

donorCentrics™ Explorer

HOW QUICKLY CAN YOU ANSWER THESE QUESTIONS?

- How did donors who first gave last year through premiums perform this year?
- Did they renew as well as first-time donors who gave through another package?
- How many donors are giving through multiple channels and to how many channels are they giving?
- Which are my top-performing chapters, states, or divisions?
- How do donors acquired in the same year compare to one another?
- What drives my strongest lapsed donor reactivation trends?

WITH **donorCentrics** EXPLORER, FINDING THESE ANSWERS IS A SNAP!

donorCentrics Explorer is an innovative tool that allows you to dynamically explore the opportunities within your donor file. Based on our extensive experience with nonprofits, we take your database and precalculate the measures that you need to track or assess the success of your programs. Because the measures are precalculated, queries are lightning-fast, allowing you to explore many aspects of fundraising performance in minimal time. The Explorer is an interactive discovery tool that uses Microsoft Excel® PivotTable® and OLAP functionality to allow you to slice-and-dice your data quickly and easily. Two overview reports are also included with each update of the Explorer: a Key Performance Indicator and an Upgrade/Downgrade Analysis.

Use **donorCentrics Explorer** to:

- Analyze your overall direct marketing program and donor performance
- Review standard key performance indicators
- Discover marketing opportunities and areas of concern
- Drive strategy by acting on discoveries and monitoring a strategy's impact over time

The flexibility and speed of the tool allow you to simply drag and drop dimensions — a wide range of donor characteristics and giving variables — into and out of the table. The data is then immediately displayed in Excel®, you can save views to share with others and easily create charts and graphs of compelling data. The result is easily manipulated data, charts, and graphs that are perfect for presentations and reports!

With your permission, your marketing partners can access the data on your behalf, which will allow them to drill down into your data and explore various issues. They then can use their discoveries of unique donor populations to generate ideas for testing and segmentation. The data that the partners analyze will have the same business rules as what you analyze, so all reports are comparable and clear to everyone.



HOW DOES IT WORK?

When Target Analytics delivers your **donorCentrics™ Explorer**, you receive a Microsoft Excel® workbook displaying the dimensions, measures, and data. The unique value of the Explorer comes from the ease with which you can change it to explore different aspects of the data. The Explorer is like a large precalculated spreadsheet folded up into an easily comprehensible view. All the data is already there, and you can change the way the information is expanded or summarized by adding or taking away dimensions and measures. To add or remove dimensions, you can simply drag and drop to or from the table displaying the data. The data automatically updates when the dimensions are changed.

Dimensions delivered with the standard **donorCentrics Explorer**:

- Acquisition Year
- Gift Frequency
- Lifetime Gifts
- Origin Source
- Years on File
- Gift Frequency
- Migration (new, upgrade, downgrade, same level, lapsed)
- Number of Sources (having given to in current or prior year)
- Cumulative Giving Level
- Highest Single Gift Ever
- Loyalty
- Origin Giving Level
- Source (current or prior year)

Commonly requested custom dimensions:

- Division
- Donor Affinity
- Donor Track
- Membership Status
- State
- Demographics (age, gender, household income)
- Donor Club Giving Status
- Donor Interests Flags
- Origin Technique (premium or non-premium)
- Sustainer Value

SCHEDULE A DEMONSTRATION

Since **donorCentrics Explorer** is meant to be an interactive tool, the best way to appreciate the range of what you can do with this application is to schedule a demonstration. Marketers are enthusiastic about the Explorer in action, as they see how easily they can make data discoveries that support or suggest strategic initiatives. Many also express excitement about how the Explorer can make their current processes faster and easier. Demonstrations can be done via the Internet directly on your own computer using WebEx™ technology. They are led by a Target Analytics representative who will be able to show you sample data similar to your organization, while they walk you through all the features of the application.

Get started today! To set up a demonstration, please contact your Target Analytics representative or email us at solutions@blackbaud.com.



Fast, flexible access to information

Ideal for shared access with strategic partners

No programming or technical knowledge required



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