Changing the world isn't business as usual.

Your organization helps others every day.
Let our data help you do more.

Inspire your audience.

Inspiring people to contribute to your organization is critical so that you have the means to carry out your mission. Data has the power to not only enhance your current donor relationships but cultivate meaningful, new ones, too. Truly understanding someone's giving potential is much more complex than just knowing their income, or general interest in your cause. What drives someone to contribute their time, money or resources can be as unique as the person. To see the whole picture and maximize fundraising efforts, many non-profit organizations rely on CharityIQ.

Understand donor motivations.

Why does someone choose to make contributions to an organization or cause? Is it for very personal and private reasons, or to share it with the world? Customizing your message will make the impact of your outreach much more personalized and unique, just like your future donors.

Match your cause to their passion.

We all want to be advocates for the things we care most about. Knowing which organizations drive an individual to take action will help you maximize efficiency when creating your outreach list. Our CharityIQ data can distinguish users that are likely to donate for:

- Animal Welfare
- Arts and Culture
- Children
- Community Causes
- Environment
- Health Institutions
- International Aid
- Liberal and Conservative Political Groups
- Veterans
- Religious Organizations

CharityIQ data gives you insights into:

- Annual donation levels
- Motivations
- Planned vs one-time giving
- Charitable cause interests
- Giving channel preferences

Connect with contributors.

Making it simple to take action can make all the difference in a person's decision to get involved. Some donors prefer to give by mail, while others are much more comfortable going digital. A portion of contributors like to plan their contributions in advance while others are impulsive givers who take action in the heat of the moment. Leverage CharityIQ data to ensure you are meeting your potential donors how and where they prefer.

Open hearts know no limits.

Using traditional financial data is a start when determining which donors are likely to become large benefactors. However, to more accurately identify opportunities for on-going contributions, charitable giving finance data is key. You don't have to be in the top 1% of income earners to be a big giver. In fact, many people in various life-stages and income ranges are quite charitable.

With CharityIQ, you can move beyond income and understand what percentage of their earnings go to charitable causes. Moving forward, you can also predict how likely this person is to make a donation of $1,000 or more. Did you know that only 2 in 10 new donors continue to give? It's more important than ever to retain contributors and offset attrition; high-quality data is essential.

Our CharityIQ data helped a national non-profit

Decrease CPA by **12%**

Increase engagement by **20%**

Let's talk.

Are you ready to start using sophisticated data to improve your organization? Our flexible approach makes it easy. Whether you are looking to test data, build custom models, or target prospects across channels, AnalyticsIQ can be your partner.

Contact us today at **sales@analytics-iq.com.**