

# Alford Analytics

With a 360-degree view of exactly how donors are engaging with your organization, Alford Analytics can uncover and identify any and all recent and historic trends and gaps in giving that may be relevant to fundraising strategy and implementation.

With two simple exports from your donor database, Alford Analytics will review multiple fiscal years of giving history and map out the donor journey – how donors are acquired, how long they stay, when they peak, how and when they increase to major giving and much more.

## Methodology



## Where Alford Analytics can help?

- Staffing Structure
- Development Audit
- Strategic Planning
- Goal Setting
- Performance Metrics
- Advocate for Resources
- Development Planning
- Prospect Identification
- Campaign Readiness & Planning

“Alford Group, through Alford Analytics, provided The Night Ministry with data and insights needed to enhance our philanthropic strategies. We now have a clearer understanding of our fundraising strengths and have developed specific strategies to optimize donor engagement. Alford Group presented the analytics report to our Board of Directors who are helping acquire new donors and steward long-term supporters.”

**Paul W. Hamann, President & CEO, The Night Ministry**