

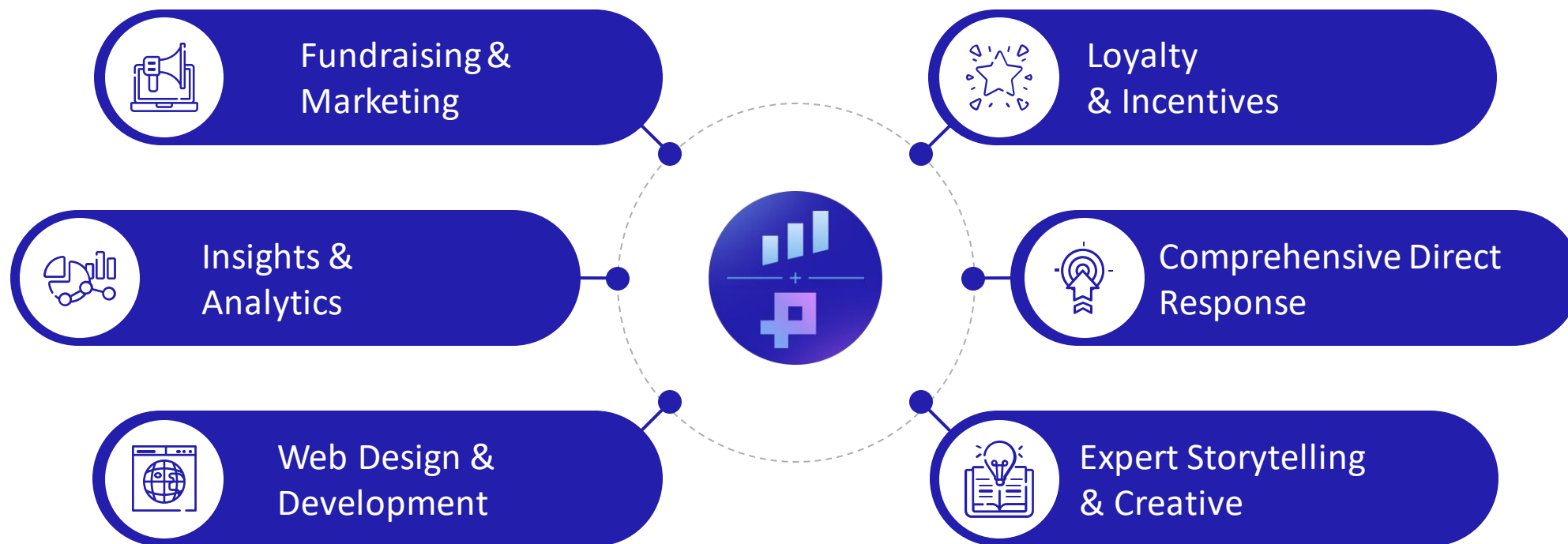


Unlocking Impact:

The Journey of Windfall, GivingDNA,
and Lutheran Hour Ministries

April 2024

A Tech-Driven Marketing + Fundraising Agency Helping you Expand Your Impact



Constituent Insights & Analytics with  GivingDNA™

Today's Presenters.



Ryan Carpenter

GivingDNA



Dan Stevens

Windfall



Chris Myers

Lutheran Hour Ministries
(LHM)



Terry Biesboer, CFRE

Lutheran Hour Ministries
(LHM)

Today's Agenda

- 1 Introduction
- 2 Setting the Stage: The Evolution of Nonprofit Fundraising
- 3 The Birth of a Partnership: Windfall + GivingDNA
- 4 Lutheran Hour Ministries Success Story
- 5 Q&A Session



Setting the Stage: The Evolution of Nonprofit Fundraising

Challenges Facing Nonprofits Today



Continued
Inflation



Increased
Competition



Confusion with
Technology (AI)



Demand for
Personalization

The Birth of a Partnership: Windfall + GivingDNA



- **Precise Net Worth** data at the household level, focus on affluent households
- **Wealth, Asset, Philanthropic, and Career** triggers, providing contextual understanding of donors, prospects and constituents
- **Weekly Updates** to data, enabling action oriented workflows
- **Unlimited Screening** model, allowing for regular screening of the entire database
- **Deterministic Matching**, reducing false positives, and driving efficiency at scale for prospect researchers
- **Advanced Segmentation**, surfacing the right action and ask amount at the right time to frontline fundraisers

The Birth of a Partnership: Windfall + GivingDNA



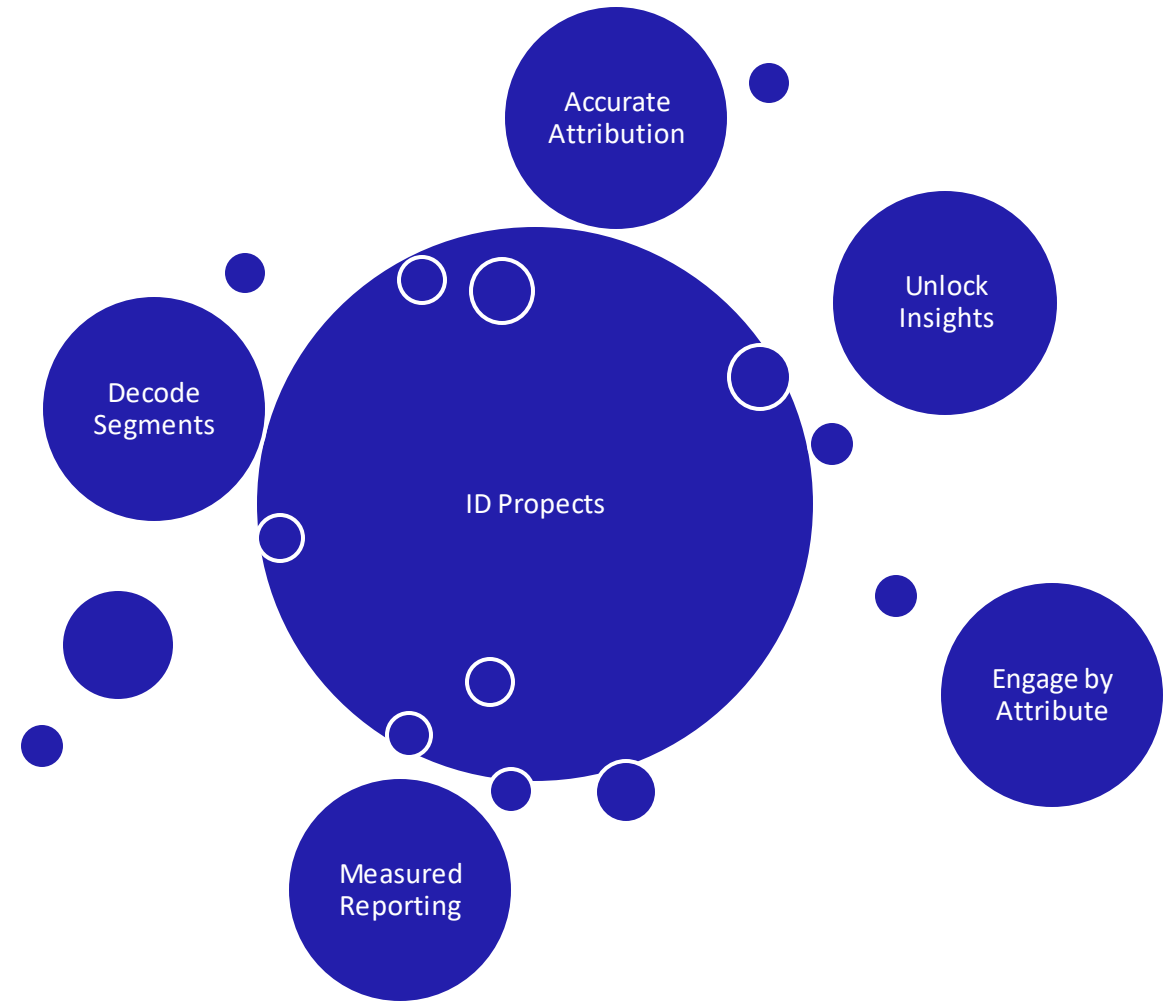
GivingDNA is the next generation of wealth screening and data analytics

- All-in-one fundraising analytics, data visualization, and wealth screening tool.



Exploring Synergies and Vision

Windfall + GivingDNA empowering nonprofit organizations



Success Story: Lutheran Hour Ministries



- **About LHM**

Lutheran Hour Ministries is a Christian outreach ministry that uses radio programs, daily devotions, and other resources to spread the Gospel of Jesus Christ around the world.

- **LHM's Challenge**

They needed to identify major gift prospects within their mid-level donor file to increase major gifts pledges and donations.



Success Story: Key Strategies



**Utilizing
Windfall +
GivingDNA
Data**



**Smart
Segmentation**



**Strategic
Engagement +
Personal
Touchpoints**



**Continuous
Evaluation**

Success Story: Results



1. **Uncovered New Major Gift Pledges:** By leveraging data insights from Windfall and GivingDNA, LHM identified previously overlooked major gift prospects within their mid-level donor file.
2. **Significant Increase in Donations:** LHM witnessed a substantial increase in major gift pledges and donations from donors who had not previously made significant contributions to the organization.
3. **Successful Cultivation Efforts:** Gift officers reported successful cultivation efforts, with donors expressing strong interest in making substantial gifts, including endowments and estate gifts.
4. **Millions of Dollars in Potential Gifts:** The partnership with Windfall and GivingDNA resulted in the identification of donors with the potential to contribute millions of dollars in major gifts to LHM





By The Numbers



\$500k

Endowment Pledge

A donor expressed interest in creating an endowment starting at \$25,000, with hopes to grow it to \$500,000.

\$100k

Donor Gift

One donor wrote a check for \$13,000, with hopes of fulfilling a \$100,000 pledge, depending on their health.

\$305k

Estate Gift

A staff member documented estate gifts totaling \$305,000.



Through the strategic use of data-driven insights provided by Windfall and GivingDNA, Lutheran Hour Ministries successfully unlocked major gift opportunities within their donor base, leading to significant increases in philanthropic support - ultimately advancing its mission and impact.

Terry Biesboer, CFRE



Key Takeaways



Be mindful of ROI



Lean into data insights



Use the right tools for the job



No replacement for personalization and human interaction



QUESTIONS?





GivingDNA™

Let's Connect.

Visit: www.givingdna.com/

Email: ryan.carpenter@givingdna.com

Scan to learn more and book a demo:



WANT TO UNDERSTAND THE SEGMENTATION OF WEALTHY DONORS FROM YOUR DATA?

- Request a free Wealth Analytics report, a quick screen by Windfall of your data
- Gain an understanding of the levels of wealth in your data, as well as magnitude of pool of “hidden gems”

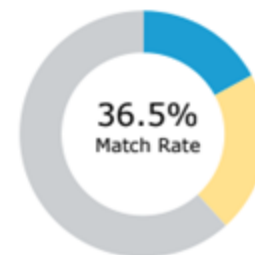
<https://analytics.windfalldata.com/>



Windfall Match Report for Sample Customer - April 1, 2022



Matched Households



Affluent (\$1MM+)
Additional Matches
Unmatched Records

Windfall provides this report anytime we sync with your data to help you understand our match rate.

In addition, you will find relevant statistics that gives you a better insight of your overall constituent base and where you are doing well and where there are opportunities to improve.

If you have any questions, please let your [customer success team](#) know!

Sync Details

Latest Upload Date:	March 30, 2022
Number of Constituents:	9,381
Affluent Constituents: Affluent	1,603
Match Rate:	17.1%
Total Match Rate:	36.5%
Duplicate Affluent Households:	120
Total Donations Processed:	\$1,121,000

We provide this report on all of the data that we received from your organization. The information above summarizes the data that has been submitted to Windfall.

Constituent Insights by Group

Net Worth Range	Number of Donors	% of CRM	Total Donations	Donations as % of Affluent Donors	Donations as % of Total Donors
Additional Matches	1,986	21.2%	\$179,000	—	36.2%
\$1 Million - \$2.5 Million	879	9.4%	\$122,000	38.6%	24.6%
\$2.5 Million - \$5 Million	414	4.4%	\$54,000	17.1%	10.9%
\$5 Million - \$10 Million	182	1.9%	\$122,000	38.6%	24.6%
\$10 Million - \$20 Million	79	0.8%	\$11,000	3.5%	2.2%
\$20 Million+	49	0.5%	\$7,000	2.2%	1.4%
Total	3,589	36.5%	\$495,000	100.0%	44.2%
Unmatched	5,792	63.5%	\$626,000	—	55.8%

The table above analyzes the matched donors as percentage of your overall database and how much they have given. Depending on the breadth of the data synced, results may vary; however, this report gives you a sense of donor contribution by range of net worth. Windfall does not match to everyone depending on confidence and whether there is enough data to match to our database.



THANK YOU

