Mining for Gold:
Prospecting and Managing Your ROI

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Data Mining: Prospecting and Solicitation

- Applications of data mining
- Preparation and process
- Follow Up

Measuring Success and ROI

- Results tracking and procedure

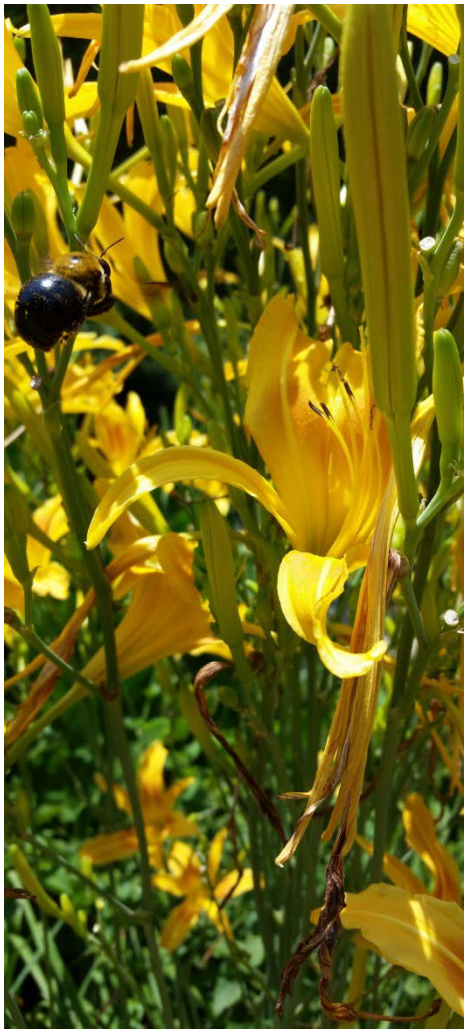
What is data mining?

Sorting through data to identify patterns and establish relationships

Why Should You Try Data Mining?

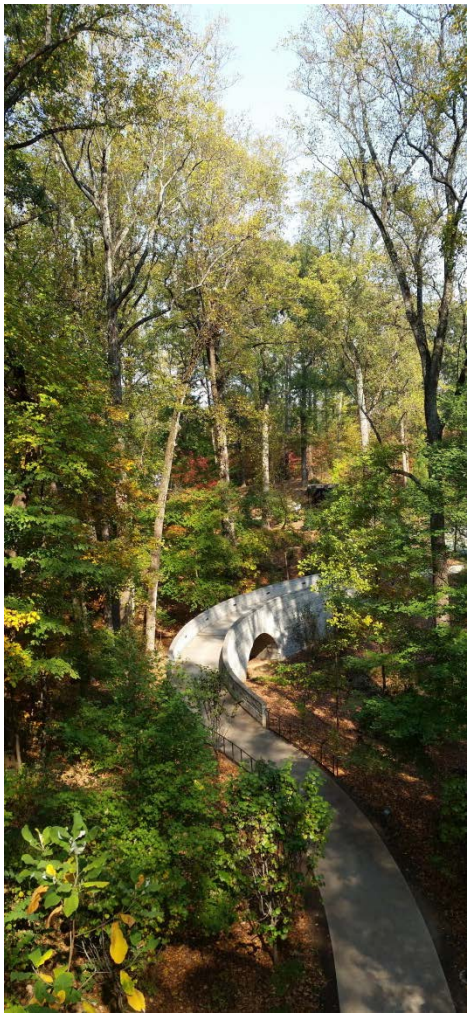
- Prospecting
- Develop and test new solicitation strategies
- Increase ROI
- Step before financial investment

Setting the Stage



- Data hygiene
- Data collection
- Use data to inform decision making

First Step

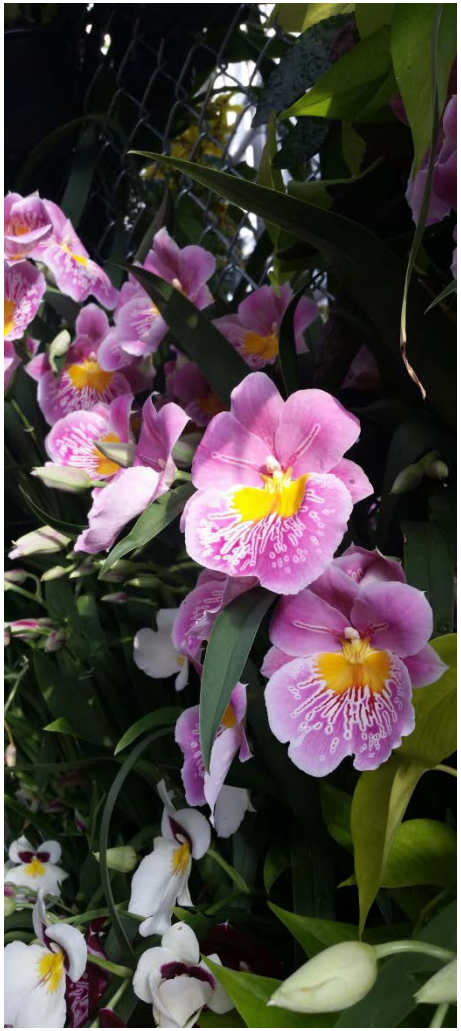


- Where to start?
  - Gift giving patterns
  - Membership history
  - Volunteer history
  - Biographical information

Using Your Knowledge

- Results of 2016 examination
  - About 3,000 long term members
  - High overlap between individual donors and members
  - Identified member levels with highest renewal rates

Implementing Data Mining



- Preparation
- Assemble the Ingredients
- Follow the Recipe

Preparation

- What information do I have?
- How do I want to use it?
- Think through beginning to end

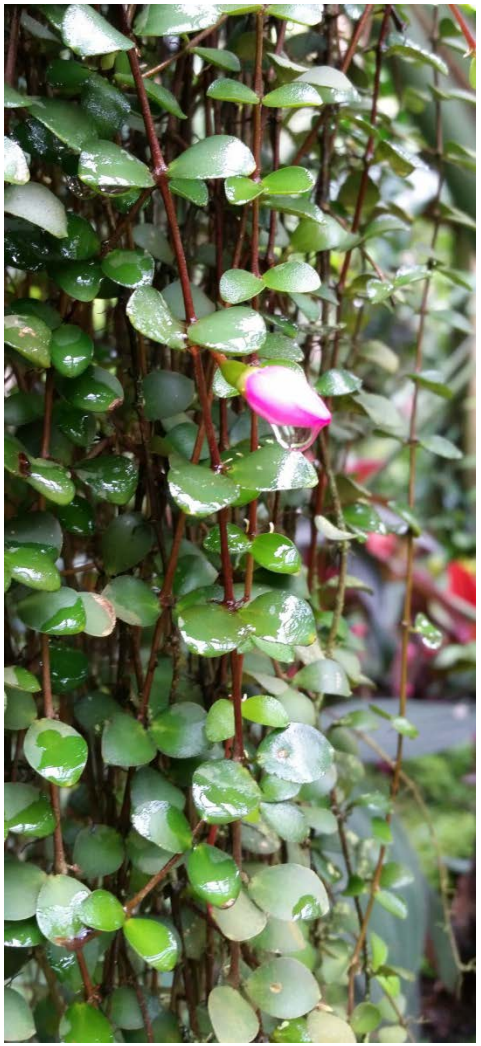
Assemble the Ingredients

- Identify criteria
- Know your database
- Problem solve

Follow the Recipe

- Follow the logic step by step
- Consider your options
- Learn to love Excel

Know Your Limitations



- Start small
- Let the data direct you
- Consider your colleagues

Procedure and Measuring Success

- Calculating ROI comes directly from tracking results
- Solicitation
- Prospecting

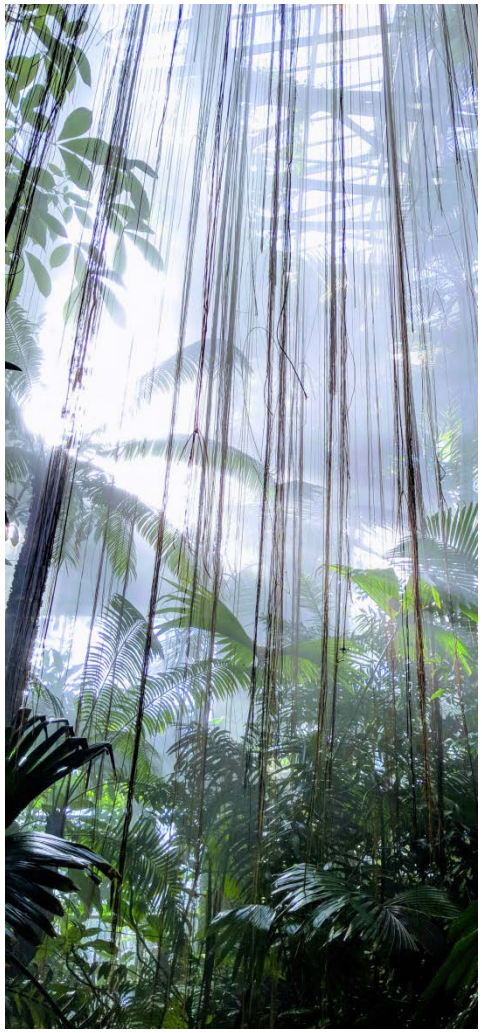
Solicitation

- Plan ahead for tracking
- Consider design
- Data mine your results

Prospecting

- Know your options
- Don’t be too aggressive
- Set up your team for success

Decreasing Expense



- Use data mining to improve ROI by decreasing cost
  - E-appeals
  - Targeted solicitation
- Don’t go too narrow

Learning from Your Results

- Examine success and failure
- Double down on your results

Create Opportunity

- Think ahead
- Circle back
- Allow your work to inspire you
- Evaluate procedure

Questions?