



Smarter fundraising for a better world



Introducing AI-driven Donor Scores



How do you know that you're including the right supporters in each fundraising campaign?

Modern CRMs have allowed you to collect huge amounts of data. But are you using it to its full potential. Without AI, charities are missing out on donations, spending too much on fundraising costs, and losing valuable time & resources.



To combat this, most charities resort to...



Bigger campaigns

Contacting more donors to increase the number of gifts

Basic segments

Creating basic segments to select which donors to include

More staff

Hiring more staff to deal with complex datasets

which results in

≡ ***Missed donations, higher costs, lower returns*** ≡



With Dataro, Royal Flying Doctor Service Victoria

Increased appeal net revenue by **\$34,491**

Secured **14 extra gifts >\$500**

Achieved an **ROI of 13.8** on Dataro investment

...in the first appeal

And then increased donations by **~\$68,000** with **410 extra gifts** in the second appeal



Royal Flying Doctor Service



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"We tested Dataro's propensity scores in our 2020 Tax Appeal and the results speak for themselves. We were able to raise more funds and reduce our costs. We're now rolling out Dataro's propensity scores across all of our appeals and regular giving programs."

Daniel Blucher, Data & Insights Specialist



What is Dataro?

AI-driven software that tells you which supporters to include in every fundraising activity for the best predicted returns.



Appeals*



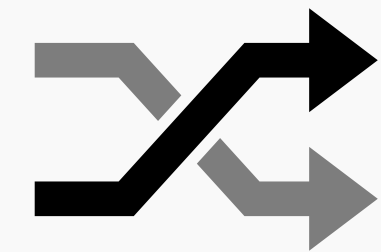
Monthly
Giving*



Mid-Level



Stewardship



Conversion
to Monthly

*Most Popular

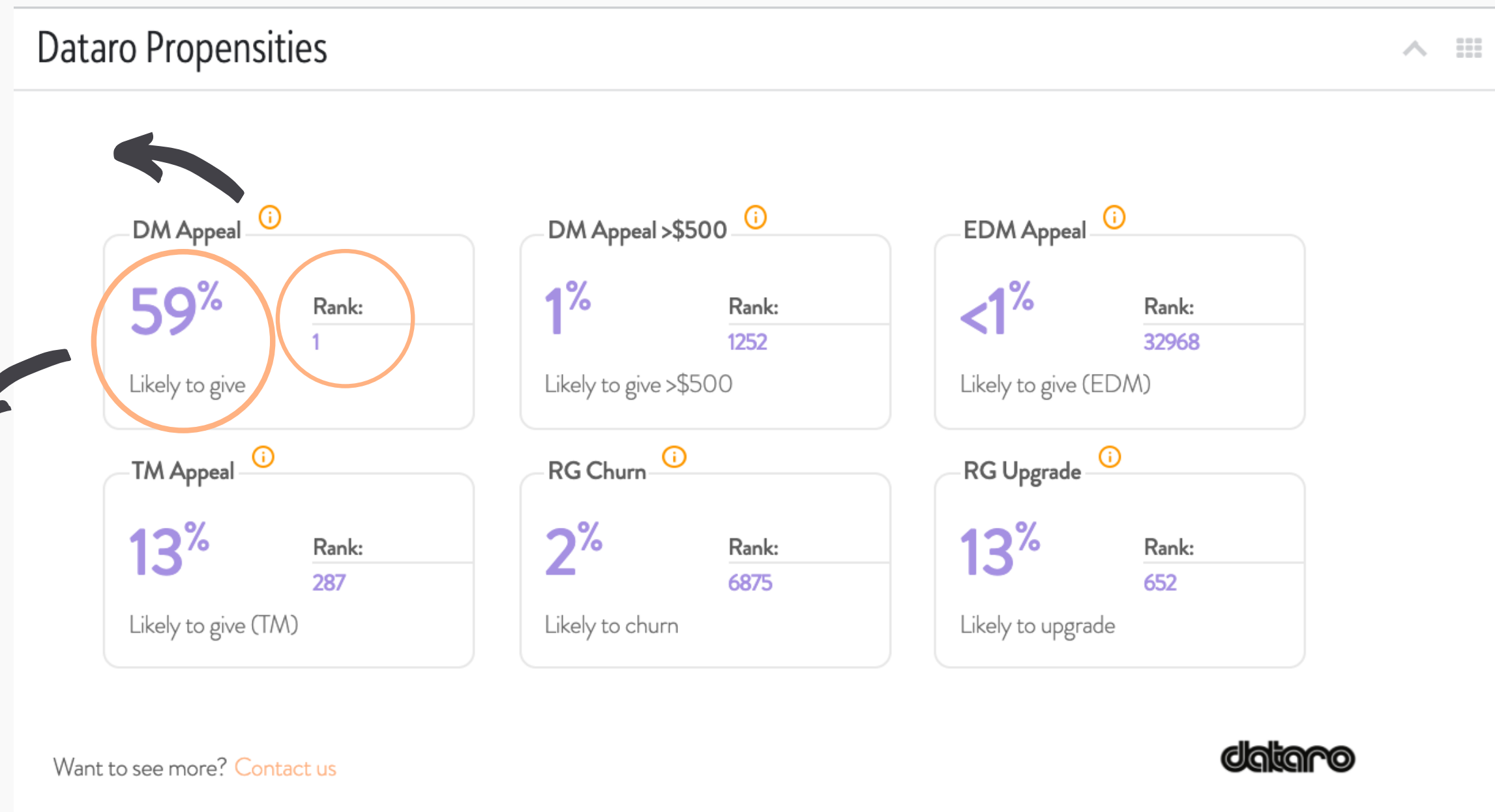


How does it work?

Predictive ranks and scores are updated weekly in your CRM

Dataro Rank: Donor is Rank 1 - the most likely to give your next DM Appeal

Dataro Score: Donor is 59% likely to give to your next DM Appeal



How does it work?

Predictive ranks and scores are updated weekly in your CRM

Dataro Score: Donor is
85% likely to give to your
next DM Appeal



Related **Details** News

Contact Owner	Phone
Dave Lyndon	0407653742
Name	Home Phone
Mr. Dave Lyndon	
Account Name	Mobile
Lyndon household	

Activity Chatter

New Task Log a Call New Event Email

Create a task... **Add**

Filters: All time · All activities · All types **Refresh Expand All**

Next Steps **More Steps**

No next steps. To get things moving, add a task or set up a meeting.

Past Activities

No past activity. Past meetings and tasks marked as done show up here. **Load More Past Activities**

▼ Dataro Propensity Scores

Propensity to Give	Propensity to Reactivate (RG)
0.8567	0.0000
Propensity for Mid-Value / High-Value	Propensity to Churn (RG)
0.4562	0.9476
Propensity to Convert to RG	Propensity to Upgrade (RG)
0.0000	0.0010



How does it work?

So fundraisers can generate campaigns that raise more and cost less

Raiser's Edge NXT Home Fundraising Marketing Events Lists Analysis Tools Control panel										
Constituents										
Dataro DM Appeal* Machine Learning DM Appeal List* +										
5,000 Constituents List updated about one minute ago										
Save Share Export Add/Exclude More Find in this list										
Filter: Custom fields: Dataro DM Appeal Rank less than or equal to 5000										
	Constituent summary	Birthdate	Constituent ID	Constituent codes	First name	Surname	First gift	Greatest gift	Dataro DM Appeal Rank	Dataro DM Appeal
...	Jamie Abbott 1 Matthew Track VIC VIC 2107 Australia moorerebecca@black.com.a	29/04/1979 41 years old	3001573		Jamie	Abbott			1 26/03/2020	.9901 01/09/2020
...	Alyssa Gutierrez 6/27 Allison Chase NSW NSW 2961 Australia allisonchase@gmail.com 0787-9519	04/03/1976 44 years old	100223	Donor	Alyssa	Gutierrez	\$80 one-time gift 26/03/2018 Briar	\$150 one-time gift 09/07/2019 Brazil	2 25/02/2020	0.9788 25/02/2020
...	Amber Morales 924 Jennifer Lower ACT ACT 2647 Australia 0414 940 814		88611	Donor	Amber	Morales			3 25/02/2020	0.9786 25/02/2020
...	Alyssa Acevedo 25 Johnny Viaduct SA SA 7035 Australia conradbarbara@yahoo.com	02/04/2010 10 years old	3002237		Alyssa	Acevedo			4 26/03/2020	.9632 01/09/2020

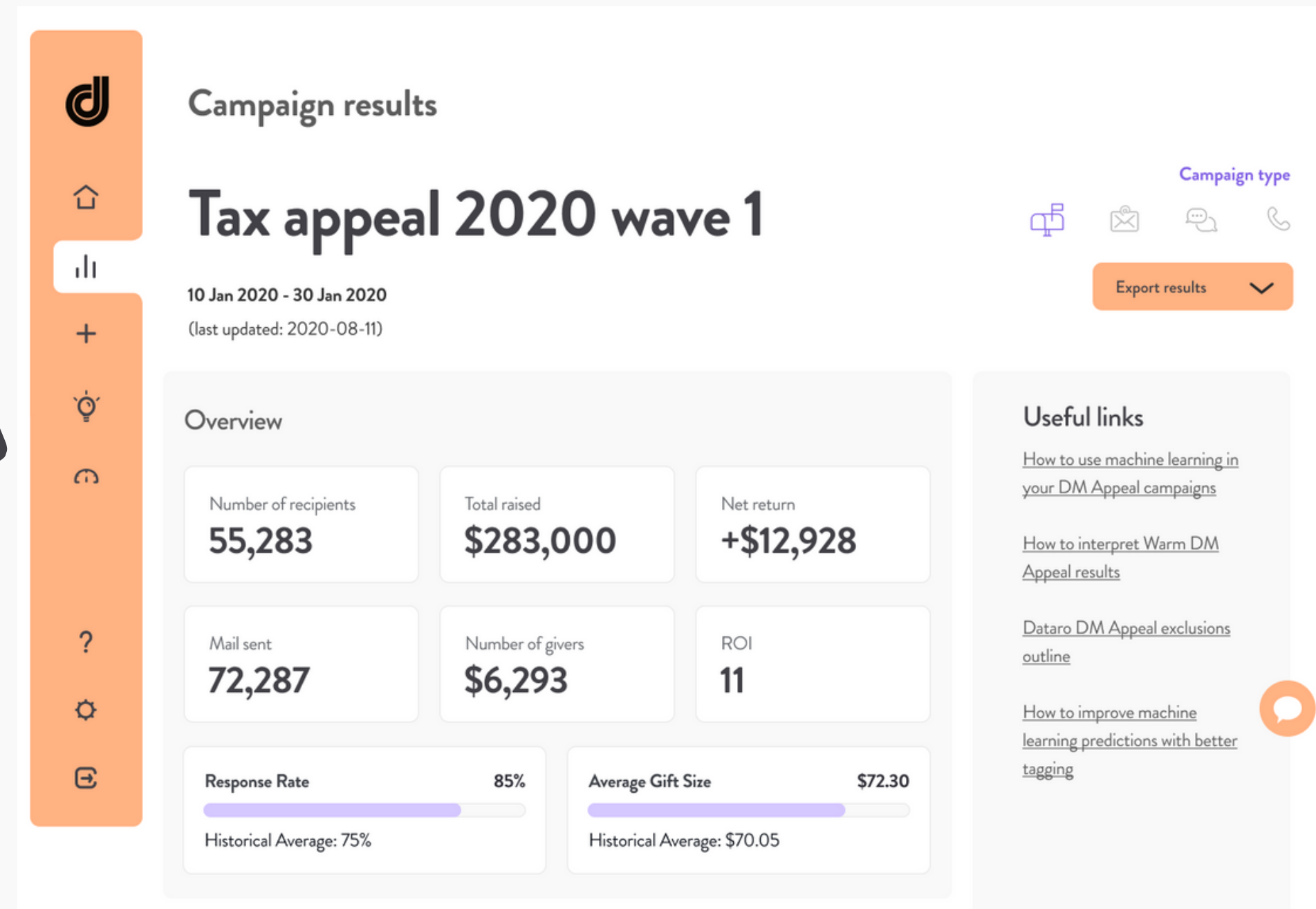
Fundraisers use Dataro Scores & Ranks to build lists targeting the top donors for each campaign



How does it work?

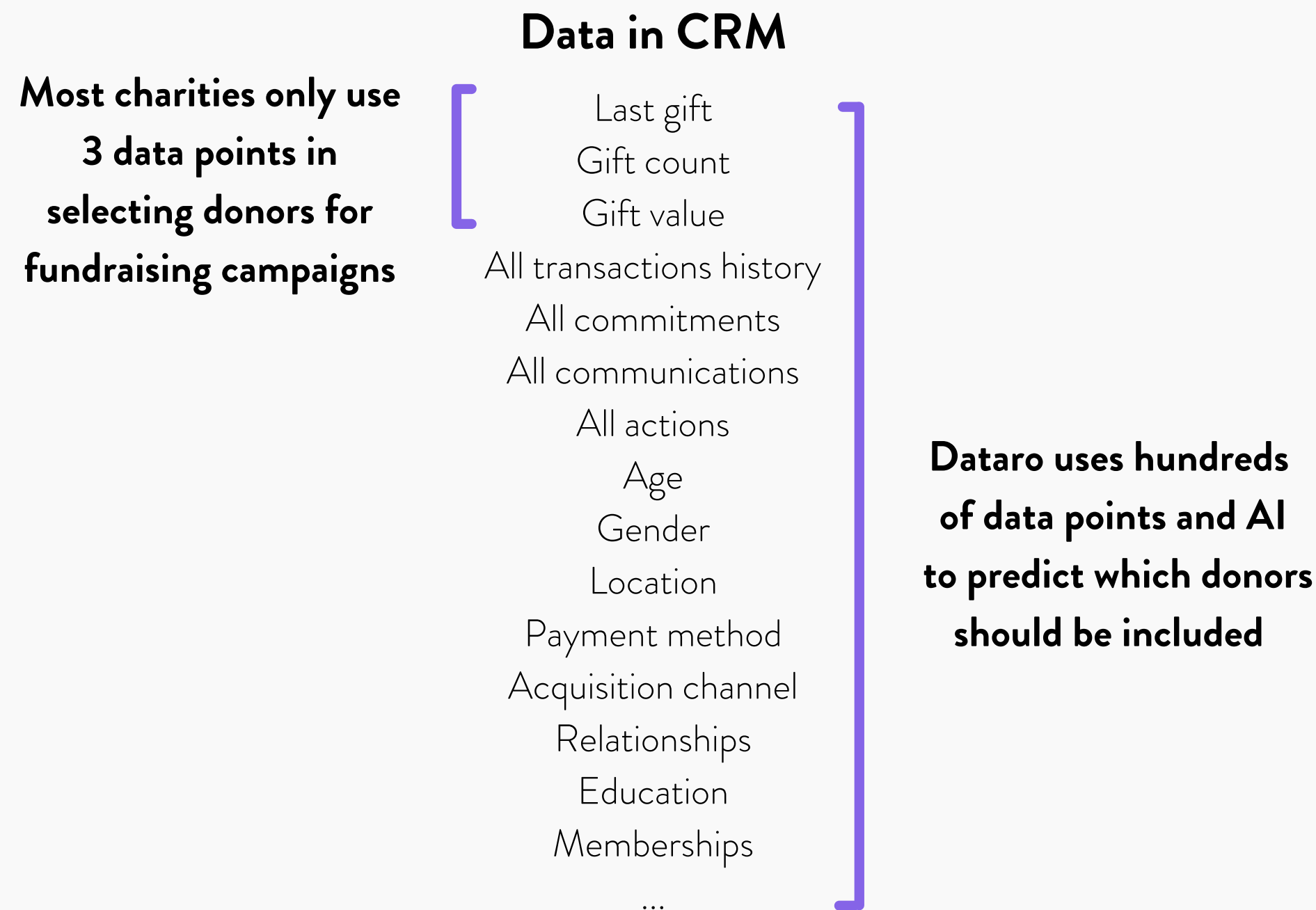
And results are analysed and shared in Dataro's web app

Campaign results are
automatically compiled
and shared in the Dataro
web app



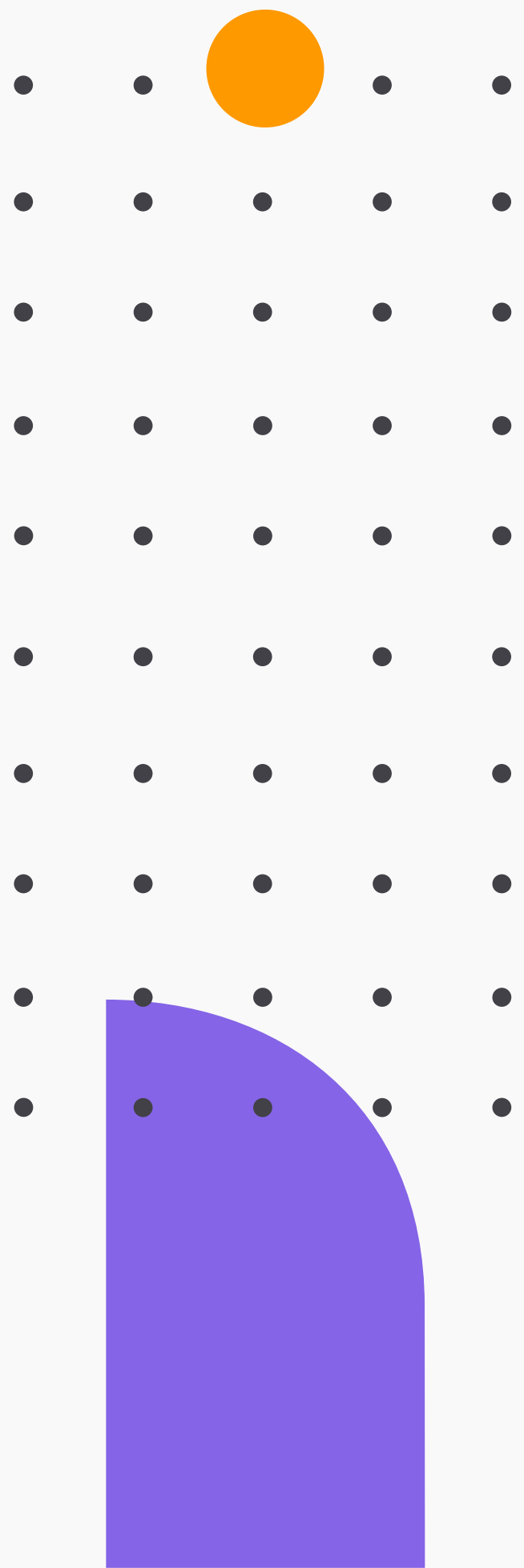
Why does Dataro lead to better fundraising outcomes?

AI technology that makes the most of all available data in your CRM



Our software helps
LEADING CHARITIES





Our mission

Dataro believes **state-of-the-art innovation** should serve the greater good. We're harnessing technology typically used by the big end of town to help charities **fundraise smarter**, so they can do incredible things in the world.

We're an **award-winning team** and were recently named as one of the **top 10 fundraising innovations globally** in the Reimagining Fundraising challenge.



How does Dataro generate predictions?

1

EXTRACT & PREPARE DATA

Transactions, comms,
campaigns & donor data are
extracted & securely stored.
No PII required.

2

TRAIN ML MODELS

We train multiple machine
learning models, test them
on withheld data, and select
the most effective one.

3

GENERATE PREDICTIONS

Generate predictive scores
& ranks for every donor to
show how likely they are to
take a particular action.

4

LOAD INTO YOUR CRM

Custom fields are created in
your CRM for each
propensity. Scores and
ranks are updated weekly.

With Dataro, Greenpeace Australia Pacific

Increased net revenue in a mail appeal by 12.7%

Retained 15% more regular givers

Reactivated 46% more regular givers month on month

GREENPEACE



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"Dataro is completely reinventing how we use data in our fundraising. These guys are one of the most exciting things to happen in the industry for years."

Liesha Hanekroot, Greenpeace AU



With Dataro, Parkinson's UK

Increased net revenue in an appeal by 23%

Received 411 extra gifts that would have been missed,
worth over £15,000

ROI of >5.5 on initial Dataro investment

PARKINSON'S^{UK}
CHANGE ATTITUDES.
FIND A CURE.
JOIN US.



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“We were delighted with the results using Dataro’s AI software. Against the backdrop of the pandemic, we knew that we needed to take a new and innovative approach to our appeal selections so that we could continue funding our vital work in research and support. This new way of predicting which supporters are likely to give means we can generate more revenue for our organisation, and send appeals only to those supporters who may be interested in receiving them. We’re now rolling out this technology for all of our appeals.”

Ceri Smith, Individual Giving Manager, Parkinson's UK



In 3 months with Dataro, Victor Chang Cardiac Research Centre

Saved an estimated 296 regular givers from churning

Worth an estimated \$57,311 in critical funding

Generating an estimated campaign ROI of 3.91

And after 12 months had saved ~900 RGs from churning



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“I don’t know a simpler and more accurate way than Dataro propensity scores to determine who and when to contact RGs for better retention.”

Andrew Jung, F2F & Telemarketing Manager, VCCRI





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