

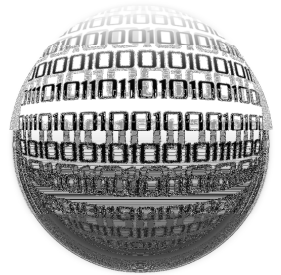


DATA DRIVEN UNIVERSITY ADVANCEMENT

In recent years, more and more higher education organizations have witnessed the power of data driven marketing in university advancement. Development, donor relations, and advancement professionals now regularly seek assistance from analysts and marketing experts to help identify their best prospects, improve donor loyalty, shape communication strategies, and more. Our data driven approach to the realization of these goals incorporates sophisticated statistical methodologies and seasoned direct marketing knowledge, permitting you to reduce uncertainties in the fundraising process, focus limited resources, and optimize the effectiveness of marketing efforts!

Putting Your Data to Work...

While many organizations today collect data, few successfully harness the power of the data they capture. The truth is that a database itself is quite limited in value...simply a vast collection of numbers and letters stored somewhere out in cyberspace. JumpStart works with you to ensure all data valuable to your organization is collected, correct, and comprehensive. This of course includes your internal prospect and donor records, but may also encompass demographic, sociographic, and/or philanthropic data from external sources. Our goal is to help you transform your database into a leveragable asset...one which makes actionable information readily accessible, reveals hidden truths about your donor population, and facilitates highly advanced analytics.



Spotting Your Best Prospects...

Let's face it...Most advancement professionals aren't given the luxury of an unlimited budget. The era of targeting every prospect during every effort is long gone, and the pressure to produce higher conversion rates with reduced costs continues to mount. Through the use of advanced analytics and predictive modeling, JumpStart is able to enhance your prospect pool by effectively utilizing external lists, locating leading targets for capital campaign contributions, and estimating each prospect's likelihood to give. As a result, costly appeals to nonresponsive population segments are suppressed, leaving your efforts directed toward those most likely to support your organization, and specifically architected to elicit the maximum donation.

Keeping Your Donors Engaged...

When alumni, family of current students, or state and local businesses contribute a portion of their income to your organization, they are demonstrating their commitment toward your continued success. A sound understanding of these donors is vital to cultivating the types of personal relationships which will result in long-term reliable support. JumpStart can develop sound metrics to characterize the strength of your relationship with each donor and accurately forecast each donor's lifetime gift, thereby promoting the development of a targeted plan to reduce costs while maximizing support. We enable you to boost donor giving and retention by determining the most advantageous type of donation arrangement, optimizing the timing and method of appeals, and modifying suggested contribution amounts based on the donor's capacity to give. Moreover, we help you to detect potential major donors, identify amenable planned giving prospects, and bolster participation by isolating those lapsed donors most likely to reengage.



Experiencing the JumpStart Advantage...

The Direct Marketing industry now routinely utilizes scientific analysis and predictive modeling to enhance the profitability of acquisition and retention efforts. We at JumpStart contributed to that rise in data driven target marketing, and are uniquely poised to assist higher education organizations such as yours reap similar benefits!

Customized Solutions – With JumpStart, there are no products to use blindly while hoping for the best! An experienced direct marketer and statistician will work directly with you to understand your needs, and suggest products and services specifically tailored to address them. We strive to formulate solutions which are simple, manageable, and complete.

Collaborative Efforts – We believe your organization benefits most when a *joint* partnership exists. Our expertise in direct marketing and statistical analysis, coupled with your expertise in advancement, provides a strong foundation for a productive partnership!

Personal Service – With JumpStart, you have a dedicated team to promptly address all concerns and personally provide ongoing support! You already know that a close personal relationship with your donors is crucial to the success of your efforts. Why not demand the same from your business partners?

