

RSC Analytics Overview



Growth in contributed and earned revenue in arts & culture is **required**, and understanding the data locked within your CRM is the cornerstone to building successful growth strategies for the future. RSC Analytics are designed to reveal the information you need to confidently make informed decisions for revenue growth.

Revenue Results Review

RSC's Revenue Results Review provides an objective, data-centered look at your fundraising and ticket sales financial results, pulling together historical statistical information so you **gain a full understanding of giving and buying trends**. For a full picture of patron activity, you will receive a detailed Segment Analysis, Loyalty Analysis and a Geographic Analysis.

RSC Response Lift

Typical Annual Fund Direct Mail reporting provides a snapshot in time, based on gifts made exclusively through direct mail response forms – but **it's only part of the story**. Direct Mail solicitations also influence online giving, telefunding response and other giving avenues. RSC Response Lift reporting looks at response across all channels of giving and provides a multi-point analysis of the full value of your direct response program.

Data Hygiene Services

Patron data must be pristine so that your messages reach your patrons and you make your revenue goals. RSC's Data Hygiene Services help reduce data clutter, inaccuracies, and duplicate records, **significantly improving your reach and results**. NCOA address updating, phone and email verify and append, deceased suppressions, and reverse lookups are available.

Patron Investment Ranking

Your patrons invest in your organization in a multitude of ways. However, too often, patrons aren't examined in a holistic way, making outreach to them expensive and inefficient. Patron Investment Ranking provides a system to organize and prioritize your patrons, looking at each patron's frequency, recency, and dollars of donation and ticket buying history, and then comparatively ranks them with all other patrons in your CRM. **The result is better, more targeted and thoughtful data segmentation.**

Benefits of engaging RSC Analytics Services

- ◆ Data-based insights into historical fundraising and marketing trends
- ◆ Improved understanding of donor and patron behavior
- ◆ Identification of potential areas of opportunity for fundraising and marketing growth
- ◆ Increased efficiency and effectiveness of direct response campaigns

All RSC Analytics service fees are based on the type of project.

Your Next Steps

If your arts organization would like to explore how RSC's Analytics Services can improve revenue returns, the next step is simple – simply reach out to us by calling or emailing, using the information supplied below. We will be happy to start the conversation and provide a quote.

About RSC

Since 2006, RSC Associates has successfully coached arts and cultural organizations of all sizes to achieve tremendous revenue growth. Our effective approach infuses best-practices with innovation to meet the progressive revenue growth needs of our client partners.