

CAMPAIGN MODELING SUITE

Major Gift (MG) Model



DESCRIPTION

WealthEngine's Major Gift (MG) Model allows users to identify who, among the constituents in their donor base, is likely to be a major gift donor. This is determined based on an evaluation of characteristics or patterns that are most indicative of major giving among your donors.

WHAT YOU WILL LEARN FROM USING THIS MODEL

Using machine learning techniques, the Major Gift (MG) Model can help you more accurately identify potential Major Gift donors. By taking out the guesswork, you can target donors and invest time in cultivating and nurturing relationships with prospects who are likely to make substantial donations, now and in the future.

WHEN YOU SHOULD USE IT

This model can be particularly beneficial for those who are trying to figure out which of their smaller donors is ready to make a larger gift.

HOW LONG IT TAKES TO BUILD

The Major Gift (MG) Model (along with the other models featured in the Campaign Modeling Suite) is created in about 1 month end-to-end.

DELIVERABLE

Once your information has been analyzed, the file is returned as a flat file via SFTP. At your request, it can also be uploaded to the WealthEngine platform.

CUSTOMER INPUT

To generate a Major Gift model, users must submit a file with historic giving information on each of the individuals in their donor database, plus an indication of their organization's desired major gift threshold.

WE ATTRIBUTE INPUTS

For the Campaign Modeling Suite, you have the option to input 6 key attributes into our analytics solution. Alongside key 6 attributes supplied by you, we will use more than 300 WE data points across wealth, giving, demographics, real estate, profession, etc. to generate the model outputs. In addition, our data science team incorporates feature engineering techniques to optimize the predictive power in the attributes, both individually and combined together in various ways.

MODEL OUTPUT

The data science team will provide back your donor file with two additional outputs- the Major Gift score and Major Gift decile rank. The score is a number from a range of 100-1000. The corresponding deciles split the file into 10 equal groups (i.e. '1' represents the top 10% likely major gift donors, '2' represents the next 10%, and so on). These results will help you prioritize your outreach for larger donations.



SUCCESS STORY

A Midwestern University wanted to expand and develop their list of prospects. Using WealthEngine, they were able to build a custom model and identify over 200 prospects who had the potential of donating over \$100k. WealthEngine helped a Midwestern University engage 30% of prospective donors and set up discussions with 10 promising individuals who had major gift potential over \$2M.