

Supercharge fundraising with machine learning and AI

Leverage data science to pinpoint and engage with high value constituents.

The Windfall Difference

Windfall's bespoke Propensity-to-Give (PTG) model is tailored to your specific organization, data, and goals. Marrying your internal data with Windfall's precise wealth intelligence, PTG continually scores your entire database to identify the individuals who are most likely to give to your organization at the desired targets.

Realize Measurable Outcomes

138%









Improvement in Model Performance vs. Baselines

4.8X

Lift in Donations & Response vs. Control Group

60%

Increase in Overall Donations

		
 Net Worth	\$5.3 ^{MM}	\$6.5 ^{MM}
 Total Gift Amount over 3 Years	\$5,000	\$5,000
 Property Owner	Multi-Property Owner	Rental Property Owner
 Philanthropic Giver	Yes	Yes
 Recent Events	Recent Liquidity Event	Recent Move
 State Wealth Rank	0.9	0.5
	PTG Score 78	PTG Score 41

The Windfall Advantage



Built on Precision

Models are only as good as the data they're fed. PTG leverage Windfall's precise net worth data and deterministic attributes.



Truly Custom

We never use generic models. Every propensity model is bespoke to your specific development goals (e.g. \$2,500 / year, \$25,000 over five years, etc.).



Dynamic

As your data changes, PTG scores are automatically updated. Combined with unlimited syncs, you'll have the most up-to-date insights needed to uncover the hidden gems within your database.



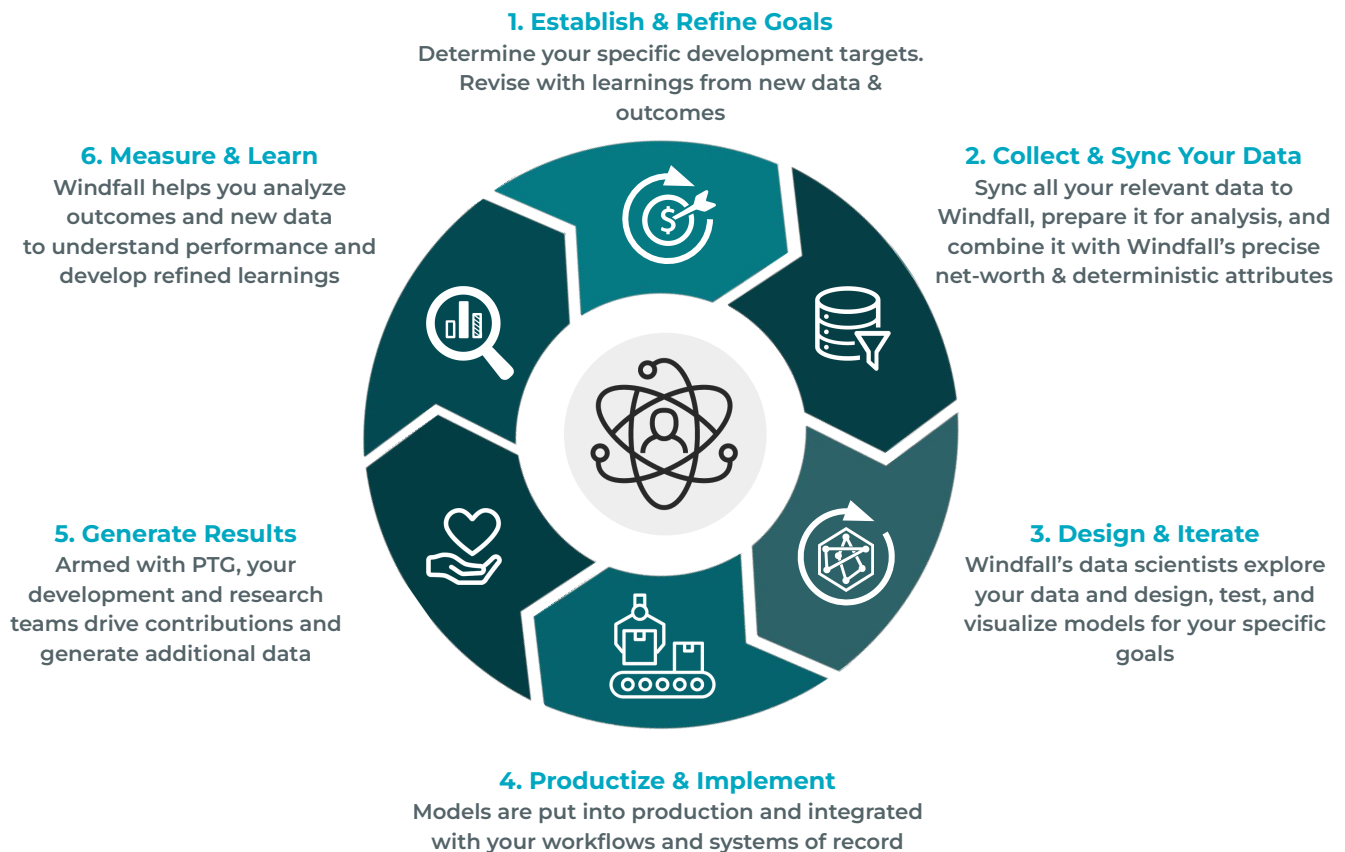
Proven

Regularly optimized by a team of data scientists against your goals, Windfall PTG models outperform heuristic or RFM-based approaches.

How It Works

Windfall PTG is an iterative process that employs machine learning to continually optimize for your target goals. As your organization generates new constituent data through contributions and interactions, that information is married to the latest Windfall dataset to refresh your PTG scores on a weekly basis. As the models continue to learn from your successful outcomes, they are refined to help you double-down on winning strategies.

Supercharge Insights and Campaign Performance



“By using Windfall's propensity scores, we've increased our major donor base and have become more efficient at finding the best prospects. We're excited to continue our relationship with Windfall!”

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IRVING MEDICAL CENTER

Eamonn Montgomery
Director of Prospect Development