

CAMPAIGN MODELING SUITE

Likelihood to Give (L2G) Model



DESCRIPTION

WealthEngine's Likelihood to Give (L2G) Model allows you to identify who, among the constituents in your donor base, is most likely to give again to your organization. Unlike P2G, which measures a donor's tendency or inclination to give, the L2G model measures the relative likelihood that a donor will give again.

WHAT YOU WILL LEARN FROM USING THIS MODEL

Although the Likelihood to Give Model gives you an impression of who, within your database, is likely to donate to your organization in general, you can create a donor-defined threshold within the model. This allows you to narrow your focus and see which donors are likely to give at or above a certain amount (specified by you).

WHEN YOU SHOULD USE IT

The L2G Model is particularly beneficial when you're running a large fundraising campaign (i.e. capital campaign, annual fund campaign, #GivingTuesday campaign, year-end fundraising campaign, etc.).

HOW LONG IT TAKES TO BUILD

The Likelihood to Give (L2G) 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 Likelihood to Give model, users must submit a file with historic giving information on each of the individuals or profiles they want modeled.

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 Likelihood to Give score and Likelihood to Give 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 additional donations.



SUCCESS STORY

An American Nonprofit Organization utilized WealthEngine's Likelihood to Give tool to better understand which existing donors to target in personalized campaigns. WealthEngine, after helping the organization tailor their outreach to donors who were most likely to give, helped them raise \$4 billion annually.