

# THE TRANSFORMATION YOU WANT IS IN THE NUMBERS.




Campbell & Company's Strategic Information Services team can make your data work for you.



Our Strategic Information Services (SIS) team uses

## ANALYTICS, SYSTEMS, AND PROCESS

to support strategic decision-making within Development and across the organization. Our team is made up of technical experts who are grounded in fundraising. Through data-driven insights, we help clients grow their relationships and their fundraising results at all levels of the gift table—and achieve greater mission impact.

 <b>Analytics</b>	 <b>Systems</b>	 <b>Process</b>
<ul style="list-style-type: none"> <li>• Measure engagement</li> <li>• Evaluate capacity</li> <li>• Segment donors</li> <li>• Develop scenarios</li> <li>• Survey donors and staff</li> <li>• Benchmark with peers</li> </ul>	<ul style="list-style-type: none"> <li>• Optimize data structure</li> <li>• Develop reports and dashboards</li> <li>• Improve system integrations</li> </ul>	<ul style="list-style-type: none"> <li>• Improve prospect management</li> <li>• Rebalance portfolios</li> <li>• Acknowledge and reconcile gifts promptly</li> <li>• Ensure data integrity</li> </ul>



### SECTOR-EXPERTISE



ARTS & CULTURE



ASSOCIATIONS



CIVIC, PUBLIC AFFAIRS & RELIGION



ENVIRONMENTAL



HEALTHCARE



HIGHER EDUCATION



HUMAN SERVICES



INDEPENDENT SCHOOLS

# WE HELP OUR CLIENTS:

## Explore giving potential and set realistic goals

- **Benchmarking:** Leverage data from peer organizations to assess staff structure and fundraising outcomes
- **Scenario Modeling:** Identify prospect segments and consider how changes in their giving behavior would impact fundraising outcomes

## Pursue the best available prospects

- **Capacity, Portfolio, and Pipeline Analysis:** Segment prospects based on their giving behavior and capacity, and explore how to better align frontline activity to focus on major donor prospects
- **Engagement Modeling:** Measure a variety of forms of engagement with your organization to further segment the best available prospects at all levels of the gift table

## Engage new and existing prospects

- **Survey:** Get input from a range of stakeholders to inform inclusive and effective strategies and build constituent engagement
- **Prospect Identification and Qualification:** Identify new individual and institutional prospects and attempt to qualify them

## Make best use of the CRM to support strategic decision making

- **Database:** Evaluate and improve coding of relationship management, gift, and proposal data in your CRM, and ensure effective integrations across the systems landscape
- **Reports and Dashboards:** Define and develop fully-automated, visually appealing reporting solutions using native functionality or Beam Insight tools

## Underpin fundraising efforts with strong internal processes

- **Prospect Management:** Develop processes to ensure effective movement of donors between giving levels and through the relationship management cycle
- **Development Operations:** Assess infrastructure and processes for gift processing and acknowledgment, financial reconciliation, data integrity, and donor stewardship

Our SIS services support your frontline and operations teams to focus on the strategic and results-oriented aspects of their work, leading to more funds to **deliver on your mission.**

Contact us at [877.957.0000](tel:877.957.0000) and/or [campbellsis@campbellcompany.com](mailto:campbellsis@campbellcompany.com) for more information or to launch the Campbell & Company team within your organization today.