

Agenda



- **Introductions**
- **Challenge:** How do I get started with Donor Engagement Scoring?
- **How StratusLIVE Approaches This Challenge**
- **StratusLIVE 365 Donor Engagement Scoring Demo**
- **Q&A**



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Speakers



Debbie Snyder

Group VP, Sales & Marketing



Brett Meyer

*Director of Product
Management & Services*



Kelly Perry

Digital Marketing Manager

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How do I get started with Donor Engagement Scoring?

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Benefits of Engagement Scoring for the donor



- 1** Personal and relevant communications
- 2** Customized engagement opportunities
- 3** Better understanding of your mission & vision

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Benefits of Engagement Scoring for the fundraiser



1 Increased efficiencies in donor portfolio management

2 Improved donor segmentation

3 Better decision making on fundraising strategies

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Common Question



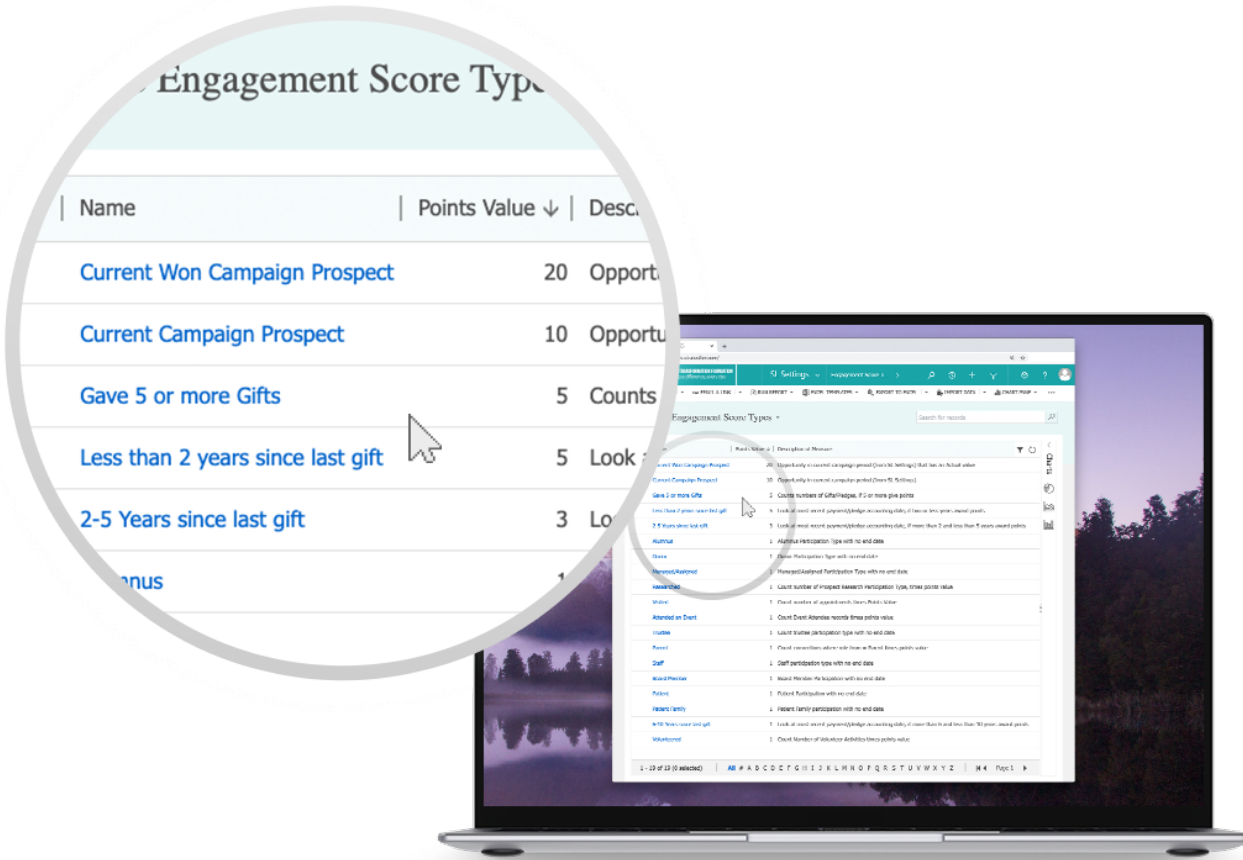
I want to start using Donor Engagement Scoring to guide my fundraising initiatives but don't know where to begin. What should I measure and how do I get started?



How StratusLIVE
approaches this
challenge

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Donor Engagement Scoring



- StratusLIVE provides 18 out of the box type of engagements that automatically get tallied when your constituent behaves in a certain way
- Activities that are most meaningful to your organization get a higher point value
- Engagement scores change with donor involvement

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StratusLIVE 365 Donor Engagement Scoring Demo

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