

Donor Lifetime Value Model

DESCRIPTION

WealthEngine's Donor Lifetime Value Model allows users to better understand the total potential lifetime donation value of their prospects, based on advanced machine learning algorithms that have been applied to donor transaction data.

WHAT YOU WILL LEARN FROM USING THIS MODEL

This model can give users a better impression of how much an individual donor or prospect will potentially give to their organization over the course of their lifetime.

WHEN YOU SHOULD USE IT

This model can prove to be particularly beneficial if and when an organization is looking to enhance their major fundraising or outreach strategy before reaching out to donors. The Donor Lifetime Value Model can give fundraisers a better impression of the donors and prospects worth pursuing, further enabling them to focus their efforts.

HOW LONG IT TAKES TO BUILD

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

DELIVERABLE

Users will receive a full report containing an executive summary of recommendations, and sections with findings on giving capability, segmentation and scoring (P2G) and description of their characteristics.

CUSTOMER INPUT

To generate a Donor Lifetime Value model, users must submit a file along with a client transaction file on each of the individuals or profiles they want modeled.

WE ATTRIBUTE INPUTS

For an enterprise model, you can input every attribute in your database into different wealth models. These attributes can include affinity, last donation duration, total donation amount, last donation recency, total giving capacity, and many more. 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 submitting a file along with client transaction files on each of the individuals you will want modeled, you will receive scores indicating Churn likelihood, Next Donation Amount, Donation count, and Lifetime donation amount.

USE CASE

This model can benefit small and large nonprofits in planning long term and helping them understand the lifetime value of their donors. You could use the model to nurture a selection of donors where you would like to focus. This will help you realize more economic value with each selected donor with more timely, frequent donations of higher amounts. These are the donors you can always count on. They will ultimately help you uplift overall campaign returns.

