Target Analytics for Canadian Organizations

Client Testimonials

“With a small development staff, we just don’t have the time to spend on all the various ways to prospect. Target Analytics provided us with an avenue where we could isolate a number of potential large gift donors that had been previously unknown to us. Our first Major Gift appeal using the Blackbaud statistics resulted in 44 major gifts within the first 5 months of the year compared to 11 from the same time frame in the preceding year. This equated to a 300% increase in response rate!”

— Chris Boult
Director of Development, Winnipeg Humane Society

“I knew that we had significant, untapped potential in our database. ProspectPoint® confirmed what I knew, and quantified it in a way that is incredibly valuable. It has equipped me with the software solution that makes our strategic direction obvious and successfully highlights areas we can grow.”

— Janice Boyle
Director of Development & Communications, Covenant House Vancouver

“We found Target Analytics so helpful in meeting our fundraising goals. For our annual appeal, we focused our mailing only on those prospects that Target Analytics identified as having a high affinity to give and capacity to make a larger gift. Our early results have shown that by targeting our prospects better and decreasing our total number of people mailed, we have decreased our costs while raising more for our annual appeal. The screening also identified several smaller annual donors that had affinity to make a much larger major gift and has helped us increase the number of high-end donors by 23% and more than double the revenue from this group, including one donor who went from $500 to $25,000.”

— Jane Corbett
Director of Development, LOFT Community Services

“Target Analytics gave us a place to start in identifying new prospects to be engaged by the major gifts team. A selection of former annual gift donors were identified after the screening whom we are now cultivating towards a major gift. We also regularly use their ratings to help narrow down our prospect lists, reducing research time.”

— Shelly Steenhorst-Baker
Research Officer, Carleton University

“The Annual Giving program saw a 62% increase in revenue from our leadership mailing, thanks in large part to the Target Analytics ratings.”

— Kylie Patrick
Annual Giving Officer, Carleton University

Continued on following page
“The biggest challenge for any organization is to find the 2% or 3% of your database that are the ‘hidden gems’...not the donors you know about, but the people who wouldn't be on your radar screen for any other reason, yet have the capacity to make a difference in your organization. That’s what Target Analytics helps us do.”

— Cathy Collins
Associate Director of Research, University Advancement, McMaster University

“Having the Target Analytics data available is like having an extra member of our team to gather, analyze and present decision-making data – and present it from every angle. The benchmarking meeting is invaluable, bringing together our peer institutions, for brainstorming, best practices, thoughtful discussion, and seeing ‘apples to apples’ where we have room for improvement, as well as where we lead the pack.”

— Karen McQuiggie
Director, Alumni Advancement, McMaster University

“Happily, the foundation was able to recover the costs of the Target Analytics project within the first 3 weeks of using the ratings in the area of Annual Giving alone (New Leadership Levels) and could report this to the board!”

— Tracey Church
Prospect Researcher, London Health Sciences Foundation

“The Target Analytics screening helped us identify major giving prospects that at the time were not in our major giving radar. Several of the donors identified resulted in annual gifts and several were cultivated into Major Gifts.”

— Michael Alexander
Director of Finance and Administration, Trillium Health Centre Foundation

“The first time we used the major giving likelihood scores we saw a response rate of 14.5%, raising $30,000 in total with an average gift of $388! This was compared to a test group not using the scores in which we experienced an 11% response rate, only raising $13,000 in total and an average gift size of $290. We have continued testing since that initial mailing and the Target Analytics assisted data still outperforms. I’m looking forward to fully using the planned giving likelihood scores next.”

— Jodi Joy
Manager, Major and Planned Giving, Nature Canada

“Ecojustice Canada purchased a Target Analytics package and incorporated the ratings into our existing development plan — stewardship activities and involvement strategies focusing on our new major gift prospects to become members of our major gifts program. As a result, we experienced a significant growth in our major gift revenue with new major gift donors. With the help of Target Analytics, we have turned some $100 annual donors into $10,000 donors!”

— Sheri Urquhart
Major Gifts Manager, Ecojustice Canada
"A year after purchasing The Raiser's Edge®, we decided to analyze our database, a decision we have never regretted. Even though we are a small university college with a small database, the Target Analytics team worked with us to further understand our potential donors through our database analysis. As a result, we were able to use Target Analytics to clarify our development plan as well as to identify prospects for these through Major Donor, Planned Giving, and Annual Fund Giving programs and, most importantly, steward and solicit our donors far more effectively than ever before. That's what Target Analytics has done, and continues to do for us.

— Doug Smith
Director of Development & Communications, Booth College

“The Canadian Red Cross has been working with Target Analytics over the past three years in order to increase our fundraising efforts from our loyal individual donors. Target Analytics has assisted our team by identifying donor opportunities through ProspectPoint Analysis; a statistician outlined which donors have the best ability to give through annual, major, and/or planned giving, and provided a target gift range score on our donors. We are using these scores and see positive results in all areas. We are particularly pleased with the results we are seeing in the area of Planned Giving. We have been working with the donors who scored well in the Planned Giving Likelihood model and, as a result, we are receiving more direct acknowledgements that the Canadian Red Cross is part of will and estate plans. This allows us to thank and recognize these donors personally, and also to plan for future programs and services that will benefit our communities at home and around the world.”

— Daryl Silzer
Financial Development Manager, Canadian Red Cross, Western Canada