



Business Impact

“Prospective students and their families are increasingly price-sensitive, discerning consumers, and donors, research-granting organizations, and state governments have more limited resources to invest in higher education.”

U.S. Higher Education Outlook Mixed in 2012, Moody's, Jan. 20, 2012

Challenges

- **Inadequate manual capabilities.** It is time-consuming and costly to manually determine prospects to target for donations.
- **Inefficient use of time.** Development teams spend a lot of time contacting many prospects who will not actually donate.
- **Misdirected campaigns.** For any given channel, too much time and money are spent on creating and executing marketing campaigns to prospects unlikely to donate.
- **Ineffective use of resources.** Current resource time is not being maximized to raise more funds in less time.

How can we strategically target alumni and donor prospects for contributions?

YOUR GOAL: Improve fundraising results through cost-effective targeting of high-propensity donors.

As budgets tighten, endowments shrink and institutional needs expand, institutions have to increase the time they spend on fundraising and advancement. Alumni often hold advanced degrees from multiple institutions, creating heightened competition for funds. Complex campaigns require accurate alumni and donor data.

In this environment, the advantage comes from easily accessing and consolidating all possible historical data on donors, alumni and prospects, and using advanced analytics to create predictive models that determine the likelihood of donor giving. Only then can institutions more cost-effectively target those prospects with the highest propensity to give, resulting in increased donations.

To effectively manage prospect relationships, institutions need a comprehensive view of alumni, donors and prospects, including their histories and interactions with the institution. Using this information, data mining techniques are instrumental in uncovering those prospects most likely to donate. Using the results of that analysis, staff can then create and execute better targeted campaigns and tailored messages to prospects – saving time and money spent on fundraising efforts.

OUR APPROACH

To conduct complex fundraising and endowment campaigns, you need to access and consolidate accurate alumni, donor and prospect data, and statistically analyze that data to determine who is most likely to donate. We approach the problem by providing software and services to help you:

- **Easily manage, store, share and analyze alumni and donor information.** By managing the data, you can equip the appropriate staff with the information they need during every phase of fundraising for strategic and tactical decision making.
- **Increase contributions.** Use predictive analytics to pinpoint donors, alumni and prospects who are most likely to give.
- **Save time and lower costs.** Maximize efficiency and effectiveness by supplying research analysts and development staff with a list of targeted donors who are likely to donate.
- **Uncover qualified prospects who might have been previously uninvestigated.** Predictive analytics, such as data mining, help uncover patterns and trends within your data.
- **Shift research staff focus to the best prospects for further investigation.** With SAS® data mining, you can score the prospect database with the results from predictive models.



THE SAS® DIFFERENCE: Know your most valuable donors with confidence

SAS is the vendor to turn to for a comprehensive approach to managing your alumni and donor data, and analyzing that information cost-effectively to increase fund development results.

- **Speed with big data.** SAS allows you to get to the relevant data quicker to reveal previously unseen patterns, sentiments and relationships. That information is delivered in real time, speeding the time to insights.
- **Proven results.** With SAS, users can produce results that can easily be documented and verified.
- **Support and training.** SAS maintains outstanding levels of support and customer satisfaction through self-help and assisted-help resources. SAS also provides real-time support when you are unable to address a problem successfully on your own. Many different training styles can be used to suit your learning needs: classroom, Live Web classroom, e-Learning, on-site training or mentoring. Learn more at support.sas.com/techsup.
- **The leader in advanced analytics.** The SAS commitment is to constantly enrich and validate its statistical offerings, giving you access to the most up-to-date statistical techniques not just today, but well into the future.

CASE STUDY: A university office of advancement

Situation

The university's office of advancement wanted to efficiently and effectively target new major donors.

Solution

The university used SAS® Enterprise Miner™ to create predictive models to determine who is most likely to give major donations. (See sas.com/enterpriseminer.)

Results

Development staff can now cost-effectively target prospects most likely to give major donations. Their research and development staff is provided specific qualified prospects for follow-up. This has saved the university both time and money while increasing donations. It has also helped the university reach its fundraising potential and achieve campaign goals. And, these efforts will ultimately contribute to the university remaining sustainable.

What if you could ...

Increase speed to insight

What if your research and development staff had the information they needed at their fingertips to work more effectively and efficiently to bring in increased donations in less time?

Target high-propensity donors

What if you could utilize a comprehensive set of predictive analytic capabilities in order to pinpoint donors, alumni and prospects who are most likely to donate?

Capture donors previously overlooked

What if you could capture additional donations by uncovering qualified prospects who might have been previously untouched?

Fuel your efforts with analytics

What if you could create a list of highly qualified prospects – each scored and ranked by their propensity to give?

You can. SAS gives you THE POWER TO KNOW®

SAS FACTS

- SAS solutions are licensed and implemented at more than 3,000 educational institutions worldwide.
- SAS has more than three decades of experience working with education institutions.
- SAS solutions are used at more than 55,000 sites in more than 131 countries – including 90 of the top 100 companies on the 2011 Fortune Global 500® list.

Learn more about SAS software and services for education:
sas.com/education



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