



# Screening and Planned Giving: Using the Most Predictive Data for Prospecting



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# Predictive Modeling and Prospect Identification

- Using data to best predict a future outcome
- Will never be 100% accurate
- Predictions are important to make strategic decisions
- **Planned Giving:**
  - We don't always see it coming
  - Doesn't depend on Capacity
  - Two different things to consider: Inclination to be philanthropic and Affinity to the organization

# Study: The Markers of Philanthropy

- First Study – 2005



\$5 Billion  
in Giving



2 Million  
Individuals



400  
organizations

- Second Study - 2017



\$685  
Million in  
Giving



1 Million  
Individuals



400  
organizations

# What were the most predictive characteristics of future donors?

1. Giving to Other Organizations
2. Foundation / Grant-Giving involvement
3. Political Giving
4. Real Estate
5. Business Executive / SEC Insider

# But... Affinity is More Important

- How strong is your current relationship with the prospect?
  - RFM Analysis: Recency, Frequency and Total Giving
  - Engagement Scoring / Participation
  - Personal relationship / tie to the organization
- Loyalty is a key factor
  - Do they give every year without missing a year?
  - How long between first gift and last? (assuming avg one gift per year)
    - Prospect A: Gives 1 gift every year for 12 years
    - Prospect B: Gives 1 gift every year for 13 years ← 3 Times more likely to leave a planned gift

# Real Results from ASAE Analysis

DS Rating	RFM Total	Last Gift Date	Total Gift Amount	# of Gifts	Age	Largest Gift Amount	Last Gift Amount	First Gift Date	FND	Political Total	Largest Gift	Real Estate Total	Business Revenues	PGID
DS1-5	213	07/11/2017	\$650	20	60	\$50	\$50	09/17/2000	M	\$0	\$0	\$0	\$5,682,719	1
DS1-2	275	12/21/2017	\$16,045	21	65	\$2,735	\$2,735	01/06/2000	M	\$19,750	\$1,000	\$0	\$4,263,369	1
DS1-1	276	05/03/2018	\$12,100	15	62	\$2,500	\$1,200	06/28/2004	Y	\$9,300	\$15,000	\$797,428	\$0	1
DS1-2	218	06/30/2016	\$22,950	16	62	\$15,100	\$15,100	01/18/2000	Y	\$20,850	\$1,000	\$748,000	\$163,727,541	2
DS1-4	283	06/07/2018	\$12,775	16	63	\$2,200	\$1,600	04/27/1998	M	\$1,700	\$1,000	\$0	\$475,345,668	2
DS1-4	270	03/29/2018	\$5,510	12	62	\$2,500	\$2,500	11/03/2011	Y	\$0	\$1,000	\$479,142	\$0	3
DS1-4	196	07/13/2017	\$525	7	53	\$100	\$100	10/08/2010	Y	\$0	\$500	\$394,000	\$0	3
DS1-3	247	12/19/2017	\$2,600	8	54	\$1,000	\$1,000	10/15/2004	Y	\$0	\$500	\$1,412,709	\$0	3
DS1-5	270	07/10/2018	\$1,345	13	63	\$250	\$100	09/21/1993		\$4,285	\$150	\$454,571	\$0	3
DS1-3	243	12/26/2017	\$1,245	9	57	\$400	\$400	11/16/2011	Y	\$0	\$500	\$347,285	\$1,068,580	3
DS1-4	275	02/09/2018	\$13,625	16	45	\$3,200	\$3,200	01/24/2012	Y	\$3,000	\$3,000	\$0	\$0	3
DS1-3	84	06/26/2015	\$14	6	65	\$5	\$5	06/28/2011	Y	\$1,000	\$1,000	\$0	\$1,029,557	3
DS1-4	272	06/12/2018	\$2,670	12	42	\$1,000	\$1,000	04/01/2011	Y	\$2,100	\$250	\$0	\$0	3
DS1-4	252	12/20/2017	\$4,125	7	58	\$1,000	\$1,000	08/23/2012	M	\$1,500	\$250	\$775,999	\$0	3
DS1-4	255	05/14/2018	\$1,125	11	41	\$400	\$100	06/14/2012	M	\$500	\$250	\$0	\$0	3
DS1-4	262	07/13/2018	\$820	10	47	\$100	\$100	11/07/2011	Y	\$0	\$500	\$600,000	\$0	3

## Next Steps

- Scanning
- Planning
- Implementing
- Evaluating



- What characteristics are shared
  - Current Planned Gift Donors
  - Planned Giving Prospects



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- How do we recreate experiences
  - What resonated
  - What will we operationalize

- Current Programmatic Adjustments
- New programmatic elements



- How are we doing?
- What's the goal?



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# Time to Reflect

- “Ahas” during this session?
- Insights and tips from the field?
- What is one thing you will do to take a first—or next—step when you get back to work?
- How will you keep your practice going?



# Thank You

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