Predictive Modeling

Fundraising in the 21st Century calls for a high tech toolkit to effectively zero in organizations' best donor prospects. Non-profit leaders search for data mining methodologies that can help them focus scarce resources in areas that are likely to produce the highest returns. In recent years, the economic recession has underscored this need. Limited resources and increasing needs have grown demands for reliable and cost effective approaches to predictive modeling.

Reinders Research applies statistical know-how to predictive modeling with clients' constituent datasets. We use regression modeling techniques to rate current and potential donors. This is done by using information about individuals who have already established themselves as having both the ability and interest in supporting the organization.

By studying previous giving behavior (e.g., total giving and frequency of giving), we are able to segment donor prospects. Next, we pull existing information about the individuals (e.g., gender, age, relationship with organization, event attendance) and add to this mix.

Finally, publicly available variables are also appended to measure capacity and interest in giving (e.g., household income, wealth indicators, and past charitable behavior).

All of this information is used in regression modeling to identify specific factors that statistically influence lifetime giving.

Model coefficients are used to "rate" prospects based on the fit of their profile with significant predictors. Clients receive a database with individual ratings and a full report including findings and recommendations.

This service has helped clients scientifically identify donor prospects, zero-in on potential major donors, and inform targeted fundraising strategies suited to each donor segment.

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