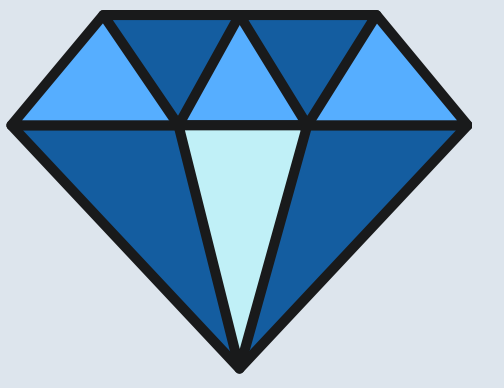# Generating Value and Measuring Impact Through the Creation of a Donor Engagement Score

Award Winner: University of Arizona Foundation
Year: 2024
Award Level: Sapphire
Category: Technology & Innovation

Implementation - Philanthropic Opportunity Score

- Use Case 1 – Alumni First Gift
  - About 35% of alumni have given
  - Average first gift received 14 years after first degree
  - 2.5% turn into major gift donors
- Use Case 2 – First Gift over $25k
  - First gift received 19 years after first degree
  - 25 gifts ($31k) before first major gift
  - $275k in lifetime giving

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Outcomes – Alumni First Gift

- Save the Date email sent - 25.8k constituents emailed
  - 1.76% open rate for UA email addresses
- Email Append - 27.9% improvement in Email Score
  - 64.2% -> 78.0% MVR compliance rate – increase in 13.8%
- Giving day email - 26.8k constituents emailed (5,400 opened)
  - 14.24% -> 709.1% increase in open rate for UA email addresses
- **$98,313 total giving** from 149 first time givers
  - Including one $25k first time gift

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Outcomes – First Gift over $25k

- 113 constituents have been reviewed
  - 33 newly assigned Prospects

- 52.5% -> 80.9% MVR compliance rate – increase in 28.4%

- $1,141,501 total giving from 276 donors
  - 24 new commitments
  - One new $250k gift

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Next Steps

- Found a use case for 4% of our constituents
  - Time to help assign value to the other 96%

- Move from Diagnostic Analytics to Predictive Analytics
  - More targeted results relative to historical change
  - Ultimately Prescriptive Analytics

- Create additional metrics and KPIs
  - Inform business processes and priorities

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Project Summary

Finding successful solutions to leverage data to inform constituent pipelines and donor engagement is a common yet persistent challenge plaguing advancement services and the philanthropic sector.

At the University of Arizona Foundation, we tackled this problem by developing and utilizing a constituent engagement score, implementing data quality initiatives, and measuring the output and impact of targeted segmentation through two use cases.

Contact Information

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