CAPITAL CAMPAIGN MODELING SUITE
# Next Ask Amount (NAA) Model

NONPROFITS

## DESCRIPTION
WealthEngine's Next Ask Amount (NAA) Model allows users to estimate and predict the amount of a past donor's next donation.

## WHAT YOU WILL LEARN FROM USING THIS MODEL
The NAA Model can give you a more accurate idea of the size of your donor's next contribution, based on their giving history and estimated giving capacity.

## WHEN YOU SHOULD USE IT
This model is particularly helpful for gift solicitation during a campaign or fundraiser. This allows you to create the perfect ask amount—one which isn't too low or too high—ensuring that whatever your organization receives from your donors or prospects will be the largest quantity they're willing to donate at that time.

## HOW LONG IT TAKES TO BUILD
The Next Ask Amount (NAA) 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, scores and decile ranks are returned to you as a file within the platform.

## CUSTOMER INPUT
To generate a Next Gift Amount model, users must submit a file with historic giving information on each of the individuals in their donor database.

## WE ATTRIBUTE INPUTS
For the Campaign Modeling Suite, you have the option to input 6 key attributes into our analytics solution. These 6 key attributes will be used to generate all four models included in this pack, alongside the more than 300 WE data points across wealth, giving, demographics, real estate, affinity, location, profession, affinity, vehicles, other physical assets, etc. 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 file with two additional outputs—the Next Ask Amount score and Next Ask Amount decile rank. The score is a dollar value estimating the optimal ask amount. The corresponding deciles split the file into 10 equal groups (i.e. '1' represents the top 10% likely to give the most, '2' represents the next 10%, and so on). These results will help you prioritize your outreach for larger donations.
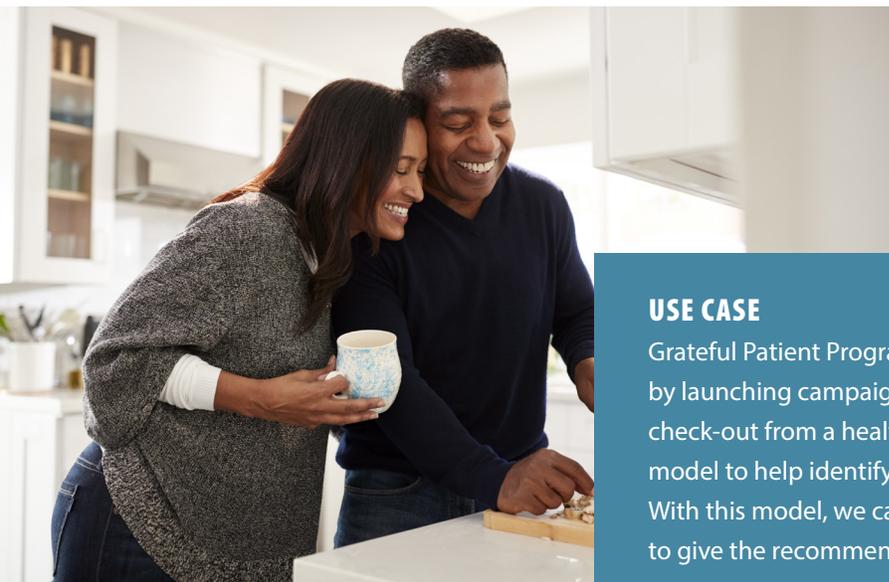
## USE CASE
Grateful Patient Programs can benefit from the Next Gift Amount Model by launching campaigns with a WE recommended Ask Amount, days after check-out from a healthcare facility. WealthEngine would run the predictive model to help identify the right prospects and the right amount to ask. With this model, we can accurately identify prospects who are more likely to give the recommended amount to you specifically, with 3x-5x returns.

WEALTHENGINE™