

ST. LOUIS PLANNED GIVING COUNCIL: LEVERAGING PROSPECTING, DATA, AND ANALYTICS

NOVEMBER 6, 2014

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Essentials and Innovations in Prospecting

Prospecting often looks better on paper than in practice. Prospecting resources and strategies change every day. From new sources to new techniques, fundraising shops—and especially planned giving efforts—need to execute daily tactics while looking out for innovations that will improve the future. Join this interactive session to see how new tricks with data and analytics, including approaches to social media resources, are shaping our fundraising futures.

Organization details

- **Type, size, location, mission, etc.**

How many have “prospect management”, “...development”, “...analytics”?

- **In their title? On their team?**
- **In their responsibilities?**
- **How large is the team?**

What system(s) do you use?

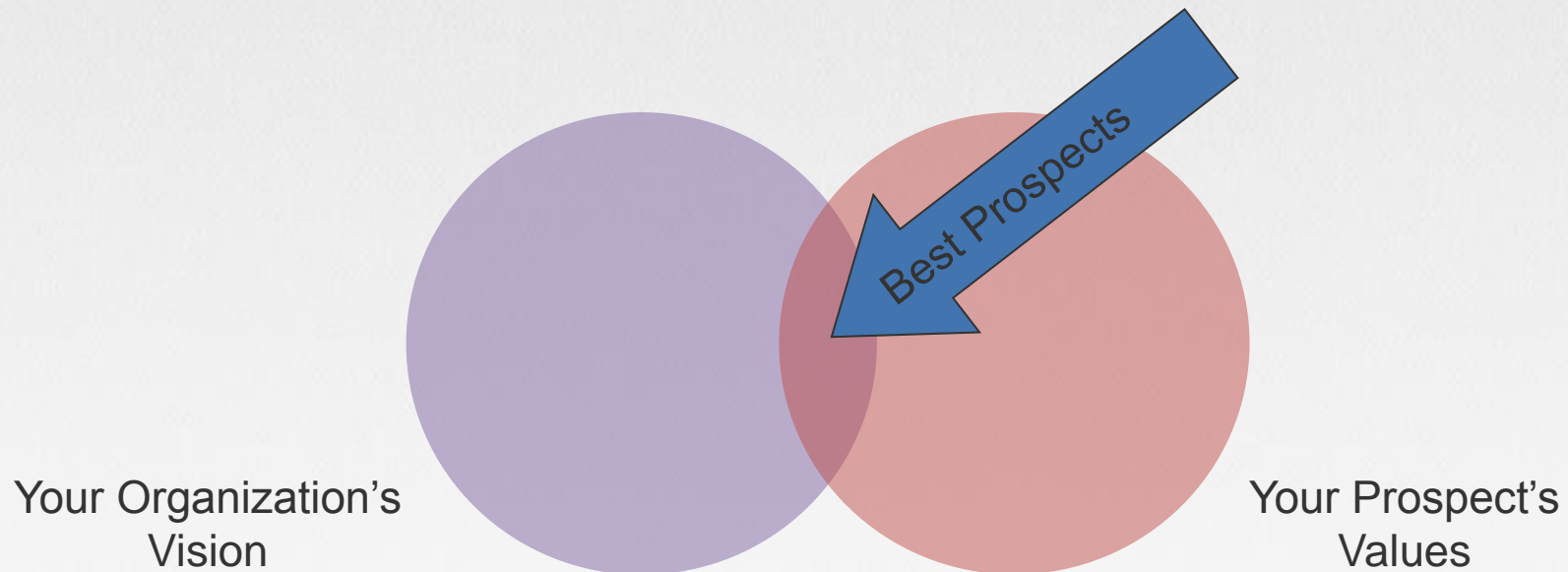
Where does planned giving reside...

- **Major Gifts?**
- **Chief Development Officer?**
- **Other?**

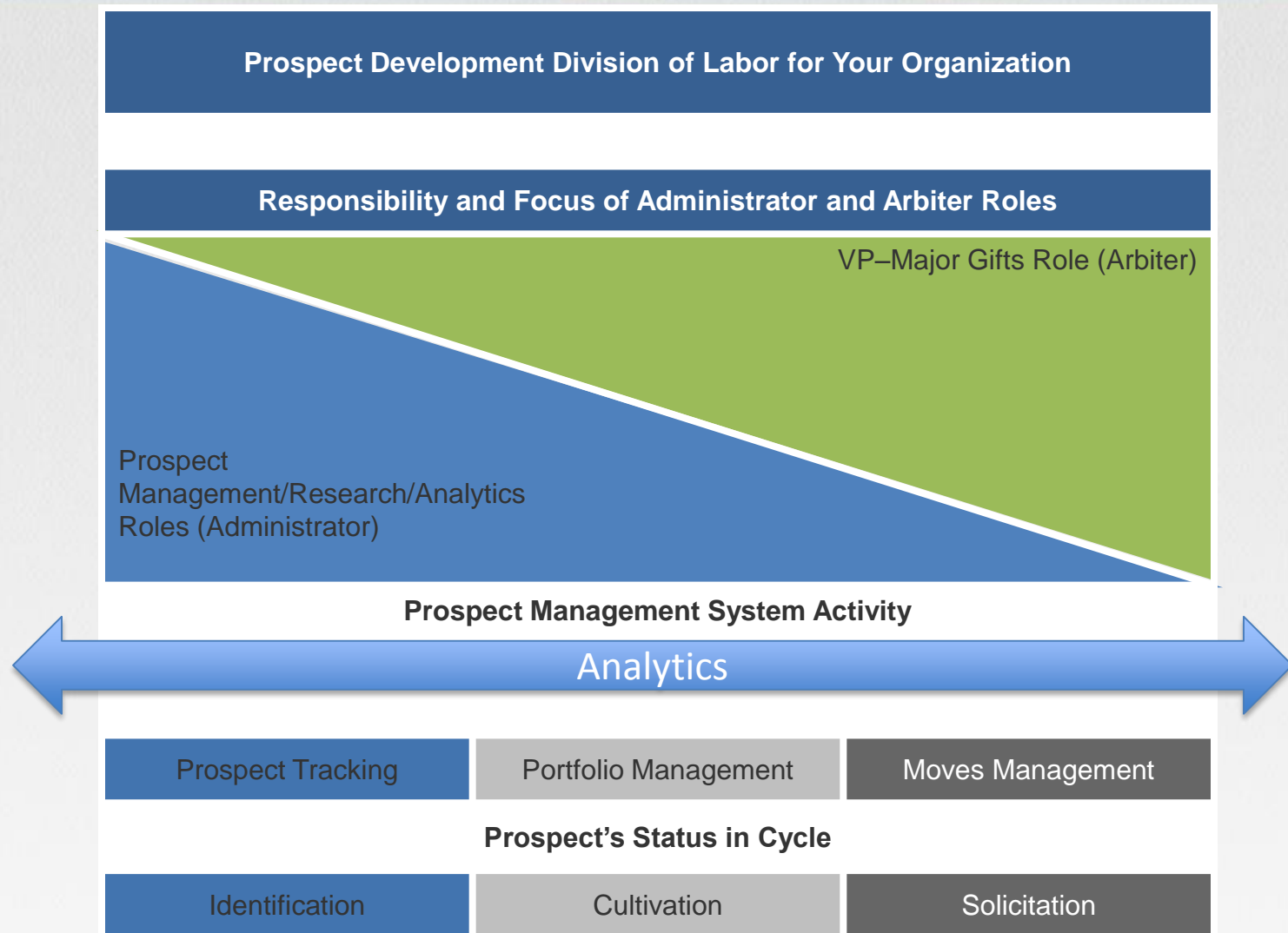
95%

100%

- Reveals and demonstrates how the prospect's interests, motivations, life goals, and/or firmly held beliefs are met through the work and vision of the nonprofit.
- If your system doesn't focus on this overlap, you'll have less movement.

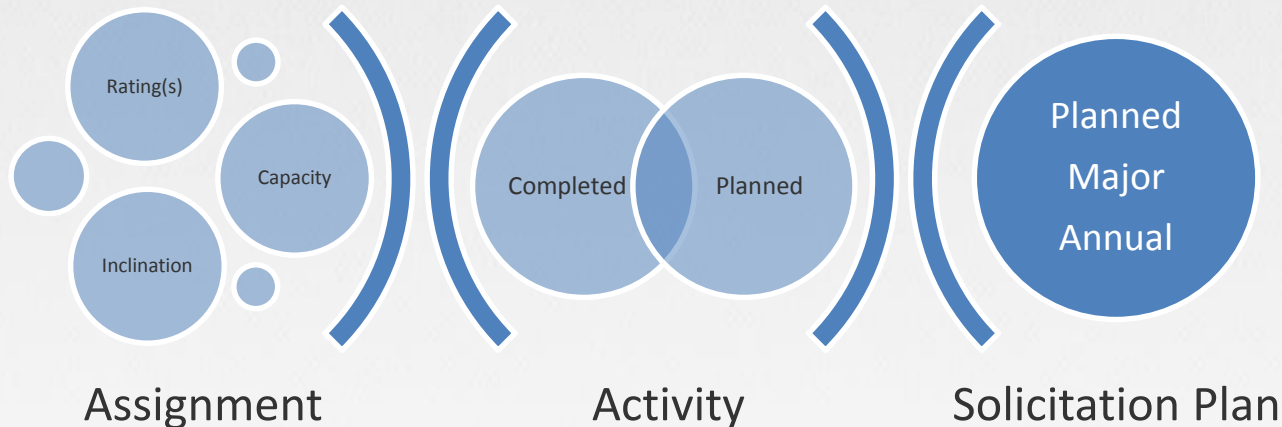


WHAT DO WE MEAN BY “PROSPECTING”?



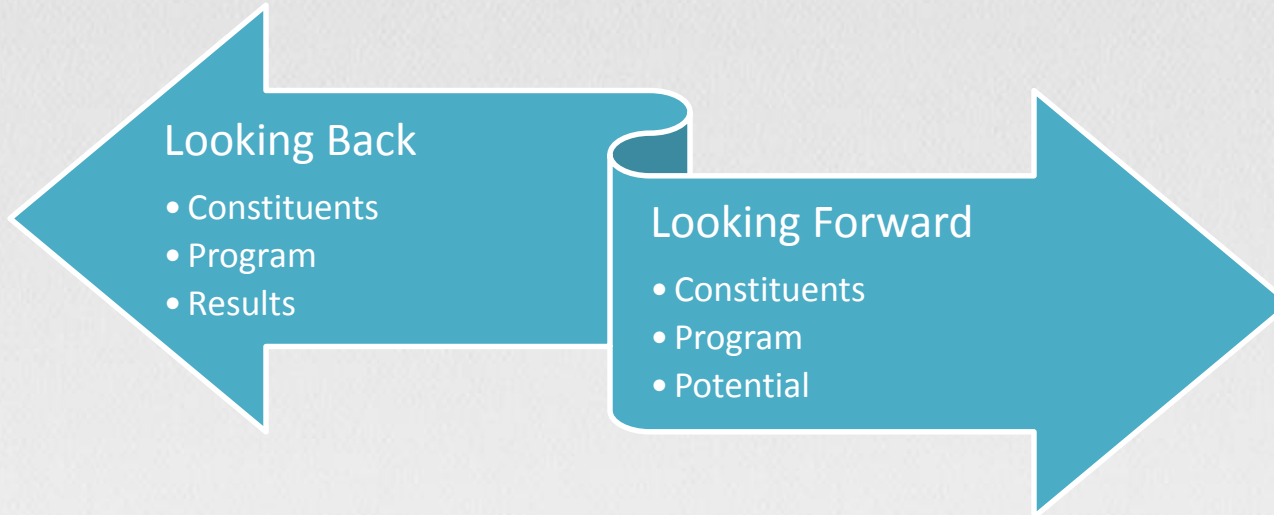
Core aspects for prospect development system:

- **Assignment**
 - Ratings
- **Activity Tracking**
- **Solicitation Plans**



These need great data, analysis, and support to be effective

WHAT IS “ANALYTICS?”



- **Analyzing constituencies**
- **Segmentation and scoring**
- **Building models to predict constituent behaviors**
- **Evaluating and forecasting program performance using relevant metrics**

AND, EVERYONE IS DOING IT...

amazon.com



Google

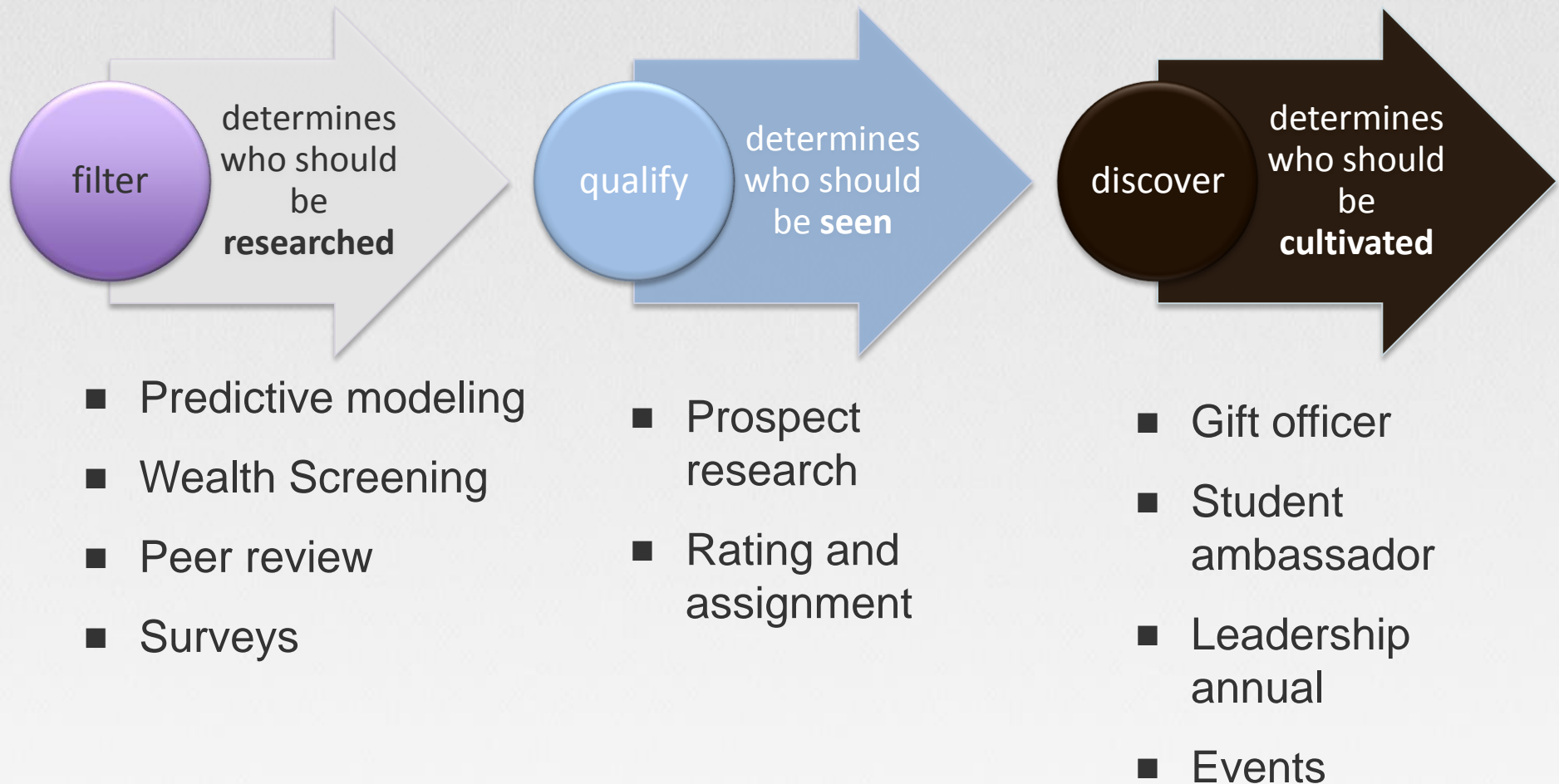
FICO



NETFLIX



ANALYTICS IMPLEMENTATION

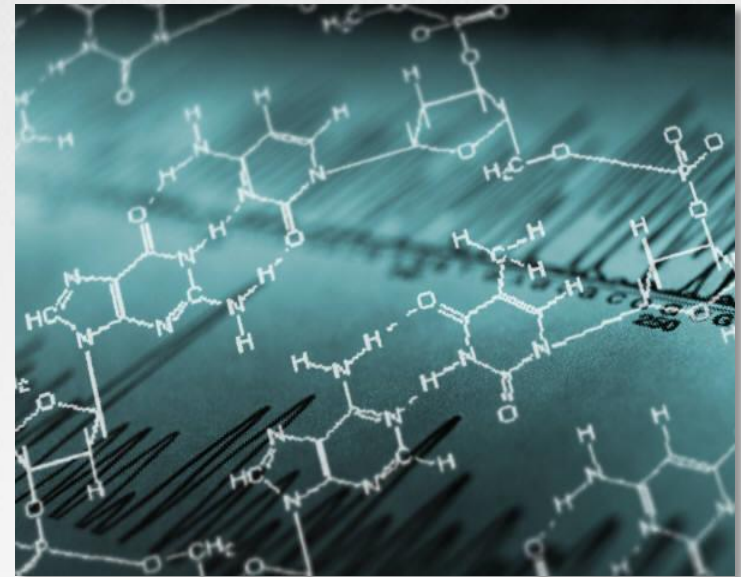


- 1) Behavior!**
- 2) Risk management (time wasted; time targeted; opportunities missed)**
- 3) Leveraging great research and insightful analytics**
- 4) Managing complex portfolios with simple processes**
- 5) Unified and consistent communication with constituents**
- 6) Prioritization of major and planned gift prospects**
- 7) Keeping on track with cultivation**
- 8) Fresh and valuable data for all programs to leverage**
- 9) Enabling research to support gift officer work**

Develop the coding structure

- **Relationship types**
- **Classifications and stages**
- **Cultivation strategies and proposals**
- **Contacts: types, strategies, and reports**
- **Prospect research information**
- **Data, data, data!**

Why do we care? Without this, there are no analytics!



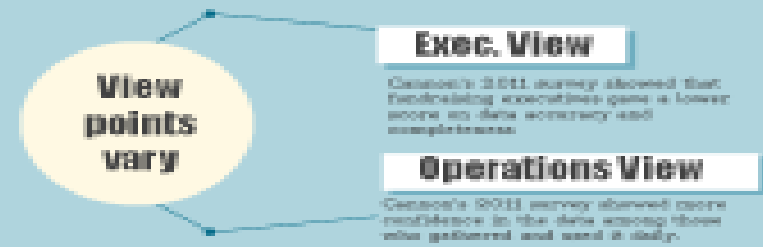
RESEARCH & DATA

- Data have become (mostly) a commodity
- What's in your database is yours, but most of the rest is available (for a price)
- The commoditization of data has made parts of research a product more than a service
- The trend is toward research as a part of management and analytics
- A great site with links:
<http://staff.lib.msu.edu/harris23/grants/prospect.htm>

Quality & Quantity

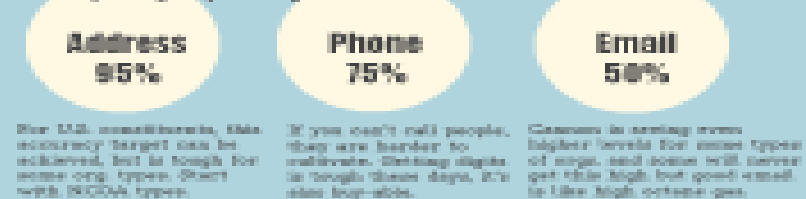
Data Fuel Fundraising

How good should your data be?



Perception & Expectations are Key. Individuals & Org Types will Differ Here.

Data Quality & Quantity Should Trend Toward These Levels:



So, what solutions can you develop to improve data against these levels?



Communicate
Expectations



Manage
Perceptions



Enhance
Data



Improve
Processes

What to Know More?

Check out the data and process confidence calculators at fundraisingoperations.com

DONOR BEHAVIOR

- What motivates their giving?
- What's happening in their lives?
- What is on their horizon?
- Who could best help move the needle?
Do we know this?
- Sometimes, donors won't be moved.
- Great analytics factors in context

WHAT'S NEXT FOR PROSPECTING (AND IT'S IMPACT ON PLANNED GIVING)

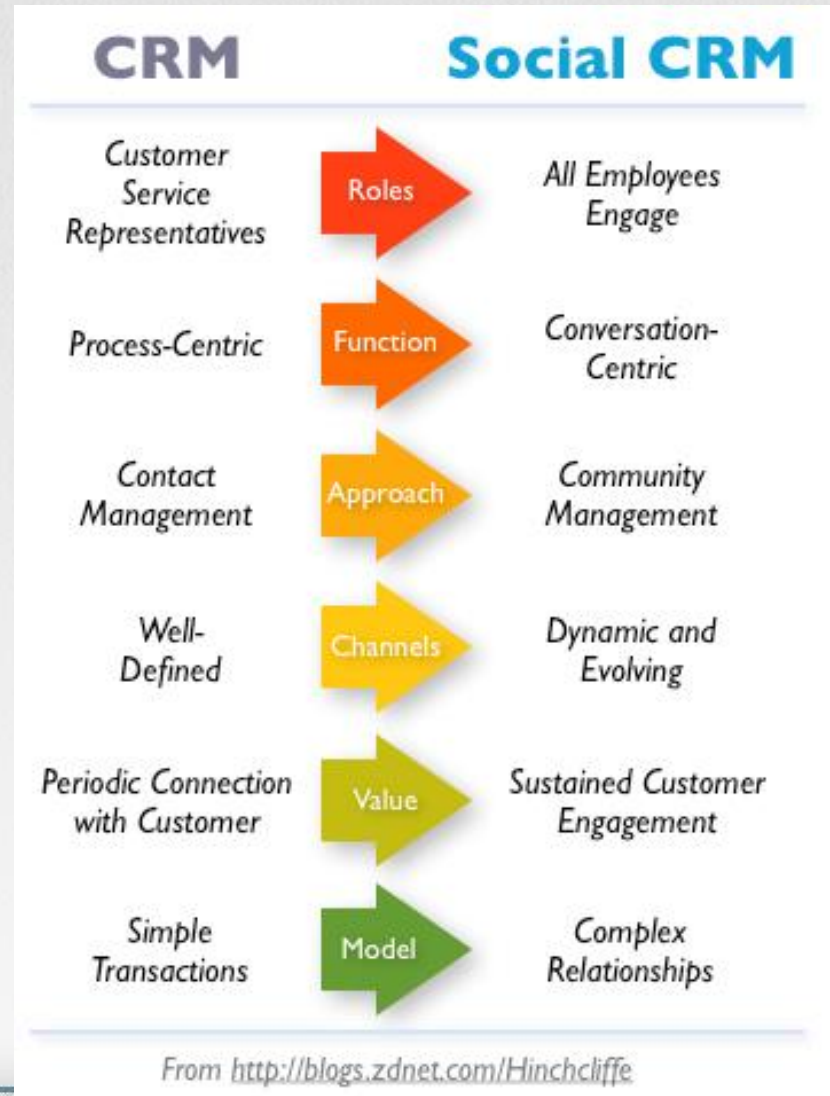
SOCIAL CRM IS TAKING OVER...ARE YOU READY?

The totality of the data you gather, store, curate, and use to maintain and manage relationships

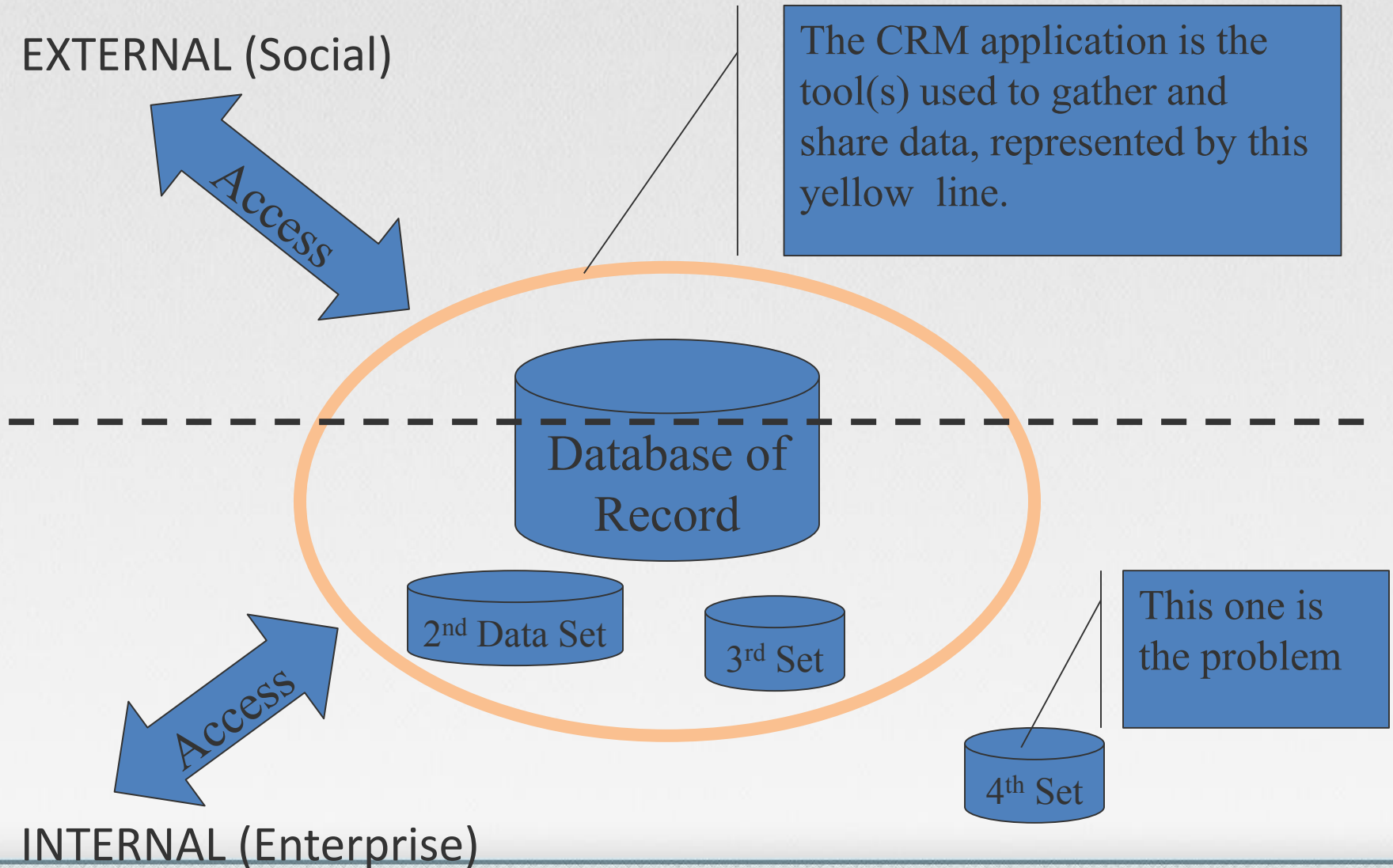
Enterprise CRM: Focus on internal constituents

Social CRM: Focus on external constituents

Parts, pieces, or the whole party



ALL OF US HAVE SOME FRAMEWORK...



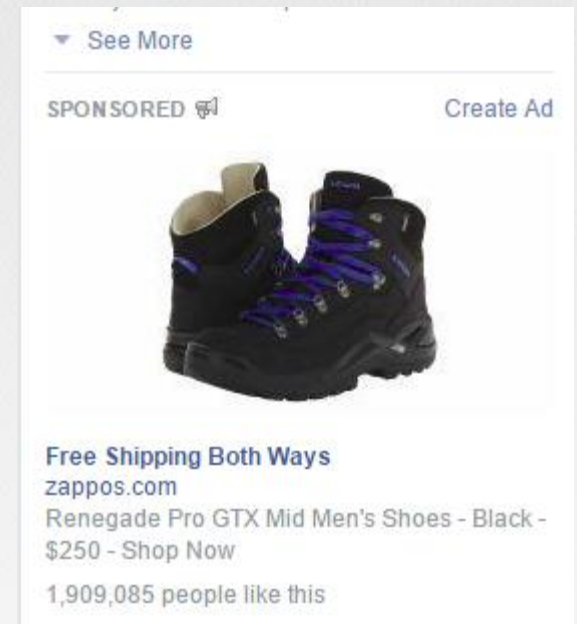
MOST OF US DON'T YET HAVE...

....data services for leveraging Facebook, Twitter, Instagram, and LinkedIn data

....real-time data models

....workflow engines to push movement through the system

These tools are available, but can/should we get them?



CONSUMER EXPECTATIONS

More and more like Amazon, Facebook, and your bank

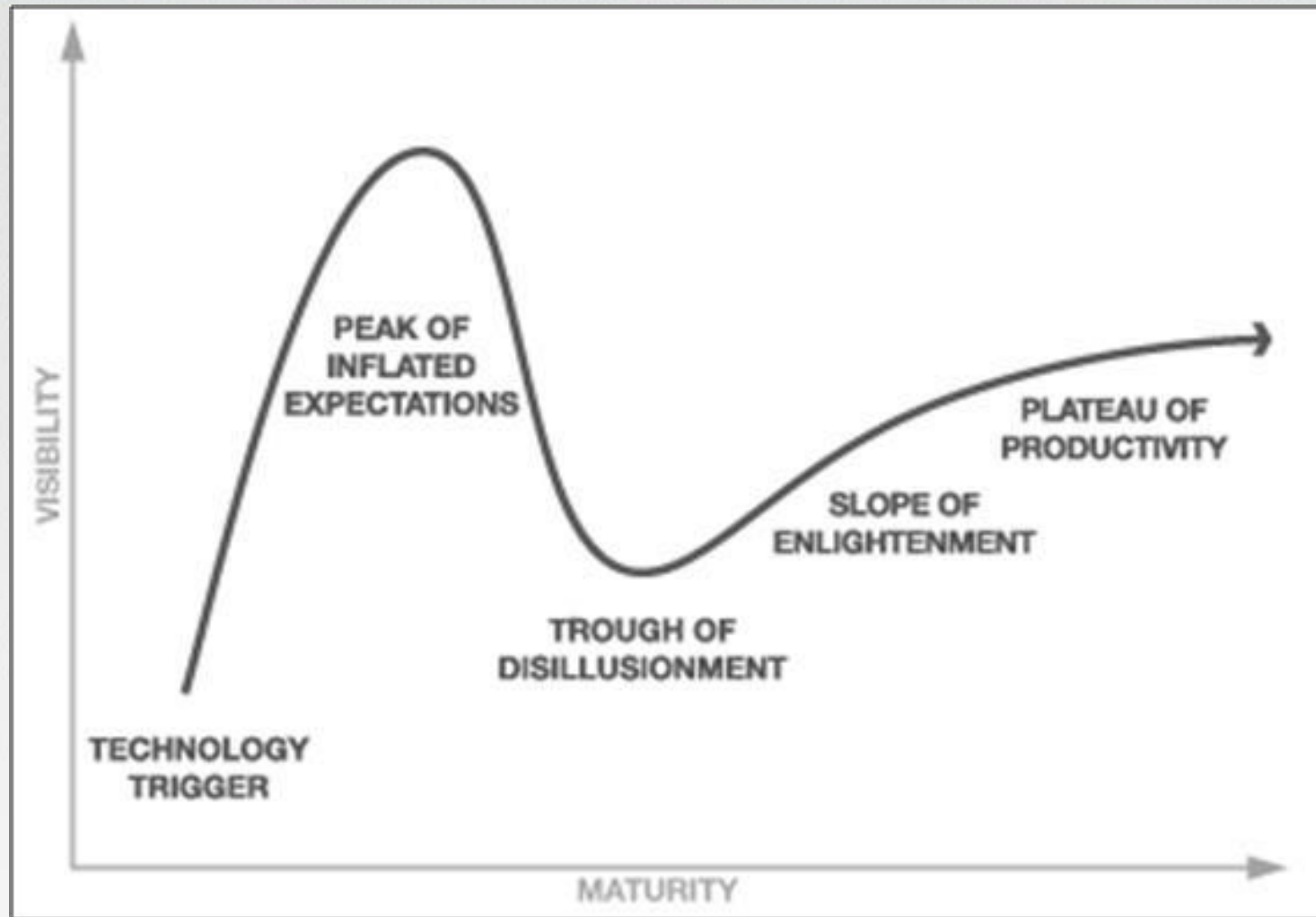
- Training manuals are antiquated
- Training videos on YouTube; testing to gain access
- Tools that help raise money (esp. social media)
- Tools that synch with contact lists and smart devices

Thing #1	Thing #2
1.5 M	1
\$300B	\$600B
\$1B	\$4B

THE IPHONE PROBLEM



WHICH LEADS TO...THE HYPE CYCLE



Copyright. Christopher M. Cannon, An Executive's Guide to Fundraising Operations (Wiley 2011) from Gartner.com

Greater Data Integration



- Bing/Google function “who is my best prospect for...?” (or better yet “Siri, who is my best prospect for a CGA today?”)
- Log-in triggers strategic action/workflow
- Constituents as active here as on Facebook (or via Facebook)
- All CRM tools leveraged by all audiences

Even
more
experiences
like our
consumer
applications



....“I’d like a leprechaun riding a unicorn to host my 6-year old’s birthday, please.
I saw it on “Real Housewives”

WHICH MEANS WE WILL ALSO NEED...

Increasing security...
which means more investment (our lunch topic)



(Solving or more of) the iPhone Problem...

- **Number of Employees Designing Solutions:**
 - Google: has more than 10,000 developers!
 - Apple: has thousands of developers among its 50K employees in the US (not to mention tens of thousands of app developers not on the payroll)
 - Amazon: 3,000 of their 132,000 employees are developers
 - Your institution: 1? 2? 3? 4+, if you're lucky

SO MAYBE WE SHOULD GO BACK TO...

The basics still apply (behavior, discipline...)

- **Accuracy, Speed, Volume**
- **Balancing the spinning top**
- **Managing the cycle and expectations**

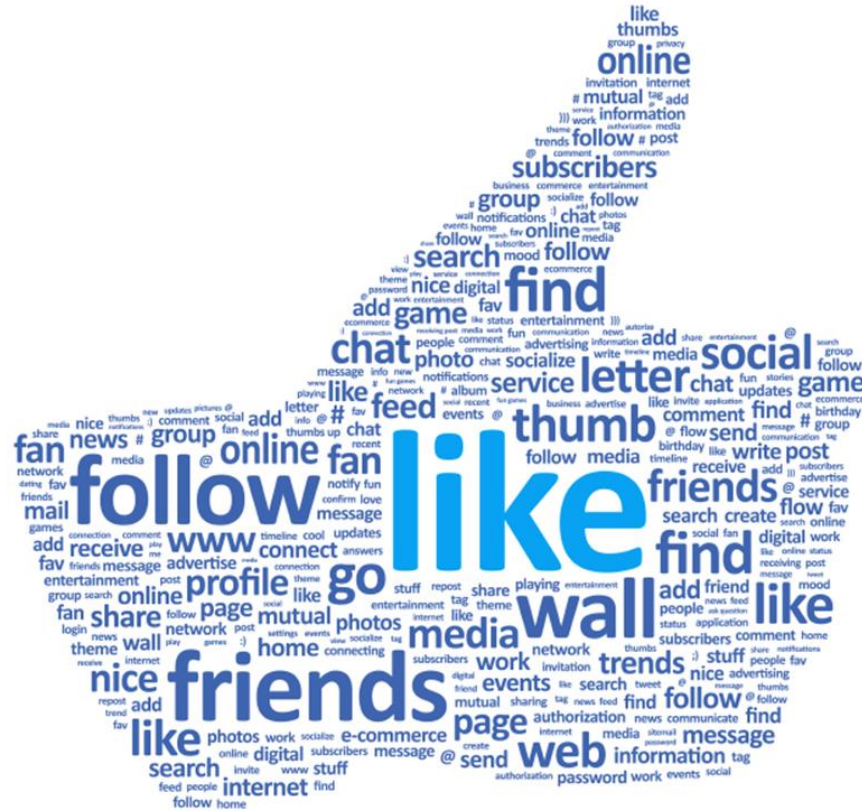
But first let's see what cool things are out there...

For the most part, there are no new sets of bio-demographic data, outside of social media driven details.

However, a few things, like reverse phone look-ups, are harder.

What's really new, though, is what we can learn from social media data...

SOCIAL MEDIA: WHERE IT'S AT...



TRACKING YOUR AUDIENCE

Page Likes

534.4K Total Page Likes

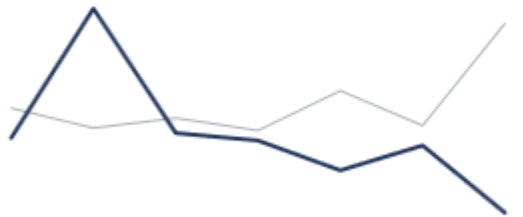
▲ 0.1% from last week

392

New Page Likes

▼ 18.7%

— This week
— Last week



Post Reach

1.2m Total Reach

▲ 69.7% from last week

126.3K

Post Reach

▼ 13.1%

— This week
— Last week



Engagement

61.2K People Engaged *i*

▲ 396.8% from last week

6.7K

Likes



241

Comments



1.4K

Shares



83.3K

Post Clicks *i*



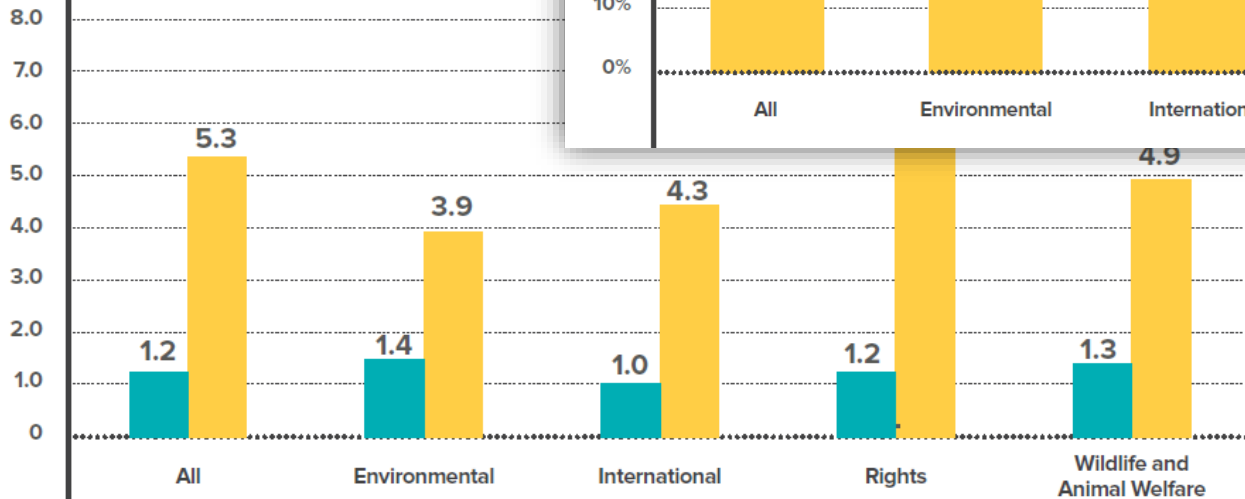
Goal to understand:

- Engagement Rate
- Depth of Interest
- Response to different types of content
- Patterns in response
- Reach and influence

DATA TO GET DONORS

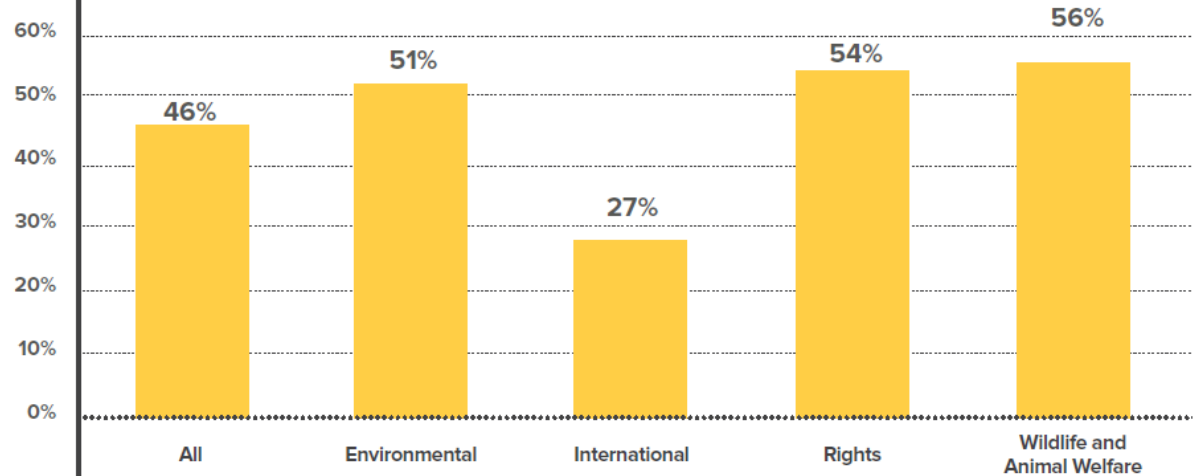
NUMBER OF POSTS

BY SECTOR



TWITTER FOLLOWER GROWTH

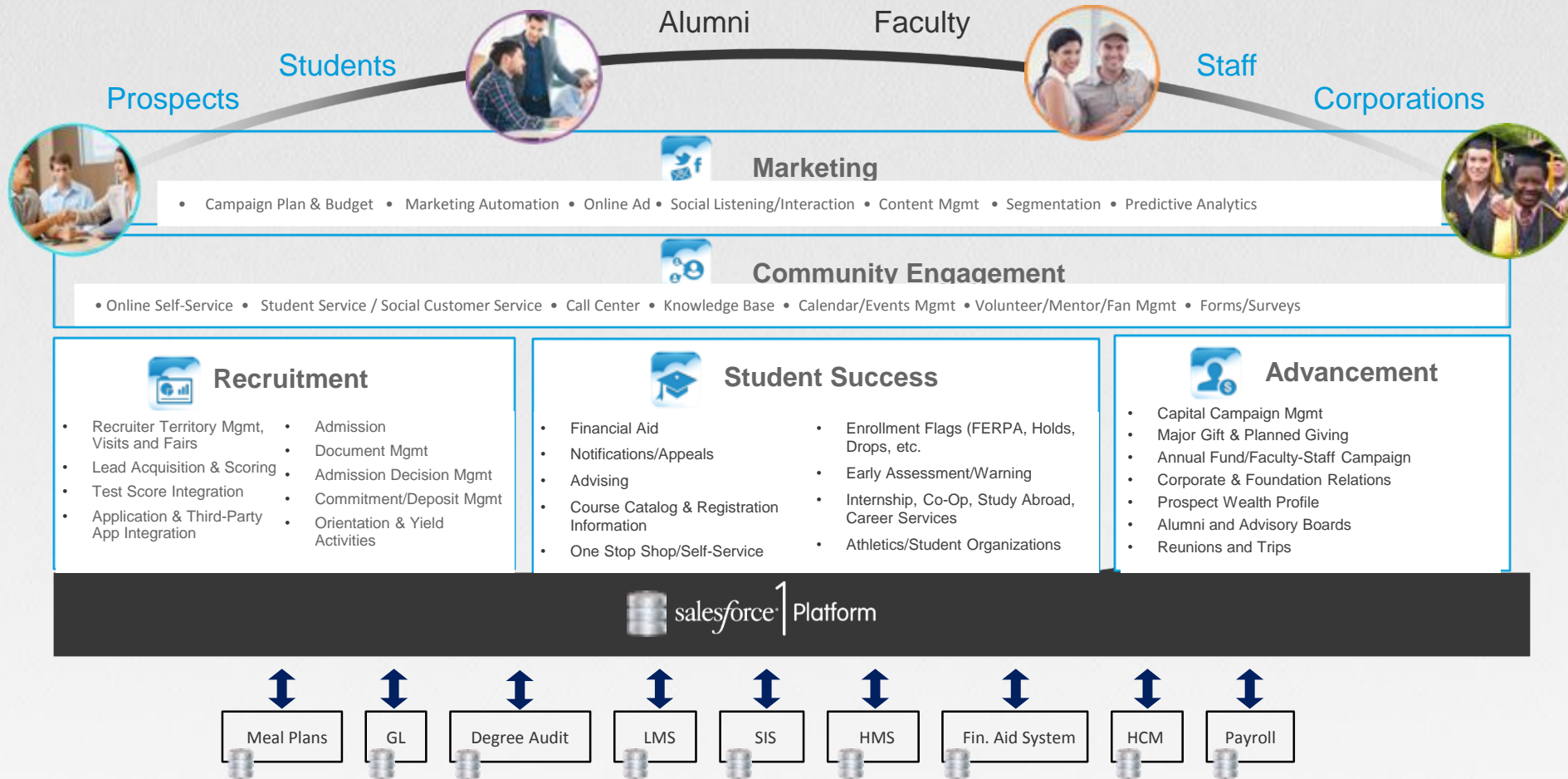
BY SECTOR



AS DATA OPTIONS ARE EXPANDING, SO IS THE TECHNOLOGY TO HANDLE IT.

"360 DEGREE" CRM

The Connected Campus





In Action at Boston University

Facebook Post Detail

Boston University Alumni Association
Non-Profit Organization · 71,813 Likes · October 6 at 10:51am · US

"Be gentle with yourself. You don't yell at a bud because it's not a flower yet. It's going to take time."

Take a peek at the master class Jason Alexander (CFA'81, Hon.'95) taught at his alma mater, the Boston University College of Fine Arts.

Seinfeld's Costanza Gives Master Class in Acting at CFA | BU Today | Boston University
Jason Alexander returns to work with School of Theatre students

BU.EDU

325 9 38

Constituent Stats

165
Matched Constituents

\$487,723
Total Lifetime Giving

\$2,956
Average Lifetime Giving

11 Rated Prospects
\$1.7 million pipeline value

evertrue

**...AND, REPORTING, BUSINESS
INTELLIGENCE, AND ANALYSIS TOOLS
HAVE GROWN.**

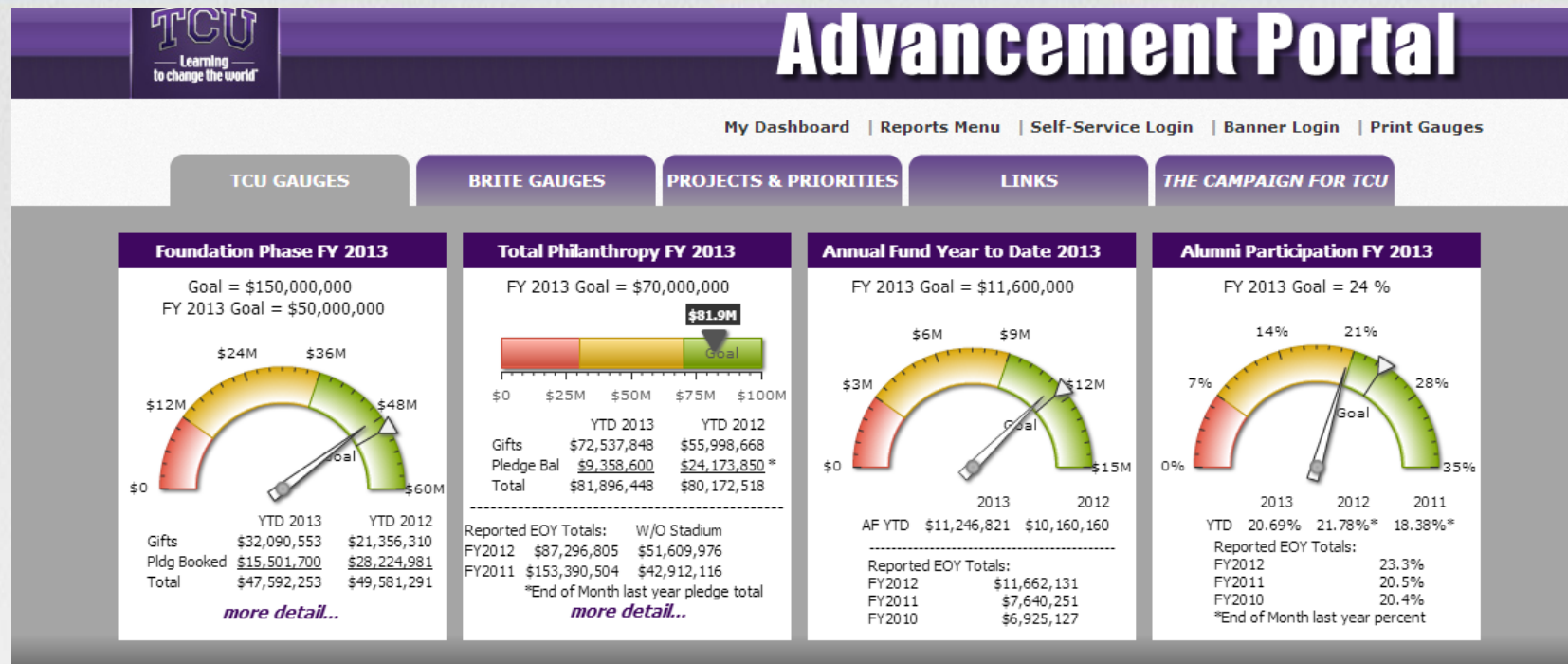
Figure 1. Magic Quadrant for Business Intelligence and Analytics Platforms



Source: Gartner (February 2014)

DATA VISUALIZATION





TCU Quick Facts

FY13 Matching Gifts: \$288,962
 FY13 Donors: 16,134
 FY13 Gifts: 24,425
 FY13 Official Living TCU/Brite Alumni Count: 82,000
 FY13 Official TCU Alumni Participation Base Count: 53,307

TCU Special Reports

[Current FY Donor List](#) Use network password.
[Alumni Statistics](#) Use network password.
[Gift Processing Stats](#) Use network password.
[Daily Totals YTD W/Wo Stadium Gifts](#) Use network password.

Gift Logs

Gift Logs
[GIFTLOG 2013 03 14.xls](#)
[GIFTLOG 2013 03 22.xls](#)
[GIFTLOG 2013 04 04.xls](#)
[GIFTLOG 2013 04 12.xls](#)
[GIFTLOG 2013 04 17.xls](#)
[GIFTLOG 2013 04 23.xls](#)
[GIFTLOG 2013 04 29.xls](#)

Permission from and thanks to R. Key at TCU

METRICS THAT MATTER

Data Points Sample Assessment*

*Modeled with permission on Data Points Reporting at James Madison University

The advancement services team's must work to deliver accurate and complete information. For alumni, a complete a complete record contains the following 12 **areas** of information listed below. A complete record must be up-to-date and accurate for it to be useful in advancement efforts. These reports show our progress with alumni and donors. Our goal is for 75% of our alumni and 85% of our donors to have nine (9) or more data points in their constituent record.

▪Full Name	▪Approximate Age	▪Phone Number	▪College
▪Gender	▪Home Address	▪Marital Status	▪Employer
▪Graduation Year	▪Email Address	▪Spouse Name	▪Job Title

Known	Total Alumni	%
12	15,000	15%
11	15,000	15%
10	20,000	20%
9	15,000	15%
8	15,000	15%
7	5,000	5%
6	5,000	5%
5	5,000	5%
4	2,000	2%
3	1,000	2%
2	1,000	1%
1	0	0%
	100,000	

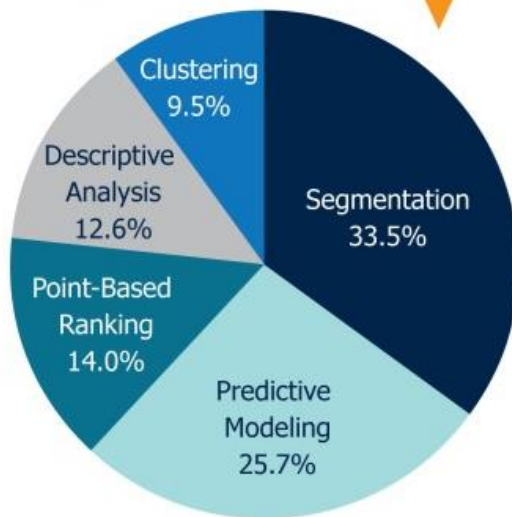
Known	Total Donors	%
12	8,000	20%
11	8,000	20%
10	6,000	15%
9	6,000	15%
8	4,000	10%
7	4,000	10%
6	2,000	5%
5	800	2%
4	400	1%
3	400	1%
2	400	1%
1	0	0%
	40,000	

MINING & MODELING OPTIONS

Big dogs jumping
into the game...

But we're not very
advanced yet.

Top Analysis Methods

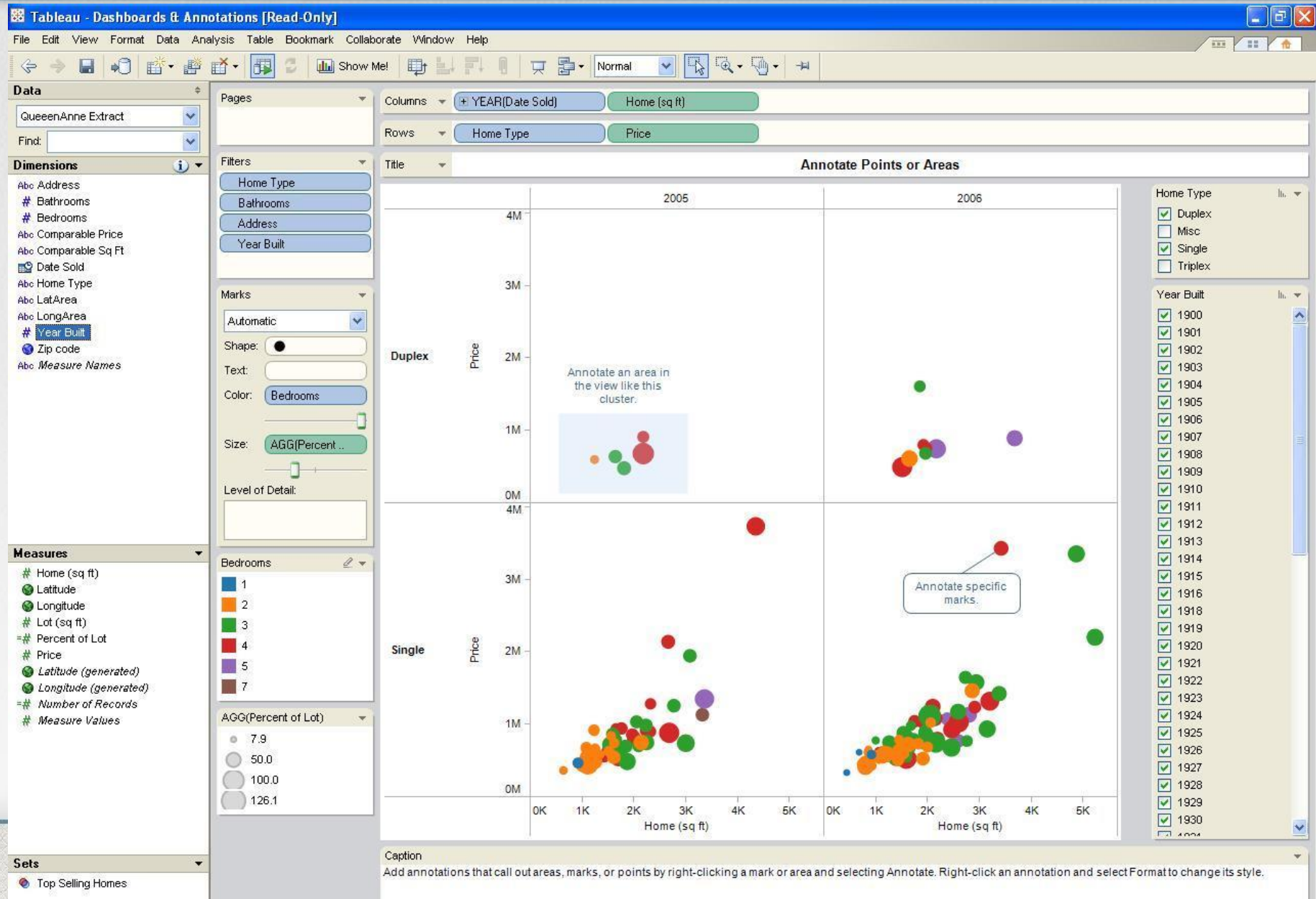


IBM's Watson Analytics wants to bring big data to the masses →



IBM have announced a new product called Watson Analytics, one they claim will bring sophisticated big data analysis to the average business user. Watson Analytics is a cloud application that does all of the heavy lifting related to big data processing by retrieving the data, analysing...

IN-MEMORY TOOLS...THEY SLICE, THEY DICE



**ALL OF THIS IS GREAT, AND LET'S
REMEMBER THE FUNDAMENTALS...**

ADOPTION OF INNOVATION IS HARD



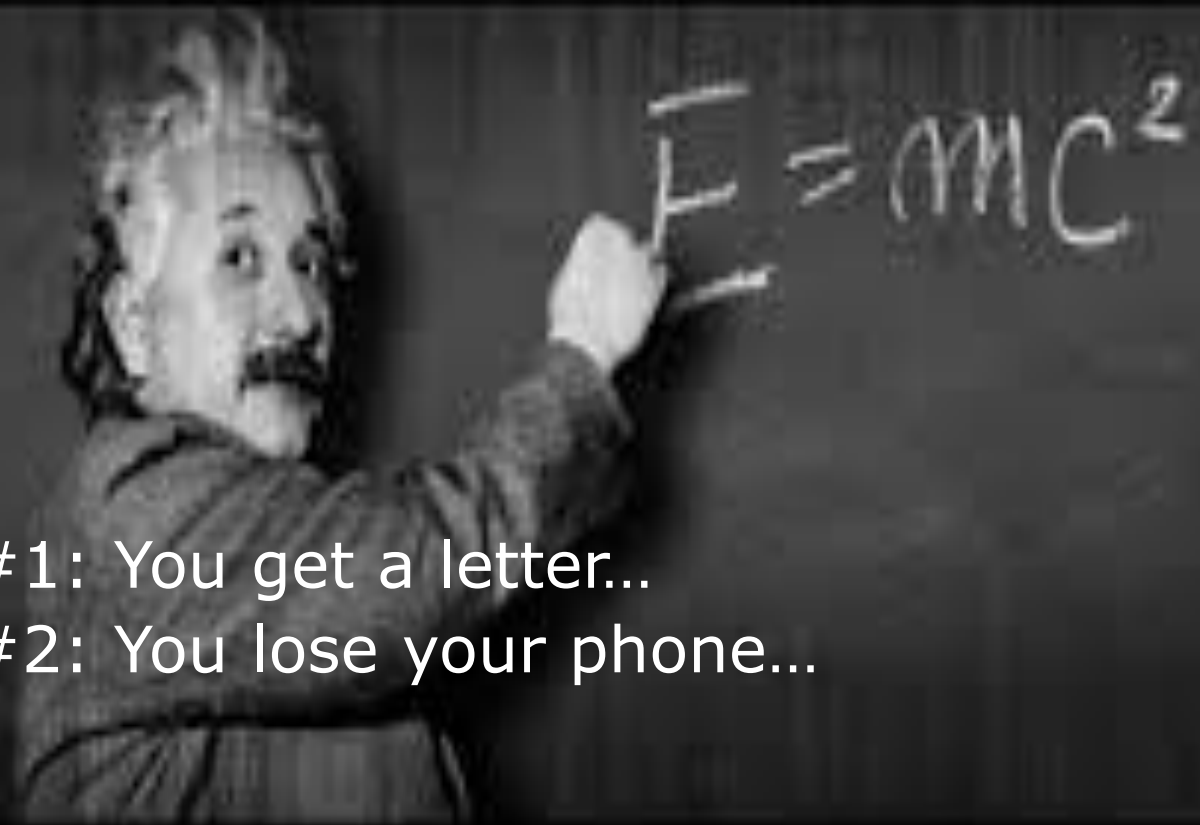
THEREFORE...START FIRST WITH WHETHER YOU'VE OUTGROWN WHAT YOU ALREADY HAVE AND USE

Start with a resource assessment:

- 1) What data and technology do you have at your disposal for research, management, and analytics
- 2) Are you fully leveraging what you have:
 - **Are profiles used?**
 - **Is data added to database?**
 - **Are subscriptions helpful?**
- 3) If so, look at what you can do in-house and with vendors
- 4) Be disciplined, patient, and realistic



Data = Relationship



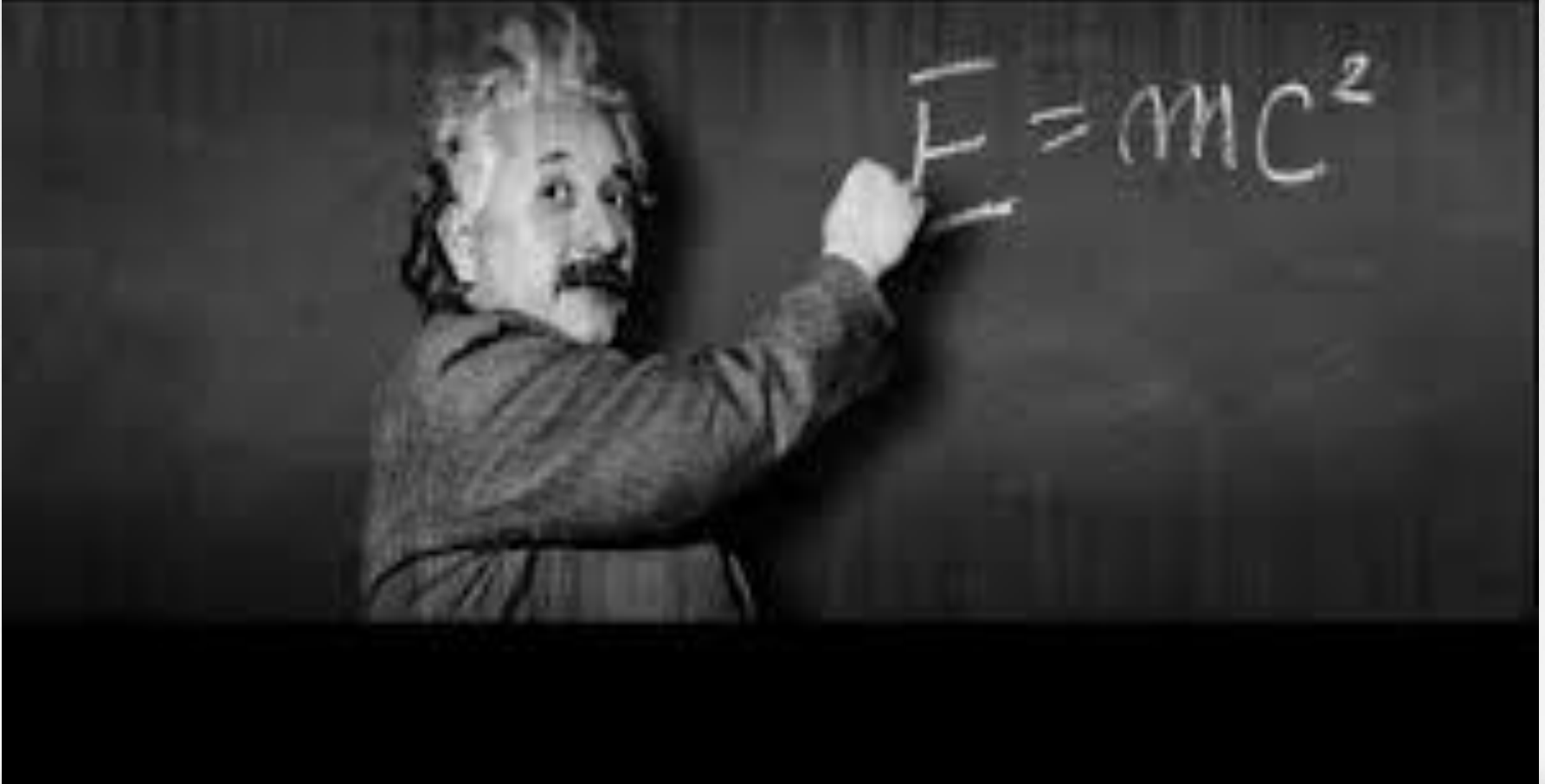
Test case #1: You get a letter...

Test case #2: You lose your phone...

Prospecting allows data and relationship to symbiotically deepen and simplify...

ANOTHER PARTING THOUGHT APROPOS FOR GIFT PLANNING

**Not everything that can be counted
counts, and not everything that
counts can be counted.**



QUESTIONS & IDEAS?

Questions?

Contact Information

Next Steps?

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@fundraisingops
Blog at Fundraisingoperations.com