

CAMPAIGN MODELING SUITE

Planned Giving (PG) Model



DESCRIPTION

WealthEngine's Planned Giving (PG) Model allows you to identify who, among the constituents in your donor base, is likely to plan contributions of their estate to your organization. This is determined based on an evaluation of characteristics or patterns that are most indicative of your existing planned givers.

WHAT YOU WILL LEARN FROM USING THIS MODEL

Using this algorithm, we can identify who within your dataset are most likely to contribute planned gifts, specifically to your organization (not just in general).

WHEN YOU SHOULD USE IT

This model is useful in identifying which of your existing donors or prospects can participate in a Planned Giving program. If you'd like to know who to include in your Planned Giving campaign, this model will allow you to choose prospects who are more likely to give planned gifts.

HOW LONG IT TAKES TO BUILD

The Planned Giving (PG) 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 Major Gift model, users must submit a file with historic giving information on each of the individuals in their donor database, with an indication of who their current planned givers are.

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 Planned Giving score and Planned Giving 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 planned givers, '2' represents the next 10%, and so on). These results will help you prioritize your planned giving outreach.



SUCCESS STORY

A small Midwestern liberal arts college with 1,500 students leveraged WealthEngine's Planned Giving Model to identify prospects in the college's database. WealthEngine helped them identify 124 new prospects qualified for potential bequest or estate donations.