Fundraising Analytics
Unleash the power of your data

Be more competitive with advanced analytics

What is Fundraising Analytics?

Most fundraisers generate an enormous amount of data. Every piece of mail or email that is sent and every donation that is received generates data. Organizing and leveraging this data allows fundraisers to better manage fundraising strategy and gain a competitive advantage which ultimately results in more net donations for an organization.
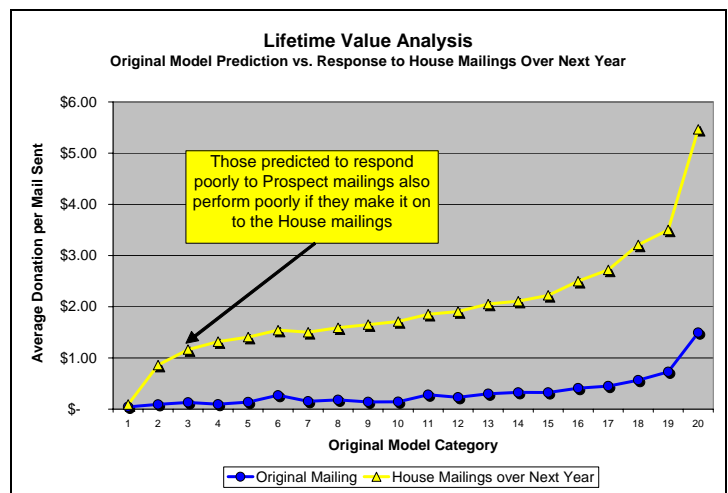
EQDS Experience

The staff at EQDS has provided analytical services for various industries for over 15 years. We have experience providing business solutions for the financial, retail, insurance, marketing, telecommunication, and fundraising industries. While statistical methods bridge across industries and are effective in the investigation and solution of business problems; each analysis is custom to fit the industry and organization. The analyses described in the previous section have been performed numerous times and have proven successful to the respective clients.

What Services Do We Offer?

Our staff can provide feedback and suggested techniques to solve any and all fundraising questions. No matter how large or small your problem is, we can find a solution that allows you gain the best competitive advantage from your data. Here are examples of our services:

Life Time Value Analysis - Learn about the true value of donors on your "house" list and the potential value to those you are soliciting. Take a long-term approach to solicitations and learn who your profitable acquisitions are and who may have responded in the past but is likely to have a negative life time value. See an example of one analysis below.

Lifetime Value Analysis
Original Model Prediction vs. Response to House Mailings Over Next Year

Those predicted to respond poorly to Prospect mailings also perform poorly if they make it on to the House mailings

Data Collection/Cleaning/Uniformity - Most fundraising companies have lots of data. Unfortunately, it is usually not well organized or maintained and as a result, it is hard to use to make good business decisions. Using proprietary methods, EQDS converts multiple file formats and "dirty" data into uniform, clean, and organized data. The data is maintained and easily accessible for future use.

Data Mining - Your data holds "nuggets" of information and those can best be found by data mining. Using various statistical methods, we can find: additional mailing universes, high ranking donors, non-responders, and anything else you may want to research.

Donor "Profile" Analysis - Learn what behaviors your potential and actual donors exhibit. Study which actions are more likely or less likely to enable their donations. How often should you mail to them? Which creative works best on certain individuals?

Trends and Benchmarking- Do you know the true performance of your mailings? How do they perform compared to last year? Compared to other regions? Compared to other clients? Compared to industry standards?

EQDS
EQUITY DECISION SYSTEMS

www.equitydecisions.com

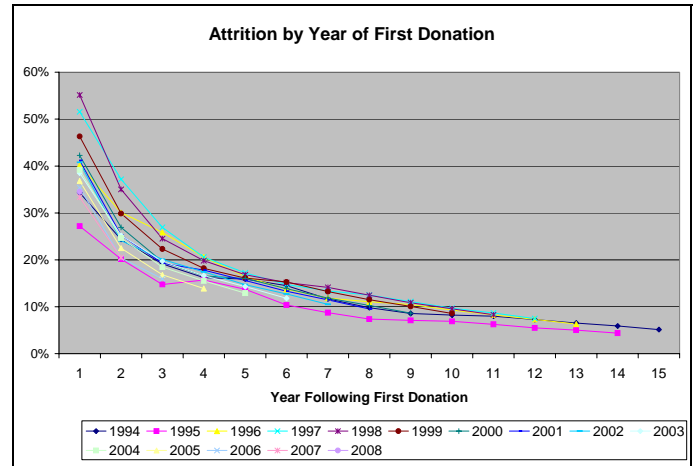# Fundraising Analytics

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How Do I Get Started?

Please contact us today for a free consultation to determine if our services are right for your needs.
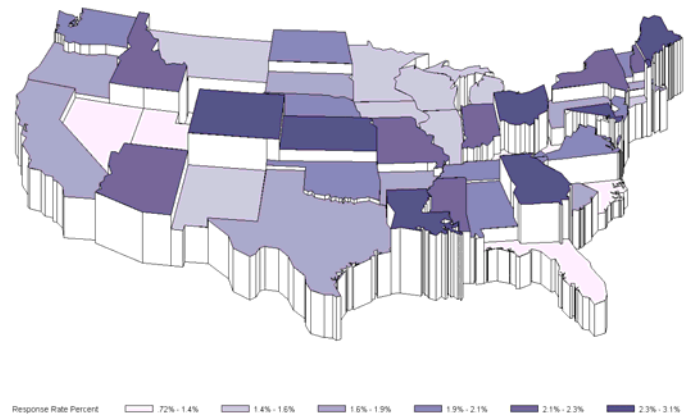
By email: sales@equitydecisions.com
By Phone: (714) 460-8628

Attrition Analysis - What is the value of knowing when a donor is about to become a non-responder? Identify them before it's too late. Study which of your donors are at the highest risk of not donating again and which ones require additional contact from you. Investigate what portion of your "house" file is at risk, your general attrition rate, and client specific attrition rates.

Attrition by Year of First Donation

Geographical Analysis - Where are your best donors? Investigate how often are you mailing to certain locations and which ones are being neglected Learn about mailing performance by region as detailed as the zip code level.

Response Rate By State

Data Analysis and SAS Programming - We have extensive experience dealing with a variety of data and most modules in SAS. We are experts in implementing production ready SAS code.

Statistical Modeling - Statistical modeling is the core of Equity Decision Systems. We have implemented solutions at over 30 fortune 1000 companies.

Predictive Model Deployment or Hosting - We help design your system and train your employees to use it. Our developers have experience designing applications in many computer languages and for various platforms.