Spend time cultivating relationships that produce the largest return.

With so much data available about potential donors, nonprofit organizations often find it hard to determine where their fundraising efforts should be spent. When you solicit donations by ‘casting a wide net,’ the message tends to be generic and can go unnoticed. When your focus is extremely targeted, you risk leaving out a large pool of potential donors.

By effectively scoring prospective donors on defined criteria, your organization can determine the affinity of your constituents and their likelihood to engage in specific ways. This empowers your staff to collectively focus on the right audience with the right message at the right time. Armed with a clear understanding of who to target, your fundraising efforts become more efficient and conversion rates increase.

“...a tool that we have found to be extremely beneficial. You can individually score constituents based upon any data component that you can store within your Raiser’s Edge database. The options are limitless and the output is actionable.”

JENNIFER ROBERT
Director of Strategic Adv. Info.
Washburn University Foundation

omaticsoftware.com/products/scoreomatic | info@omaticsoftware.com
Dynamically score based on any data you are currently tracking in Raiser’s Edge.

An individual’s ability and capacity to engage is dynamic. With each new gift, event, online purchase, or addition to a mailing list, a supporter’s likelihood to give can increase (or decrease). That’s why it’s important to base your constituent scoring model on the most current information available. But this, of course, requires that you have all your supporter data/interactions captured in Raiser’s Edge in a timely manner as qualifying events occur. In other words, the prioritization of where to place your limited development resources must be based on data that is fresh, clean, and complete.

Analyze your unique data to drive an effective internal fundraising strategy.

With ScoreOmatic, you can easily compile scores based on information that is important to your organization. Profiles can be configured from volunteerism, giving, potential to give (external wealth data), event attendance, membership, online activity, and more. Eliminate the need for expensive outsourcing by scoring in-house.

ScoreOmatic empowers you to:

- Analyze your score distributions and correlations with giving
- Assign points to criteria based on your organization’s needs
- Set up as many scoring profiles as you want/need
- Reprioritize and score as often as you like
- Analyze your score distributions and correlations with giving
- Save scores as an attribute, rating, or notepad in Raiser’s Edge
- Export and share scoring profiles across departments or organizations