



## Fundraising Analytics: Using Data to Guide Strategy (The AFP/Wiley Fund Development Series)

By Joshua M. Birkholz

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*Fundraising Analytics: Using Data to Guide Strategy* *Fundraising Analytics* shows you how to turn your nonprofit's organizational data—with an appropriate focus on donors—into actionable knowledge. The result? A vibrant, donor-centered nonprofit organization that makes maximum use of data to reveal the unique diversity of its donors. It provides step-by-step instructions for understanding your constituents, developing metrics to gauge and guide your success, and much more.

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### Editorial Review

#### Review

"....is a gift to the masses..a lens into the world of the sophisticated fundraising operations that pump the big bucks into major institutions. Written by Joshua Birkholz, the book's subtitle is 'Using Data to Guide Strategy" and that's what the book delivers." (*CharityChannel.com*, June 6, 2008)

#### From the Inside Flap

#### Fundraising Analytics

"As long as your focus remains on the donor, your data-driven strategies will evolve to benefit your organization. To be guided by data means to be guided by donors. Donors are the remarkable coefficients in high-results equations. If you plug them into your formula, your results will be extraordinary."

—From Fundraising Analytics

Today's successful nonprofits use information as a resource implemented in their organizational culture and realize that having an authentic vision for analytics is the key to successful fundraising. Fund-raising Analytics shows nonprofit executive directors, fundraising managers, directors of development, planned giving officers, and consultants how to turn their organizational data—with an appropriate focus on donors—into actionable knowledge. The result? A vibrant, donor-centered nonprofit organization that makes maximum use of data to reveal the unique diversity of its donors.

Written by Joshua Birkholz, a leading practitioner and creative thinker in the world of analytics and philanthropy, to help nonprofits recognize the opportunities provided by fundraising analytics, this innovative book explores how analytics can be optimally used to drive success in fund-raising. It provides step-by-step instructions for conducting analysis in-house, with invaluable advice on how to:

- Understand your constituents
- Identify potential prospects for major and planned giving
- Develop campaign planning including capacity analysis and pyramid design
- Build a data-driven prospect management system
- Develop metrics to gauge and guide your success
- Select data for mining
- Broaden your support base
- Build a model to predict giving at your organization

Organizations are seeing remarkable results through development of sophisticated systems for understanding their customers and using data to guide strategy. Part of the Wiley/AFP Fund Development Series, Fundraising Analytics is an easy-to-use, relevant book that can be used by all development officers with a vision towards deepening connection with donors and increasing nonprofit fundraising.

#### From the Back Cover

#### Praise for Fundraising Analytics Using Data to Guide Strategy

"Birkholz has shown in print why he's such a sought-after presenter: his ability to humanize descriptive analytics and provide real-world applications of modeling to fundraising challenges. At the same time, the book presents analysts and statisticians with a clear window into the theory and business practices of philanthropy. Fundraising Analytics belongs on every advancement professional's bookshelf!"

—Robert D. Scott, Executive Director of Development Services

Massachusetts Institute of Technology

"Identifying and analyzing your best prospects is fundamental to successful fundraising. Particularly for institutions blessed with large databases, the knowledge developed through the use of analytic tools can transform the institution's ability to realize its fundraising potential. By applying science to the art of fundraising, organizations are able to bring hard evidence to management decision-making and better define the optimal size, scope, and makeup of the fundraising enterprise."

—Richard K. Naum, Vice President of Development

Memorial Sloan-Kettering Cancer Center

"Companies and institutions in every industry are increasingly discovering the power of predictive analytics in gaining competitive advantage and driving success. In Fundraising Analytics, Josh Birkholz paints a clear picture of the application of predictive analytics in the world of nonprofit fundraising. The book establishes an easy-to-follow framework for creating a data-driven approach to decision-making and paves the way for nonprofits to transform their advancement strategies."

—Jack Noonan, CEO

SPSS Inc., a global leader in predictive analytics software

"Josh Birkholz makes a complex topic totally accessible. Any organization that doesn't understand the use of analytics today risks not being around tomorrow. This book is a must-have for every development shop."

—Arthur J. Ochoa, Esquire, Senior Vice President of

Community Relations, Cedars-Sinai Medical Center

## Users Review

**From reader reviews:**

**Billy Simpson:**

Have you spare time for a day? What do you do when you have a lot more or little spare time? Sure, you can choose the suitable activity with regard to spend your time. Any person spent their spare time to take a go walking, shopping, or went to often the Mall. How about open or maybe read a book eligible Fundraising Analytics: Using Data to Guide Strategy (The AFP/Wiley Fund Development Series)? Maybe it is to be best activity for you. You recognize beside you can spend your time using your favorite's book, you can more intelligent than before. Do you agree with it has the opinion or you have additional opinion?

**John Harris:**

Information is provisions for individuals to get better life, information presently can get by anyone in everywhere. The information can be a understanding or any news even a problem. What people must be

consider if those information which is inside the former life are challenging to be find than now could be taking seriously which one is suitable to believe or which one the resource are convinced. If you find the unstable resource then you have it as your main information there will be huge disadvantage for you. All those possibilities will not happen in you if you take Fundraising Analytics: Using Data to Guide Strategy (The AFP/Wiley Fund Development Series) as the daily resource information.

**Jerry Thomas:**

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**Marie Forrest:**

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