

DonorFAM Database Segmentation



What is it?

A web application to make it easy for you to segment and track your donors (i.e. put them into groups) based on their donation behaviour!

The screenshot shows the application interface. On the left, there is a file upload section with a 'Browse...' button and a 'Submit' button. Below it, there are dropdown menus for selecting column names for donor ID information, gift values, and gift dates. On the right, there is an 'RFM Summary Table' with columns: Recency, Frequency, Monetary, # of Donors, Revenue Total, Avg Revenue per Donor, # of Gifts, Avg Gift Value per Donor, and Avg # Gifts per Donor. The table contains 10 rows of data. Below the table, there are buttons for 'Download a list of your DonorIDs with RFM codes' and 'Download RFM Summary Table'.

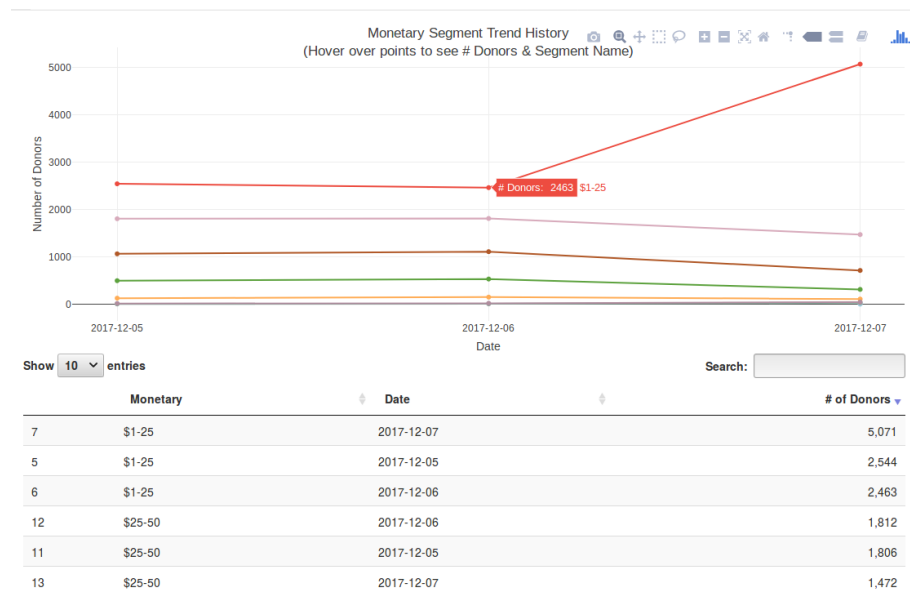
Why should I segment my donors?

1) It encourages you to talk to your donors in a way that shows them you care about their relationship with you.

2) It enables you to track how well your charity is performing at **growing** those donors segments you need to grow (such as renewed donors, reactivated donors, consecutive donors) and **shrinking** those donor segments you need to shrink (such as lapsed and inactive donors).

How do I use the app?

- 1) Use the app to upload a gift history file from your charity's database
- 2) Tell the app which column names represent key pieces of information
- 3) Press 'Submit', examine, and download your results!
- 4) For subscribers, examine trends in the 'Historical Trends' section.



For more info, contact Matthew Dubins @ matt.dubins@donorscience.ca