

# Target Analytics Project Timeline

Last Updated: 4/7/2017

## Your Target Analytics Team

Your organization now has access to a team of dedicated Blackbaud professionals working with you to ensure the success of your project. You may hear from any of these team members throughout the course of our engagement with you, depending on the specific deliverables of your project. These team members include:

- **Project Coordinator:** Manages your project from beginning to end and will serve as your main contact throughout the entire process
- **Data Specialist:** Prepares your data for modeling and wealth screening
- **Statistician:** Creates and tests models
- **Consultant:** If you purchased consulting, one of our industry experts will help you walk through your results and provide guidance for next steps.

## Project Steps

1. **Kickoff Call:** Shortly after returning your agreement to purchase, your Project Coordinator will contact you to discuss the details of the project and determine a preliminary timeline.
2. **Access ResearchPoint:** If ResearchPoint was purchased, you will receive two emails: 1) invitation from noreply@blackbaud.com and 2) email from TAcordinators@blackbaud.com containing an access link. Your ProspectPoint Modeling and Wealthpoint results will be accessible within ResearchPoint.
3. **Export Call:** Prior to your export call, you will receive a questionnaire to fill out. During the call, a Data Analyst will work with you to understand your fundraising data and discuss how to submit a data file to us to begin your project. This file includes IDs, names, addresss, giving information, and other fields that you supply.
4. **Data Preparation:** Once your export is completed, the Data Analyst will begin working on your file by ensuring the data is formatted correctly and appending external data to be used in our modeling process.
5. **Modeling and/or Wealth Processing:** A Statistician will analyze your data and develop models. Prospects are then analyzed against these models and scores are assigned. If wealth screening was purchased, a selection of records data is submitted for wealth identification.
6. **Results Delivery and Access to Training:** Project coordinator will deliver results and provide access to training resources.
7. **Consulting:** If you purchased consulting, your Project Coordinator will schedule a time for you to connect with a Target Analytics consultant.

For technical support, there are four ways to get help:

- Check out these valuable support resources available to you:
  - [Blackbaud Knowledgebase](#)
  - [Target Analytics Community](#)
- Case Central is always available at <http://casecentral.blackbaud.com>
- Speak with an Analytics Support representative at 800.468.8996, select option 5.
- Live Chat with an Analytics Support representative at:  
<https://www.blackbaud.com/support/needhelp.aspx>

## Data Confidentiality

During the course of this assignment, Target Analytics will work with information that is sensitive and confidential to your organization. Please be assured that Target Analytics will strictly respect the nature of all such information. Our use of your data will be strictly limited to the purposes agreed upon in the documentation signed by both parties.