




The Best Kept Secret for Moving Your Donors Up Your Donor Pyramid

Shawn Olds

CEO, boodleAI

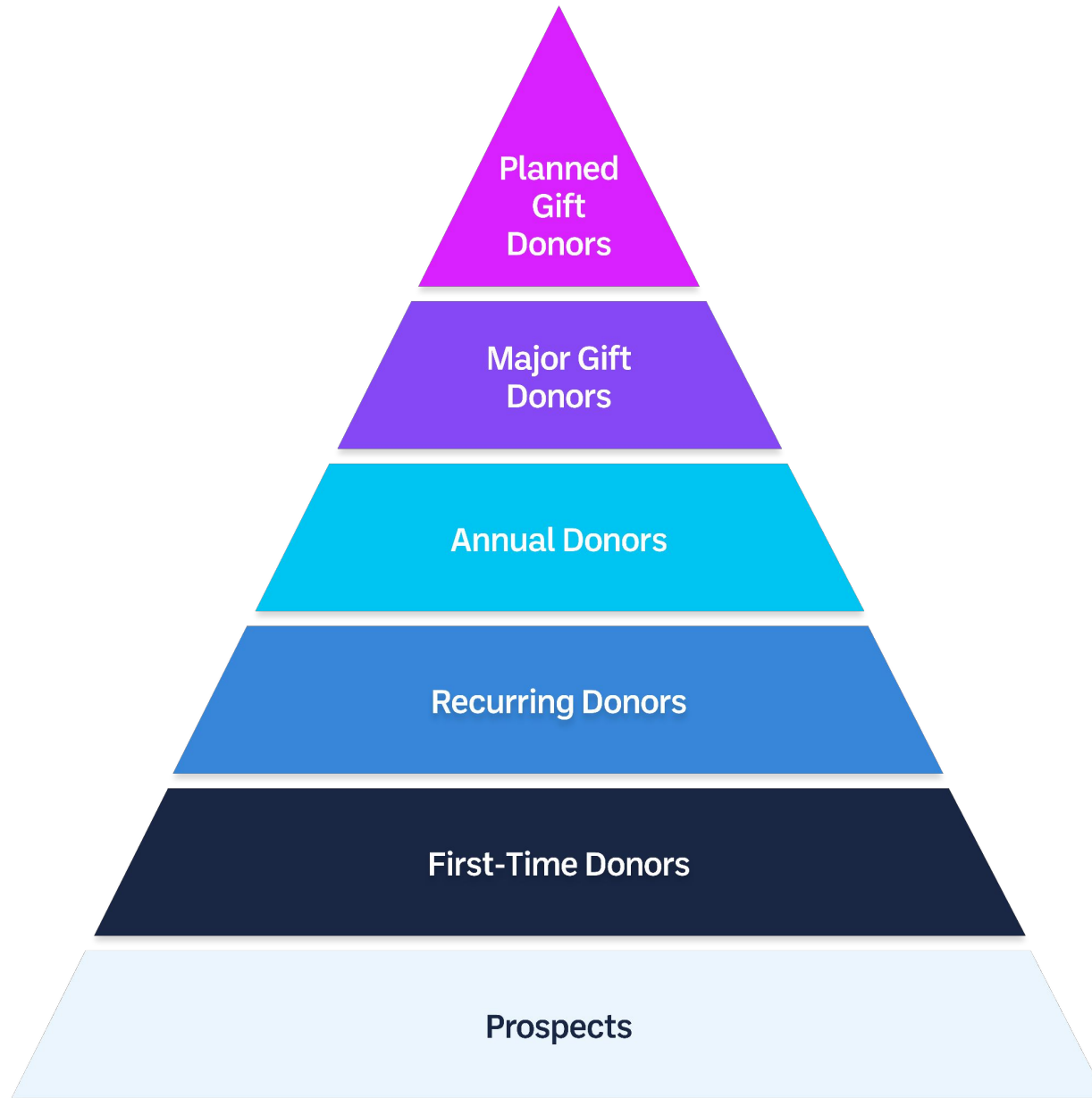
shawn@boodle.ai



**Before anything else,
preparation is the key
to success.**

Alexander Graham Bell

The Donor Pyramid



So much potential.



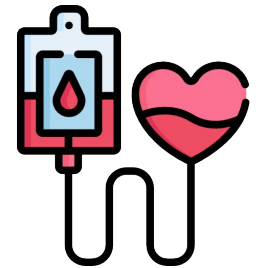
Newsletter
Subscriber



New Donor



Recurring
Donor



Lifetime
Donor



Large Single
Gift Donor



Recurring
Major Gift
Donor



Who should
you target?



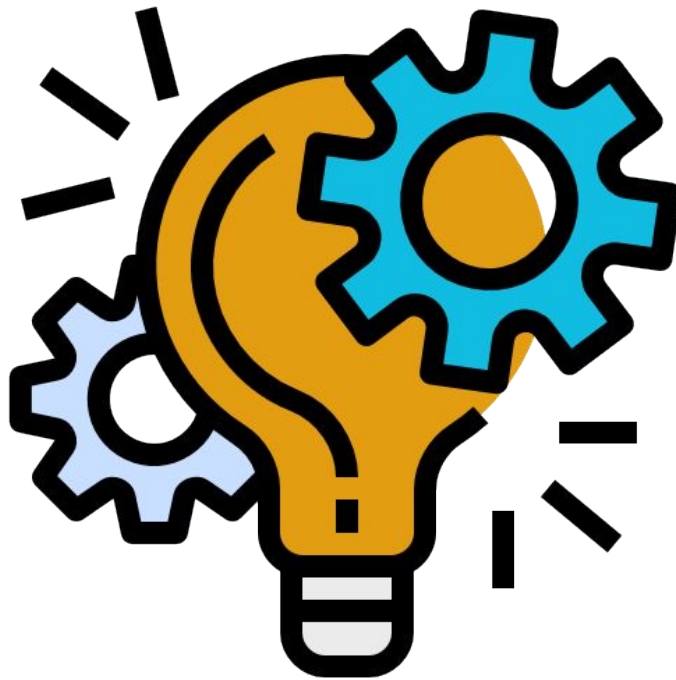
What's the
right message?



How to deliver
that message?

Make the Once Impossible, Possible

**Harness the power of something today
that you did not have yesterday**



...and do something with it.

True Donor Intelligence

Predictive Fundraising



**Identify Emerging
Donation Opportunities**

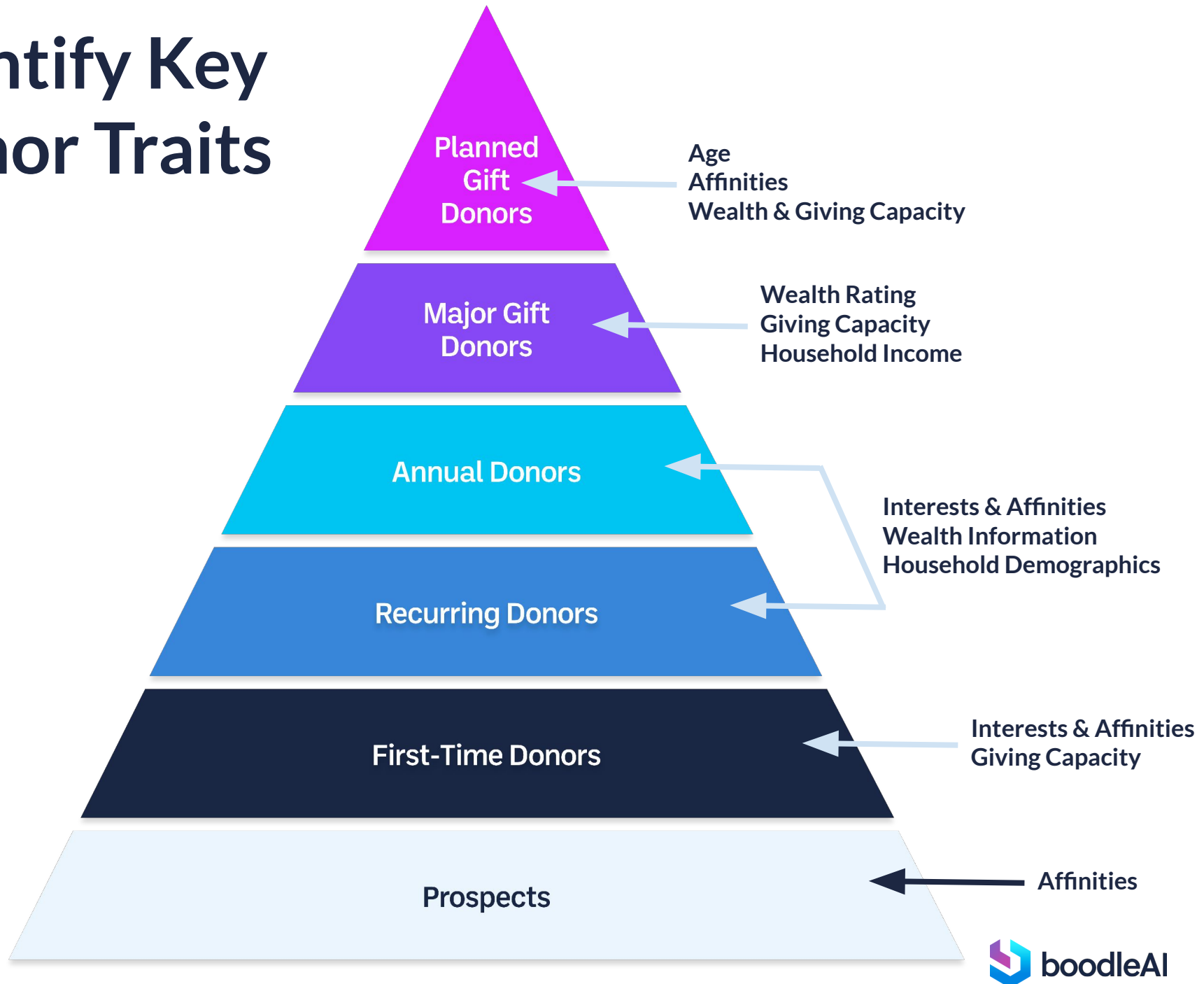


**Improve Donor Pyramid
Movement**



**Personalize
Communication**

Identify Key Donor Traits

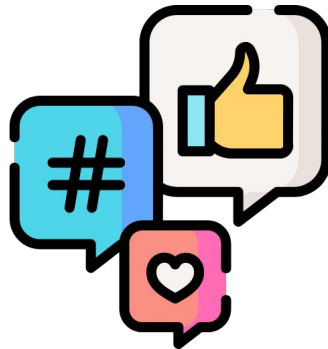


Predictive Advertising

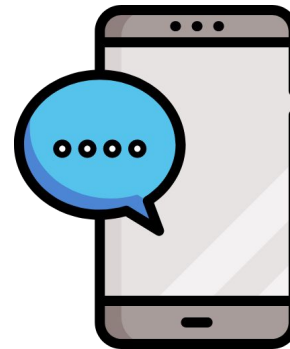
Personalized Messaging to Take Action



Direct Mail



Social Media



SMS



Households



Donor Tier Targeting

OBJECTIVE: Determine which new donors to target based on giving tier

- Influx of New Donors
- Custom Modeling by Giving Tier
- Channel Preferences
- More Personalized Outreach



CHARITY NAVIGATOR
Your Guide To Intelligent Giving

Hidden Gems

OBJECTIVE: Find donors who could be giving more to their mission

- Expansive Donor List
- Custom Model of Best Donors
- 42% Increase in Revenue
- \$20K donation from Identified Hidden Gem





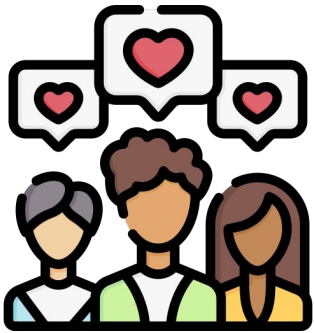
New Donor Direct Mail

OBJECTIVE: Increase their non-donor participation in direct mail campaign

- Historically Low Non-Donor Response
- Responds to Direct Mail Score
- Custom Model of Donors
- Increased their non-donor direct mail response rates by 6X

Predictive Fundraising

Better Results, Brighter Future



Increase Loyalty



Drive Larger
Donations



Add More "Best"
Donors



Improve Results



Shawn Olds

CEO, boodleAI

shawn@boodle.ai

LEARN MORE ABOUT

AI-Powered Donor Prospecting



boodle.ai/nonprofits