GGPA Meeting Minutes

September 22, 2015

Introduction of Guest Speaker – DeaRonda Harrison

SP Consulting (Division of The Scott Practice LLC), Debra Scott: Exceptional Fundraising using Analytics

* What is Analytics?
  + Data Housing-applying information to make decisions to create evidence-based decisions
  + Looking for patterns-can find undiscovered information to make decisions; knowledge discovery
* Why use analytics?
  + Efficiency-use outcomes to strategize on how to approach donors
* History of Predictive Analytics
  + Part of data mining
  + Predictive analytics follows more of a traditional statistical route
  + Data is the most important thing. The data your organization has is more important than outside data if collected in-depth.
* Machine learning-uses algorithms to make decisions; analyzes large sums of data that we cannot; the machine can be programmed to analyze attitudinal data
* Predictive Analytics-can predict which donors are likely to gift big and how much they will give. Relationship retention-identify reasons they stop giving and recognize patterns on giving; optimize time and resources; improve major gift campaigns
* Cost of Fundraising-Estimated total non-profit cost is 18-20%. For-profit is 10-12%; reported on form 990 is 4.6%. Want to lower non-profit cost closer to for-profit. That’s where analytics come in.
* Cluster, Classification, and Regression Analysis
  + Cluster: a method of grouping objects of similar kind into one cluster. The machine finds correlations in the data that may otherwise be unrecognizable using a mathematical algorithm.
  + Classification Tree: similar to a flow chart, yes/no will give major gift, variables may be behavioral, runs until it receives a prediction and can then score donors
  + Regression: similar to classification trees except the variable of interest is quantitative and the approach uses a linear combination of predictor variables for computing probability scores.
* Histogram-a way to visualize data and see how many people give at a certain level, what age they give at, etc. It’s a way to see data in different ways/patterns.
* Predictors-gender, offspring, marital status, life changing events, growth rate of wealth, social network, trust vs will as estate plan
* Q an A
  + Do non-profits already have the data or do they have to collect it? Both-they may have quantitative, but data mining can give behavioral
  + What software is there for analytics? Statistica, Tableu; export your data into an excel, import it into the software. The software is good for visualization

Introductions – DeaRonda Harrison

* Last month minutes approved – motion: Charles Alford; second: Amanda Day
* GPA National Conference: St. Louis, November 11-14, 2015
* Every Chapter Challenge: Our chapter is committed to donating $250. You can donate at [www.grantprofessionalsfoundation.org](http://www.grantprofessionalsfoundation.org)
* Job opportunities are posted on the GGPA website
* GGPA newsletter: If you are interested in doing the newsletter, please email [info@ggpa.org](mailto:info@ggpa.org)
* GPA National Conference 2016 – in Atlanta, October 2016
* GPC Exam: The scholarship application is now open on [www.grantprofessionalsfoundation.org](http://www.grantprofessionalsfoundation.org); this year the exam can be taken at the national conference
* GGPA will contribute a gift basket at the national conference