**donorCentrics™ Performance Benchmarking Service**

**BENCHMARK WITH YOUR PEERS!**

*donorCentrics Performance Benchmarking Service* from Target Analytics is helping nonprofit organizations:

- Establish accurate industry standards for strategic comparison
- Identify true best practices and strategies
- Learn how other top-performing organizations achieve success
- Monitor and assess the long-term impacts of strategic changes

**BASIC donorCentrics SERIES**

The basic *donorCentrics* series is a set of three analytical reports designed to reveal donor behavioral patterns and opportunities to increase revenue and loyalty:

- The **Overall Program Assessment** is a comprehensive decision support tool with five-year trending on hundreds of key performance measures including retention rates, lapsed reactivation rates, giving level upgrades and downgrades, lifetime giving behavior, donor attrition assessment, and gift source analysis.
- The **Program Overview** is an executive level summary that highlights important trends and key performance indicators.
- The **Collaborative Benchmarking Analysis** compares key measures and trends among participating peer organizations to provide a framework for peer analysis and shared learning.

In addition to the reports, an intensive one-day conference/workshop is held for each collaborative benchmarking group. The *donorCentrics* reports provide standardized comparison data that is used as the catalyst for discussing important trends and sharing ideas, strategies, and best practices among peers.

Unique in scope and depth, *donorCentrics* reports are used by hundreds of nonprofits throughout the United States and Canada.

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The following can be produced with additional processing from the same data set used to create **donorCentrics**™:

**donorCentrics Scenario Builders**
This suite of web-based, graphical tools facilitates creation of three-year performance forecasts and answers “what if” questions about past investments in acquisition, retention, or lapsed recapture efforts. Extend the value of **donorCentrics** with this easy-to-use add-on.

**donorCentrics Analytic Explorer**
This interactive application enables fast, easy, and flexible analysis of monthly, quarterly, or annual performance indicators from your desktop. This Microsoft Excel®-based application allows you to customize and concentrate your analysis on the populations and metrics of most interest to you.

**Long Term Value Explorer**
A detailed view of subsequent giving behavior by specific acquisition list and/or campaign that provides the key to understanding the true acquisition ROI by list source or program.

**Summary Narratives**
A detailed analysis of your individual program highlighting the trends and findings from your Overall Program Assessment in a concise and easy-to-read format.

**donorCentrics Quarterly**
Analyze, monitor, and benchmark trends at your organization on a quarterly basis.

**On-site Consultation**
We are available to meet with you and members of your organization to discuss and interpret the information contained within **donorCentrics**.

**Quarterly Index of National Fundraising Performance**
The Index compares trends in key fundraising indicators for over forty large national organizations every quarter. Participating organizations utilize an easy-to-use web tool that with a few simple mouse clicks will create charts and graphs comparing

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