



DX: The Donor Experience Dashboard©



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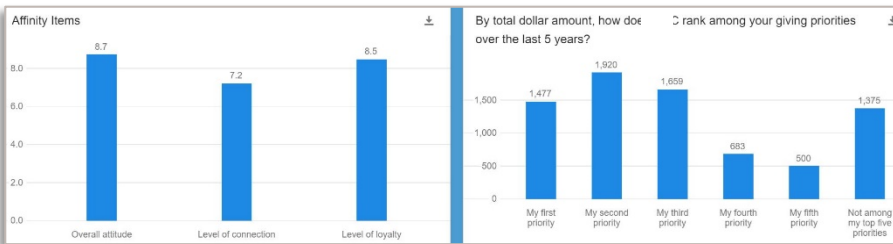
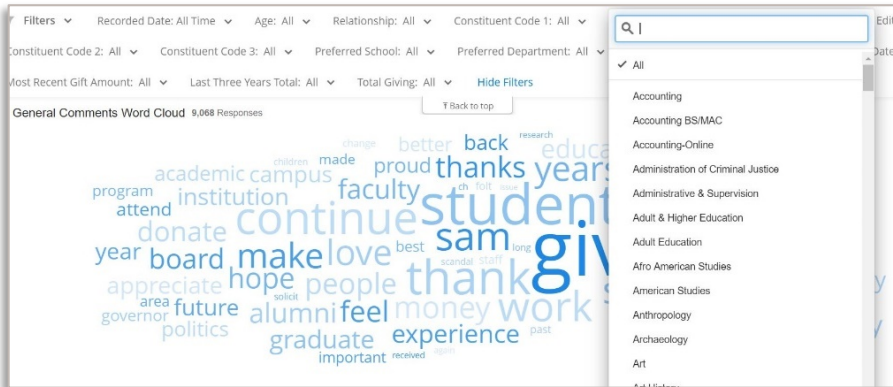
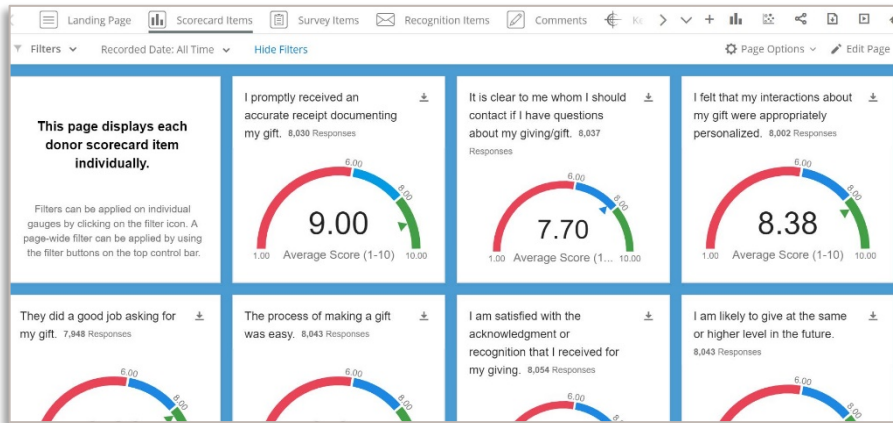
DX is GG+A SurveyLab's cutting edge tool to add valuable metrics to donor relations and stewardship programs in real-time.

By tracking 10 core metrics as well as up to 12 custom metrics, university advancement programs can evaluate the success of donor relations operations in real-time. Much like the customer surveys used by retail sites, hotels and airlines, DX automatically sends satisfaction surveys daily to donors who made gifts 30 days ago. Responses and analysis are loaded daily into the DX dashboard.

As more surveys are completed, the dashboard continually updates so you can see what works and what doesn't, all from the perspective of your donors. By simply asking donors what they think, DX is a powerful stewardship tool that benefits the donor and your organization.



DX Features: Metrics, Comment Analysis, and Filters



DX provides easily accessible reports showing results for each metric, which can be filtered by:

Age/class year

Unit

Appeal code

Time period

Assignment status

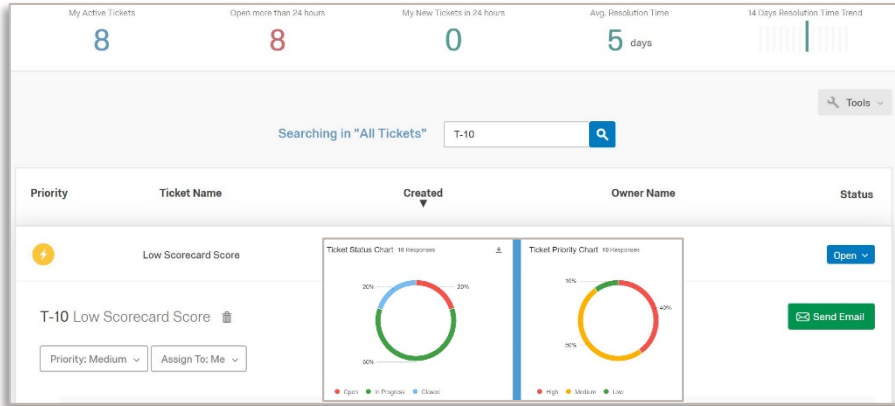
Gift level

Up to 5 additional custom factors

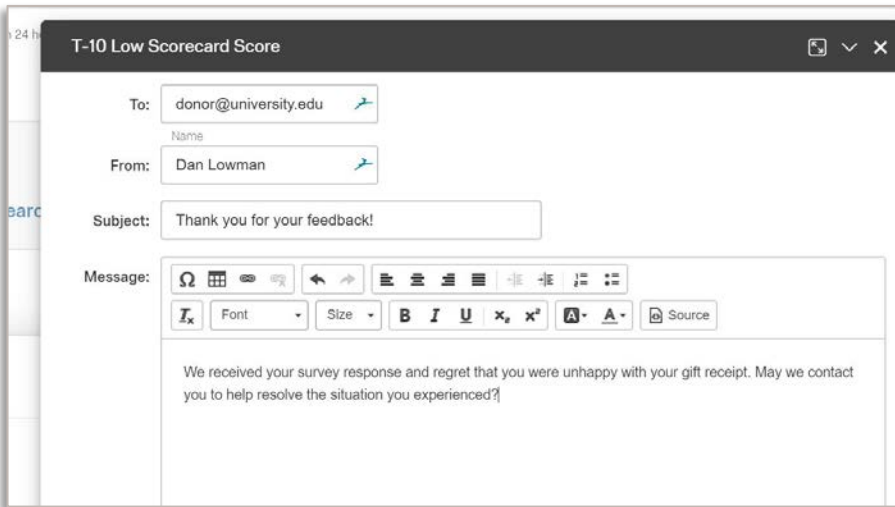
Comments can be analyzed through word clouds and keywords. Additional questions about how your university ranks among donors' philanthropic priorities and how they value recognition are included. You can choose to add up to five additional custom questions.



DX Features: Ticketing and Resolution Response



DX’s ticketing system tags responses where the donor gave a low score and organizes them based on rules that you determine. By flagging these responses, you can choose to follow-up directly with donors who may be unsatisfied—emails can be sent directly from the DX ticketing tab.

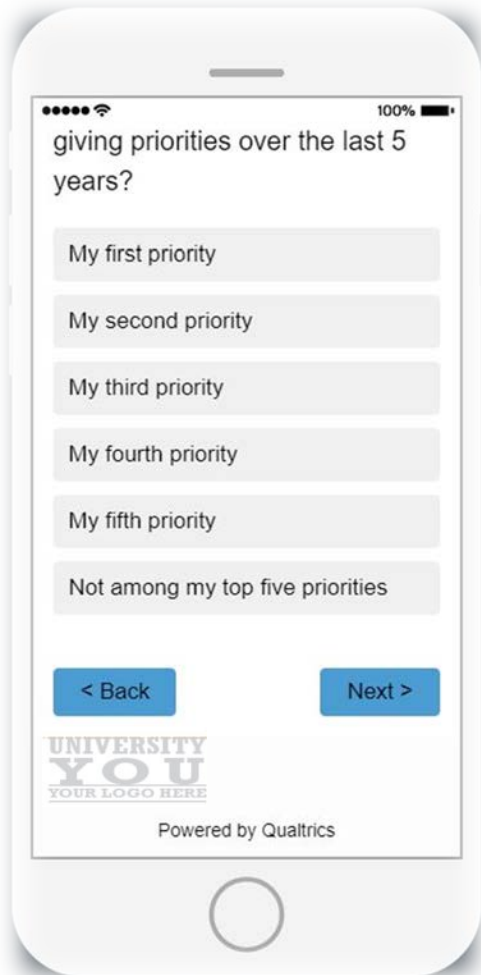


The ticketing system can also flag responses from large donors or managed prospects and send an automated email to whomever you choose, such as the assigned prospect manager.

By tracking open tickets and ticket resolution time, you can establish another key metric for donor relations and stewardship that goes well beyond metrics that exist today.



DX Features: Mobile Optimization, Email or Text Delivery

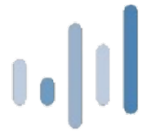


Please indicate the level of **accuracy** of the following statements about your **recent experience giving** to

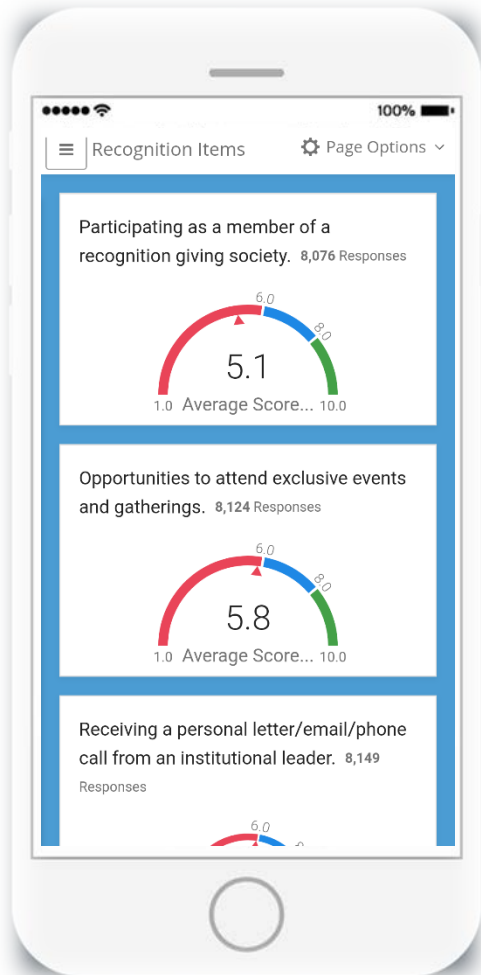
	Not accurate - 1	2	3	4	5	6	7	8	9	Very accurate - 10
I promptly received an accurate receipt documenting my gift.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
They did a good job of asking me for my gift.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It is clear to me whom I should contact if I have questions about my giving/gift.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I understand the impact of my giving.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am satisfied with communications I have received about my gift.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

The survey is optimized for mobile devices as well as all common browsers. Invitations are sent by email and, optionally, by SMS text. Surveys can be sent to anyone with an email or mobile number on file—even if the gift was sent by mail or other channels.

The survey takes about 2 minutes to complete.



DX Features: Mobile Optimization

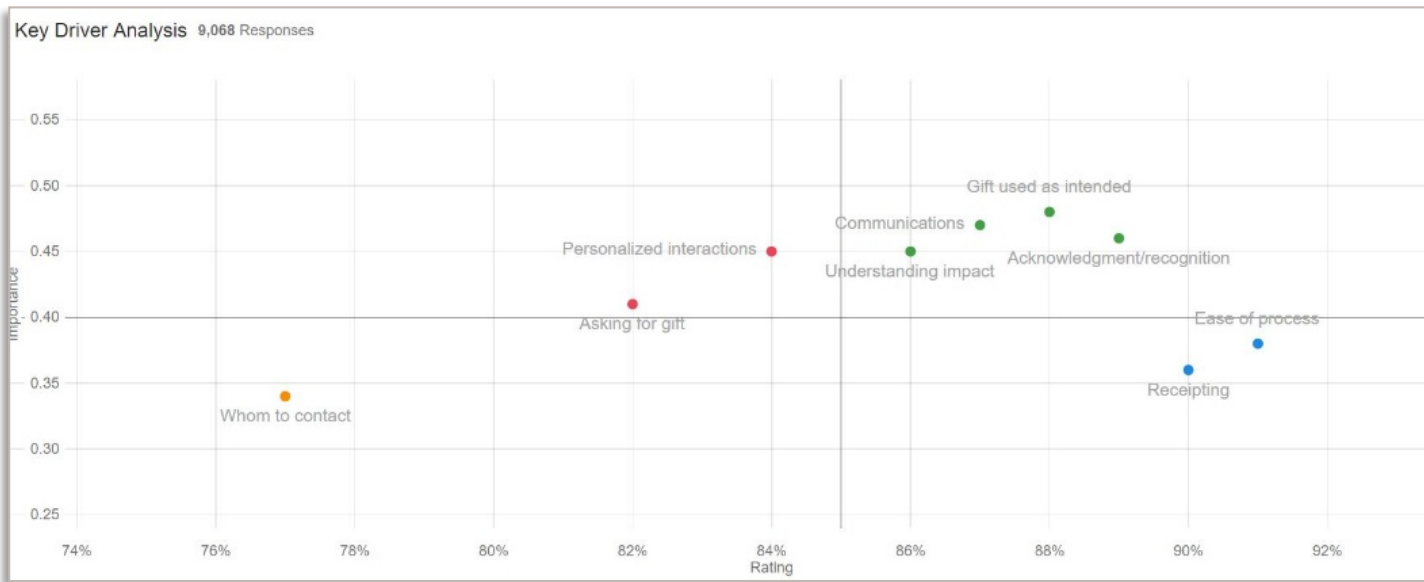


The results dashboard is optimized for mobile devices and all modern browsers. DX includes up to three unique dashboard views so that leadership, gift officers, and donor relations staff can see the results that are important to them.

SurveyLab will dedicate a support resource and implementation specialist to your account so you will always know whom to contact if you have questions.



DX Features: Key Driver Analysis, Trends Over Time, and Benchmarking



The built-in Key Driver Analysis measures how each factor affects the question “I am likely to give again at the same or higher level.” This highlights areas of strength as well as how to prioritize issues and challenges.

Metrics can be benchmarked against your scores across those of other users, creating an understanding of scores relative to other participants.

Stewardship and Donor Experience Scorecard

Metric	Giving Last Three Years			
	% Answering "High" all Respondents	\$10k+	\$1k - \$9.9k	<\$1k
Process of making gift was easy	● 87.2	● 84.8	● 86.7	● 87.6
Accurate and prompt receipting	● 78.5	● 78.3	● 74.4	● 79.8
Acknowledgement of recognition	● 77.6	● 74.5	● 73.8	● 79.3
Gift will be used as intended	● 72.3	● 72.3	● 75.6	● 71.2
Communications about gift	● 70.5	● 68.8	● 68.9	● 71.3
Did a good job asking me	● 66.4	● 57.4	● 63.9	● 68.3
Interactions about gift were personalized	● 64.1	● 70.2	● 61.2	● 64.3
Likely to give in future at same or higher level	● 62.5	● 55.2	● 65.0	● 62.7
Know whom to contact	● 58.8	● 56.5	● 58.0	● 59.3
Understand impact of giving	● 41.1	● 50.0	● 43.3	● 39.3
Average by gift level	● 69.9	● 66.7	● 67.1	● 68.3
80-100 = Excellent, 60-79 = Fair, < 60 = Needs Improvement.			Overall Score:	● 68



DX: Details

SurveyLab will work with you to establish a secure, nightly feed of donors, as well as to develop a survey that is branded for your institution. Setup can usually be completed within one week.

Survey questions beyond the 10 core metrics will be developed collaboratively—any question that is standard across participating universities can be benchmarked.

Once the feed is set up, surveying will begin. If desired, the survey can be sent retroactively to prior donors to populate the dashboard immediately.

In addition to the dashboard, results can be exported for further analysis or to import into your database—automatically through APIs for

all common donor management systems.

Pricing includes setup for up to 3 dashboard views and up to 50,000 invitations annually.

**Do you want to know what
your alumni are thinking?**

Ask them.

GG+A SURVEY LAB

Uncover your answers with
GG+A Survey Lab



The ~~End~~ Beginning

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