



DX: The Donor Experience Dashboard©



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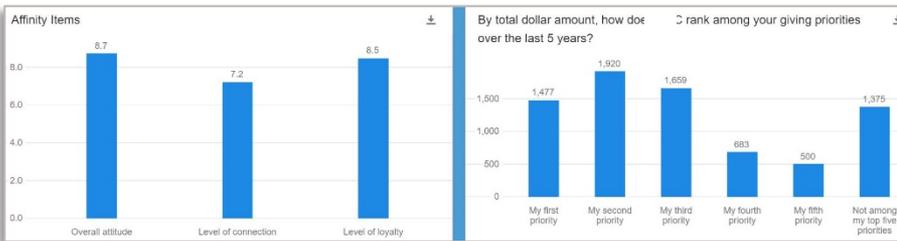
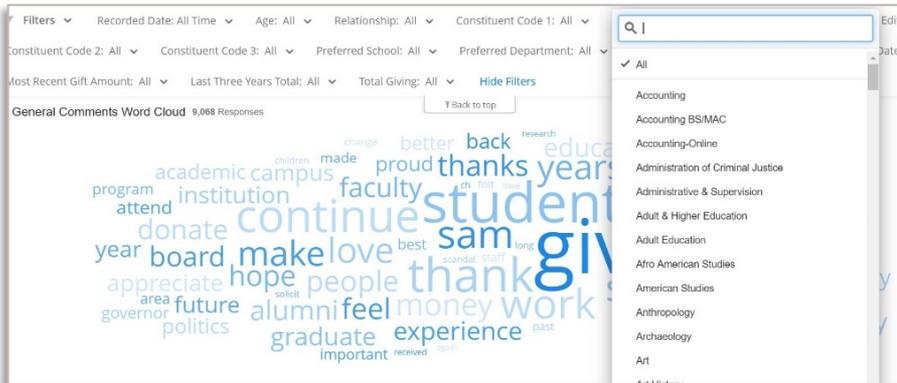
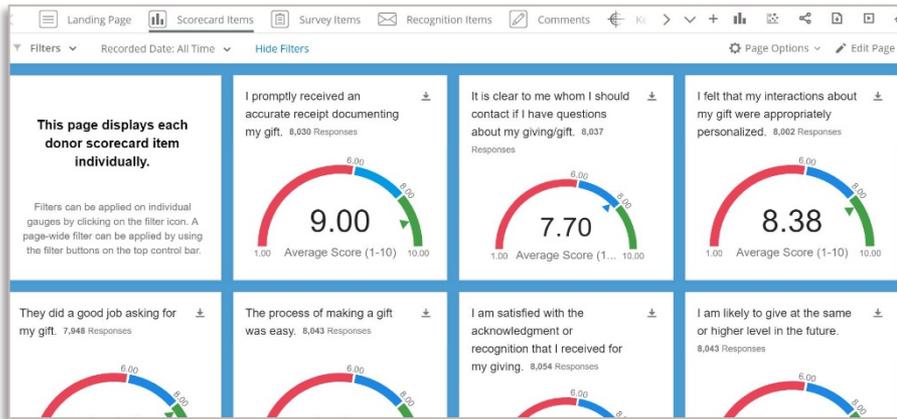
DX is GG+A SurveyLab's cutting edge tool to add valuable metrics to donor relations and stewardship programs.

By tracking 10 core metrics as well as up to 20 custom metrics, university advancement programs can evaluate the success of donor relations operations in real-time. Much like the customer surveys used by hotels and airlines, DX automatically send satisfaction surveys to donors who made gifts 30 days ago. Responses and analysis are loaded directly into the DX dashboard.

As more surveys are completed, the dashboard updates continuously so you can see what works and what doesn't, all from the perspective of your donors.



DX Features: Metrics, Comment Analysis, and Filters



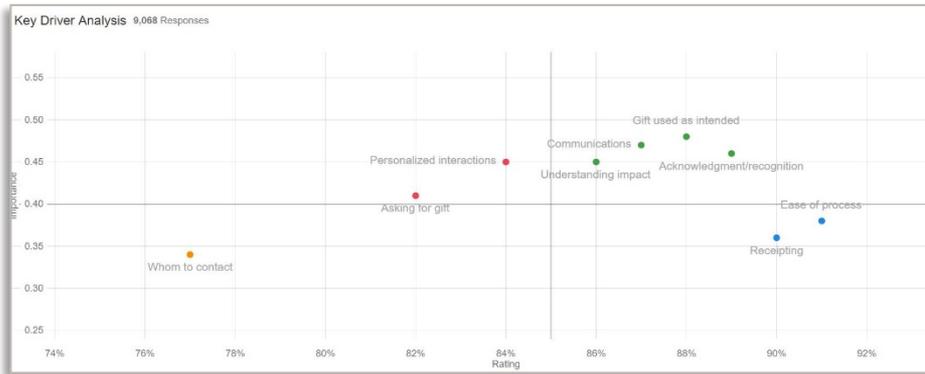
DX provides easily accessible reports showing results for each metric, which can be filtered by:

- Age/class year
- Unit
- Appeal code
- Time period
- Assignment status
- Gift level
- Other 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.

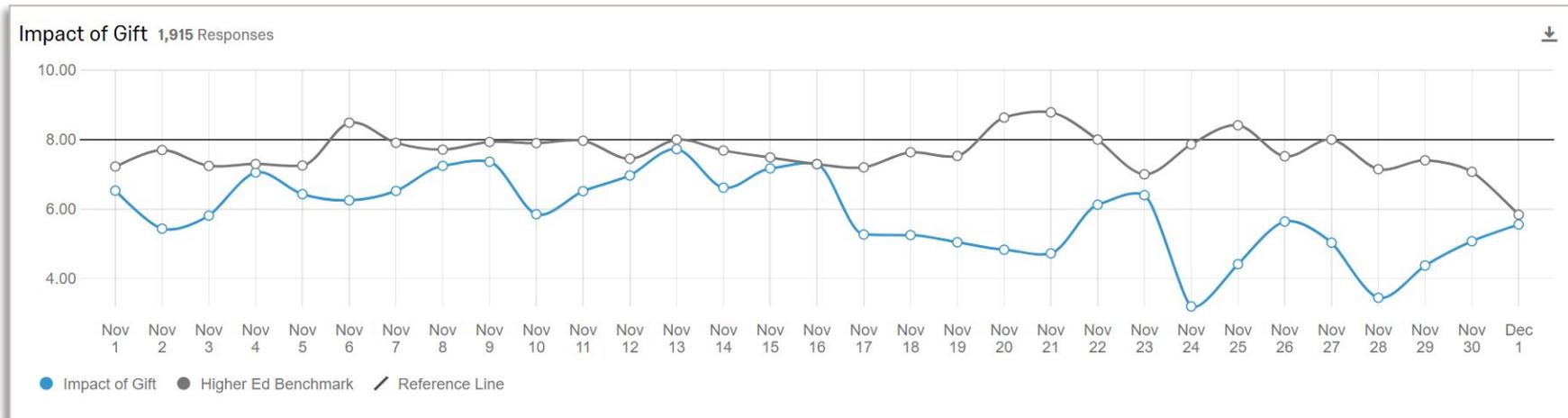


DX Features: Key Driver Analysis, Trends Over Time, and Benchmarking



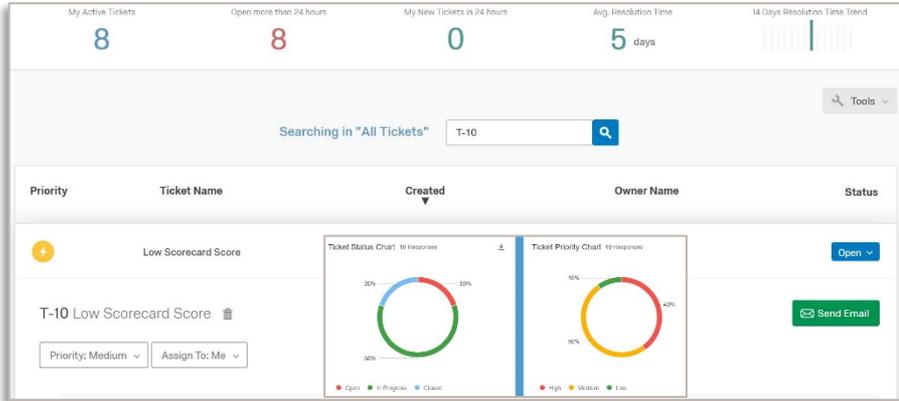
Key Driver Analysis shows how each factor affects the question “I am likely to give again at the same or higher level.” This highlights areas of strength as well as how to prioritize issues and challenges.

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

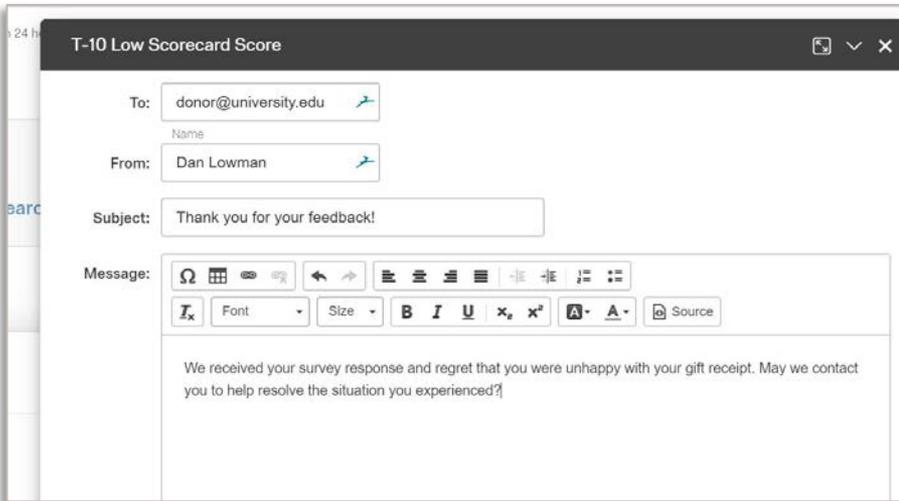




DX Features: Ticketing and Resolution Response

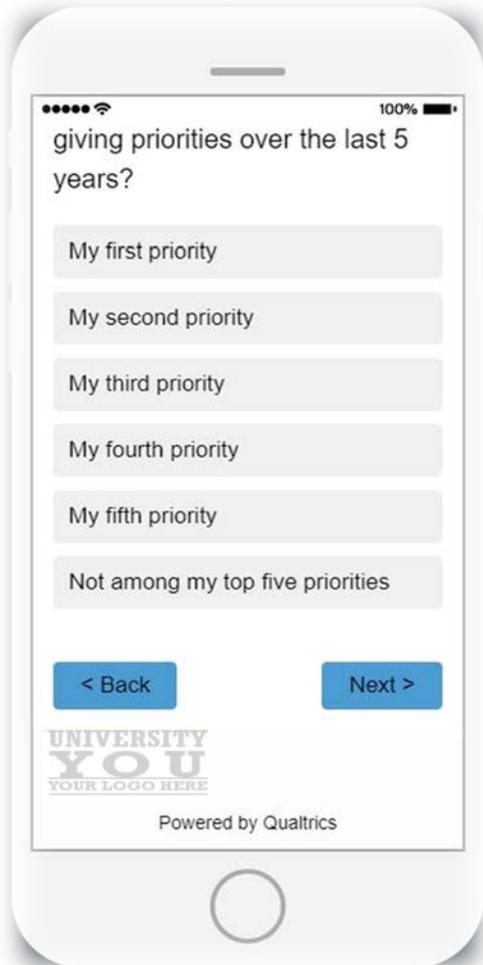


DX’s ticketing system tags responses where the donor gave a low score and organizes them based on rules that you determine. By flagging these responses, you can choose to follow-up directly with donors who may be unsatisfied—emails can be sent directly from the DX ticketing tab.



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 associated 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.



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"/>									
They did a good job of asking me for my gift.	<input type="radio"/>									
It is clear to me whom I should contact if I have questions about my giving/gift.	<input type="radio"/>									
I understand the impact of my giving.	<input type="radio"/>									
I am satisfied with communications I have received about my gift.	<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.

Stewardship and Donor Experience Scorecard

Metric	% Answering “High” all Respondents	Giving Last Three Years		
		\$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 as intended	● 72.3	● 72.3	● 75.6	● 71.2
Communications about gift	● 70.5	● 68.8	● 68.9	● 71.3
Did a god 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. Set up 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, surveys 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.

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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