



IMPACT FUNDRAISING:

SKY'S

the limit

How Service Teams are using Analytics to inform Donor, Prospect and Alumni Engagement Ladder

MICHIGAN STATE UNIVERSITY

**Lori Lavengood, Justin McKenna, Nicole
Robidoux, Chet Hodges**

July 12th



MSU Key Performance Indicators (KPI's)

Personal

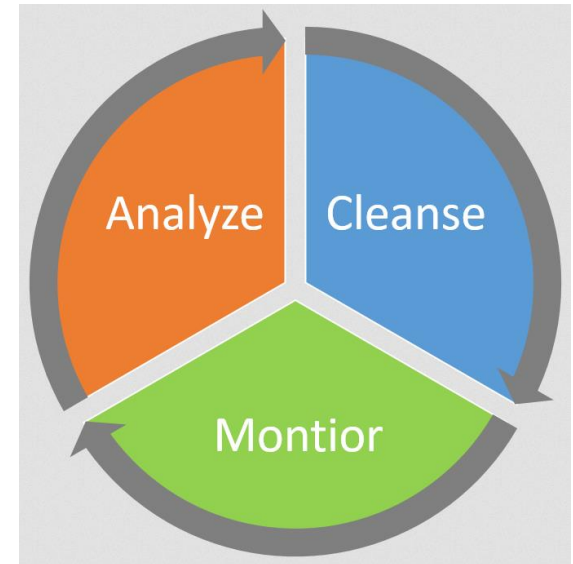
- Home Address
- Telephone

Professional

- Employer
- Job Title
- Business Address
- Business Telephone

Econtact_Social

- Email
- Econtact (Linkedin, Facebook, Twitter, Google+)



MSU Key Performance Indicators (KPI's)

Retention – actively engaged 90%

Maintenance – lapsed constituents 75%

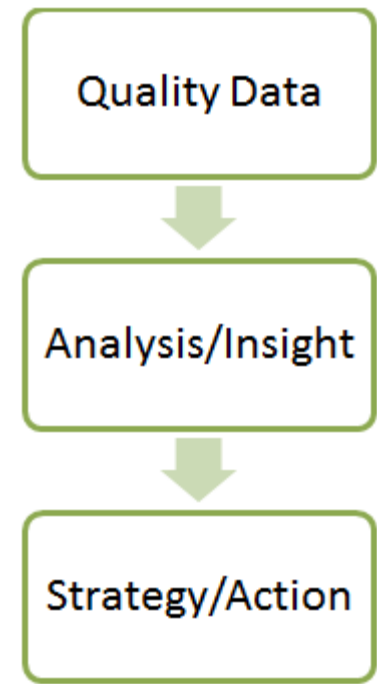
Acquisition – increase contact information 20%

Age Group Segmentation

- ❖ Recent Grads Career – Ages up to 24
- ❖ Early Career – Ages 25 to 34
- ❖ Mid-Career – Ages 35 to 44
- ❖ Late Career – Ages 45 to 54
- ❖ Senior Career – Ages 55 to 64
- ❖ Late Stage Career/Retirement – Ages 65+

Managed Prospects
Recognition clubs

Donors
Volunteers



Use of Records Management team work to query variables

- Create actionable insights into projects
- Contributes to accurate reports and ad-hoc reporting
- Reduced data preparation time

BIO KPI variables incorporated into Affinity Model

- Home Address
- Home Phone
- Business Address
- Business Phone
- Email



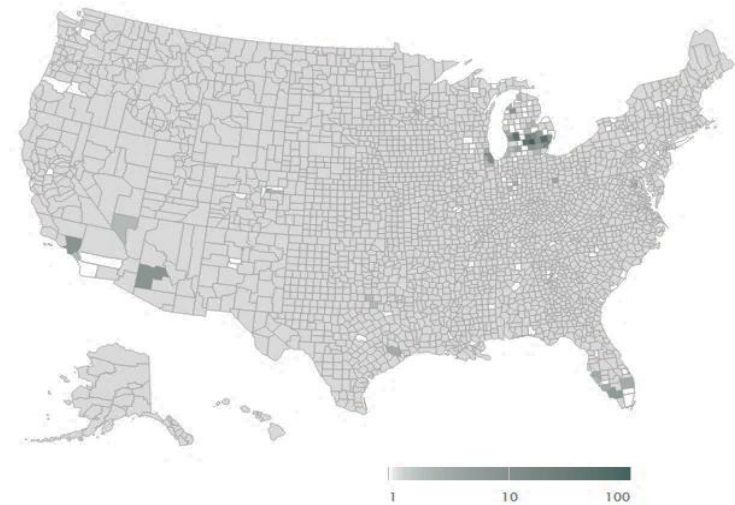
Examples of how Analytics uses BIO KPI data

- Generate behavioral analysis on Alumni
- Create descriptive statistics around events
- Predictive Major Donor model
- Email matches to Advance

Quality of Alumni Contact Data

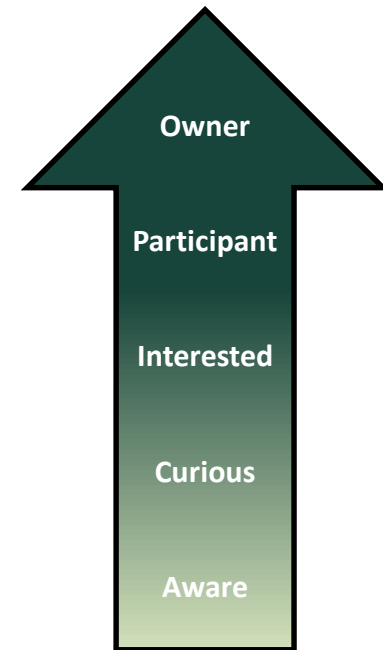
	Alumni Count*	% of Alumni Base	All MSU Current Alumni %
Title	1,960	28%	21%
Employer	2,141	31%	25%
Preferred address	6,848	98%	92%
Preferred email	5,154	74%	41%
Preferred phone	4,765	68%	61%

Potential Business Pavilion Donors by County



Affinity Scores Inform Prospect Strategy

- Help DOs prioritize – where to focus first?
 - Use with Capacity Rating
 - Discovery Suspects or Prospects to contact first
 - Building portfolio from the Open Pool
 - Identifying filler visits when traveling
- Reflects engagement
 - Affinity score should increase through Cultivation
 - How else can we engage this prospect?

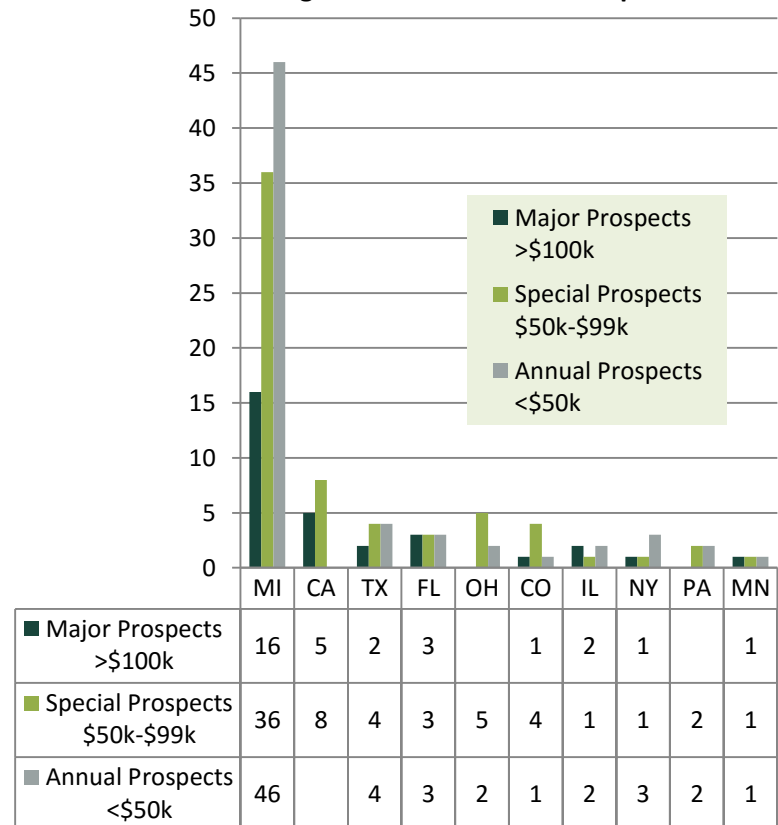


Affinity Score Categories

Utilizing Alumni Analysis

- Big Picture Insight
 - Compare populations and trends
 - Valuable for new staff
- Effective Geographic Assignment/Trip Planning
 - Geographic assignments reflect alumni concentration?
- Opportunities for Collaboration
 - Alumni with interest in multiple units
 - Coordinate events, tandem visits

Active Prospects - Top 10 States
States with Highest Count of Active Prospects



Utilizing Alumni Analysis

- Major Gift Prospect Potential
 - Inspired units to review and assign their unassigned Prospects
 - Uncovered potential team member assignments

<u>Capacity</u>	<u>Active Prospects</u>		<u>Assigned Prospects</u>		<u>Assigned to Music</u>		<u>Assigned to Other Unit</u>		<u>Unassigned Prospects</u>	
1-3 - \$1M to \$20M+	6	3%	5	3%	3	2%	2	1%	1	1%
4 - \$100K to \$999K	33	17%	22	11%	11	6%	11	6%	11	6%
5 - \$50K to \$99K	85	43%	45	23%	37	19%	8	4%	40	20%
6 - Less than \$50K	72	37%	63	32%	58	30%	5	3%	9	5%
	196		135		109		26		61	

Questions?