

Annual Giving Model

DESCRIPTION

WealthEngine's Annual Giving Model allows you to effectively predict the likelihood that a prospect will donate to your organization on an annual basis (via online channels or direct response channels).

WHAT YOU WILL LEARN FROM USING THIS MODEL

This model gives you a more accurate impression of which individuals would be most likely to respond to your annual giving campaign and donate to help you grow your fund.

WHEN YOU SHOULD USE IT

Since annual fund campaigns are ongoing, the Annual Giving Model can benefit organizations, higher education institutions, or causes at any time of year to help expand your annual fund.

HOW LONG IT TAKES TO BUILD

For a model such as the Annual Giving Model, it takes anywhere from 3 to 6 weeks for WealthEngine's data science team to create.

DELIVERABLE

You would provide our team with examples of people that were Annual Fund Donors. Our data science team will then build a model, and subsequently see how highly the model scores the people that we already know were Annual Fund donors. Ideally, they score highly, in decile 1 or 2.

CUSTOMER INPUT

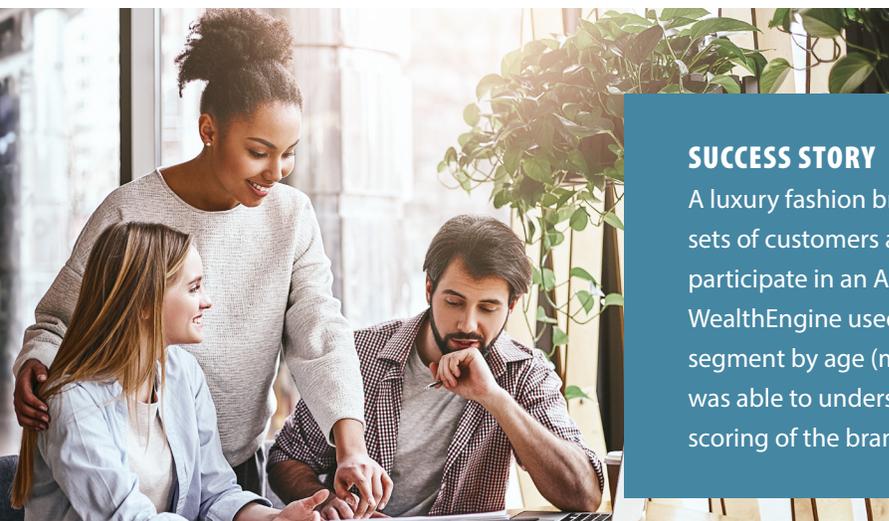
To generate an Annual Giving model, users must submit a file with historic giving information on each of the individuals or profiles they want modeled, as well as any other client attributes that you and our data science team determine can provide additional predictive power.

WE ATTRIBUTE INPUTS

For an enterprise model, you can input every attribute in your database into different wealth models. The correlations found between these data points then help you find your next best prospects. These correlations are much more reliable than any one single attribute.

MODEL OUTPUT

The data science team will provide back your file with two additional outputs—Annual Fund scores and Annual Fund decile ranks. The scores are articulated from a range of 100-1000 and the corresponding deciles shows you the top 10% of prospects (i.e. '1' represents the top 10% of prospects, '2' represents the next 10%, and so on). These results will help you identify which of your prospects to target.



SUCCESS STORY

A luxury fashion brand wanted to develop a marketing plan for different sets of customers and determine who is most likely to be loyal (thereby participate in an Annual Fund program) and can purchase more. WealthEngine used several attributes relating to wealth and lifestyle to segment by age (millennial and non-millennial). As a result, the brand was able to understand loyal customers versus diverse millennials with scoring of the brand consumers as top predictors by age group.