

Benefits:

- Build a donor pyramid to manage your supporters journey to their ultimate gift
- Use moves management to assist with progressing supporters through the core stages; Identification, Information, Interest, Involvement and Investment.
- Identify and review movement up and down the donor pyramid; reduce attrition by focussing on downward movement
- Self maintaining donor pyramid & moves tracking requiring no operator intervention
- Future proof the business through the formal capture of business rules and workflow

Features:

- Fully automated Donor Pyramid Business Rules that define the moves characteristics
- Unlimited definition of multiple donor pyramids to suit individuals, corporates and special interest groups
- Flexible rules for defining the criteria attributable to each donor layer
- Analyse any aspect of a supporters financial contribution
- Analyse other information within thankQ; e.g. contact, relationship, profiles, addressing, volunteering, membership, grants, etc.
- Report movement between layers



donor pyramid; moves management

The donor pyramid provides for the unlimited definition of business rules to drive the automated donor rating of a contact.

The analysed characteristic is not limited within thankQ and may relate to financial, non-financial and behavioural information.

donor pyramid rules

The definition of business rules is not limited and can be based upon any item of information in the database.

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

movement tracking

See at a glance the spread of your contacts by their location in the donor pyramid. Formulate and execute a communications segmentation strategy based upon this using thankQ's Letter, Email, and SMS modules.

cultivation and stewardship

The donor pyramid or moves management 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.

