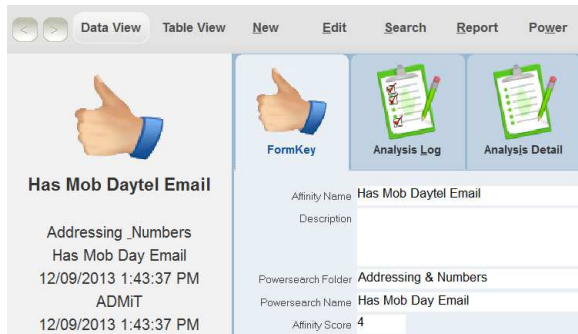


Benefits:

- Identify involved contacts with a high affinity or involvement with your organisation
- Improve income through better targetting
- Increase the stewardship of your supporters
- Consider both transactional & non-transactional involvement of your supporters
- Self maintaining affinity / involvement tracking that requires no operator intervention
- Future proof the business through the formal capture of business rules and workflow

Features:

- Fully automated Affinity Business Rules that define the characteristics of an involved contact
- Unlimited definition for affinity / involvement scoring or rating
- Flexible rules for defining the criteria and score attributable to each involvement rating
- Analyse any area within thankQ; e.g. contact, relationship, profiles, addressing, volunteering, membership, grants, etc.
- Analyse any characteristic of your contacts; e.g. informed you of change of address, informed you of marital status, etc.



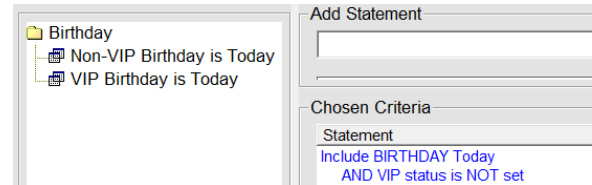
affinity rules manager

The affinity rules manager provides for the unlimited definition of business rules to drive the automated scoring or rating of a contact's characteristics. The analysed characteristic is not limited within thankQ and may relate to financial, non-financial and behavioural information.

affinity rules

The definition of business rules is not limited and can be based upon any item of information in the database. For example, financial, profiles, or behavioural data can be analysed and used.

These business rules are easy for you to set up and operate in a manner similar to other business rules in thankQ.



capacity / affinity matrix

See at a glance the spread of your contacts by their capacity to give versus their affinity for your organisation. Formulate and execute a communications strategy based upon this using thankQ's Letter, Email, and SMS modules.



segmentation

Affinity rules enables you to apply an additional level of refinement to your standard segmentation strategy. Within identified segments it is possible to have highlighted to you contacts with a greater affinity than the norm for that segment. In these cases, through an approach suited to this identified level of affinity, it is possible to obtain an increased return.

cultivation and stewardship

Affinity scoring provides an additional dimension to management of the supporter's journey. Through thankQ's prospecting module you are able to manage the individual steps of the journey; profiling, relationships, cultivation, and stewardship using the affinity tracking as part of the process.

