



Helping you deliver  
on your **alumni**  
**engagement and**  
**philanthropic goals**



# Helping you deliver on your alumni engagement and philanthropic goals

## Predictive alumni influencer engagement modelling index

Reduced funding and under-resourcing create obstacles for advancement. In such circumstances, alumni fundraising and engagement comes as a beacon of hope — but maintaining contact and nurturing relationships with your alumni over time is a complex challenge.

DCA's Predictive Influencer Modelling Index is designed to make your advancement team more effective. The best fundraising campaign in the world can still fall flat if it is not supported by comprehensive data. With the Influencer Predictive Modelling Index, you can segment your database to accurately target your alumni demographics and closely tailor your content to their interests and values to lift your engagement.

A well-developed alumni engagement strategy, supported by a comprehensive database, helps you nurture those relationships. It assists with answering the questions:

- At what stage are past students in their career lifecycle? Are they seasoned professionals or relatively new in their field of work?
- In what industry and field of expertise do they specialise?
- What company do they work for?
- Do they work overseas?
- How well connected are they, and how wide is their circle of influence?

Adding alumni intelligence to answer these questions facilitates a more targeted personalised approach. This gives you the building blocks for personas that can be used to improve ROI on alumni programs like:

- Events
- Volunteering
- Mentorship
- Fundraising and
- Other opportunities to contribute to the university community

Your personas can comprise different categories from "early ambassadors" to "high net worth, seasoned and well-connected alumni".

When you understand the people behind your alumni data, it helps you unlock new opportunities, which is of paramount importance to any advancement team. DCA's automated insights engine supports a scope and breadth of analytics that allows you to develop more granular segmentation, map personas and develop content that will really resonate with your alumni audience.



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## STREAMLINE YOUR PROCESS

DCA provide a suite of services aimed at ensuring that your fundraising efforts are smooth, streamlined and compliant while safeguarding the return on investment from your outreach campaign. We take your alumni data and combine it with our industry-leading enhancement services to ensure that you have the most complete possible information about each alumnus in your database.

Our services can enhance your data with information across a range of categories, from multi-channel contact information to employment history, inclusion in specific interest groups. Then there's Predictive Influencer Modelling Index, which uses advanced predictive modelling to show you who among your alumni are high-net worth individuals ideal for early engagement.



## HIGH QUALITY DATA YOU CAN TRUST

Our services match old or incomplete data with current information sourced from a variety of repositories. We use high-fidelity sources of data, like the Australia Post databases or the Australian Death Check to create a comprehensive picture of your alumni database with robust demographic data.

The enhancement comprises data across a broad range of categories, from employment history through to gaps in your alumni contact details like:

- Missing emails
- Social media IDs
- Outdated locations and addresses

Our machine learning algorithm then goes to work, creating highly accurate predictions that provide key insights to remove the guesswork from your prospecting.

All of our data is collected in full compliance with Australia privacy legislation to safeguard our clients' peace of mind — you can be sure our data is high-quality, legal and compliant with industry best practice.



## CLEAN DASHBOARDS AND USER-FRIENDLY AUTOMATION

At DCA we have nearly three decades of industry experience, and we know that no two fundraising strategies will be identical. That's why we focus on providing you with the tools you need to perfect your fundraising, your way. We help you get more information, model highly accurate predictions, create dynamic demographic segments, and serve it all to you in clean, easy-to-read dashboards and reports.

From there, you can use the powerful insights afforded to you to truly connect with your donors and maximise the ROI of your fundraising efforts. DCA's Predictive Influencer Modelling Index helps you pinpoint who you need to contact, and allows you to send them precisely targeted messaging aligned with their demographic information. It can even help you determine the most appropriate gift to request from them.

These data enhancements are all automated for you. Updated data is provided as the information changes, so you can track trends over time and rest assured that your alumni database remains current, up-to-date, and ready to serve your institution.





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## THE DCA DIFFERENCE

With nearly three decades' experience, DCA are leaders in data driven fundraising solutions. Our business is built on having the best people, systems and solutions at hand for our clients.

We offer:

- Strategies that reduce risk of data loss or business disruption,
- Simplified processes that reduce the burden on your team,
- Cost efficient solutions,
- Quick and powerful implementation via our proprietary Nirvana software,
- Proven track record in delivering on time and on budget,
- Guaranteed high-quality data transformation.



## RECENT CASE STUDIES & TESTIMONIALS

Visit [data.com.au](http://data.com.au) for examples of our recent work.



## LET'S TALK

DCA are experts in providing innovative data management solutions, data quality governance and bespoke software development. Our corporate, government and not-for-profit clients in Australia and around the globe rely on our supporter management software, applications and consulting services to make business critical decisions.

For nearly three decades we have helped organisations of every size to harness the power of their data through our team of experts in our Melbourne headquarters and offices in Sydney, Bangkok and Boston.

Is it time to better manage your data?

Contact us on 03 9320 9000 or visit [data.com.au](http://data.com.au)

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