

# SCENARIO PLANNING TO PREDICT REVENUE

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Leaders working toward their strategic plan are unsure whether future resources will be sufficient. Enhance your scenario planning by interpreting historical donor data to predict future revenue so you can achieve your long-term fundraising goals and resource your mission.

1. Understand which donor data is most useful in predicting future revenue.
2. Hear case studies from two ministries that effectively estimate future revenue.
3. Learn what level of new donor acquisition correlates with your future revenue targets.

**Join us for this interactive session with a live demonstration of the scenario planning tool!**

## INTRODUCTION

- Overview
- Typical dilemma in predicting revenue.
- The role of direct response fundraising

## DATA INTELLIGENCE

- Interpreting donor data to understand donor preferences.
- Useful metrics from donors' giving history.
- Establishing a baseline: Where are you now?

## GROWTH COMES IN MANY FORMS.

### ONE MINISTRY'S STORY OF GROWTH

- Initial situation: shrinking number of donors, average donor age over 75 years old.
- Historical acquisition no longer working.
- Testing new approaches to acquisition – two false starts before success.
- Current situation: younger donors, number of donors tripled.

## VARIABLES WE CAN INFLUENCE—TACTICS FOR IMPROVED FUNDRAISING RESULTS.

*(continued)*

## **ONE MINISTRY'S SCENARIO PLANNING TOOL—A LIVE DEMONSTRATION**

- Initial situation: Needed additional operating revenue to support program expansion.
- Scenario planning tool for predicting revenue on a rolling three-year basis.
- Leadership decisions, implications, forks in the road, and moving forward.
- Results – exponential, sustained growth

## **QUESTION & ANSWER**