thankQ

major gifts

Features:

- Identifying Potential Major Gift donors
- Canvasser Teams to secure donations
- Histories of Communication
- Tracking of Gift progress
- Gift Matrix progress
- Feasibility analysis

prospect / donor identification

thankQ's major gifts module allows you to define relevant information relating to your major gifts campaign. Financial targets and key documents may be associated with the campaign. By adjusting your targets or the prospect to donor success rate, the gift matrix will assist you in identifying the required prospect pool.

thankQ also allows you to search and report information to identify those individuals or organisations that should be assigned as prospects or committee members for your campaign.

donor qualification

Having identified your prospect pool, the next stage is to qualify these prospects. The thankQ system allows you to gather information, in any format, that can help you to understand more about a potential supporter. Word files, e-mails, notes, news stories etc can all be easily added to the record of a given individual, helping you to rapidly assemble a detailed profile of the contact.

thankQ's relationship module facilitates a deeper understanding of any given person's relationships with other individuals, organisations and even documents – providing organisation-wide knowledge that is accessible to your relevant colleagues – information that will hopefully lead to securing a major donation.

donor cultivation

Your canvassing teams can be assembled and tracked with thankQ's functionality, allowing you to maintain control and stay up to date on the progress of your campaign.

Actions that need to be worked through can be tracked and scheduled in for future dates where necessary, meetings can be arranged and minutes of them logged, outcomes of requests and meetings can be seen and decisions made can be analysed, or information logged can be used as a basis upon which well-informed decisions can be made.

Allowing your staff to post new information onto a contact's record, at any point in time, you will be able to see the history of communication with that contact and any additional information discovered over the course of the engagement. This knowledge allows you to develop your prospecting strategy to ensure the success of your campaign at its conclusion.

stewardship

At the successful conclusion of your campaign, a detailed analysis can be performed to find areas for improvement and to identify the strengths that have enabled your organisation to raise the required amounts of resources.

The prospects and donors who are part of your major gifts campaign remain active within the thankQ system so that you are able to continue to manage them for long term development. Additional actions, notes and documentation may be added to these contacts in order to 'bring them forward' at a later date, or for a future campaign. The thankQ system allows you to record additional decisions relating to on-going effective stewardship of that supporter.

Detailed knowledge of the outcome of past campaigns and of the history associated with each supporter will provide you with a distinct advantage when the time comes to make another appeal.