

Sustainer Model

DESCRIPTION

WealthEngine's Sustainer Model helps you identify which individuals, in your database, are most likely to make consistent donations each year (aka sustainer donors).

WHAT YOU WILL LEARN FROM USING THIS MODEL

By identifying which of your donors is likely to give consistently on an annual basis, you are better able to establish a loyal donor base. You can identify who among your donors has the propensity and capacity to give regularly. And, depending on the age, giving history, and estimated giving capacity of the donor, you can begin cultivating and nurturing them for planned giving.

WHEN YOU SHOULD USE IT

This model can prove to be particularly beneficial when you are soliciting gifts for your annual giving campaign. Since annual gifts are raised on an ongoing basis to keep your nonprofit up and running, collecting gifts consistently is key. So, if your organization needs to create a strong fund for the upkeep of your cause, a sustainer model can support you in your efforts.

HOW LONG IT TAKES TO BUILD

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

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 Sustainer Model, users must submit a file with historic giving information on each of the individuals or profiles they want modeled, as well as any other client attributes that you and our data science team determine can provide additional predictive power.

WE ATTRIBUTE INPUTS

For an enterprise model, you can input every attribute in your database into different wealth models. 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

The data science team will provide back your file with two additional outputs— Sustainer scores and Sustainer decile ranks. All scores are articulated from a range of 100-1000 and the corresponding deciles shows you the top 10% of prospects (i.e. '1' represents the top 10% of prospects, '2' represents the top 20%, and so on). These results will help you identify which of your prospects to target.



USE CASE

This model can benefit small Non Profit organizations which need a consistent flow of donations. The sustainer model can ensure you retain your committed donors and ensure that they continue to give every year. You can set aside the incoming funds through this program to be used for day to day operations of the organization, thereby covering operational costs.