



Blackboard Intelligence

Advancement

Key Challenges

- Identify major donors, LYBUNTS, SYBUNTS
- Measure fundraising activity against goals
- Increase donor participation
- Project fundraising potential
- Insight into historical giving patterns
- Track gift officer progress
- Assess major donor pipeline quality

The need for effective fundraising has never been greater. Institutions are facing a decrease in both government funding and tuition impact. With fewer resources available, Advancement departments are under pressure to drive accountability and improve efficiency. The Advancement module for Blackboard Intelligence helps institutions allocate their scarce resources by providing insight into fundraising activity.

Without a doubt, the number one goal for all advancement operations is to raise more money. But with so many levers to pull, how do you know which ones will give you the greatest return on investment? Should you increase the size of your staff? Invest more in email and online marketing? Or maybe campaign to increase participation in your giving society? Many institutions do not have flexible reporting tools that would enable them to make data-driven decisions on where to focus their efforts.

Reduce donor attrition

It's easier and cheaper to keep an existing donor than to find a new one.

Advancement for Blackboard Intelligence provides reporting that allows analysts and gift officers to identify factors that make a donor at risk for decreased giving. By understanding why donors drop off, messaging can be directed to focus on issues that will turn LYBUNTS and SYBUNTS into loyal donors.

Increase major donor gift size

Advancement for Blackboard Intelligence empowers gift officers to track their donor prospects as they move through the funnel. By tracking individual donor histories, they can target consistent donors first, freeing up resources to focus on LYBUNTS, SYBUNTS, and never-givers. Not only will Blackboard Intelligence help to find the most efficient way to allocate resources, it can help identify donors already in the pipeline who have greater giving potential.

Analytics will provide critical insight into questions like:

- Which donors had given by this time last year?
- For what purpose were the gifts earmarked?
- Where are my major donors in the funnel?
- To what purpose were gifts made?
- What is the yield on the ask amount by a gift officer?

KEY ADVANCEMENT INFORMATION

Key Dimensions

- Campaign
- Contribution date (by fiscal year, by calendar year)
- Designation group
- Designation type
- Designation status
- Donor (by alumni class, age, gender, city/zip, income level, marital status)
- Donor category
- Fiscal year
- Gift classification
- Gift type
- Gift vehicle
- Outstanding pledge indicator
- Pledge classification
- Pledge date
- Pledge status
- Pledge type
- Recognition type
- Solicitation method
- Transaction type

Sample Reports

- Top 50 contributors
- Outstanding pledges
- Most effective campaigns
- Contributors who have reduced giving
- Contributors who comprise 80% of all donations (Pareto Analysis)

Increase annual fund participation

Institutions often have most of their staff focusing on their annual fund. Blackboard Intelligence can arm these individuals with vital information about giving history that they need to effectively solicit donations and give their managers insight into their activities.

Advancement for Blackboard Intelligence also provides insight into marketing campaigns and results, enabling analysts to tweak campaigns and more effectively target constituents.

Constituent analyses will allow you to see:

- Which classes/majors give the most? How many contacts the average donor has from advancement
- Which donors are at risk of dropping off? Is my giving society helping or hurting?
- Where is the greatest untapped potential?

Enhance gift and pledge reporting

In institutions that are getting most of their reports from their ERP systems, advancement officers must often wait for days or weeks for IT to produce the reports they need. As a result of this wait, many employees turn to programs like Excel to sift through information and generate their own reports. With disparate reporting, information is often inaccurate and varies across the department.

With Blackboard Intelligence reporting is available on an *ad hoc* basis to any volunteer, employee, and executive with access. As a result, the staff are able to work more efficiently and direct their efforts to where they are likely to have the greatest impact.

When your institution implements Blackboard Intelligence, an implementation specialist will work with you to standardize and automate reporting transformation rules.

Blackboard Intelligence

Blackboard Intelligence is a set of packaged data warehouse, analytics, and reporting applications including modules for Blackboard Learn (Analytics for Learn), Student Management, Finance, HR, and Advancement. Blackboard Intelligence integrates with leading ERP systems, enabling institutions of higher education to stand up a robust dimensional data warehouse in a matter of months, not years. It improves institutional performance through increased information quality, productivity, insights and results.

For more information, visit blackboard

				
Analytics for Learn	Student Management	Finance	HR	Advancement
Analytics for Learn offers unparalleled access to current data about learning activities – enabling administrators, instructional designers, instructors, and students to align what happens in the classroom with your institution’s retention and graduation goals.	With self-service access to student data, you can make significant improvements to your recruiting strategies and create proactive retention plans. Find out exactly what’s working and what needs to be improved at every stage of the student life cycle.	Gain quick, self-service access to financial reporting and user-friendly analytics that go beyond the basics. Monitor your remaining budget, assess retention impacts on budget, facilitate reporting, manage encumbrances, conduct trend analyses, and more.	With the HR module for Blackboard Intelligence, you’ll have self-service access to the reliable information you need to help make significant improvements in all aspects of human resources management and planning— from hiring practices to attrition.	Make informed decisions and focus your advancement efforts. Who are your top 50 contributors? Which gift officers are exceeding their fundraising targets? Which campaigns have been the more effective? Get the answers to these questions and more with Blackboard Intelligence.

Blackboard.com

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