

Unleash your donor data and focus your development efforts.



Acuity® Insights is a proprietary system JGA developed to forecast individual donor potential and identify the strongest fundraising prospects. Acuity Insights can transform the way you think about prospective donors by getting gift officers in front of your best donors sooner. Combined with JGA's experienced analysis, Acuity helps focus your staff's time and attention on the right prospects and allows you to develop a deeper understanding of the capacity, affinity and passion your donors have to support your organization.

## The Acuity® Insights Advantage

JGA's Acuity Insights combines customized JGA analysis with DonorSearch data to combine wealth screening, predictive analytics and artificial intelligence- based scores with your own engagement filters. This makes your data more actionable by providing a clearer picture of fundraising potential and focusing your team's time and efforts. We then provide tools and action steps to clearly focus and streamline your efforts to grow your success with donors. Using AI and machine learning, your results will be refreshed after six months, so your team can adjust their efforts as new donors and prospects emerge. Acuity enables you to:

- Streamline your major gift process and focus your efforts
- Align your staff resources to engage your best donor prospects earlier
- Deepen relationships with major donors
- Run more efficient fundraising campaigns
- Raise more money
- Give your leadership more confidence in development outcomes

Acuity Insights clients receive:

- Customized intelligence identifying a prioritized pipeline of your donors based on their specific level of engagement, capacity analysis, and donor history with your organization
- Immediate action steps for your gift officers to take to begin cultivating and soliciting their strongest donor prospects
- An easy-to-read dashboard summarizing your Acuity Insights results
- Integrated Acuity Insights results and DonorSearch capacity analysis for all records
- Guidance to help you put the findings to use including recommendations regarding next steps to reshape portfolios and cultivate new pools of donors, coaching on how to achieve the cultivation and giving projections, and a presentation on potential ROI to your leadership and board, if desired

## It's Time to Get the Most Out of Your Data

We're ready to discuss your needs and how Acuity Insights can help move you closer to your goals—or even set new, more ambitious ones. Contact [info@jgacounsel.com](mailto:info@jgacounsel.com) to schedule a meeting to learn how Acuity can benefit your organization.

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## Our Process

### Organization

- Discuss goals
- Identify engagement variables and plan data pull
- Review timeline

*"Acuity Insights helped us reallocate our resources to focus on our best prospects. It identified people who are highly engaged with us and also have capacity, but we were spending our time with others. By focusing efforts on the right prospects, we've grown donors who were consistently giving at small amounts and are now giving at major gift levels."*

*Jay Kelly, Senior Director of Advancement Services & Campaign Strategy, Flagler College*

### Screening

- Client submits data to JGA
- JGA and DonorSearch conduct screening
- Custom engagement analysis is applied

*"We have a small team and are busy wrapping up a campaign – with Acuity Insights we were able to streamline our prospect research and quickly see which donors and prospects have a connection to Damar and have the capacity to make major gifts. JGA's recommendations will help us take that next step with the data and get in front of the right people, focusing our limited resources on our best prospects."*

*Ken File, President, Damar Foundation*

### Evaluation

- JGA analyzes and segments results
- JGA and client compare results to current portfolios
- Client uploads data seamlessly into their database

### Recommendations

- JGA provides results and outlines how to put the data into action
- Highlights individuals requiring immediate attention
- Outlines steps to realign portfolios
- Outlines potential capacity and opportunities for growth
- Provides specific steps to implement the recommendations
- Data is refreshed after 6 months as new donors emerge

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