

Charitable Giving Rank

DATABASE

- Over 120 million households in all 50 states

KEY BENEFITS

- Identifies the best prospective donors and provides insight into how much they are likely to donate
- Uses Semcastings' affluence data and On-Demand Targeting to create the most accurate rank available, providing non-profits with the highest level of precision when planning campaigns and targeting donors

INDUSTRIES

Ideal for:

- Non-profit organizations
- Political campaigns



Fund Raising for charitable donations is extremely competitive. The first challenge every non-profit organization needs to solve is identifying new donors. The second and equally important challenge is to increase gift size to maximize the long-term value of these donors.

With list fatigue so prevalent in the non-profit sector today, organizations need a way to identify untapped potential donors so they can increase the dollar amount of every solicitation they make. The Semcasting Charitable Giving Rank gives non-profits a competitive edge in donation solicitation by identifying the best prospective donors and providing guidance on the relative amount they are likely to give.

The Charitable Giving Rank is one of the Semcasting Affluence Indicators which include, income estimates, discretionary income, home value and net worth. The Semcasting Charitable Giving Rank is designed to provide non-profit organizations with the highest level of precision and accuracy when planning fundraising campaigns.

Semcastings' Charitable Giving Rank was created from publicly available sources that include self-reported actual donations and amounts. The index was modeled using Semcastings' patented genetic modeling technology and has been validated against nationwide samples of known donors and the amounts they donated over time. This index is also based on local and regional models specific to each geographic area, and accurately factors in household demographics, behavioral attributes, housing values, cost of living and household income. The Charitable Giving Rank can be applied to any local, state, regional, or national non-profit campaign.

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By combining the Charitable Giving Rank with On-Demand Targeting to create custom models for every campaign, non-profit organizations have access to a powerful tool to help identify potential new donors and estimate the amount they are likely to contribute.

Rank	Counts
1-100	Over 120 Million

Case Study: Non-profit Organization

A non-profit organization used Semcastings' Charitable Giving Rank to determine which of its donors had increased their donations. Using over 800,000 records from previous mailings, the rank was used to score a random sample of donors with a gift history.

The analysis showed that donors scoring in the top 15% of the Semcasting Rank had increased their gifts significantly: by an average of 36%.

The non-profit used this information for subsequent direct mail campaigns, asking for higher gift amounts from those donors the Charitable Giving Rank identified as likely to give more than they previously had.