Prospect Insights
Automated Intelligence within Raiser's Edge NXT

Backed by more than 30 years of research and development, Blackbaud Raiser's Edge NXT has helped thousands of nonprofits achieve their purpose with powerful solutions. Now, with Prospect Insights, your cloud fundraising solution can leverage artificial intelligence (AI) to deliver prescriptive actions in-app that guide you to the largest gifts from the most likely prospects.

A Simple Way to Apply Powerful Insights

While large enterprise organizations often use dedicated research teams and custom data deliverables to segment major gift prospects, small-to-mid-size organizations often lack the budget or resources to use these tools to their full potential. With Prospect Insights, Raiser's Edge NXT combines powerful licensed data with advanced artificial intelligence and machine learning capabilities to deliver prioritized prospect queues with suggested actions that guide fundraisers toward healthy portfolios, better prospects, and larger gifts.

Spend Time Fundraising, Not Translating Data

Prospect Insights is built for fundraisers, not data analysts. That's why the modern interface serves up essential information and in-app workflows to take real fundraising actions such as portfolio moves, tasks and opportunities.

Key Benefits

✓ **Improve portfolio quality** by identifying high likelihood prospects not currently assigned

✓ **Drive portfolio churn** with greater insights into currently assigned prospects

✓ **Operate more efficiently** with shared insights and no need for time-consuming research

A Complete View of Major Giving Prospects

Wealth screening is often top of mind when thinking about major giving. But while wealth must always be considered, it shouldn't be the primary influence on your fundraising strategy. Publicly identifiable wealth is often a small percentage of total wealth. In other cases, looking at wealth can result in overstimating capacity as household liabilities are not considered. Being wealthy does not make a prospect likely to give to your organization. With Prospect Insights, Blackbaud's advanced AI analyzes multi-dimensional data about your prospects including wealth, demographics, socioeconomics, consumer spending and philanthropic giving. By taking a comprehensive view of who your prospects are, Prospect Insights delivers the most accurate recommendations of who to target.

Insights for Fundraisers and Development Leaders

Permission-based access allows both fundraisers and development leaders to see the information most relevant to their respective roles. Fundraisers see recommendations to improve their own portfolio by qualifying and adding unassigned individuials with high giving likelihood and removing assigned individuals with lower likelihood. Development leaders enjoy a dashboard view that provides an overview of all fundraisers' current portfolios, enabling seamless portfolio reviews and strong oversight of fundraiser activity.

80%
of total giving comes from the top 20% of donor households

66%
of top prospects fly under the radar unassigned

NEEDS ATTENTION

Review 30 undergiving major giving prospects   >

Assign 15 qualified major giving prospects   >

Dismiss 20 assigned low likelihood major giving prospects   >

Untapped candidates ❶

3,873 $3.1M
Candidates to qualify   Giving potential

Learn more about how you can tap into this resource

Team overview

	UNDERGIVING	LOW LIKELIHOOD
Solomon Hurley	30	15
Barbara Durr	25	15
Rod Tomlinson	20	10
Jessy Witherspoon	15	10

To learn more about adding Prospect Insights to Raiser's Edge NXT, visit blackbaud.com or contact your account representative.

Request a Demo