



**Wealth Management**  
Dominion Securities

# Specialized Advanced Analytics

Harnessing your data to grow your organization

At RBC, we make sense of the analytics for you.

Data analysis technology continues to advance and redefine the boundaries of donor base development, but many non-profit organizations don't have the resources or capabilities to harness its potential. With the right team of specialists, business intelligence, artificial intelligence and advanced analytics can uncover growth opportunities faster and more extensively than ever before.

At RBC, we make sense of the analytics for you. Our Specialized Advanced Analytics team is dedicated to non-profit organizations looking to strengthen donor bases, identify donor opportunities and increase fundraising or support. Our analytics experts have extensive experience gathering and analyzing the right data, and providing actionable feedback on what steps to take to achieve your growth goals.



# How we make the most of your data

Working with you every step of the way

To put our analytics to work for you, contact your advisor today.

## Step 1: Consultation & discovery

We take the time to understand your organization, inside and out. We learn your key challenges, local product and marketing issues and other pain points that are important to you. If you currently manage your own database, we discuss the scale and state of your current data and how you use it today.

## Step 2: Research & analysis

Next, we do our homework. We organize, optimize and add to your data from our own research, preparing it all for analysis. We leverage advanced analytics and artificial intelligence capabilities at RBC Dominion Securities to uncover meaningful insights. This process pinpoints new opportunities not already contained within your data. As an example, by assessing the profiles of your existing donors (including factors like income, liquid assets and net worth), we can compare their potential to donate with what they choose to donate. These results have helped our clients focus their campaigning where it counts.

Donor type	Average total giving
High potential to donate	382.43
Low potential to donate	197.22
<b>Total average donation</b>	<b>334.45</b>

## Step 3: Review of findings

At this point, we meet with you again to present and discuss a visual report of our findings. We return your data to you with enhanced knowledge and extra insights, and work to ensure that you understand our findings as well as we do. This step also provides an opportunity to highlight anything we may have missed, so we can refocus our analysis on new areas as necessary.

## Step 4: Presentation & recommendation

Many of our clients appreciate help presenting our findings to their own colleagues. Whether you need to communicate our research to staff or senior management, we're happy to lend a hand. We also help recommend the next steps to put your development into action. Whether it's a targeted marketing campaign, a new product offering or relationship building with your newly learned prospects, we're experienced in making the most of donor data insights and can provide the guidance you may need.

Our process is never static. Instead, we can revisit at any stage and reanalyze as we think of new ideas or perspectives.

**To learn more or to schedule a consultation with our team, please contact your advisor today.**