



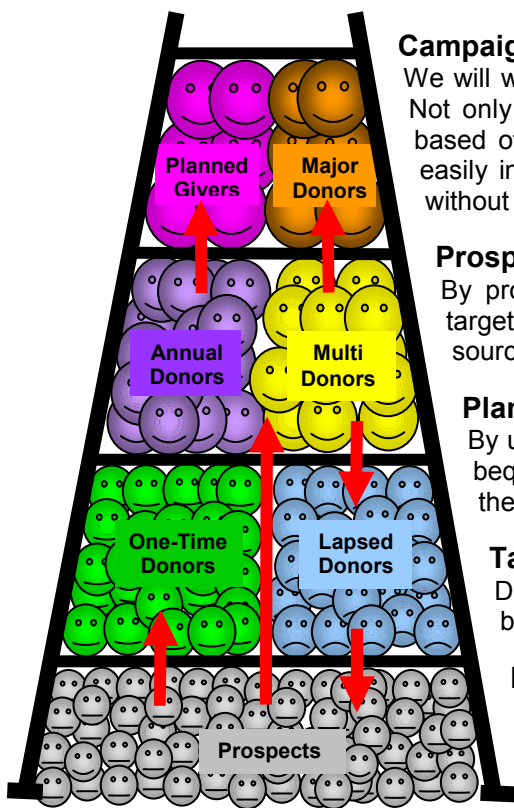
DATA DRIVEN FUNDRAISING

In recent years, more and more nonprofit organizations have become aware of the power of data driven marketing in fundraising. Today, fundraisers regularly enlist the assistance of researchers and analysts to help identify their best giving prospects, shape communication and solicitation strategies, improve donor loyalty and optimize the yield of their fundraising efforts.

Qualify names prior to purchase! ... Rank donors by propensity to give! ... Save time and money!

Our data-driven approach to list selection, donor type characterization, and lapsed donor reactivation accomplishes these goals through the use of statistical profiling and predictive modeling to help reduce those uncertainties and inefficiencies in your fundraising process, resulting in more focused marketing efforts.

Predictive modeling is an advanced statistical approach used to rank order potential donors based on their propensity to give. Results of previous fundraising efforts are analyzed to identify the key characteristics defining donor behavior. This knowledge is then applied to the pool of prospective donors, resulting in a relative score and rank which demonstrates each donor's likelihood of giving. Such custom models and services can be applied at any and all stages of the "giving" ladder:



Campaign Analytics

We will work with you to ensure you are getting the most out of your list purchase. Not only will we assess the potential of your prospect pool and purchase names based off best criteria, but we'll provide list conversion service such that you can easily incorporate these names into your system and read your campaign results without additional tools or software.

Prospect Profiling & Modeling

By profiling and/or modeling giving behaviors of desired donor types, you will target only the 'best fit' and most responsive prospects from lists of various sources.

Planned Givers/Major Donors/Annual Donors Modeling

By using your donors' lifestyle and historical giving patterns to identify your best bequest prospects, you will be able to devise the best solicitation approach for these different potential donors.

Target Gift Range Modeling

Developing custom-tailored ranges for ask amount using donors' giving behavior will ultimately translate to more and larger donations.

Lapsed Donors Modeling

Modeling can also be used to determine which lapsed donors have a high likelihood of reactivating. By knowing which donors are likely to reactivate, proper reactivation programs can be implemented to cost effectively pursue these donors.

The JumpStart Advantage...

An experienced direct marketer and statistician will work directly with you and your staff to define a solution that will best meet your needs. Our dedicated team commits to provide ongoing support and will promptly address all your concerns!

- ♦ **Direct Marketing approach** – Our expertise in acquiring and retaining consumers in the most efficient and least costly way provides you with the assurance that your resources are best utilized.
- ♦ **Self-Sufficient approach** – Our goal is to provide your organization with a solution that not only reduces existing costs, but does not create new ones. We strive to provide a custom solution that can be incorporated within your current infrastructure.

| Key Benefits |
|--|
| <ul style="list-style-type: none"> ▪ Shaped donor mix ▪ Focused marketing efforts ▪ Increased donation yields ▪ Minimized intrusion on your donor's life ▪ Reduced postal/print expense |

The "Giving" Ladder

Do you know the answers to these questions?

- What percentage of your donors give 80% of your total donations?
- What percentage of your donors are annual donors?
- Do donors with "Mrs." in their title donate more?
- Do donors with work telephone numbers donate more?
- Which communication vehicle is best for each donor type?
- How often should you ask for money? And how much should you ask for?
- When should you educate, versus solicit, your donors?
- What can you do to prevent lapsed donors?
- Are annual donors more desirable than multi donors?
- What characteristics do your major donors share?
- How do you effectively locate major donors in your prospect pool?

Below are some techniques that you can use to answer the questions on the left:

- Appeals Frequency Modeling
- Target Gift Range Modeling
- Wealth and Rating Analysis
- Capacity to Give Analysis
- Major Donors Modeling
- Reactivation Program
- Giving Trend Analysis
- Campaign Strategies
- Retention Modeling
- Prospect Modeling
- Appeals Testing
- Profile Analysis
- Segmentation
- Data Mining

