



Do you know where your gaps in giving are?

Do you know how your donors are engaging?

Does your board or leadership understand your fundraising challenges?

Do you know your retention/attrition rates?

Which acquisition channel brings in the most loyal donors? And the largest gifts?

Are you thinking of embarking on a campaign?

What is your donor profile and where are they located?

With Alford Analytics, You Can Find Answers

With a 360-degree view of exactly how donors are engaging, Alford Analytics discovers and identifies any and all recent and historic trends and gaps in giving that may be relevant to fundraising strategy and implementation. By utilizing 27 specific data points over multiple fiscal years, Alford Analytics maps out the donor journey—how donors are acquired, how long they stay, when they peak, how and when they increase to major giving, and much more.

Alford Analytics' simple process and effective implementation of the resulting actionable recommendations and strategy has boiled down to one notable result:

The average return on investment is over 1000%

To learn more about Alford Analytics, call us today at (800) 291-8913 or visit

www.alford.com

Where Alford Analytics Can Help

- Staffing Structure
- Development Audit
- Strategic Planning
- Goal Setting
- Performance Metrics
- Rally for Resources
- Campaign Readiness & Planning
- Prospect Identification
- Development Planning

Other Services

- Database Strategy
- Campaign Reporting
- Database Diagnostics
- Customized Analysis & Data Tools
- Location Mapping
- Predictive Modeling - Coming Soon!

