Case Study: Donor and Alumni Relations Analytics

Client: Higher Education Organization

CTI
Your Data is Our Passion

CLIENT RESULTS

The CTI solution demonstrated how the BI dashboards deliver new insight on donor behavior, and how to optimize campaign segmentation and cycles – neither of which were possible with the previous spreadsheet driven methods.

SUMMARY

Under the sponsorship of the Dean of Donor and Alumni Relations (DAR), Corporate Technologies (CTI) provided a comprehensive "re-think" of how to measure DAR performance and increase donor giving. A prototype BI system was built demonstrating new insight into donor fatigue, optimal campaign cycles, and understanding donor segmentation. The system identified a compelling opportunity for driving increased giving and a rapid ROI on the project investment.

Industry	Higher Education
Client	Dean of Alumni Relations
Problem	This prestigious school has a fertile alumni/donor base that it wanted to better target on an annual basis to more successfully capture significant donor funds. However, the "donor team" lacked visibility into the donor "landscape" and how to better determine campaign approaches that could drive higher yields. The school needed answers to key questions such as: • What are the returns on specific campaign fund raising programs? Which campaigns are the most effective? • What is the profile of alumni that convert into donors? • What are the characteristics of the best donors? • Which donors have stopped donating and why? • What are the characteristics of donors that could donate more frequently in the future? • What would be the revenue impact if more 1-time donors convert to 2-time donors?
Solution	CTI led the functional analysis, requirements definition, conceptualization, and implementation of a marketing-focused donor reporting system. The solution characterized and categorized donors into different segments in order to understand historical trends and behavioral patterns. The School can now utilize this solution to develop new donor and alumni interaction campaigns and optimize marketing spend by discovering the most effective interaction approaches. To accomplish this, CTI profiled the historical donation, campaign, and biographical data and delivered a data mart and Business Intelligence solution including the analytics that profile the donors, measure campaign performance, and aid in forecasting donation activity.

Benefits	The solution empowered the School to understand and interact with their Alumni and Donors in an entirely new way. It enabled the School to tap into under leveraged donors and alumni: • Delivered previously unknown information relating to donor profiles and segments which helped create improved, targeted marketing campaigns and activities • Identified donors who are most likely to donate again but haven't yet done so, allowing the school to take immediate action by interacting with this population • Improved visibility and capability to better support revenue planning and forecasting
Products	CTI Professional Services Tableau Microsoft SQL Server Microsoft SQL Server Integration Services Advance (higher education cloud based donor management system)

CONTACT US

We are a systems integrator and solutions provider located in Burlington, Massachusetts serving customers in New England, Metro New York, Metro Atlanta and beyond.

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ABOUT CORPORATE TECHNOLOGIES

CTI provides high value services to clients. Through the effective application of technologies like Business Intelligence, Data Integration and Management, Enterprise and Cloud Computing, we help clients implement the right IT solutions to empower business innovation and dynamic scalability. From leveraging business intelligence to rethinking the efficiency of the data center, we are your strategic partner for everything from data management to information delivery.

Today's IT solutions have to be highly integrated to solve the complex business challenges that organizations face. Your business cannot afford to work with multiple consulting organizations specializing in "silos of experience." Corporate Technologies' engineering team understands how the implementation of any new technology must support both the business and infrastructure requirements.

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