

## CUSTOMER SNAPSHOT

## San Antonio Food Bank Asks For More and Gets It



Founded in 1980, the San Antonio Food Bank now serves 90,000 individuals a week in one of the largest service areas in Texas. The food bank's focus is "for clients to have food for today but to also have the resources to be self-sufficient in the future."

**Serves:** 29 counties in Southwest Texas    **Blackbaud Customer since:** 2016

We connected with Director of Philanthropy Operations Destiny Stivers about the ways San Antonio Food Bank is using wealth screening tools like Blackbaud's ResearchPoint™ in concert with predictive modeling to advance fundraising and fulfill the food bank's mission.

### Learning About Donor Wealth and Passions

San Antonio Food Bank has had great success with ResearchPoint, a powerful Blackbaud database solution for prospect research. "ResearchPoint has been an incredible tool for comprehending overall donor wealth and the sources of their wealth," Stivers explained. "That information allows us to see who they've partnered with in the past, areas they may be passionate about, and potential acquisition avenues —i.e., where they work, etc.—to help grow our donor base."

### Applying Predictive Wealth to Targeted Asks

"Predictive insights from Blackbaud have allowed us to sharpen our focus on donors who have the potential to create a larger impact in our community," Stivers said. With predictive insights, the fundraising team creates targeted asks in direct mailers and major donor mailers using donors' potential giving data. The food bank also uses those insights to assign potential donors to relationship managers at different giving levels, "further focusing our efforts."

### Growing Revenue

When the food bank used Blackbaud's predictive insights to set ask amounts in direct mailers and major donor letters, 36% of recurring donors increased their gift amounts, adding \$667,700 more revenue in comparison to the previous year. "For example, in the past if a donor's last gift amount was \$25, we would have asked again in that area—i.e., \$25, \$35, \$50, etc. However, if Blackbaud data shows that the same donor has the potential to give us between \$100-\$250, I may start at the \$50-\$100 range and work my way up. We've actually seen that this is working, with donors giving us the new ask amount vs. the last donation amount, growing our revenue."

**San Antonio Food Bank is powered by Blackbaud solutions for:**

- ✓ Prospect Research
- ✓ Predictive Modeling
- ✓ Data Health

Elevate fundraising with wealth screening and predictive modeling. [Learn how.](#) >