

Unleash your donor data and focus your development efforts.



Acuity® is a NEW and INNOVATIVE process to evaluate your donor base and streamline prospect management. Acuity can transform the way your organization thinks about prospective donors by getting gift officers in front of your best prospects 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 and passion your donors have to support your organization.

The Acuity Advantage

Acuity blends engagement and giving data with DonorSearch's electronic wealth screening, allowing you to take a deeper look at your donors and get a clearer picture of their gift potential and passion for your organization. We then provide action steps and an implementation guide to help you streamline the major gift process and focus your team's attention in the right places. This holistic approach produces more actionable data and helps your solicitation efforts be more successful. 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 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 results
- Integrated Acuity 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 can help move you closer to your goals—or even set new, more ambitious ones. Contact us at 317.215.2400 to schedule a meeting to learn how Acuity can benefit your organization.

empowering nonprofit potential

Our Process

Organization

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

"Acuity provided a level of intelligence that we could quickly implement and allowed us to uncover new prospects in our database that weren't on our radar. We're already in conversations with new major and lead gift donors we wouldn't have been having without Acuity."

Matt Wahrhaftig, former VP for College Advancement, Wilmington College

Screening

- Client submits data to JGA
- JGA and DonorSearch conduct screening
- JGA and DonorSearch review and discuss initial results

"We have a small team and are busy wrapping up a campaign – with Acuity 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

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