

Blackbaud donorCentrics

Collaborative Benchmarking

Blackbaud's donorCentrics Collaborative Benchmarking Service, is designed to help organisations understand and benchmark the drivers affecting their fundraising performance. An holistic, donor-centred approach helps identify strengths and weaknesses within fundraising programme and empowers fundraisers to set goals and take action on key constituent segments. The donorCentrics philosophy puts donors at the heart of the analysis, layering in both multi-year trends and key dimensions about past giving behaviour so that fundraisers can maximise the long-term value of their supporters and strategically focus efforts within the areas of acquisition, retention, upgrading and lapsed reactivation. donorCentrics performance metrics are based on actual transactional giving data downloaded from each participant's CRM system. Blackbaud then standardises these files according to rigorous business rules to ensure an apples-with-apples approach to benchmarking.

Blackbaud starts by providing an **Overall Programme Assessment (OPA)**. This analytical report that helps non-profits to understand fundraising programme performance and donor giving behavior within their own organisation, and to develop strategies to increase the value of their constituent relationships. The OPA is a great resource for establishing performance goals, for communicating programme performance to staff and board members, for identifying areas for improvement, and for preserving institutional memory during staff transitions. Following delivery of the OPA, a Senior Fundraising Consultant from Blackbaud will analyse the results and present an executive summary of findings to help organisations quickly take action on results presented within the report.

Key Benefits

- Identify how donor lifecycle giving behavior impacts fundraising performance
- Nurture existing donor relationships
- Improve fundraising efficiency and resource allocation
- Track high-value donor growth and retention
- Discover areas where improvements are needed
- Implement strategic programme enhancements
- Learn insights from peer organisations based on real results

Once an organisation has an understanding of what is driving change in donor behaviour and revenue, the next step is to benchmark critical performance metrics with peer organisations. In addition to the OPA report, participating organisations receive the **Collaborative Benchmarking Report**, which presents their own detailed performance metrics next to those of your peers. The most anticipated component of donorCentrics Benchmarking service is the **Collaborative Benchmarking Meeting**, in which fundraising professionals from each participating organisation meet for a group workshop to review the benchmarking reports together. The reports serve as the basis for discussions on proven fundraising strategies and provide a basis for understanding the actions that led to the performance results.

The donor-centered approach of Blackbaud's **donorCentrics Collaborative Benchmarking** empowers fundraisers to deeply understand donor behavior and fundraising programme performance as well as set effective strategies and goals that drive donor and revenue growth.

Deliverables:



Overall Programme Assessment

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Review of the Overall Programme Assessment with
a Senior Fundraising Analyst

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Collaborative Benchmarking Report

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In-person Annual Benchmarking Meeting

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