

# FIVE MAPLES ANALYSIS FOR STRATEGIC FUNDRAISING

*How we use your data to boost your fundraising results*

In order to have a successful annual fund, you have to identify who's likely to respond, know which message will resonate, and anticipate when they'll act. That's why you've partnered with us. We provide **custom donor and gift analysis of your annual fund and individual project performance results**, boosting your fundraising to the next level.

We'll find the positive and negative trends in your data and provide strategic recommendations to improve your performance. We'll go beyond numbers of donors and dollars given in each year to examine **Acquisition, Retention, Recovery, Average Gift, and Loyalty!**

## ANNUAL FUND ANALYSIS (AFA)

With our Annual Fund Analysis (AFA), **once a year** we look at your overall Annual Fund results based on the last 10 years of data. We also walk you through getting your data ready.

## MAILING ANALYSIS (MA)

With our Mailing Analysis (MA), **semi-annually** we look at the performance of your mailings and online giving, comparing the results for the first half and the second half, year over year.

We compare your performance trends against the Association of Fundraising Professionals (AFP) Fundraising Effectiveness Project database, as well as to the performance trends we see in our own work with non-profits.

We measure year-over-year performance for specific appeals, donor or prospect segments and annual fund plans to look for ways to improve acquisition, retention, total giving and ROI.

Five Maples will prepare a customized analytics report for your organization, with your data. This report will address questions like:



- Who are your most valuable supporters?
- What are the trends at each level of giving?
- Which donors are not renewing from one year to the next?
- What is the loyalty and lifetime value of each new donor?
- How are different segments performing?
- What is the most profitable source of new donors?
- How do you compare against local and national benchmarks?



Learn more about **Five Maples analysis** and our **benchmarks**.  
Contact your Project Manager or Sales Consultant for more information!