Donor 360° Model

DESCRIPTION

WealthEngine's Donor 360° Model (paired with a predictive analytics solution, such as the Major Gift Model) is an advanced statistical model that identifies profiles of individuals and groups or segments them based on their shared characteristics.

WHAT YOU WILL LEARN FROM USING THIS MODEL

This model identifies a number of unique personas based on your constituent's commonalities and helps you market to them more effectively.

WHEN YOU SHOULD USE IT

This model is useful in classifying your prospects into recognizable clusters which have unique and distinct characteristics differentiating one from the other. Knowing the distinct profiles of these donors and prospects will help you craft strategies for cultivation appropriate to each.

HOW LONG IT TAKES TO BUILD

For a custom model such as the Donor 360° model, it takes anywhere from 3 to 6 weeks for WealthEngine's data science team to create.

DELIVERABLE

You will receive classified clusters which are differentiated by multiple attributes and unique insights about each of those clusters.
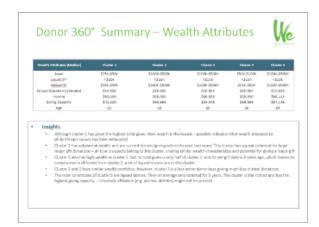
CUSTOMER INPUT

To generate a Donor 360° model, users must first have built one of another WealthEngine Model, such as the Major Gift Model.

WE ATTRIBUTE INPUTS

For enterprise models, you can input every attribute in your database into different wealth models. Each model addresses a specific need and these are custom built for your organization so they highlight patterns that are most relevant to you. The attributes measured for the Donor 360° Model will depend on customer-chosen profiles or previous models generated. 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

After you have had our data science team develop one of the other WealthEngine models, they can run the detailed analysis to provide the complete Donor 360° view.

Donor 360° Summary – Wealth Attributes

SUCCESS STORY

A performing arts center wanted to optimize the lifetime value of their donors through targeted marketing. WE helped them develop a marketing roadmap by analyzing clusters of their donors and building personas – including Subscribers, Single Ticket Buyers, Annual Fund and Major Gift donors. Our model helped in identifying distinguishable characteristics about each persona thereby feeding into their targeted marketing campaigns and increasing the lifetime value of donors within each cluster.