

# Converting Crisis Donors

Use Blackbaud Predictive Modeling to Turn Compassion into Philanthropy

During the COVID-19 pandemic, donors rushed to support healthcare organizations on the front lines flooding databases. Driven by impulse and emotion, first-time donors and people who do not regularly give to nonprofits were moved to help. With proper support and cultivation, many of these crisis donors possess a high likelihood to continue their support. Your challenge is identifying them.

Blackbaud predictive modeling solutions leverage thousands of unique datapoints from licensed and proprietary data sources to help you identify first-time donors most likely to make a second gift and a target gift range to understand the donor's estimated financial capacity.

## Make the Most of Crisis Donors



Predictive scores enable you to prioritize solicitation for prospects who are most likely to give to your organization



Use the scores to identify the donors less likely to give again to your organization and to whom you should reduce or eliminate marketing efforts



Pinpoint the donors able to upgrade and right-size your ask amount using the provided target gift range



Use the capacity rating to prioritize donors for special stewardship or different solicitations with a goal of making them feel like partners in fulfilling your mission

25%

increase in healthcare giving from January 2020 to April 2020

Source: [Blackbaud Institute Index](#)

## Why Blackbaud

Blackbaud has the industry's most comprehensive philanthropic data set with over 1,000 distinct data points. Unlike generic philanthropic predictions based on giving history or wealth alone, Blackbaud's custom models combine licensed and proprietary data with artificial intelligence, analytics and expertise to find the best and most likely donor prospects for your organization.

This mix of data assets provides your healthcare organization with a three-dimensional view of supporters, expanding beyond your relationship with donors and taking into account not only their overall philanthropic tendencies, but also factors such as life-stage, liquidity, and capacity. The end result is a ranked and prioritized supporter base, a recommended treatment for each constituent, a well-prepared and more confident fundraising team, and ultimately, a far more effective and efficient fundraising program.

To learn more, visit [blackbaud.com](https://blackbaud.com) or contact your account representative.

Contact us

## Included with Blackbaud Modeling Solutions

- ✓ Ranked and prioritized prospect file
- ✓ Receive a score indicating each prospect's likelihood to make a gift of any size over a 12-month period
- ✓ Receive a suggested ask amount for philanthropic gifts based on the prospect's giving capacity, relationship to your organization, giving history, financial information, and demographic data

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### About Blackbaud

Leading uniquely at the intersection point of technology and social good, Blackbaud connects and empowers organizations to increase their impact through cloud software, services, expertise, and data intelligence. We serve the entire social good community, which includes nonprofits, foundations, companies, education institutions, healthcare organizations, and the individual change agents who support them.

