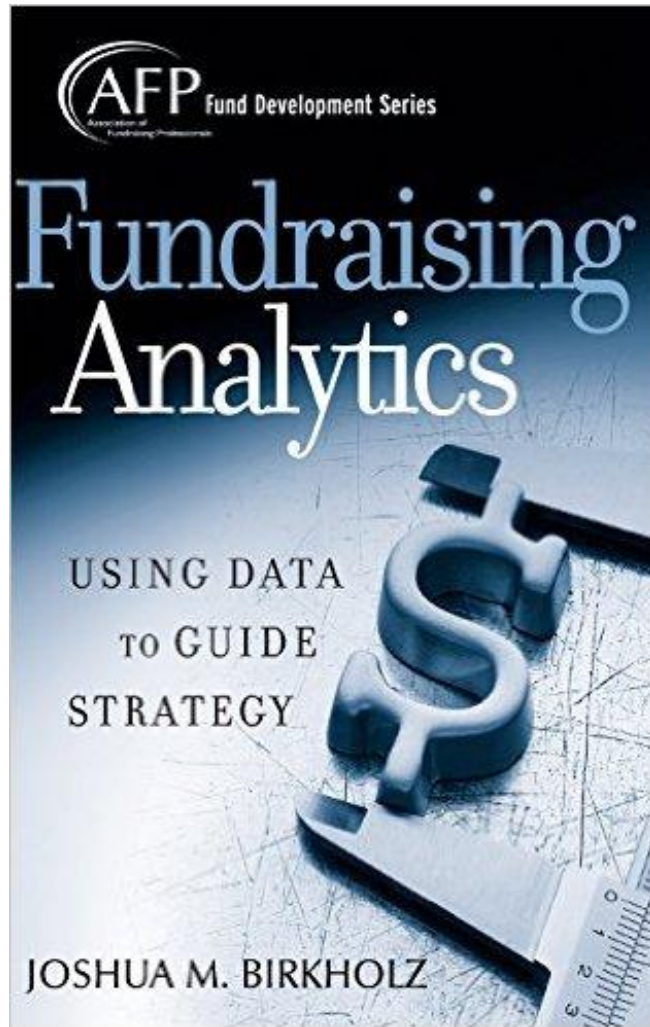


Fundraising Analytics: Allowing Your Data to Tell Your Story



Fundraising will always require sitting in someone's living room and asking for money. Data analytics helps determine which living rooms to visit.

~ Josh Birkholz, CEO

BENTZ
WHALEY
FLESSNER



**Dynamic
Predictive
Fundraising
Models for
Performing Arts
Organizations**

*A pilot project
since 2016 with
Tessitura clients
across the world*



Predictive Fundraising Models commonly used by arts organizations (customized to their own data)

Major Gift Model

likelihood to make a major gift

Planned Giving Model

likelihood to make a planned gift

Donor or Member Acquisition Models

likelihood to convert from a ticket buyer to a donor or member

Capital Campaign Model

likelihood to make a gift to your capital campaign

Leadership Annual Fund Model

likelihood to make a leadership annual gift

Performing arts organizations now utilizing these cutting-edge fundraising analytics

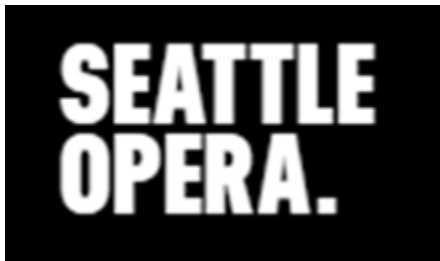
ALLEY THEATRE

ATLANTA BALLET

GENNADI NEDVIGIN | ARTISTIC DIRECTOR



 CHICAGO SYMPHONY ORCHESTRA | RICCARDO MUTI, MUSIC DIRECTOR



Lyric LYRIC OPERA
OF CHICAGO





Intrigued? Check out our
Upcoming NAMT Webinar

***Fundraising Analytics and the Arts: Innovative Data-
Driven Fundraising for the Performing Arts***

April 24, 2019 2:00 pm ET

Contact Information

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