

> Increased Giving Made Easy with PASW Direct Marketing

SPSS

- The audio portion of this event will come through your computer speakers. (see adjusting volume control below)
- If you do not have functioning speakers, and would like to dial in to the call using your telephone, please dial:

US/Canada 866.469.3239

*****Event Number: 663 229 710**

- Upon joining the call, **you will not hear hold music**. Periodic announcements will be made to test the volume through your speakers.

Q & A

- Type any questions into the Q&A Tab on the right

Adjusting volume control

- Through the Volume Control Panel on your computer
- Through the Webex Audio Broadcast window (see image below). You can adjust the volume slider on this control as needed.



> Increased Giving Made Easy with PASW Direct Marketing

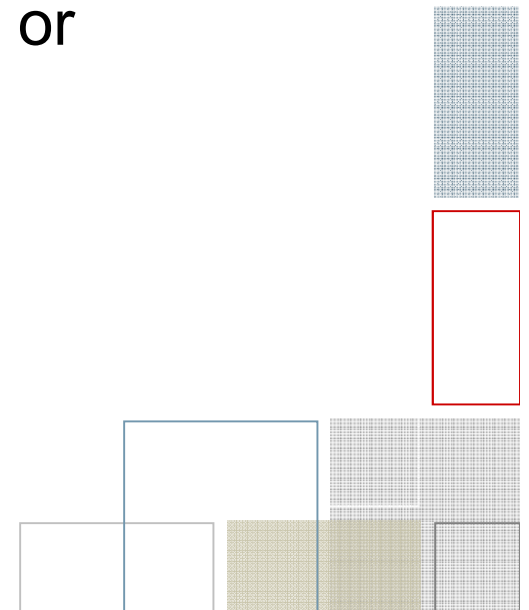
James E. Parry
Sr. Systems Engineer
SPSS Inc.



> Commonly Asked Questions

SPSS

1. Will I be able to get copies of the slides after the event?
2. Is this web seminar being taped so I or others can view it after the fact?



> Commonly Asked Questions

SPSS

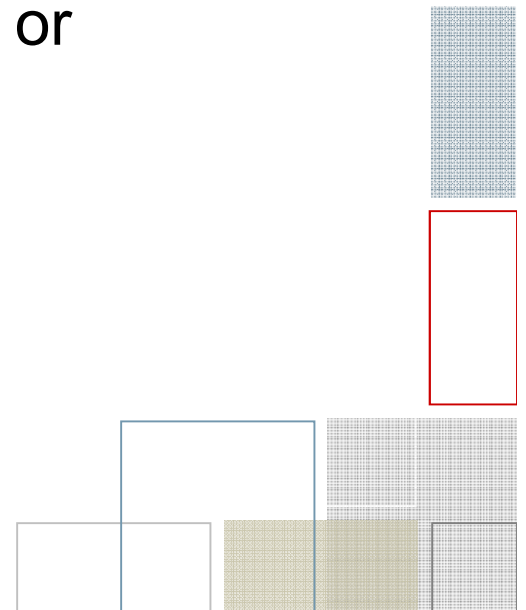
1. Will I be able to get copies of the slides after the event?

Yes

2. Is this web seminar being taped so I or others can view it after the fact?

Yes

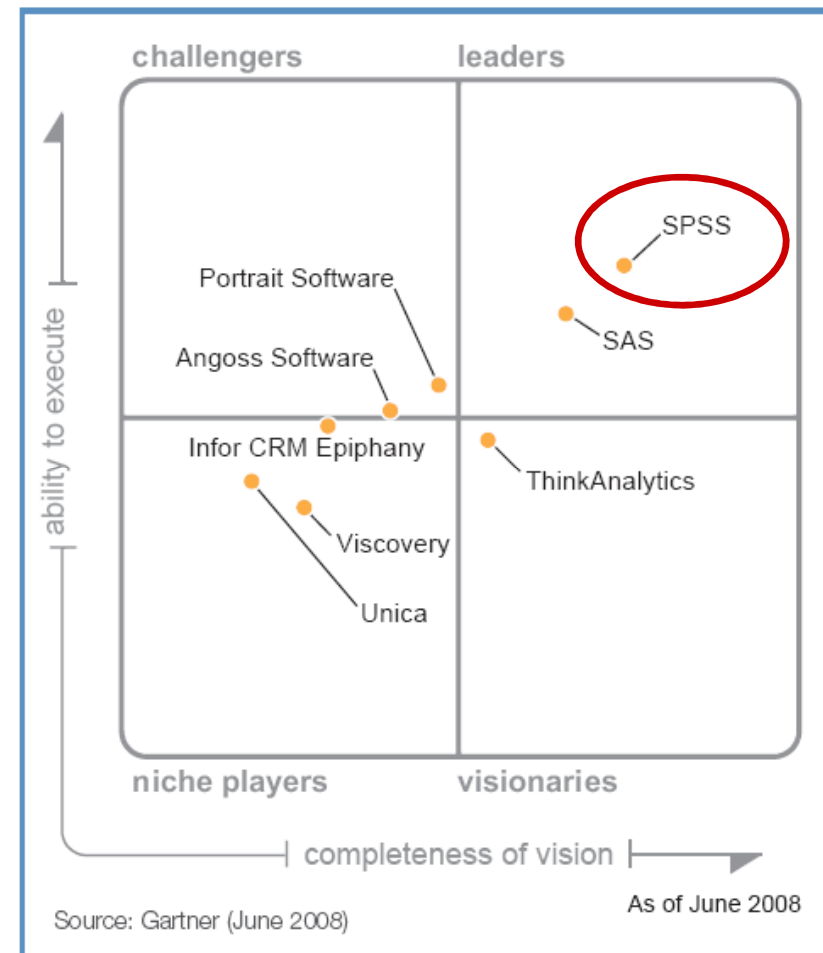
www.spss.com/events



> Who is SPSS?

SPSS

- Global market leader in predictive analytics
- Top 25 software company
- Founded in 1968 at Stanford.
- NASDAQ-listed (SPSS) in 1993
- Operations in over 60 countries
- Customers: All 129 of the top U.S. colleges and universities (“America’s Best Colleges 2005,” *U.S. News & World Report*)



> Agenda

- Critical challenges facing advancement officers today
- High-precision fundraising
- Demonstration of PASW Direct Marketing
- Summary
- Q&A

> Challenges facing fundraisers today

- **Rising cost of direct mail**

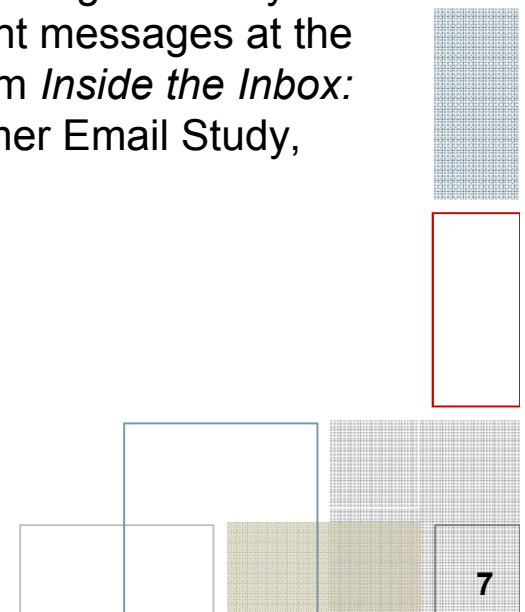
- May 11, 2009 - The price of a first-class stamp rose 2 cents to 44 cents, the third straight annual increase.

- **Increasing pressure for “do not mail” regulation**

- In 2008, 12 state legislatures had 15 Do Not Mail bills under consideration. 2009 began with two bills being introduced and a non-binding resolution being considered in one major US city.

- **Email fatigue and backlash**

- 420 billion commercial e-mails sent in the US in 2008. “The challenge to today’s marketer is breaking through this inbox clutter to deliver relevant messages at the right time to their best . . . [donors and prospects]. — quote from *Inside the Inbox: Trends for the Multichannel Marketer*. Epsilon’s Global Consumer Email Study, epsilon.com



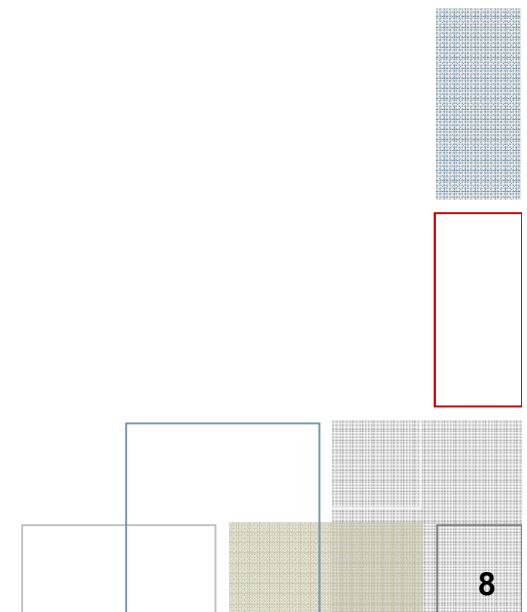
> Challenges Facing Fundraisers Today

- **Weak economy's toll on philanthropy**

- "The steep decline [from an average growth rate in giving to education of 7.1% over the last 20 years to a projected 3.9% decline in 2009 and only 2.5% projected growth in 2010] confirms that we are in uncharted economic territory that may be having an equally uncharted impact on private philanthropy to education," said John Lippincott, president of CASE.

- **Declining advancement budgets**

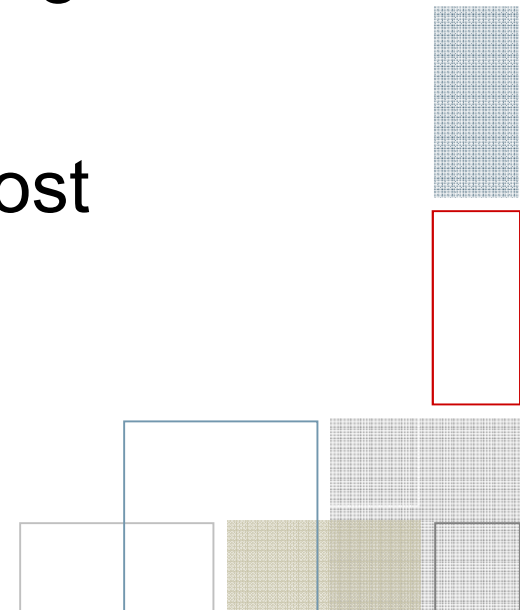
- "In the current economic climate, advancement offices are taking hard looks at their budgets and making cuts where necessary." CASE Currents, March 2009



> High-Precision Fundraising Addresses Today's Challenges

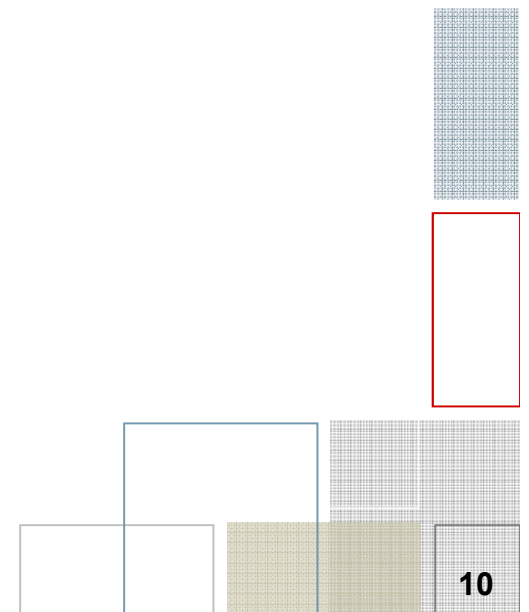


- Mail fewer pieces, buy fewer prospect names, less waste
- Only contact those who will respond, avoid donor fatigue
- Make the best ask based on their giving history
- Generate higher donations at lower cost



> Tools Available

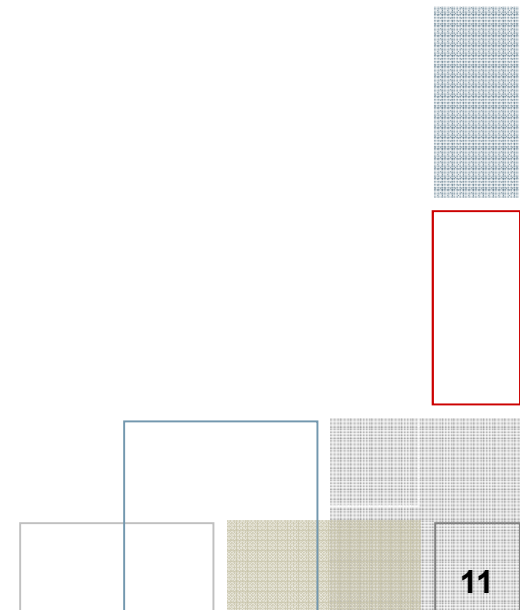
- Spreadsheets
 - Pro: Easily available, familiar
 - Con: Prone to error, simplistic analysis
- Database programs
 - Pro: Flexible, handle large quantities of data
 - Con: Understanding of database technologies
- Statistical packages
 - Pro: Powerful analytics
 - Con: Not built for non-technical users



> The Solution: PASW Statistics Direct Marketing



- Targeted to professionals engaging in direct marketing, not statisticians
 - Easy to use
 - Fast results
- Guides you through analyses step-by-step
- Comprehensive solution
 - Grows as your needs grows



Demonstration

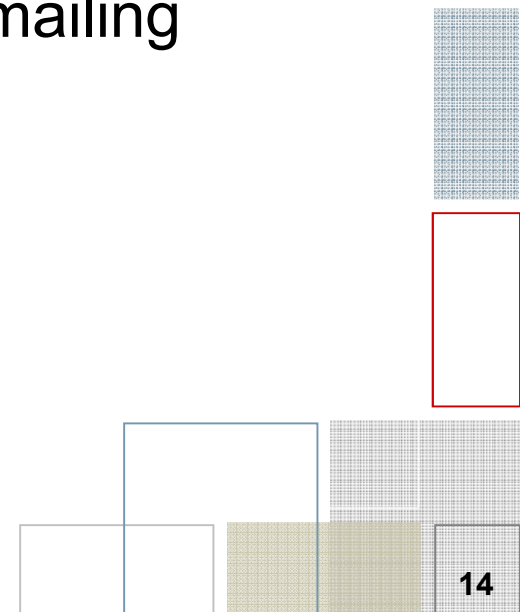
PASW Direct Marketing Module

> Prospect Insights



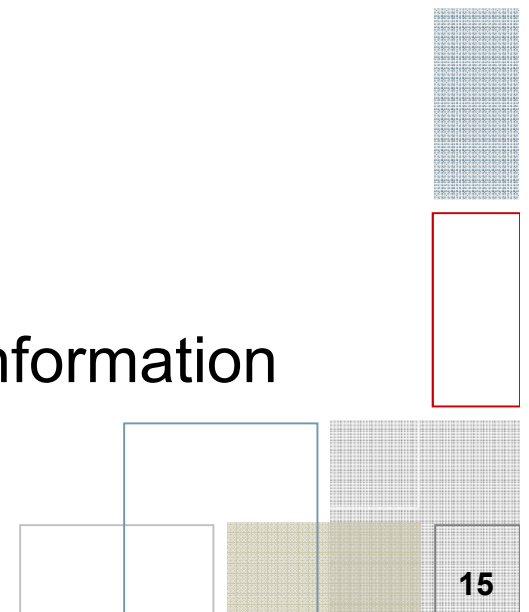
> RFM Analysis

- What is it?
 - Donors who have not donated recently, but give frequently are more likely to respond
 - Scores are assigned to donors...by recency, frequency, and monetary value of purchases
- Scenario
 - Determine a contact list for an upcoming mailing
- Why?
 - Identify donors most likely to give
- What are the requirements for RFM?
 - Prospect database with giving history



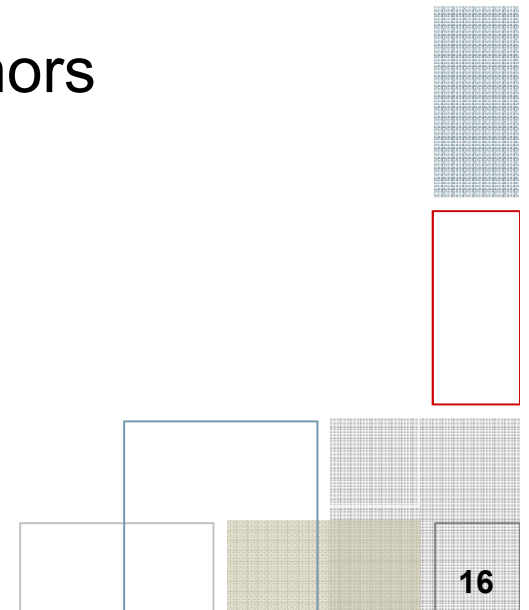
> Cluster Analysis

- What is it?
 - Segment your donors into groups having similar characteristics
- Why?
 - Gain deeper insights about who gives to your institution
- Scenario
 - Campaigns and promotions
- What are the requirements?
 - Donor or prospect list with demographic information

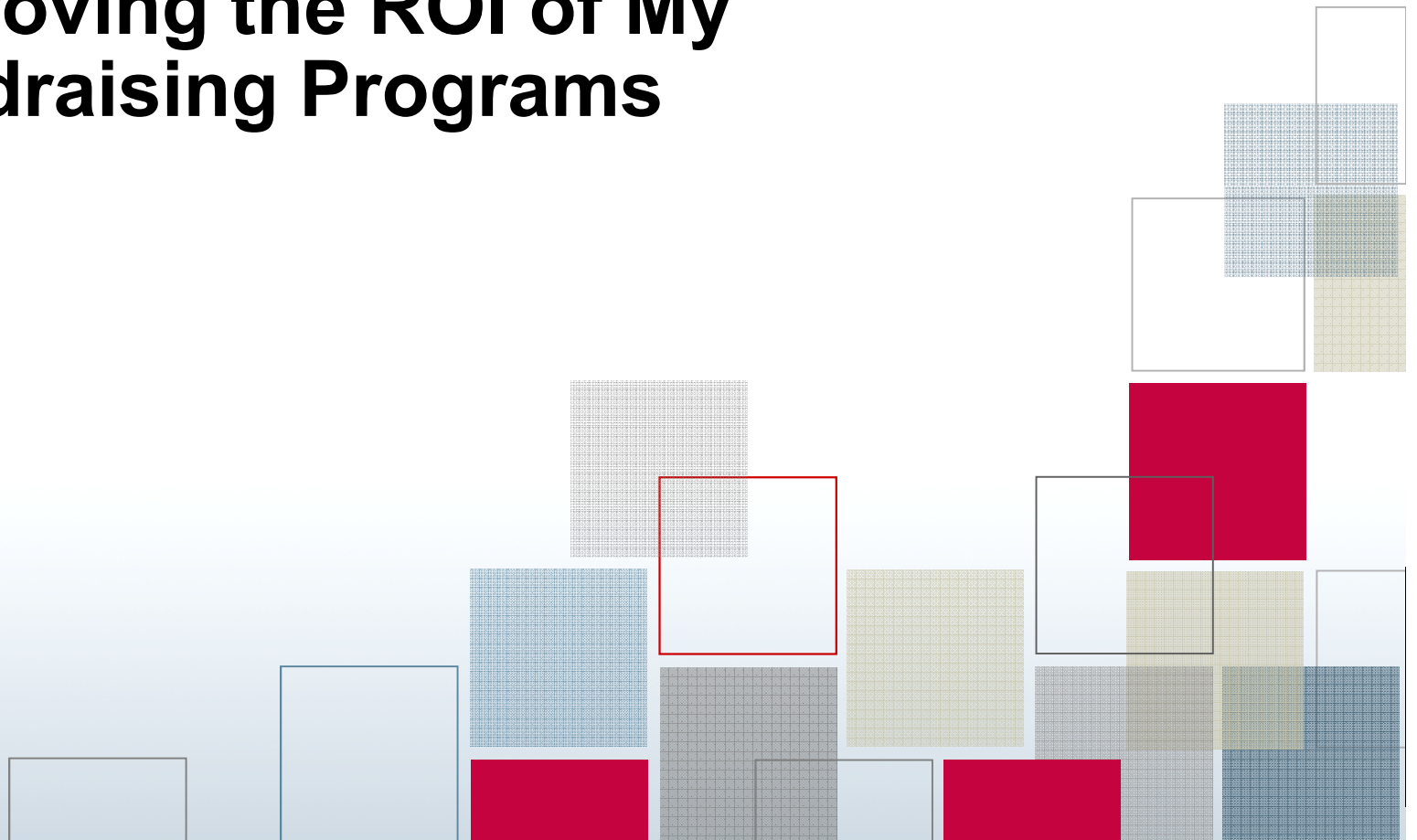


> Prospect profiles

- What is it?
 - Identifying characteristics of donors most likely to respond to a campaign
- Scenario
 - Campaigns and promotions
- Why?
 - Attract and retain your most profitable donors
- What are the requirements?
 - Results of a test mailing campaign

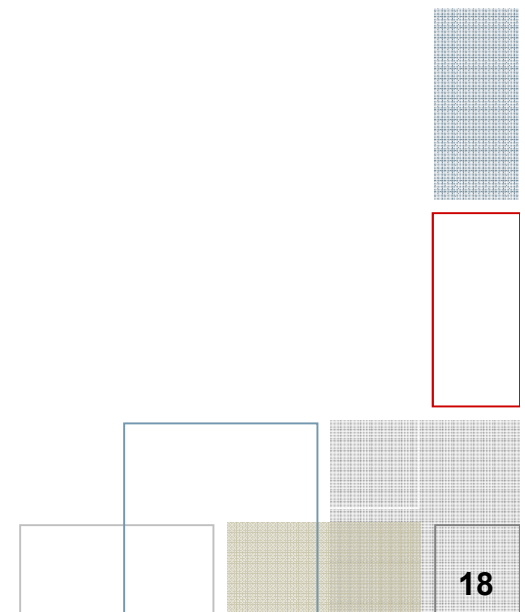


> Improving the ROI of My Fundraising Programs



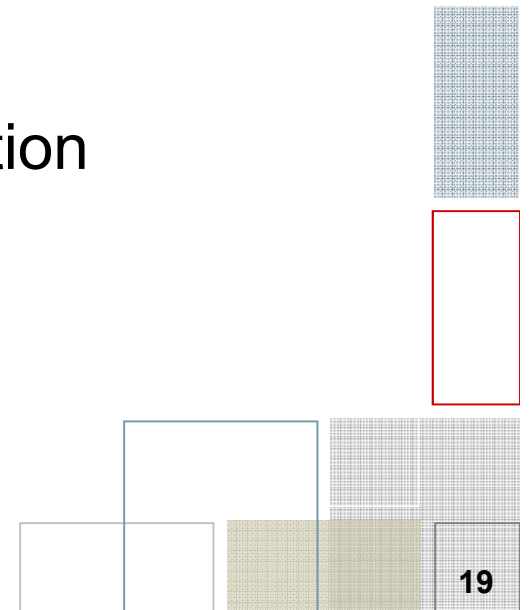
> Postal Code Response

- What is it?
 - Identify the postal codes with the best response rates
- Scenario
 - Promotions, special events
- Why?
 - Improve ROI of campaigns
- What are the requirements?
 - Donor information with zip codes



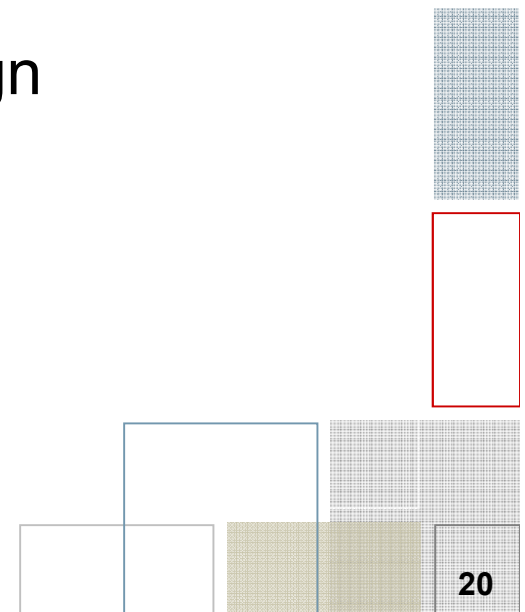
> Propensity to Give

- What is it?
 - Uses the results of a test mailing to score a prospect list
- Why?
 - Improve ROI by targeting donors most likely to respond
- Scenario
 - Score a list for marketing campaign selection
- What are the requirements?
 - Prospect list, results of a test campaign



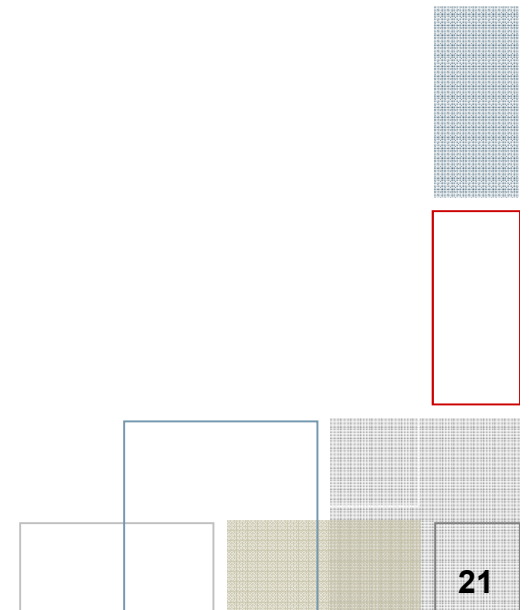
> Control Package Testing

- What is it?
 - Compare results of a test campaign with a control campaign
- Why?
 - Launch the most efficient and effective campaigns
- Scenario
 - Test performance of a new v. old campaign
- What are the requirements?
 - Results of the test
 - Control group gets the original campaign
 - Test group gets the revised campaign



> Questions

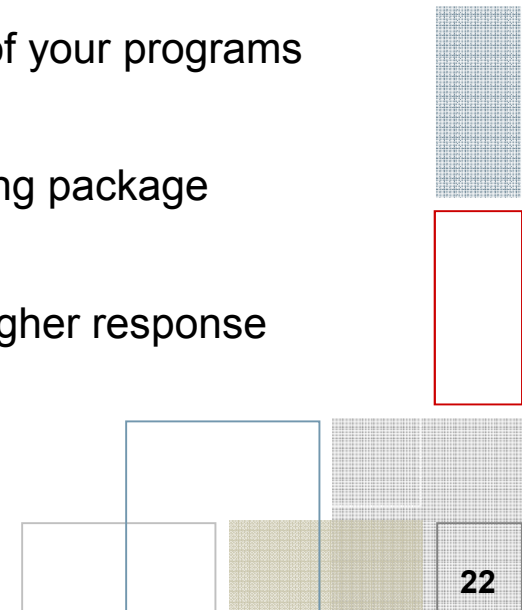
SPSS



> 6 Ways to Improve Campaign ROI with High-Precision Fundraising



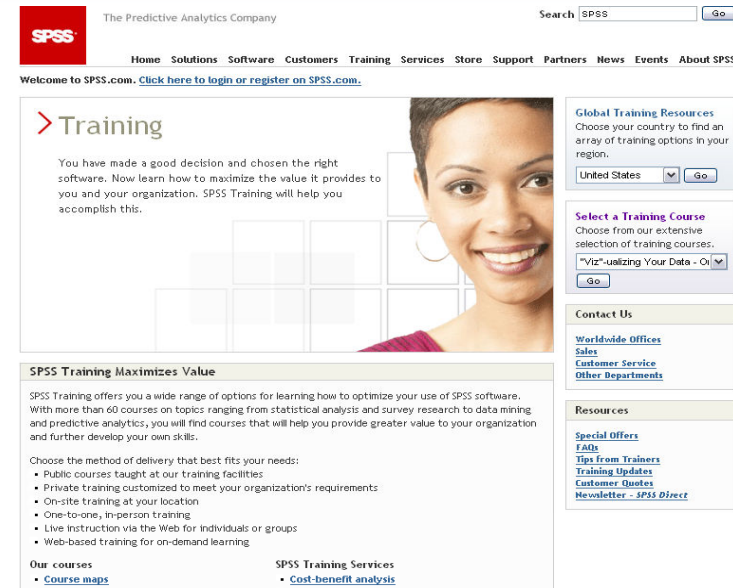
1. Gain insight into your donors
 - Group donors by similarities and differences
2. Identify your best donors
 - RFM Analysis: Score donors according to the recency, frequency, and monetary value of their gifts
3. Know which characteristics best predict response
 - Profile based on shared characteristics to improve targeting of asks and campaigns
4. Select which contacts are most likely to respond
 - Develop propensity scores and improve the focus and timing of your programs
5. Execute the best package
 - Test control packages – find out which out-perform your existing package
6. Drop mail in areas with highest probable response rates
 - Postal code analysis – Identify which regions, if any, have a higher response rate



> SPSS Inc. Training

SPSS

- Home page
 - www.spss.com/training
- Schedule
 - <http://www.spss.com/training/schedule.htm>
- Course Descriptions
 - <http://www.spss.com/training/descriptions.cfm>



> Contact your SPSS Representative



sales@spss.com

800-543-2185

www.spss.com