

# THE DONOR LISTENING PLATFORM

Many nonprofit leaders find themselves constantly wrestling with the same questions.

- Who will give if we ask?
- How can we ensure we're talking to the right people?
- Are we missing donors who have capacity and interest to give more?

## YOU'RE PROBABLY ANALYZING YOUR DONORS.

Here are two common ways.



**92%** of donors say that making a donation is the easiest way to support a cause. (Source)

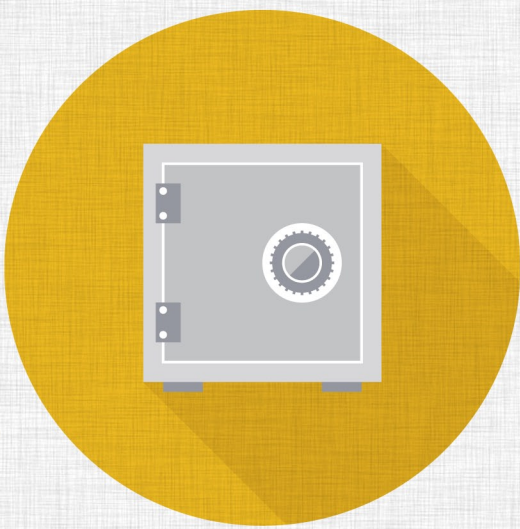
### GIVING DATA

RFM (recency, frequency, monetary value) data has been the most common way non-profits listen to donors.

**44%** of donors admit they have the capacity to give more. (Source)

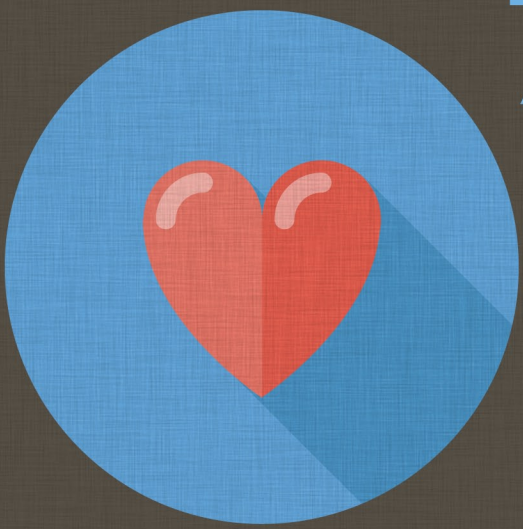
### MARKETPLACE DATA

Third-party data such as wealth overlays and in-depth demographic analysis have become increasingly valuable listening tools because they provide a way to identify donors who have the capacity to give more.



## BUT ARE YOU ACTIVELY LISTENING?

Why are nonprofits still missing out on the opportunity to upgrade donors?  
Here's the secret...



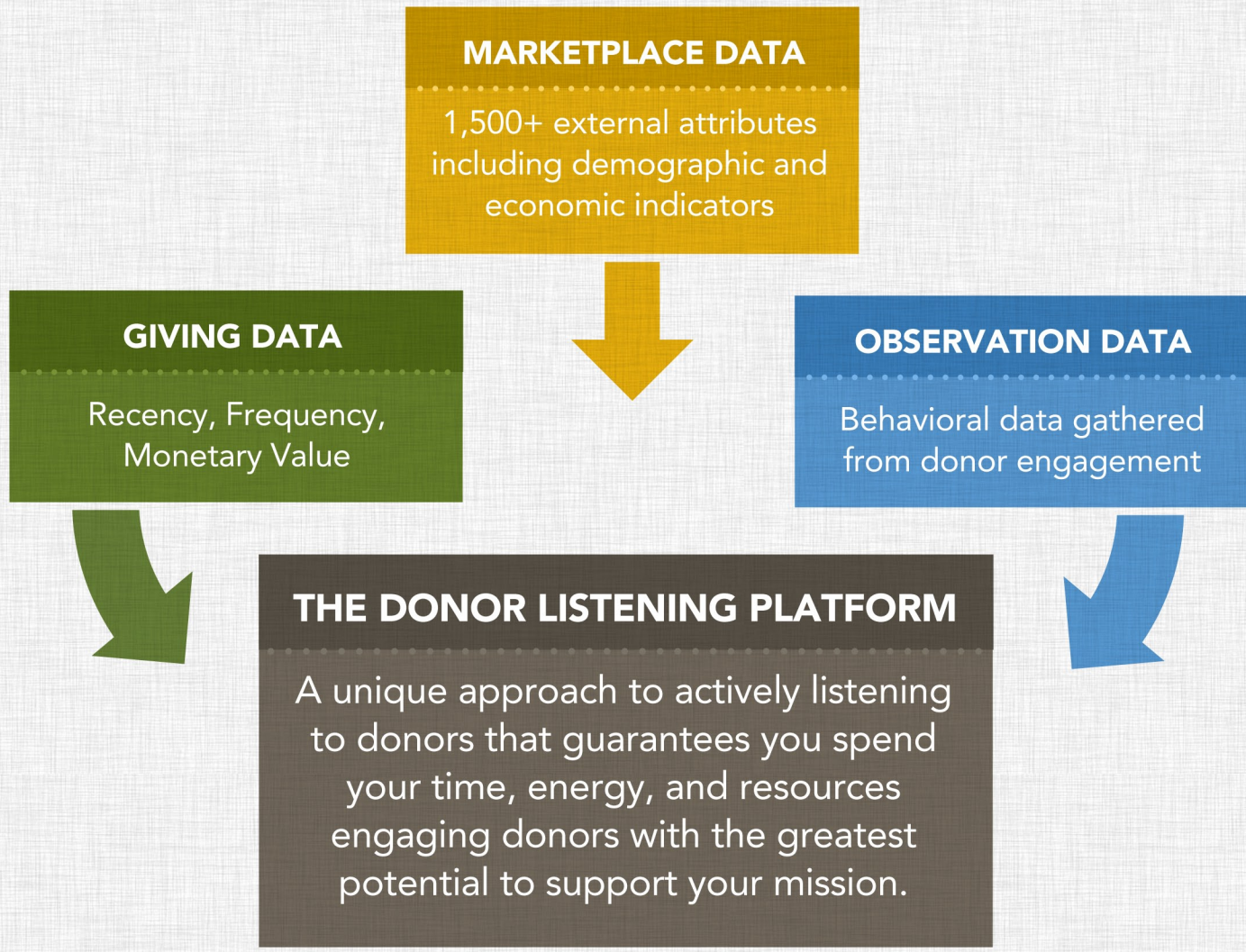
**74%** more is given by donors who are actively engaged and show interest in the organization's mission compared to casual donors. (Source)

### OBSERVATION DATA

Behavioral data expands beyond giving and marketplace analysis to uncover the affinity and interest of your donors. *Actively listening* to your donors by gathering observation data enables you to identify donors with both the highest capacity **and** highest interest to give.

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Here's a look at how Pursuant's Donor Listening Platform™ helps nonprofits actively listen to donors by combining all three sets of data to identify and prioritize your organization's most valuable donors.



How many donors in your file have the capacity and interest to give more to your organization?

**Actively listening is the only way to find out.**