

Predictive Modeling Workshops

Major Gifts, Annual Giving, Attachment Scores, Custom Models

ADVIZOR® Solutions is a market leader in delivering data discovery and analysis solutions to advancement professionals. With over a hundred clients, our work and experience span major giving, annual giving, member and alumni relations, and campaign and executive reporting. The focus of our work is on empowering teams to make better and faster decisions from their data. We leverage our clients' existing data, and can easily bring in additional outside information as needed. Our technology combines a high performance and light footprint in-memory data mart with interactive data visualization and predictive modeling. We are consultative and can deliver complete custom-designed solutions, or work side by side with a client team to develop high-value solutions together.

Predictive Modeling Experts

Our consultants are quantitative experts from top universities. They are expert problem solvers, highly skilled data modelers, and experts in fundraising. They know the nuances in the acquisition and preparation of advancement data and lever that knowledge into their model building.

ADVIZOR's consultants are pragmatists. Our goal is to build accurate models quickly so that you can put them to work immediately and begin to see results. Our approach is to partner with your team because they know your data best, and that leads to better results. We work together so that they understand the models, their nuances, and the results. And all along the way we transfer knowledge and empower your team to build their own models in the future.

We Work With Your Existing Data . . .

Most of the data that you need to build predictive models is already in your source systems. If it's not (for example, sometimes event participation is not captured) then we will work with your team to develop a process to capture it. But in almost every case the source systems already have sufficient data to build effective models.



. . . and can Bring in Outside Screening Data if Needed

Outside wealth screening data will obviously help the cause. If you have that data already, we'll use it. If you don't we can provide it through our partner, TrueGivers (www.TrueGivers.com), or another provider of your choice. And if you are not ready to take that step, zip codes can provide a reasonable proxy for wealth until your team can do a wealth / asset screen with external data.

We are Flexible in Our Approach

There are 3 common model types that many of our clients develop:

- Major Gifts Likelihood
- Annual Giving Likelihood
- Attachment Scores

However, our approach is flexible and we will tailor our model building to your needs. Our modeling work has covered a variety of advancement areas including finding top targets for a specific campaign ask (e.g., financial aid matching grants), identifying the characteristics of million dollar donors, finding potential reunion class volunteers, determining which prospects to target with an end-of-the year phone campaign, and identifying targets for an alumni trip.

We can Move Quickly

Contact us today . . . for ADVIZOR clients we can have full models built and in use in just a few days.