



How to keep your nonprofit on target

Optimize fundraising. Improve programs and services.

In 2012:

- For every \$100 gained in new gifts, \$96 was lost in lapsed gifts
- For every 100 donors gained, 105 were lost through attrition.

Source: 2010 Fundraising Effectiveness Survey Report, Association of Fundraising Professionals and The Urban Institute

What's keeping nonprofits from taking advantage of data they've already got?

- 69% say they don't have enough staff or time.
- 54% say their program impact isn't easily measurable.
- 40% say they don't have the right staff expertise.

Source: <http://nonprofitfinancefund.org/state-of-the-sector-surveys>

What if nonprofits used the power of predictive analytics to improve program effectiveness, optimize resources, reduce costs and increase donations?

Target: Improve program efficiency and effectiveness - to help deliver more with less.

Getting to the right people at the right time.

The UK-based Medway Youth Trust used IBM predictive analytics to help focus limited resources on those 8- to 25-year-olds most at risk of becoming NEET (not in education, employment or training).

- Analyzed 175 million words in text files to determine which clients were most likely to become NEET.
- Targeted 732 young people that were identified by its prediction model.
- Out of those, 52% had positive outcomes.
- Identified those most at risk some 280 days earlier than would have been possible otherwise.

Target: Reach out to new and different groups of donors - and work to keep them longer than a year.

Finding the key to increasing donations at the doorstep.

UNICEF Netherlands needed a better way to efficiently identify donors most likely to contribute and then create campaigns tailored to them. With help from IBM predictive analytics, they:

- Analyzed millions of records in conjunction with market data from third parties.
- Increased donations by 100%.
- Identified the best neighborhoods for door-to-door campaigns - and achieved 2.5x higher response rates.
- Reduced printing and mailing costs.

Predictive analytics solutions from IBM can help you meet your program and fundraising targets



- Evaluate program effectiveness.
- Collect meaningful feedback.
- Strengthen relationships with donors and constituents.
- Optimize fundraising campaigns.

Align, act, anticipate

- **Align** your organization around the volumes of data available from transactions, e-mails, social media and other sources.
- **Act** with confidence by using the insights you gain to plan what will work best - and use the results to help continue making improvements.
- **Anticipate** donor and constituent needs and behaviors - and predict their response to fundraising efforts, programs and services.

Learn more by downloading the white paper "Why nonprofits need business analytics" at <http://bit.ly/NonprofitAnalytics>.

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