

Modeling Major Gift Likelihood

Translating Data Into Action

Abigail Komlenic, Swarthmore College



A little background...

Swarthmore College

- Outside of Philadelphia, PA
- Founded in 1864
- 1,620 students

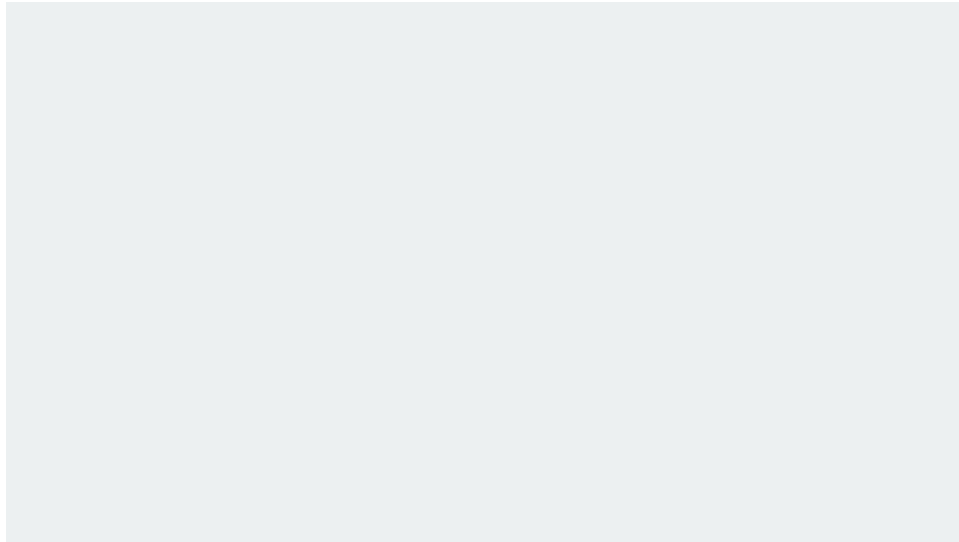


Me

- Joined Swarthmore in September 2017
- Prior: Annual giving at Franklin & Marshall College

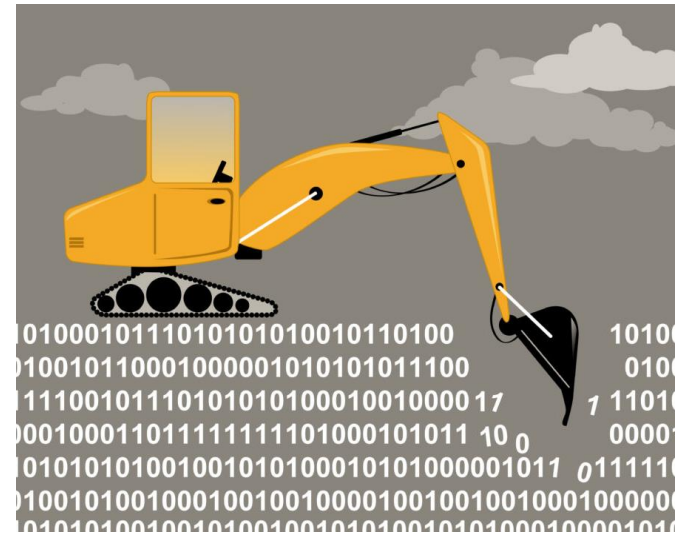


Process



Preliminary data work

- Understood data
- Cleaned/prepped data
- Explored/analyzed data
- Built/evaluated early models
- Worked with Rapid Insight!

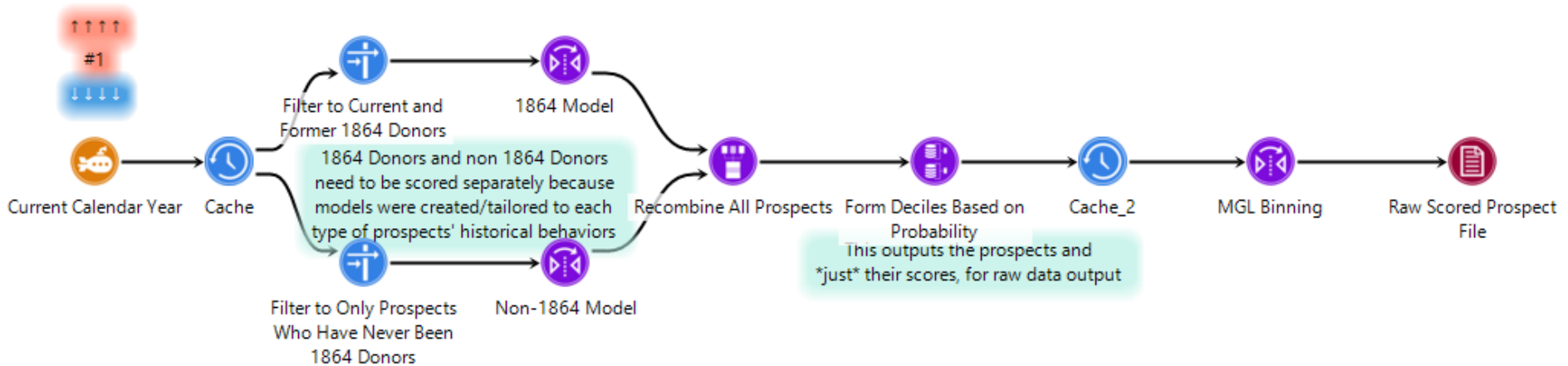


We evaluated...

- **Demographic** information
- **Giving** information
- **Volunteer** information
- All over the **past 10 years**



The heavy lifting...



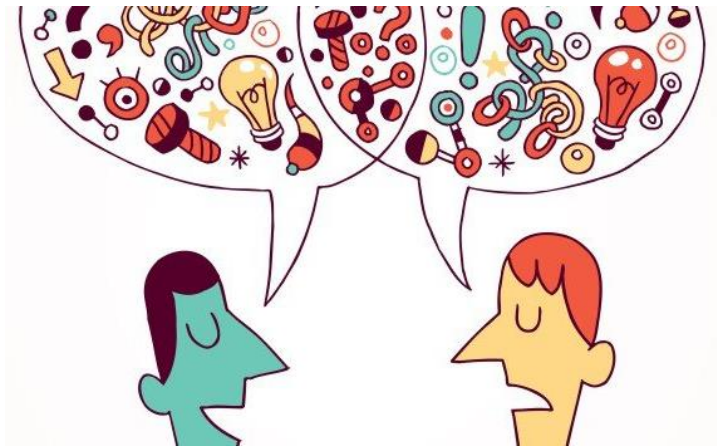
Output: Probabilities

- Most alumni are unlikely to make a major gift.
- Many people misinterpret probabilities.
- How can I make these small probabilities useful?

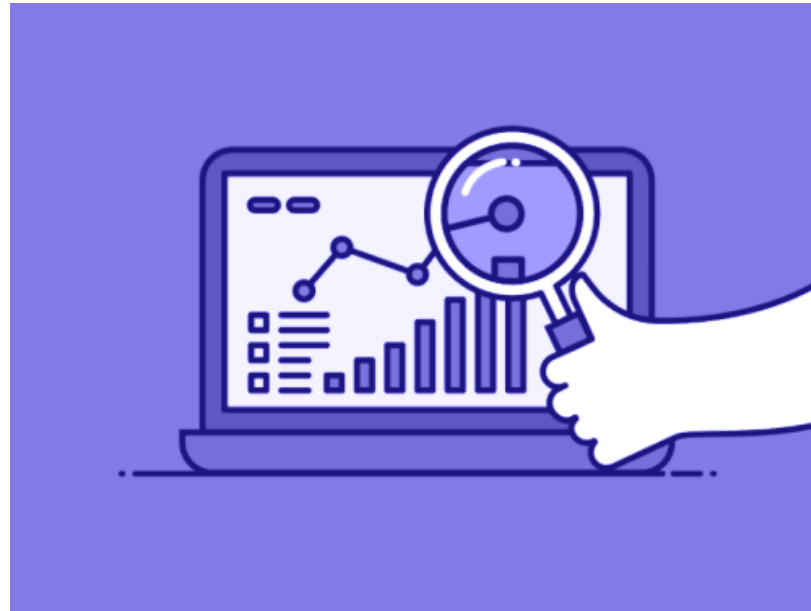


Data translation

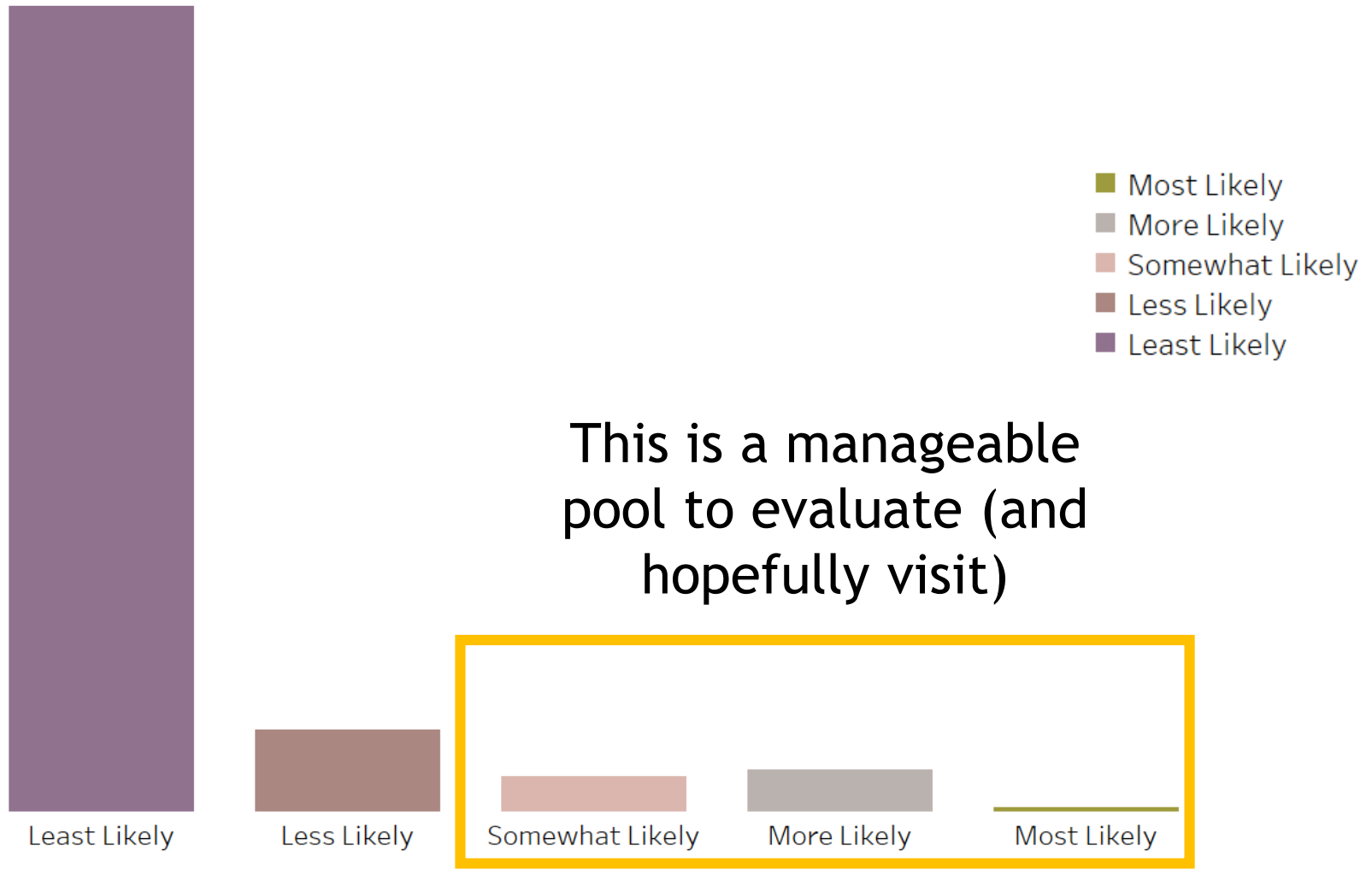
- We used descriptive scores (not %s)
- The major gift likelihood scores are:
 - Least Likely,
 - Less Likely,
 - Somewhat Likely,
 - More Likely, and
 - Most Likely.



Results

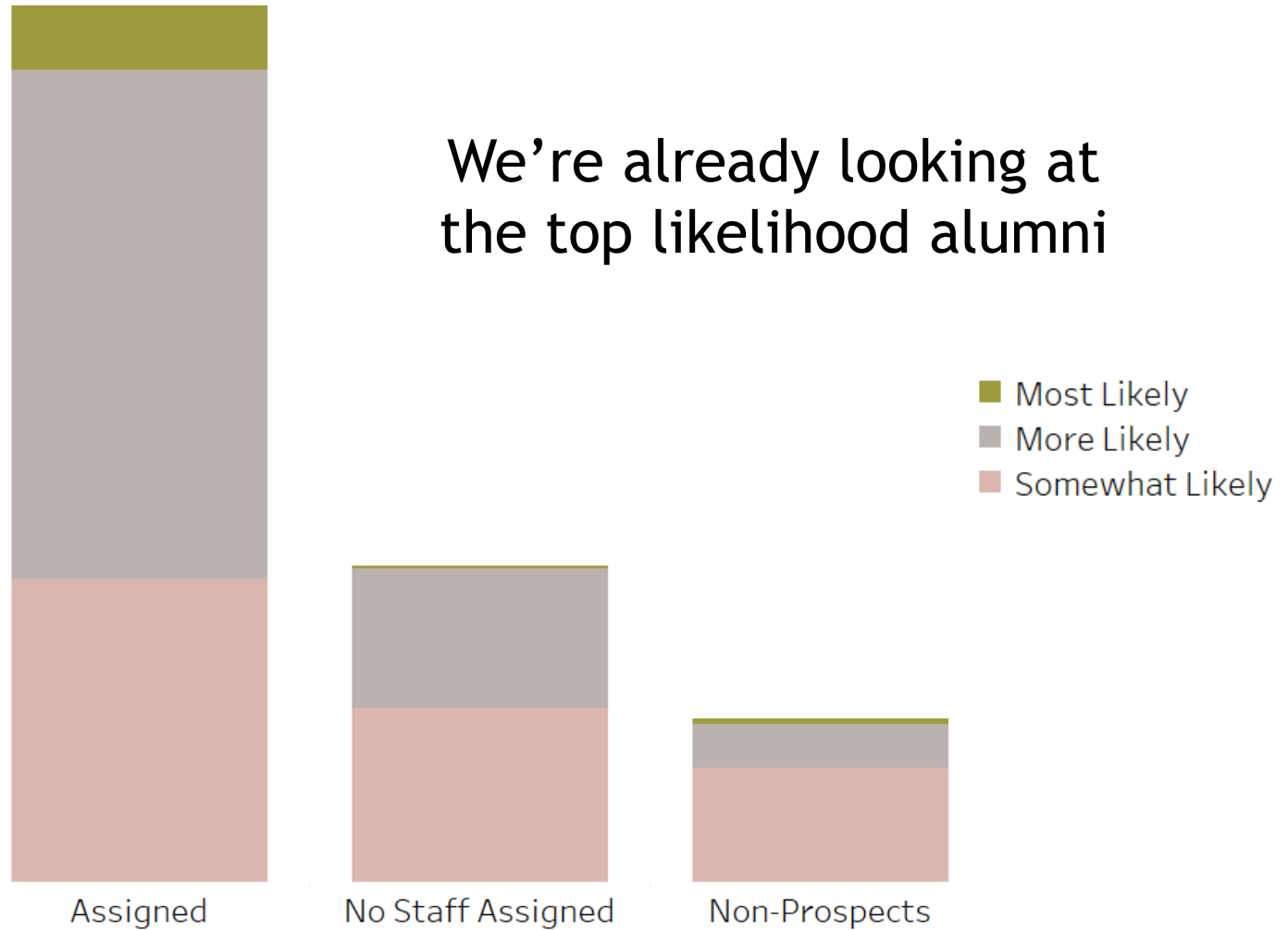


Fewer alums score at the top (as expected)

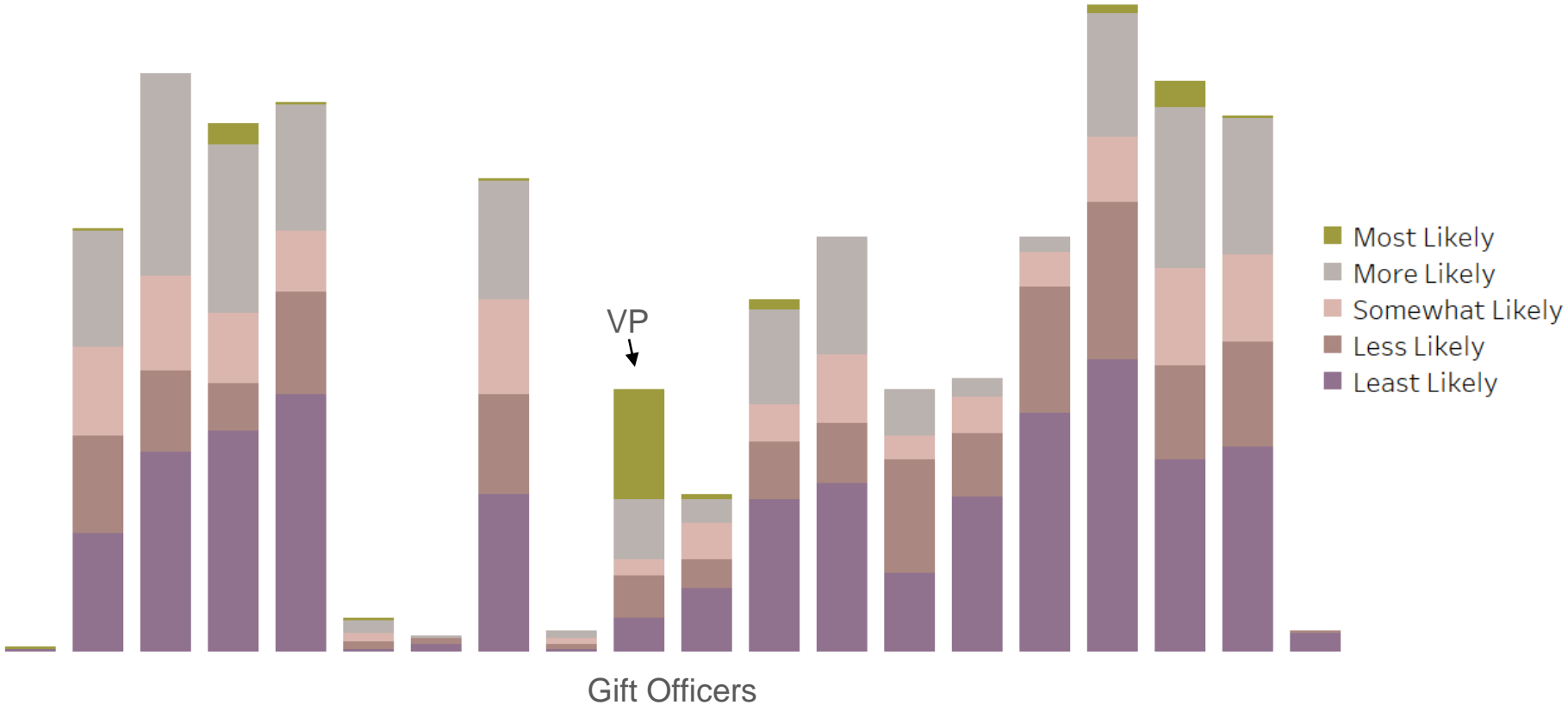


Good news...

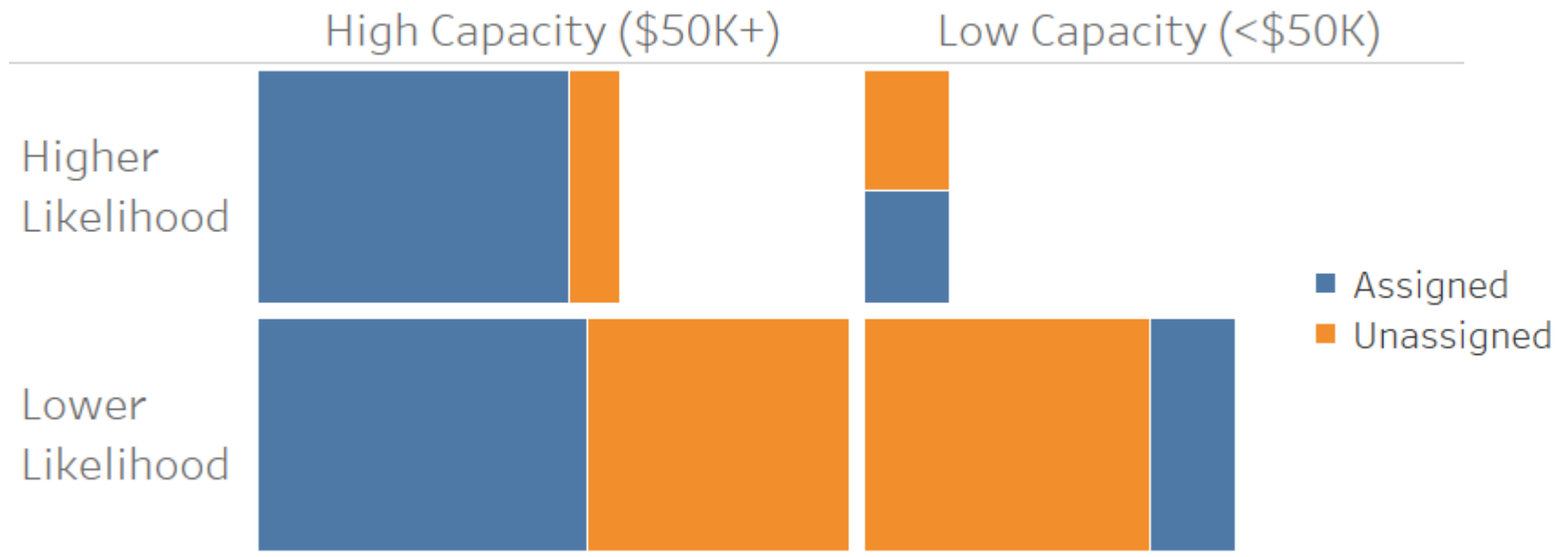
We're already looking at the top likelihood alumni



Gift officer portfolios are mixed



High capacity/likelihood alumni are assigned



(Another great piece of news)



We've only scratched the surface

- Portfolio reviews are using MGL as an evaluation tool
- Gift officers are prioritizing visits and event invitees by MGL
- Scores have been added to common reports for self-service data



Questions?

