

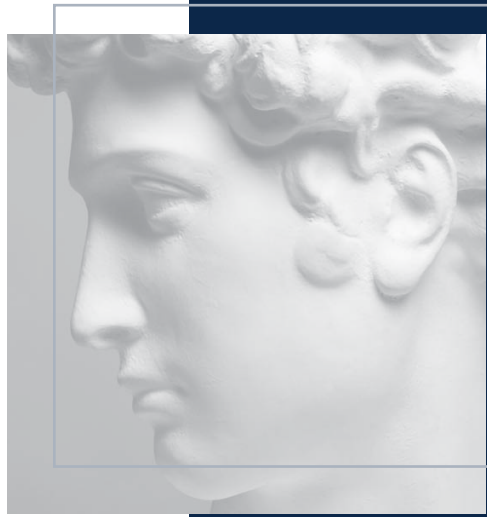
Find your best prospects.

Improve your campaign success.

Increase fundraising results.

Develop in-house analytics capacity.

Integrate data into your decision-making process.



DonorCast is the analytics division of the fundraising consulting firm, Bentz Whaley Flessner. DonorCast produces predictive models, conducts quantitative program analysis, and trains fundraising professionals in data mining and modeling skills.

Unique to DonorCast is the custom nature of our services. Each model is designed specifically for each client and their own set of circumstances. Every service focuses on building the capacity of clients to excel in their fundraising efforts. Find out more about our services.

A New Vision

DonorCast represents the 21st century vision of Bentz Whaley Flessner. Our commitment to advancing philanthropy is grounded in employing better tools and techniques for you. DonorCast analytics embraces the true nature of your people and program. We challenge conventional wisdom with custom understanding. Because you and your people are anything but conventional.

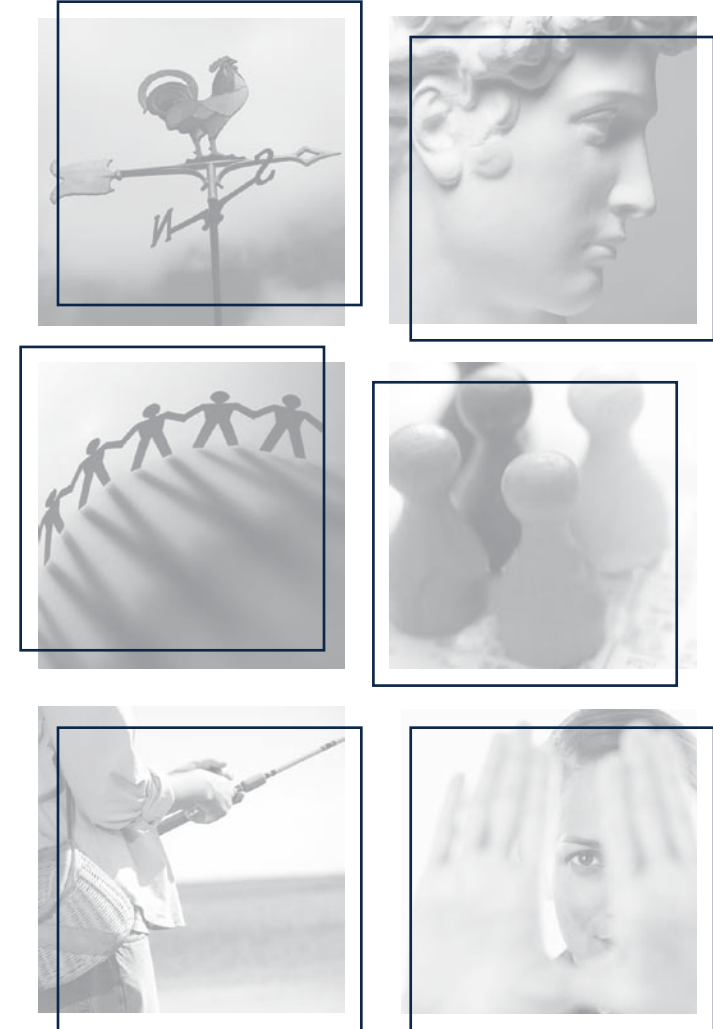
donorcast

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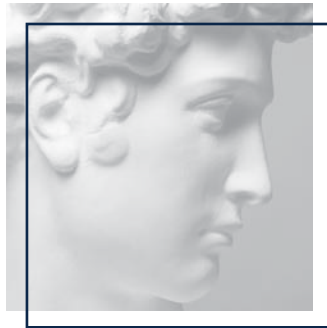
www.donorcast.com



transforming philanthropy through data

donorcast

DonorCast



Predictive Modeling

DonorCast predictive modeling identifies new prospects, segments donors likely to respond to your annual solicitations, and predicts potential volunteers by applying custom scoring to the specific patterns in your data.

DonorCast's predictive models are custom-engineered to identify new prospects just for you. We identify new prospects with capacity and propensity to give by looking at internal trends and statistical similarities with your existing donors. Also, we will maximize your external screening results with comparative analysis for ranking those with hidden wealth. Every person will be scored.

Our clients appreciate the transparency of our approach. When we provide a model, the formula is included. Because we build a new model each and every time, we will have no need to protect our method or components. We further encourage our clients to compare the custom models we build with our other client's models to see the uniqueness. Our training services further testify to our interest in building this capacity in the nonprofit sector.

Everything we do, we also teach.

DonorCast is a recognized thought leader in the application of analytics to fundraising. Our founder, Josh Birkholz, is author to the top-selling book on data-driven strategies for development, *Fundraising Analytics*. Our publishing and speaking on data mining and fundraising demonstrates our commitment to advancing the non-profit sector's sophistication in development programs. DonorCast also advances programs through direct training in the principles and techniques of analytics.

Everything we do, we also teach. This phrase accurately describes our counsel and training in analytics. Whether it is learning how to build predictive models or better understanding donor behaviors, DonorCast will design a custom solution for you. One way to learn introductory skills is through a training workshop in conjunction with our predictive modeling services. When we deliver our predictive models, we can stay for a two-day workshop to teach every step we took in producing the models. This approach serves as an effective launch to a new world of discovery through data mining.

Throughout nearly every industry, the leading companies succeed through their use of analytics. Nonprofit fundraising organizations are no exception. Contact us to learn how DonorCast can partner with you to build success through analytics.

Program Analysis

DonorCast measures program effectiveness and capacity using cutting-edge techniques and the application of statistical tools. We are the "behind the scenes" number crunchers for Bentz Whaley Flessner feasibility studies. But, you do not need to be in a study with external testing to benefit from DonorCast program and campaign projection analysis. By combining DonorCast internal data analysis and BWF Research market analysis, we can provide you with solid numbers for planning the future success of your program.

DonorCast will review your data to provide a statistical perspective to inform your fundraising strategies. We review giving trends and constituent characteristics; geographic distribution; engagement of the entire constituency, database capacity (optionally incorporating third-party wealth screening information), and organizational performance. With this information, we will project future giving and provide scenarios for increasing levels through program enhancements.

In conjunction with BWF Research, we also study the external factors impacting your fundraising to equip you for careful planning and informed decision making during these turbulent and uncertain economic times. Our market analysis review regional economic factors and the fundraising landscape and current or upcoming campaigns in the area.

Our combined analysis will look at the many parameters influencing production to understand the key factors so you can maximize your short- and longer-term fundraising results in these challenging economic times.