



PARSONS | TKO

Welcome

- All participants' microphones have been muted & cameras have been turned off
- Please post any questions using the Q&A function and share any comments in the chat
- This webinar is being live streamed, recorded & will be distributed after the session
- Live captions are available in your Zoom meeting controls toolbar

PARSONS | TKO

Use your data to diversify your fundraising

Data and your relationships with donors

February 15, 2023

Meet our panelists



Stefan Byrd-Krueger

Chief Analytics Officer
at ParsonsTKO



Andrea Stroud

Associate Director of
Development Evaluation
at Earthjustice



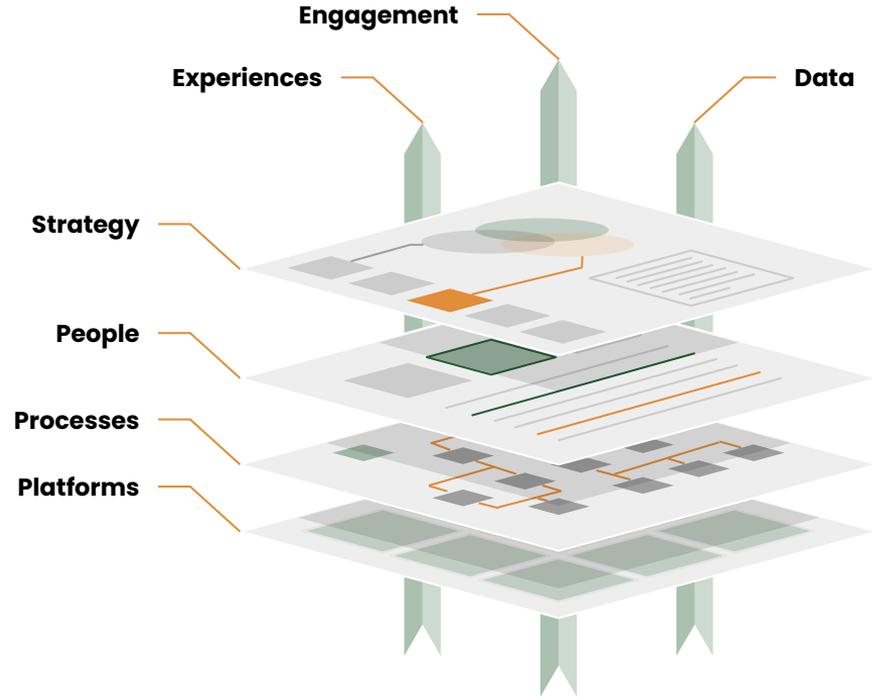
Anna Berman

Senior Applied Data
Scientist at Civis Analytics

The way we see possibilities

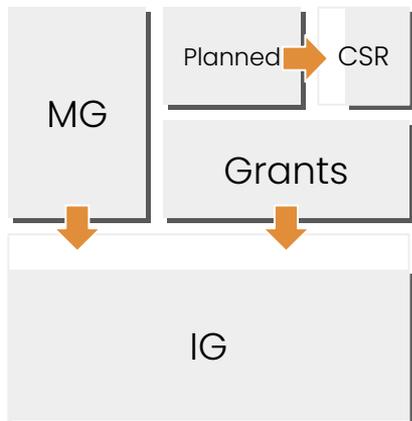
Engagement Architecture ♦ noun

The ParsonsTKO philosophy and methodology that addresses your outreach platform as a holistic ecosystem—an interconnected set of people and systems that work together to advance your mission.

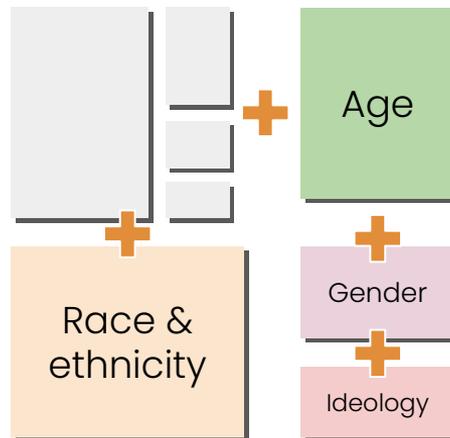


Refining your diversification goal

Diversifying revenue



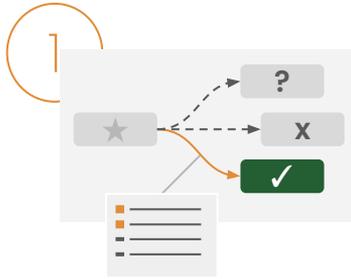
Diversifying audience



- Change the mix of revenue types and sources
- Target existing audience with new fundraising products

- Change the makeup of who gives the existing programs
- Work with comms/program to expand reach impact in new communities

The anatomy of data strategy work



Strategy definition

How does your mission translate into tactics, and traceable steps, and measurable outcomes?



Tracking & technology

What does it take to collect and manage all the data you need to meet your strategic needs?



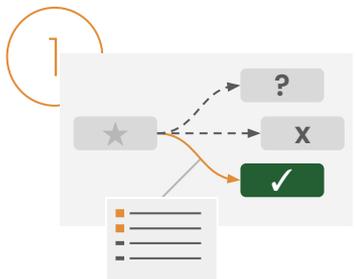
Reporting & analysis

How do we turn the wealth of data into useable, curated outputs that meet the needs of stakeholders?



Adoption & optimization

How does all of your work in data lead to changes, better decisions and outcomes in the organization?



Strategy definition

How does your mission translate into tactics, and traceable steps, and measurable outcomes?



- Dynamic strategies
- Staff-led insights
- Industry trends



- Authenticity in IDEA targets
- Holistic view of practices and investments in IDEA across the organization



Anna Berman

Senior Applied Data
Scientist at Civi Analytics

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Andrea Stroud

Associate Director of
Development Evaluation
at Earthjustice

Tracking & technology

What does it take to collect and manage all the data you need to meet your strategic needs ?

Reporting & analysis

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Adoption & optimization

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We Are Civis

Founded in 2013, Civis Analytics pairs industry leading technology and data science capabilities to help organizations identify, understand, and engage their most important audiences.

Our integrated suite of products provide solutions to challenges from data integration to research to measurement and optimization, enabling one comprehensive set of solutions for your analytics program.

Our mission is to enable the world's leading nonprofits and organizations to drive growth with data.



Challenges and Opportunities Facing the Nonprofit Sector



Changing donor demographics



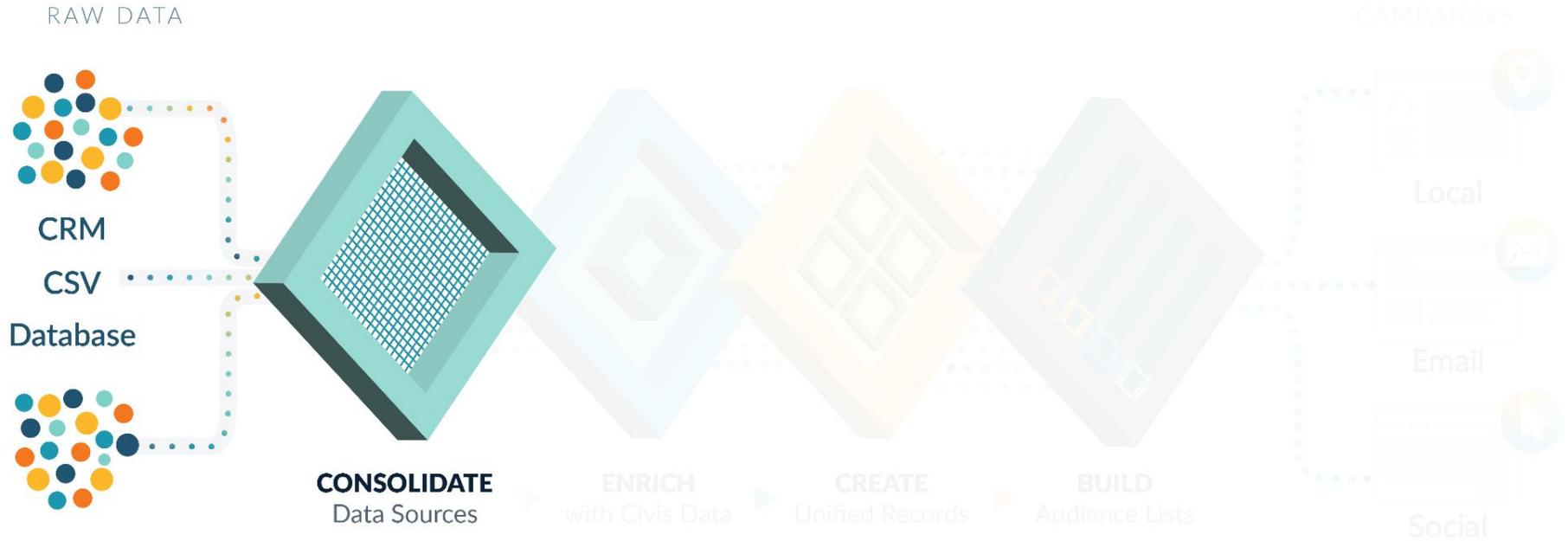
Communication across teams

Solutions grounded in data science



Data science helps organizations make sense of data to build better segments.

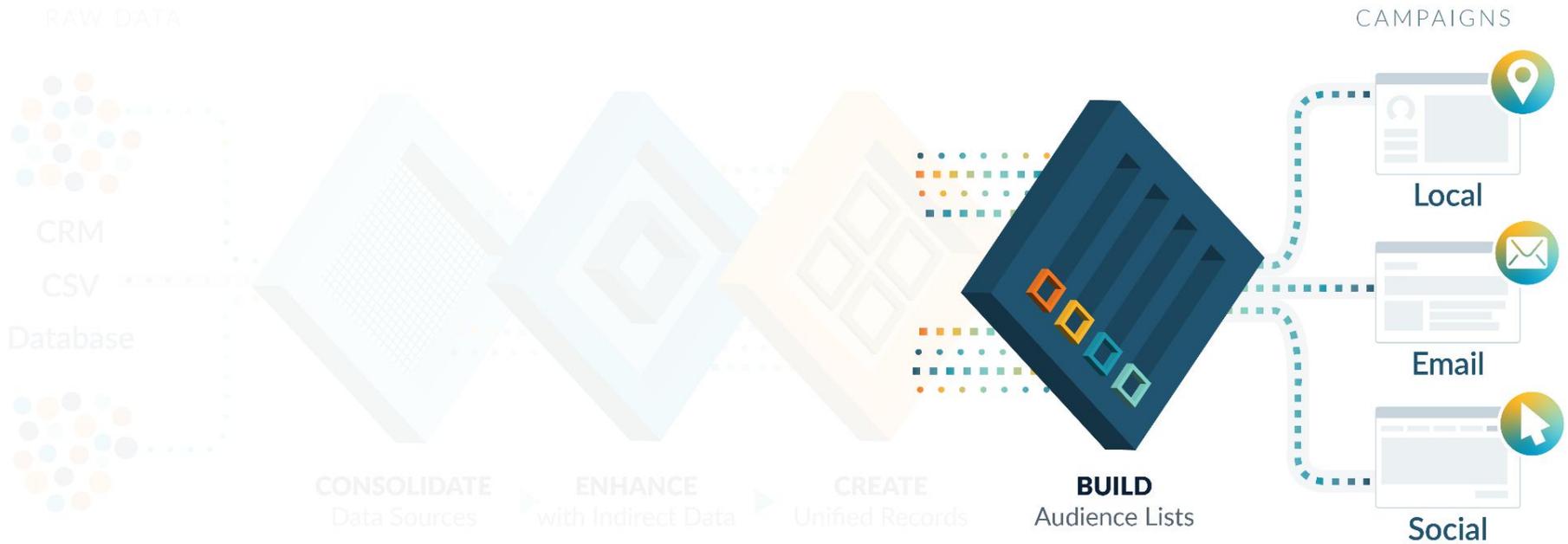
Step 1: Data Unification



Step 2: Data Augmentation and Identity Resolution



Step 3: The Cool Stuff





EARTHJUSTICE

BECAUSE THE EARTH NEEDS A GOOD LAWYER

Our Mission

Earthjustice is a non-profit public interest law firm dedicated to protecting the magnificent places, natural resources, and wildlife of the earth and to defending the right of all people to a healthy environment. We bring about far-reaching change by enforcing and strengthening environmental laws on behalf of hundreds of organizations and communities.

Donor data and analytics

Donor data is a collection of information about donors who have previously contributed to your nonprofit or information about donors who have donated to other similar organizations or data you collect using other strategies like online.

Donor analytics doesn't just refer to donor data, but rather encompasses all of the ways you can analyze your donor data in order to gain meaningful insights into your constituency.



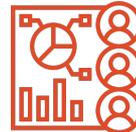
Reach New Markets



Cater to individual donors



Gain Donor Insights

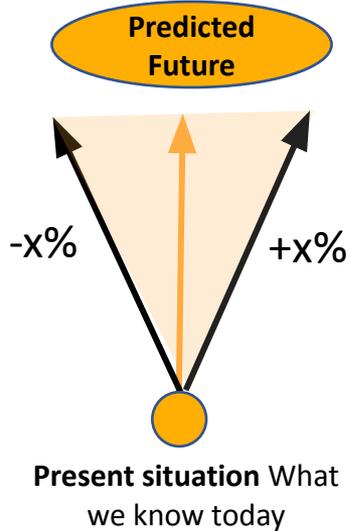


Cater to different donor segments

Forecasting vs Scenario Planning

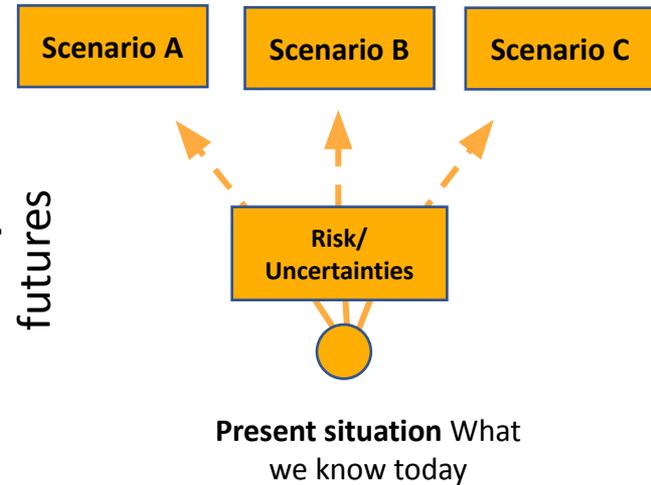
FORECASTING – PREDICTION THROUGH EXPLORATION OF RECENT HISTORICAL DATA

Planning for **one** future



SCENARIO PLANNING – FORESIGHT OF MULTIPLE FUTURE OUTCOME POSSIBILITIES BASED ON HISTORICAL DATA AND RISK/UNCERTAINTIES

Planning for **multiple** futures



Lean In: Preparing fundraising efforts for uncertainty

- **Crank up Stewardship**
- **Utilize Engagement Scores**
- **Segment Donors**
- **Asking to Capacity**
- **Focus on Major Donors**
- **Make Information Visible**



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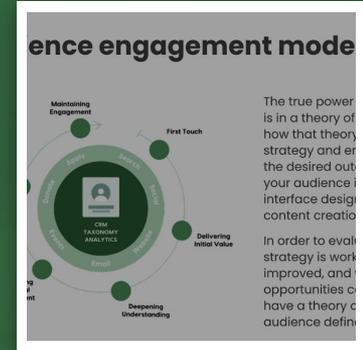
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