

# Compass Analytics™ for Fundraisers

Business Intelligence Solution for Nonprofits



**Building Relationships.  
Delivering Performance.**

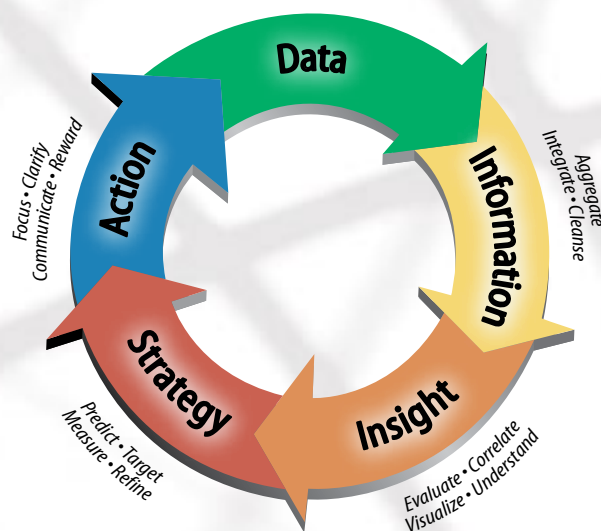


## Transform Data Into Improved Fundraising Results

Successful fundraising efforts rely on insightful intelligence about market segments, donation patterns, giving tendencies, demographics, location, lifestyle trends, and communications preferences. Although most organizations are drowning in data, they often lack clear, concise information about their markets and donor base. As a result, many marketing and fundraising efforts are hit-and-miss at best.

Understanding your donors and members and delivering the right message to the right people at the right time are at the heart of successful fundraising. Most marketing automation and donor management solutions provide a good structure for building campaigns, managing donations, and managing transactions, but they don't offer the powerful data analysis tools that allow you to spot patterns, understand donor behavior, and predict future trends to increase donations.

Built using Microsoft® technologies and development tools, *Compass Analytics™ for Fundraisers* is a suite of pre-built data warehousing, analysis, and reporting tools for business intelligence, specifically designed to meet the needs of fundraising organizations. Compass Technology is a Microsoft Gold Certified Partner for Business Intelligence Solutions.



Source: Larry Goldman, Amberleaf  
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**Business Intelligence Solutions  
Information Worker Solutions**

## Take Your Fundraising to the Next Level

*Compass Analytics™ for Fundraisers* is a complete business intelligence solution for fundraisers that provides a data warehouse and powerful data mining and reporting tools to help knowledge workers, managers, and executives transform data into actionable intelligence:

- Analyze and understand donor behavior, preferences, and trends.
- Provide powerful analysis and reporting on day-to-day transactional data.
- Analyze past performance to forecast, model future expectations, and develop marketing strategies and campaigns.
- Develop standard reports and ad hoc querying capabilities.
- Provide a common knowledge base for planning.
- Present a consistent view of data across the organization.

### Solution Components

The *Compass Analytics* toolset for fundraisers consists of several key components and reporting tools that are pre-installed and easily used with minimal training:

**Data Warehouse**—Central database that integrates disparate sources of transaction data.

**Reporting Tools**—Developer and end-user applications that produce standard and ad hoc reports from the data warehouse that can be printed, distributed electronically, or referenced on demand.



**Executive Dashboard**—Displays dashboards through an easy-to-access Report Portal. Dashboards are tailored to the needs of key management roles and present

concise graphical or text summaries from the wealth of data available, providing drill-down to “slice and dice” any of the underlying detail.

**Ad Hoc Query Tools**—Answer those unanticipated questions and short-term analysis.

**Data Mining and Forecasting Tools**—Enables knowledge workers to discover patterns and trends and make predictions based upon them.

**Metadata Repository**—Stores “data about the data,” where knowledge workers, managers, and executives can

find definitions to terms, report labels, values, and business rules.

**Data Transformation Tools**—Extract, transform and load data from different sources including transaction systems, CRM applications, and DBMS packages into a central data warehouse, capturing metadata along the way.

**Scorecards**—Understand key measurements of the inputs, outputs, numerical results, and quality of service to evaluate the overall performance of the organization.



### Implementation & Support from the Experts

The *Compass Analytics* toolset for fundraisers comes with the full support of highly skilled consultants and business analysts that know your business. The Compass Business Intelligence Team will help your organization plan and build your data warehouse and install and support your *Compass Analytics* solution.

Implementing a data warehouse and business intelligence solution can result in dramatic improvements in revenue and business performance through increased donations, donor loyalty, and improved planning and decision making.

### Built on Microsoft® Technologies

*Compass Analytics for Fundraisers* is built using the latest Microsoft® Web-based technologies, database, and development tools.

The result is a scalable data warehouse and business intelligence solution that integrates with existing applications and databases and provides a familiar, easy-to-use interface. In addition, the *Compass Analytics* business intelligence toolset takes advantage of extensive integration with Microsoft Office for even greater improvements in productivity.

### About Compass Technology

Compass knows nonprofits. We have over 20 years of experience serving organizations dedicated to serving others. Compass products are based on Microsoft technology and designed specifically for nonprofits to help manage and build donor relationships, optimize fundraising results, and streamline operations.

For more information, contact us at 888.239.8515, x550, or visit us on the Web at [www.compass.net](http://www.compass.net).