Elevate Your Fundraising with DonorIQ

Harnessing the power of AI to target with precision

Unlock the Potential of Your Direct Response Campaigns

Imagine having the power to predict which donors are most likely to contribute to your cause. Donor IQ brings this capability to your fingertips, transforming your direct mail, digital and social campaign efforts with advanced predictive modeling.

Your Path to Smarter Fundraising Starts Here

Donor IQ leverages cutting-edge machine learning and artificial intelligence techniques to enhance your fundraising outcomes. By training our machine learning models on hundreds of millions of past solicitations and donations, Donor IQ identifies the donors most likely to have positive lifetime value, whether you're targeting new prospects or engaging with your existing supporter base.

Our solution optimizes the donor lifecycle from prospecting to house campaigns using machine learning. Our content optimization engine uses artificial intelligence techniques like reinforcement learning to find the best settings for your content including the ask, font, key phrases, etc. to elicit the highest response rate and donation. By evaluating hundreds of variables—including previous campaign behaviors, seasonal trends, and demographic insights—Donor IQ accurately predicts an individual's likelihood and capacity to donate within the context of an optimized campaign.

It also identifies unprofitable individuals – those who are likely to donate less than what you are investing, minimizing campaign waste. This means every new mailing list you acquire or house mailing you plan is optimized for success, backed by data-driven recommendations.

Predictive Models, Tailored to Your Needs

When you choose Donor IQ, we begin by collecting and analyzing your historical data. Our predictive models backed by sophisticated behavior profiling and relevant demographic data, all specifically tailored to your organization, ensuring optimal performance.

Risk-Free, Performance-Based Pricing

We are confident our solution will deliver value, which is why Donor IQ's pricing is based solely on performance. You only pay a fraction of the net donation improvements delivered, guaranteeing a positive return on investment. With Donor IQ, you're assured tangible, measurable results.

INPUTS: CAMPAIGN COMPONENTS

Identity / Contact Consolidation · Historical Solicitations & Donations · Machine Learning Behavior Profiling · Content Optimization Engine · Demographics Evaluator · DonorIQ

OUTPUT RECOMMENDATIONS:
Who to target, expanded segments, content settings

Features (left sidebar)

End-to-end donor lifecycle optimization
Intelligent prospecting and boosting house solicitations for maximize lifetime value.

Precision Targeting
Identify and reach the donors most likely to give.

Content Optimization
Using AI techniques to optimize the content of your campaign.

Data-Driven Insights
Make informed decisions with detailed analytics.

Improved Operational Efficiency
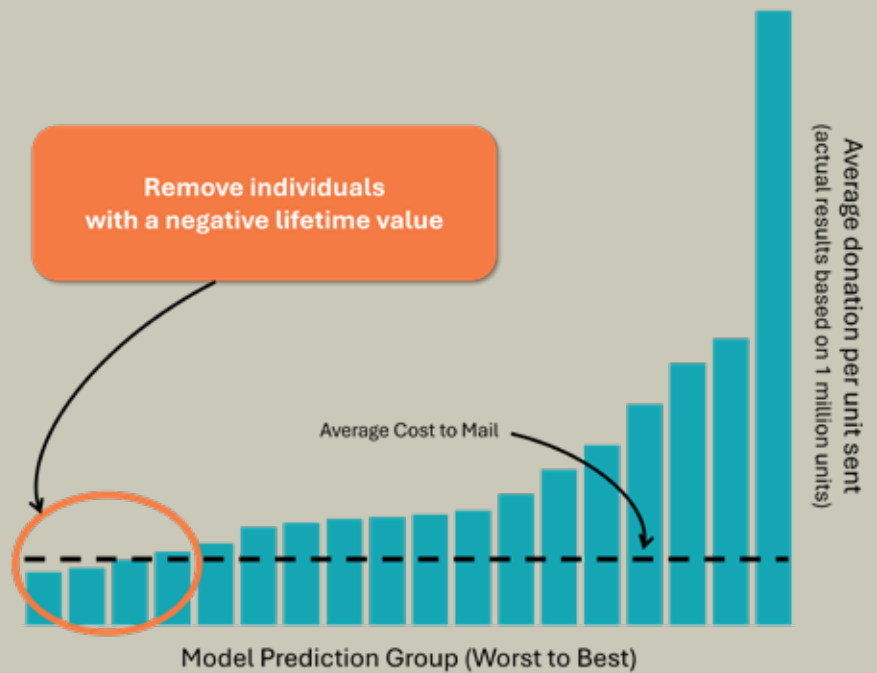Free up staff to focus on more strategic activities.

Finely tune segmentation
Identify expanded groups to go beyond traditional RFM.

Examples of Proven Success

Prospecting

Remove individuals with a negative lifetime value

Average Cost to Mail

Model Prediction Group (Worst to Best)

Average donation per unit sent (actual results based on 1 million units)

By determining which individuals across all incoming lists are the most and least likely to generate positive lifetime value, Donor IQ has driven impressive results.

Clients have seen average net donations increase by more than $0.06 per piece of mail sent. For a campaign of 20 million units, this equates to an additional $1.3 million in net donations—money that directly supports their mission.

Existing Donors

5-10%
boost in net donations

By augmenting traditional recency, frequency and monetary value (RFM) techniques with machine learning models, clients are able to add new, profitable segments while removing those that are not profitable. This has led to a 5-10% boost in net donations – well above traditional RFM methodologies.

Transform Your Fundraising Today

DonorIQ is a leading AI solutions provider optimizing fundraising net revenue. With extensive expertise in machine learning, large language models, and behavior-based artificial intelligence, DonorIQ unlocks the full potential of your data to maximize donor lifetime value, reduce prospecting costs and optimize campaign content to boost engagement.

Discover how DonorIQ can transform your fundraising strategy.

Visit DonorIQ.com to schedule a demo.