Target List Relative to Overall		
	Response	Ave. Gift	Rev/M	Response	Ave. Gift	Rev/M	Response	Gift	Rev/M
Client A	2.16%	\$8.98	\$194	1.81%	\$8.38	\$152	<b>+19.3%</b>	<b>+7.2%</b>	<b>+27.6%</b>
Client B	2.10%	\$12.52	\$262	2.12%	\$11.78	\$249	<b>-0.9%</b>	<b>+6.3%</b>	<b>+5.2%</b>
Client C	2.51%	\$10.87	\$273	2.20%	\$11.43	\$252	<b>+14.1%</b>	<b>-4.91%</b>	<b>+8.3%</b>
Client D	0.68%	\$24.19	\$166	0.45%	\$28.82	\$129	<b>+51.1%</b>	<b>-16.1%</b>	<b>+28.7%</b>
Client E	1.46%	\$13.55	\$197	1.42%	\$12.10	\$171	<b>+2.8%</b>	<b>+12.0%</b>	<b>+15.2%</b>

## Predictive Modeling Services Overview

Target Analytics® experts use sophisticated data mining techniques to transform historical data from your own database, data from our philanthropic universe, and public domain data from our country file into powerful segmentation tools. Using statistical methods validated through thousands of campaigns, Target Analytics scores your donors based on predicted responsiveness to a variety of appeals.

### Target Tags™ Lapsed Donor Models

These models help fundraisers increase response and net revenue by identifying the best prospects for reactivation via direct mail. Target Analytics ranks your donors according to their predicted responsiveness. Success is achieved by increasing contact frequency to records with higher scores and reducing efforts to lower scores.

### Donor Conversion Models

These predictive scores mine the best prospects from multiple datasets accumulated from events, auctions, corporate promotions, internet responders, and other sources where direct mail responsiveness is unknown. Informed by the philanthropic database, these models separate the “wheat from the chaff” so you can cost-effectively add thousands of new and renewable contributors.

### List Optimization

Give us an accurate 6-12 month acquisition solicitation history and we will identify and suppress acquisition names with extremely low probability of making gifts to your organization. Our **List Optimization** process will reduce mail volume and lower cost while increasing response rates and net revenue.

### Value Enhanced Acquisition Models

**Value Enhanced Acquisition Models**, or **VEAM**, identify new donors for the express lane to higher giving amounts. Many new donors will give larger amounts if properly selected and treated, then continue giving larger gifts in subsequent years.

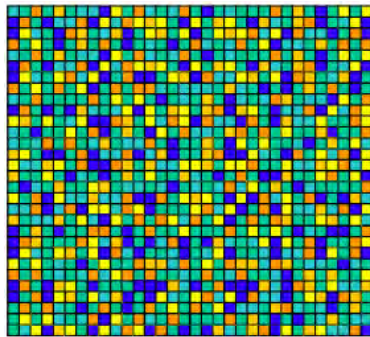


## Optimizing Net Revenue with Target Tags™

Most organizations utilize RFM or other segmentation schemes to prioritize donors more likely to respond. While helpful, RFM does not maximize net revenue from a finite donor population. **Target Tags** rank the overall population by relative response rates.

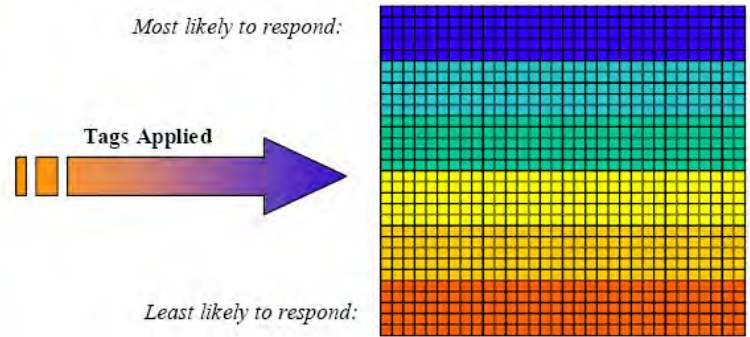
### Donor universe before applying Target Tags

"Likely" and "unlikely" responders are mixed together, limiting your ability to treat donors differently.



### Donor universe after applying Target Tags

"Likely" and "unlikely" responders are identified and ranked.



To achieve optimal results with **Target Tags**:

- ◆ increase the number of appeals to the higher **Target Tags** scores
- ◆ reduce the number of appeals to the lower **Target Tags** scores
- ◆ eliminate appeals to non-responders

The table below compares results of RFM to performance driven by **Target Tags**:

Annual Lapsed Mail Campaigns	Total Records	Annual Contact Frequency	Total Mailed	Total Gifts	Average Response Rate	Gross Revenue	Average Gift	Rev/M	Mail, Pstg & Tags™ Costs	Net Revenue
Results Using RFM Selects	500,000	6	3,000,000	44,514	1.48%	\$1,130,408	\$25.39	\$377	\$690,000	\$440,408
Results Using Target Tags	500,000	0-10	2,250,000	45,212	2.01%	\$1,183,093	\$26.17	\$526	\$527,500	\$655,593
<b>Variance</b>	<b>0</b>		<b>(750,000)</b>	<b>698</b>	<b>0.53%</b>	<b>\$52,685</b>	<b>\$0.77</b>	<b>\$149</b>	<b>(\$162,500)</b>	<b>\$215,185</b>

## Privacy Policy

The privacy and security of donor information is a high priority at Target Analytics®. The unique structure of the **Target Analytics Nonprofit Cooperative Database** ensures that your organization will benefit from membership without losing control of your own data.

- ◆ Target Analytics will use your data only for analysis purposes. Target Analytics will not disclose, discuss or share any information with any other entity.
- ◆ No information from your organization's donor files is ever copied into our database. It is only used to influence probabilities about giving behavior defined in the models we build.
- ◆ We do not add names or addresses unique to your donor files to our national database. If your donor's name is not already on our database, it will not be used.
- ◆ You can discontinue using our services at any time without leaving a "data footprint" related to your organization.
- ◆ As a member of the Direct Marketing Association, we adhere to all DMA guidelines and rules for the protection of personal information and encourage our clients to do so as well.
- ◆ Only qualified nonprofit organizations can participate in the cooperative. We do not work with political organizations.
- ◆ We will return all data, documents, and other confidential information to your organization, and remove your data from our computer files upon request if you decide to discontinue using our services.



## trust the worldwide leader

Join more than 19,000 nonprofit organizations around the globe that depend on Blackbaud and Target Analytics products and services for fundraising, financial management, business intelligence, and school administration. Blackbaud is the leader in providing software and related services designed specifically for nonprofits.

Contact us today to learn more about the **Target Analytics Nonprofit Cooperative Database** and **Predictive Models**:  
[www.blackbaud.com/TargetAnalytics](http://www.blackbaud.com/TargetAnalytics)



## get started today

Contact us today for more information about the **Target Analytics**

**Nonprofit Cooperative Database** and **Predictive Models**:

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### **Target Analytics, a Blackbaud Company**

2000 Daniel Island Drive

Charleston, SC 29492

Phone: 800.443.9441

1030 Massachusetts Avenue

Cambridge, MA 02138

Phone: 888.876.2275

Email: [solutions@blackbaud.com](mailto:solutions@blackbaud.com)

## about Blackbaud

Blackbaud is the leading global provider of software and services designed specifically for nonprofit organizations, enabling them to improve operational efficiency, build strong relationships, and raise more money to support their missions. Approximately 22,000 organizations — including University of Arizona Foundation, American Red Cross, Cancer Research UK, The Taft School, Lincoln Center, In Touch Ministries, Tulsa Community Foundation, Ursinus College, Earthjustice, International Fund for Animal Welfare, and the WGBH Educational Foundation — use one or more Blackbaud products and services for fundraising, constituent relationship management, financial management, website management, direct marketing, education administration, ticketing, business intelligence, prospect research, consulting, and analytics. Since 1981, Blackbaud's sole focus and expertise has been partnering with nonprofits and providing them the solutions they need to make a difference in their local communities and worldwide. Headquartered in the United States, Blackbaud also has operations in Australia, Canada, the Netherlands, and the United Kingdom. For more information, visit [www.blackbaud.com](http://www.blackbaud.com).

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