AlumniFinder
BY ACCUDATA

DonorModel

Leverage Your Supporter Data to Predict Your Most Promising Donors

Predict the most likely donors among your supporter database.

Obtain a deeper understanding of your most valuable supporters.

Gain efficiencies and focus your marketing spend where it will count the most.

Optimize your next fundraising campaign by focusing only on the contacts in your database that are most likely to give. AlumniFinder's DonorModel is a cost-effective solution for identifying your organization's supporters that have the highest likelihood to donate to your organization.

HOW DONORMODEL WORKS

Using your existing database, AlumniFinder's Fundraising Analytics team will produce a scored model to determine which of your current non-donors are most likely to give to your organization, and which *aren't*.

By utilizing a wide range of demographic and psychographic attributes, we will predict which of your non-donors, such as lapsed members or alumni, have the highest propensity for future giving. You'll receive a simple report that ranks your organization's non-donors, from highest to lowest, based on their probability to give. This valuable ranking will enable you to focus efforts on only your likely donors, and thereby eliminate wasted resources.

Data-Driven Strategy

DonorModel provides valuable demographic & psychographic information about your supporters that helps you better understand their behaviors.

Convert Probable Donors

DonorModel will enable you to focus your marketing efforts and increase conversion among those most likely to give to your organization.

Fast, Cost-effective Solution

With a 3-week turnaround time and cost-effective price point, DonorModel will get your next fundraising campaign off the ground in no time.

COST-EFFECTIVE PRICING

Imagine: No more wasted postage, email, and time on supporters that will likely never give.

- $8,000 includes up to 30,000 ranked records from highest to lowest
- $40/m for additional scored records with a $500 minimum; can be submitted for up to 24 months post model creation

FILE REQUIREMENTS

Please submit your Donor and Non-Donor information in the following format:

1. **Must be 1 file** – Excel (.xlsx), Database (.dbf), or Common Delimiter (.csv or .txt)
   - Donors (Minimum of 2,500 – Maximum of 50,000 input records)
   - Non-Donors (Minimum of 2,500 – Maximum of 50,000 input records)

2. **Required Fields (Parsed)**
   - Contact Name
     - Last
     - First
     - Middle (optional)
   - Contact Address
     - Full Street Address, OR
     - Street (address line 1)
     - Apartment # (address line 2 - if applicable)
   - City
   - State
   - ZIP

3. **Optional Fields**
   - Class Year (YYYY)
   - Gift Frequency (##)
   - Date of Last Donation (YYYYMM)
   - Last Gift Amount (######)
   - Average Gift Amount (######)
   - Number of Gifts (####)
   - Type of Degree
     - Associate's Degree
     - Bachelor's Degree
     - Master's Degree
     - Doctoral Degree
     - Other

LET YOUR SUPPORTER DATA TELL THE STORY

Your AlumniFinder DonorModel will be reviewed thoroughly with you once complete. Non-donor records will be scored, ranked from highest to lowest for likelihood to donate, then delivered back to you.

An accompanying report debrief will explain the power of the model and provide the following information:

1. The quantity of records in each rank
2. The top contributing demographic and psychographic elements

AlumniFinder guarantees the accuracy of the model for up to 24 months, and you can submit additional records of non-donors at any time during this period to produce fresh, up-to-date results

WHAT'S NEXT?

Looking for more prospective donors? AlumniFinder can identify new prospects that have the capacity to give and the propensity to support your mission. We can also provide contact information, like phone numbers and email addresses, for multichannel marketing efforts. Talk to your Account Manager to learn more!

THE ALUMNIFINDER DIFFERENCE

Since 2001, AlumniFinder has supported the growth of higher education and nonprofit institutions by powering intelligent fundraising. Our dedicated team of knowledgeable experts is committed to understanding your needs and helping guide you through the entire process.