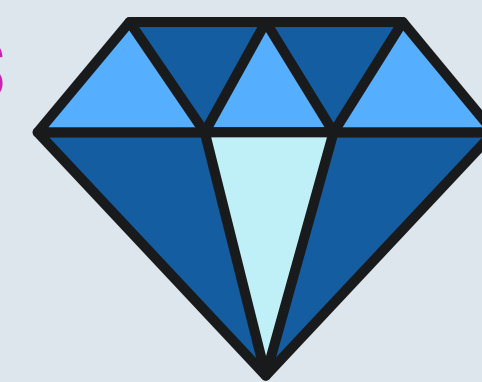


LIA Scores: Enhancing Sunnybrook Foundation's Fundraising Strategies, One Score at a Time



Award Winner: Sunnybrook Foundation

Year: 2024

Award Level: Sapphire

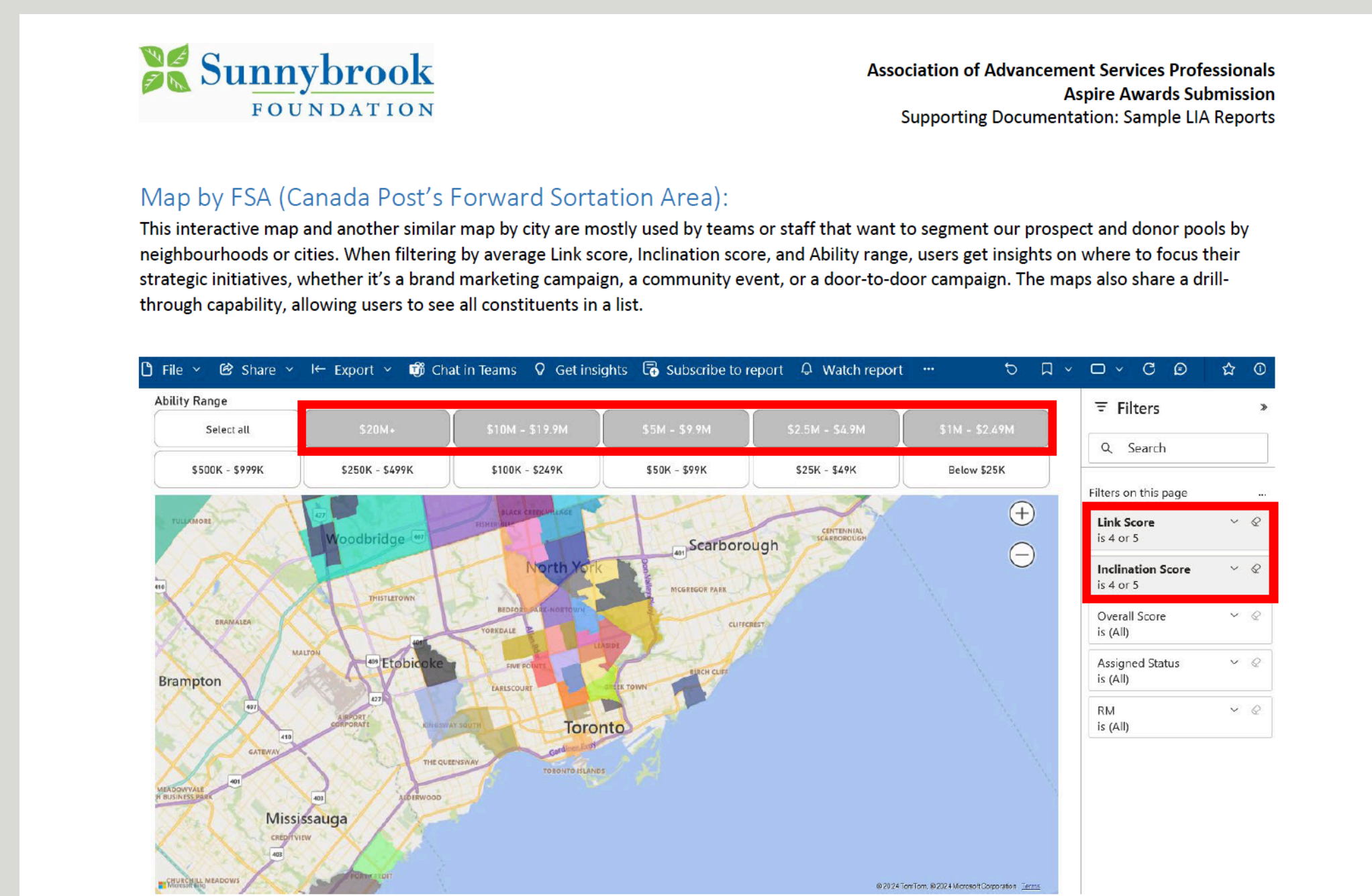
Category: Prospect Development

Project Summary

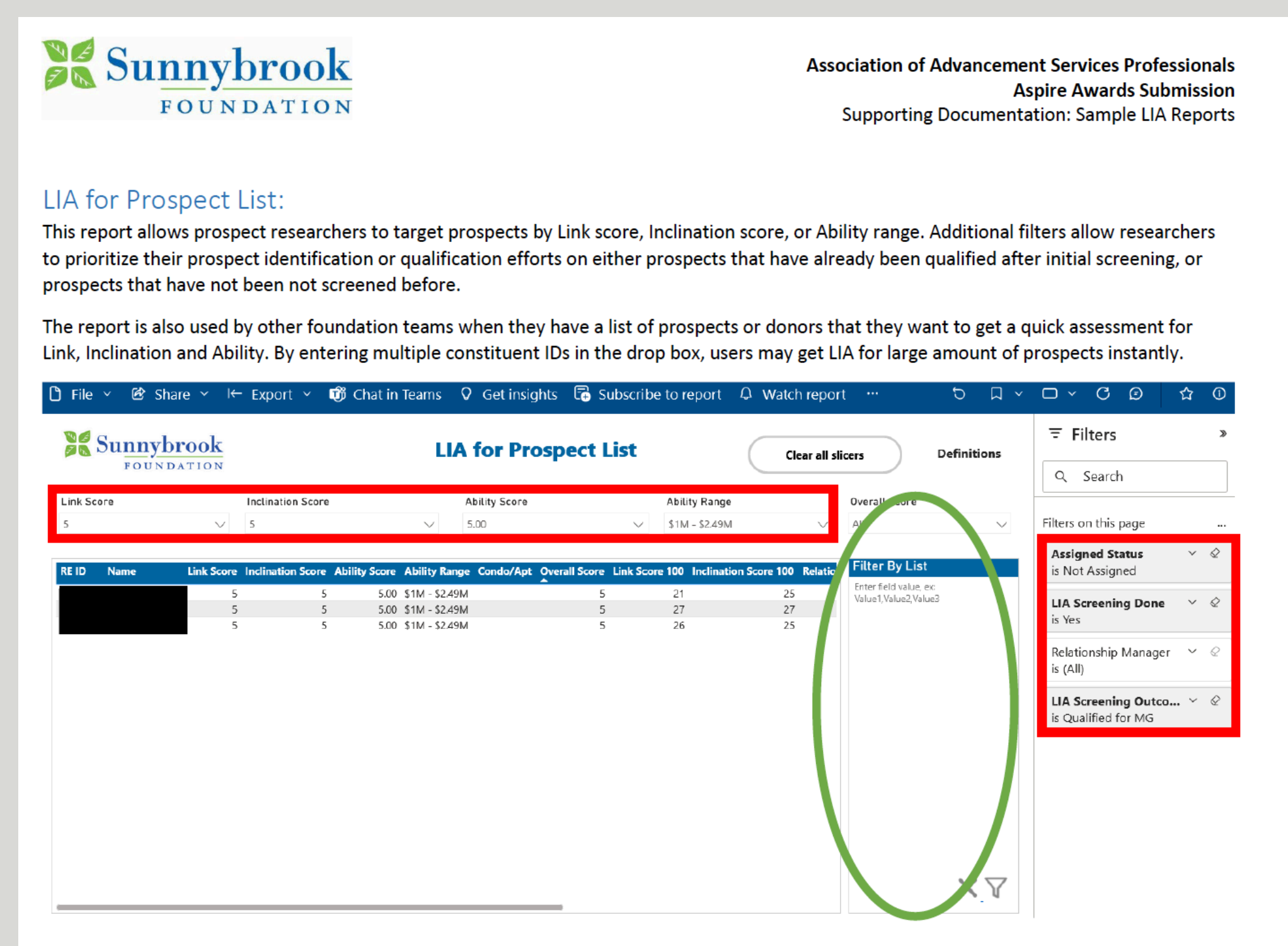
Fundraising best practice is to consider an individual's Link, Inclination, and Ability (LIA) (their Link to a cause, their philanthropic Inclination to support, and financial Ability) when identifying and prioritizing potential donors.

Working in tandem with all front-line fundraising business teams and Manifold Data Mining Inc., Sunnybrook Foundation has established a unique scoring algorithm that leverages Sunnybrook data, census-based wealth, and philanthropic giving variables to assign dynamic LIA scores that are refreshed every night based on the most current constituent data input.

This new tool has revolutionized Sunnybrook's ability to build a robust prospect pipeline and increase organizational capacity.

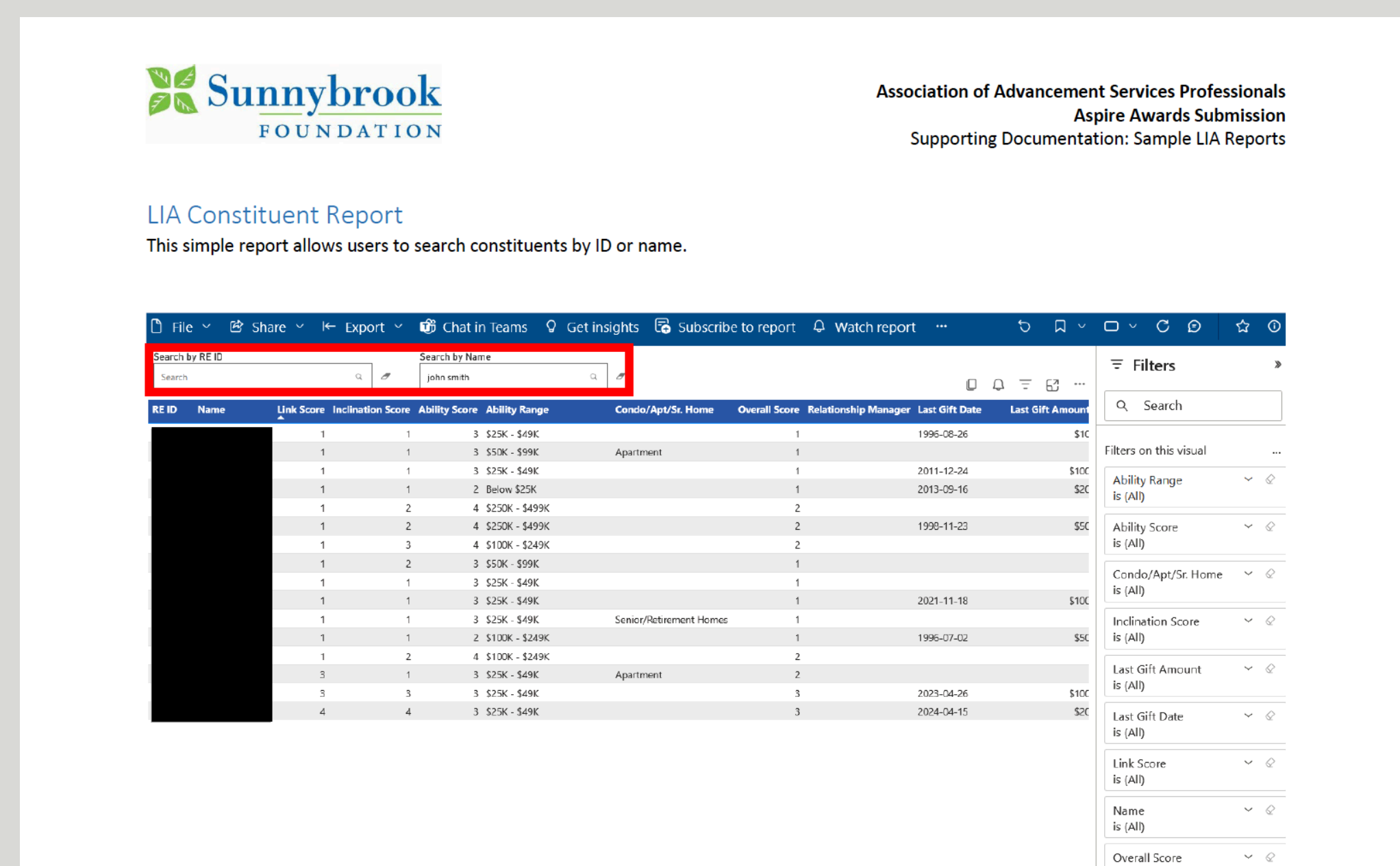


Map by FSA (Canada Post's Forward Sortation Area):
This interactive map and another similar map by city are mostly used by teams or staff that want to segment our prospect and donor pools by neighbourhoods or cities. When filtering by average Link score, Inclination score, and Ability range, users get insights on where to focus their strategic initiatives, whether it's a brand marketing campaign, a community event, or a door-to-door campaign. The maps also share a drill-through capability, allowing users to see all constituents in a list.



LIA for Prospect List:
This report allows prospect researchers to target prospects by Link score, Inclination score, or Ability range. Additional filters allow researchers to prioritize their prospect identification or qualification efforts on either prospects that have already been qualified after initial screening, or prospects that have not been screened before.
The report is also used by other foundation teams when they have a list of prospects or donors that they want to get a quick assessment for Link, Inclination and Ability. By entering multiple constituent IDs in the drop box, users may get LIA for large amount of prospects instantly.

RE ID	Name	Link Score	Inclination Score	Ability Score	Ability Range	Condo/Apt	Overall Score	Link Score 100	Inclination Score 100	Relatn
		5	5	\$100 - \$124,994	\$1M - \$2,499M	5	21	25	27	
		5	5	\$100 - \$124,994	\$1M - \$2,499M	5	26	25		



LIA Constituent Report
This simple report allows users to search constituents by ID or name.

RE ID	Name	Link Score	Inclination Score	Ability Score	Ability Range	Condo/Apt/Sr. Home	Overall Score	Relationship Manager	Last Gift Date	Last Gift Amount
1		1	1	3	\$25K - \$49K		1		1996-08-26	\$1K
1		1	1	3	\$25K - \$49K	Apartment	1		2011-02-24	\$10K
1		1	1	2	Below \$25K		1		2013-09-16	\$5K
1		2	2	4	\$25K - \$49K		2		1998-11-23	\$5K
1		3	3	4	\$125K - \$249K		1			
1		2	2	3	\$25K - \$49K		2			
1		1	1	3	\$25K - \$49K		1		2021-11-18	\$10K
1		1	1	2	\$25K - \$49K	Senior/Retirement Home	1		1996-07-02	\$5K
1		2	2	4	\$125K - \$249K		2			
3		1	1	3	\$25K - \$49K	Apartment	2		2023-04-26	\$10K
3		3	3	5	\$25K - \$49K		3		2024-04-15	\$5K
4		4	4	3	\$25K - \$49K		3			

Contact Information

Jennifer Zhang
Executive Director,
Knowledge Systems & Strategic Support
Sunnybrook Foundation
jennifer.zhang@sunnybrook.ca

