

DATARO

AI-donor predictions and fundraising analytics that helps fundraisers raise more for their cause

Campaigns that raise more and cost less

Dataro uses AI to predict how your donors are likely to behave, so you can maximise returns across all of your fundraising campaigns.



Appeals



Regular Giving



Mid-Level



Stewardship



Convert to RG



Ask Amounts



Channels

Predictive scores, ranks and ask amounts updated weekly in your CRM.

Dataro Rank:

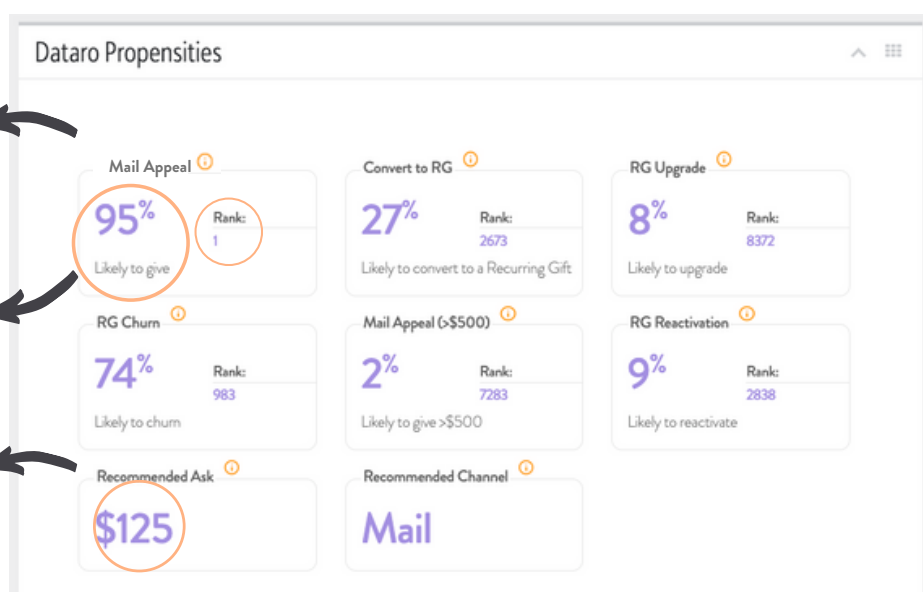
Rank 1 is the most likely to give your next Mail Appeal

Dataro Score:

Donor is 59% likely to give to your next Mail Appeal

Ask Amount:

Recommended gift size to get the best result from donor



So you can raise more money with targeted and personalised campaigns.

Constituent summary	Constituent ID	First name	Surname	Mail Appeal	Mail Appeal
Alyssa Gutierrez 6/27 Allison Chase NSW NSW 2961 Australia allisonchase@gmail.com 0787-9519	100223	Alyssa	Gutierrez	1 06/05/2021	0.9212 06/05/2021
Dallin F. Besio 15 Norhill Rd. Jackson, WI 53037	9525	Dallin	Besio	2 05/05/2021	0.9211 06/05/2021

Dataro Scores, Ranks and Ask Amounts are used to target the best donors for each campaign and increase giving

DATARO MODULES



Appeals

Goal: to increase gifts and reduce wasted mail in your appeals

Includes three AI-driven predictive models:

- **DM Appeal** - How likely is each donor to give any amount to your next Mail Appeal?
- **DM Appeal >\$500** - How likely is each donor to give >\$500 to your next Mail Appeal?
- **Cash 24M Lapsed** - How likely is a 24+ months lapsed cash donor to reactivate?



Regular Giving

Goal: to reduce regular giving churn and to increase upgrades and reactivations

Includes three AI-driven predictive models:

- **RG Churn** - How likely is a donor, with an active regular gift, to cease their commitment in the near future
- **RG Upgrade** - How likely is a donor, with an active RG, to increase their payment amount in the near future
- **RG Reactivations** - How likely is a donor, with a canceled regular gift, to resume RG payments in the near future



Mid-Level

Goal: to identify and convert more potential mid-level donors

Includes the following AI-driven predictive model:

- **Mid-Level Giving** - How likely is each donor to give between \$500 and \$5000 cumulatively in the next 12 months?



Stewardship

Goal: to identify supporters most likely to give a major gift or confirm a gift in will

Includes two AI-driven predictive models:

- **Major Giving** - How likely is a donor to give >\$5000 cumulatively in the next 12 months
- **Confirm Gift in Will** - How likely is a donor to confirm that they will leave your organisation a gift in their will.



Convert to RG

Goal: to grow regular giving by converting more single givers into regular givers

Includes the following AI-driven predictive model:

- **Convert to RG** - How likely is a donor, who has made any single gift ever, to convert to Regular Giving in the near future?



Ask Amounts

Goal: to ask the right amount for producing the best possible outcome from the donor

Is a feature with any Dataro Predict subscription (best used for mail appeal gift predictions):

- **Ask Amount** - What is the best single gift amount to ask from any individual donor



Channels

Goal: to improve your response rates by using the best channel for each donor

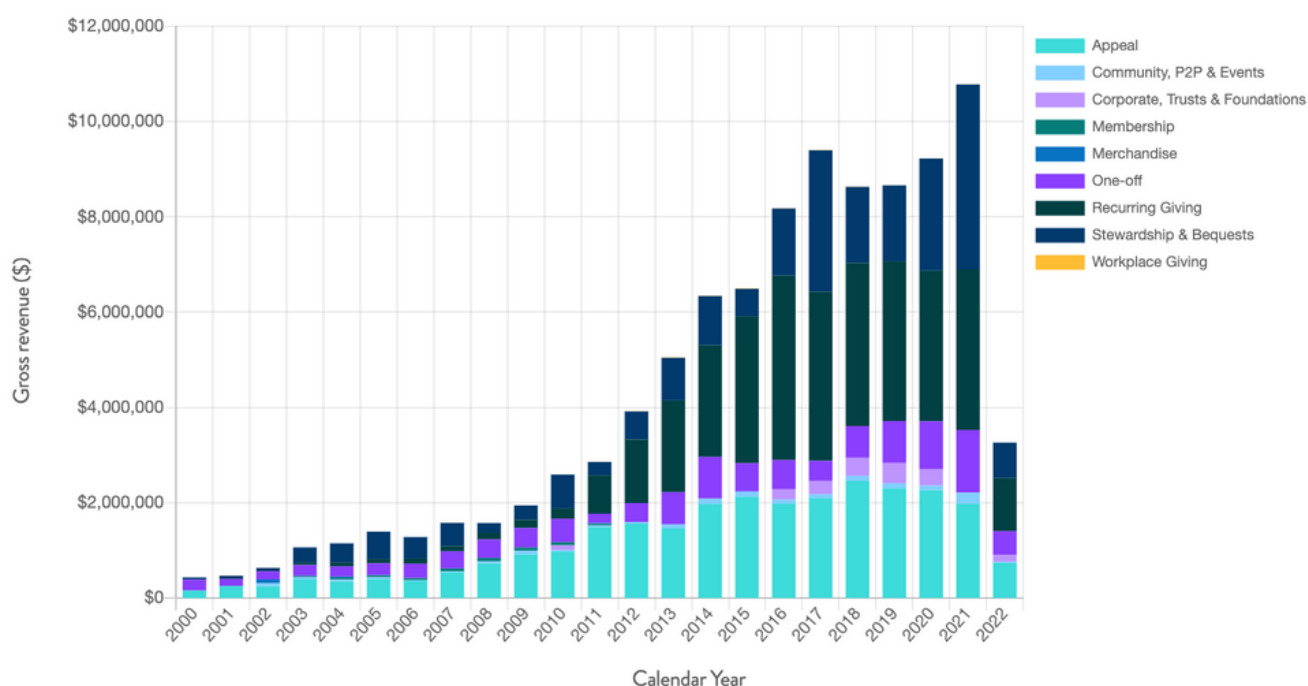
Is a feature with any Dataro Predict subscription (used for mail appeal gift predictions):

- **Channel Recommendation** - What is the best channel to solicit the donor and reduce fundraising costs

FUNDRAISING INTELLIGENCE

Fundraising Intelligence

Fundraisers need better business intelligence to maximise their impact. We call it Fundraising Intelligence. Combining powerful BI dashboards, visualisations and reports with live industry benchmarking, Fundraising Intelligence will help you discover insights in your fundraising data that you would otherwise miss.



Key insights

- ✓ No. of new donors this month/year
- ✓ No. of active RGs
- ✓ Second giving rates
- ✓ Lifetime value of existing donors
- ✓ Revenue by Channel this month/year
- ✓ Revenue by Program this month/year
- ✓ Mid-level giving over time
- ✓ What drives growth in your program
- ✓ Benchmark against our data pool
- ✓ And much more...

OUR USERS



OUR MISSION

Dataro believes state-of-the-art innovation should serve the greater good. We're harnessing technology typically used by the big end of town to help not-for-profits fundraise smarter, so they can do incredible things in the world.

Founded by a passionate team with PhD level expertise in machine learning, we're proud to create software that is used by enterprises big and small to fund world-changing causes.

CONTACT

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