How to keep your nonprofit on target

Optimize fundraising

Improve programs and services

In 2012

For every **$100 gained** in new gifts, **$96 was lost** in lapsed gifts

For every **100 donors gained, 105 were lost** through attrition

Source: 2013 Fundraising Effectiveness Survey Report, Association of Fundraising Professionals and The Urban Institute

What's keeping nonprofits from taking advantage of data they've already got?

69% say they don't have enough staff or time

54% say their program impact isn't easily measurable

40% say they don't have the right staff expertise

Source: http://nonprofitfinancefund.org/state-of-the-sector-surveys

What if nonprofits used the power of predictive analytics to improve program effectiveness, optimize resources, reduce costs and increase donations?

Target: Improve program efficiency and effectiveness— to help **deliver more with less**

Getting to the right people at the right time

The U.K.-based Medway Youth Trust used IBM predictive analytics to help focus limited resources on those 8- to 25-year-olds most at risk of becoming NEET (not in education, employment or training).

Analyzed **175 million** words in text files to determine which clients were most likely to become NEET

Targeted 732 young people that were identified by its prediction model

Out of those, **52%** had positive outcomes

Identified those most at risk some **280 days earlier** than would have been possible otherwise

Target: Reach out to **new and different** groups of donors— and work to keep them longer than a year

Finding the key to increasing donations at the doorstep

UNICEF Netherlands needed a better way to efficiently identify donors most likely to contribute and then create campaigns tailored to them. With help from IBM predictive analytics, they:

Analyzed **millions of records** in conjunction with market data from third parties

Identified the best neighborhoods for door-to-door campaigns—and achieved **2.5X higher response rates**

Increased donations by **100%**

Reduced printing and mailing costs

Predictive analytics solutions from IBM can help you meet your program and fundraising targets

• Evaluate program effectiveness • Collect meaningful feedback • Strengthen relationships with donors and constituents • Optimize fundraising campaigns

Align your organization around the **volumes of data** available from transactions, emails, social media and other sources.

Act with confidence by **using the insights** you gain to plan what will work best—and use the results to help continue making improvements.
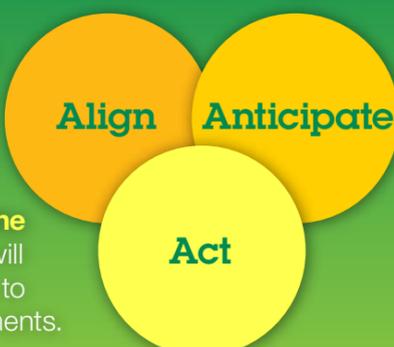
Anticipate donor and constituent needs and behaviors—and **predict their responses** to fundraising efforts, programs and services.

Align   Anticipate   Act

Learn more by downloading the white paper **"Why nonprofits need business analytics"** at http://bit.ly/NonprofitAnalytics

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