

# **Making the Most of Your Database: Bridging the Gap between Data and Results**

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# Making the Most of Your Database

- What's in your database?
- What can you do with it?
- It's not just about Development
  - Marketing & Communications
  - Annual Fund and Alumni Affairs
- What if you don't have much data?

# Your Database – What's There?

## Personal & Biographical Data

- Constituent type
- Address, phone, email
- Gender
- Religion
- Employment – title, industry, location
- Education
- Relationships – family, foundations, corporate

# Your Database – What's There?

## Giving Data

- Proposals
- Gift transactions
- Planned giving data

# Your Database – What's There?

## Organization-specific data

- Actions/contact reports
- Correspondence
- Events
- Research and screening data
- Volunteer data
- Club data
- Athletics
- Attributes
- Other?

# Using What You've Got

Where to start?

- Simple segmentation
  - Find groups, patterns, etc.
    - Example: Magazine distribution
    - Example: Individualized mailings
- Giving is a trailing indicator
  - What are leading indicators?
    - Attitude
    - Event attendance
    - Volunteer activity

# Annual Fund

## Affinity model

- Purpose: measure engagement
- Data included: Club membership, volunteer involvement, board membership, event participation, giving data, demographics
- Values assigned to indicate different degrees of engagement
- Everyone gets a score

# Annual Fund

## Affinity model

- How does it help?
  - Demonstrate how individuals move across the spectrum of scores
  - Measure success of targeted outreach
- Challenges
  - Missing data, esp. around areas of engagement
  - Values applied subjectively

Values	Current Data Available (Y/N)	Data Quality	Future Data (Y/N)	Comments
<b>Demographic: Constituency Type</b>				
▪ Alumnus/Parent: 10	Y	Alum = adequate; parent = adequate for current	Y	Former parent data availability is less consistent
▪ Graduated Alumnus: 8	Y	Alum = adequate	Y	GU also has "alumni/no degree" for people who attended but did not graduate
▪ Surviving Non-Alumnus Spouse/Partner: 6	Y	Adequate based on info. received	Y	
▪ Parent (Current and Former): 4	Y=current; Poss.=former	Current parent data are adequate; historic parents data are better if donors	Y	
▪ Faculty/Staff (Current and Former): 4	Y=if donor/alum	Currently inadequate	Y = current; Poss. = former	Plan to add current employees to system by 1/2008
▪ Friend: 2	Y	Adequate	Y	Varies on age; recency of gift/ other activity There are many varieties of "Friend" and it can serve as a "catch-all" constituency type
▪ Grandparent: 1	Some, when this is sole affiliation	Inadequate	Possible	Some data there, but more depth will require a data project

# Marketing & Communications

Goal of any analysis - increase engagement

- Try to understand:
  - Basic demographics and trends
  - Perceptions/attitudes
  - Behavior
  - Combine all three for a measure of actionable behavior

# Marketing & Communications

## Donation Driver Analysis

- Why do our alumni (especially occasional and non-donors) rate Georgetown so highly and express strong affinity for the University, but do not give back?
- Look at:
  - Giving to other institutions
  - Demographic differences
  - Level of, and attitude towards, engagement

# Marketing & Communications

What have we learned?

- How our constituents
  - Feel about our commitment to our Catholic and Jesuit identity
  - Understand our ideals
  - Understand our leadership

How can we use this information?

- Prioritize certain subsets for targeted outreach
- Customize our messaging

# Athletics

## Challenge: Funding multi-sport facility

- Need to find donors
  - Capacity only one part of the equation
  - Also need propensity
    - Former athletes not so inclined!
- Season ticket holders
  - High propensity
  - Match to our data
    - Relationships
    - Other activity

# Details, details

## Finding the data

- What data do you have?
- Do you have someone to pull the data?
- Do you have someone who can analyze it?

## What if you don't have data?

- Where can you get more?
  - Outside vendors
  - Surveys
  - Event attendance



# Thank you!!

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