

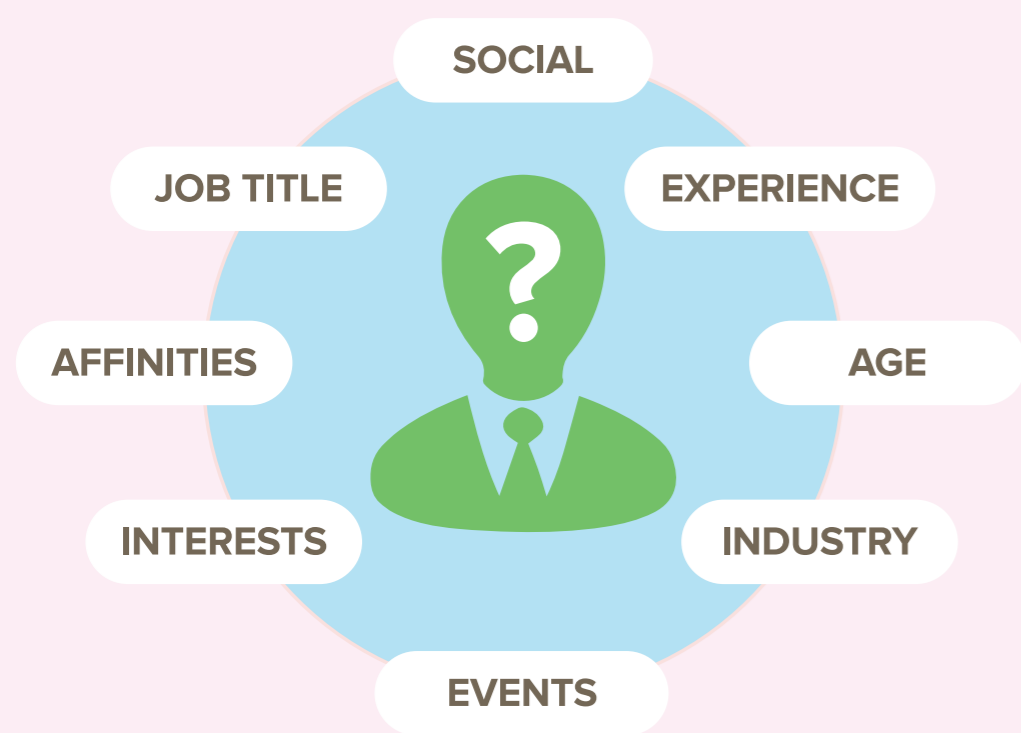
Advancement: Today and Tomorrow



THE CHALLENGE

Advancement professionals need current constituent data to prioritize research and make more personalized asks.

THERE'S A LOT TO KEEP TRACK OF



AND IT'S NOT EASY TO KEEP CURRENT

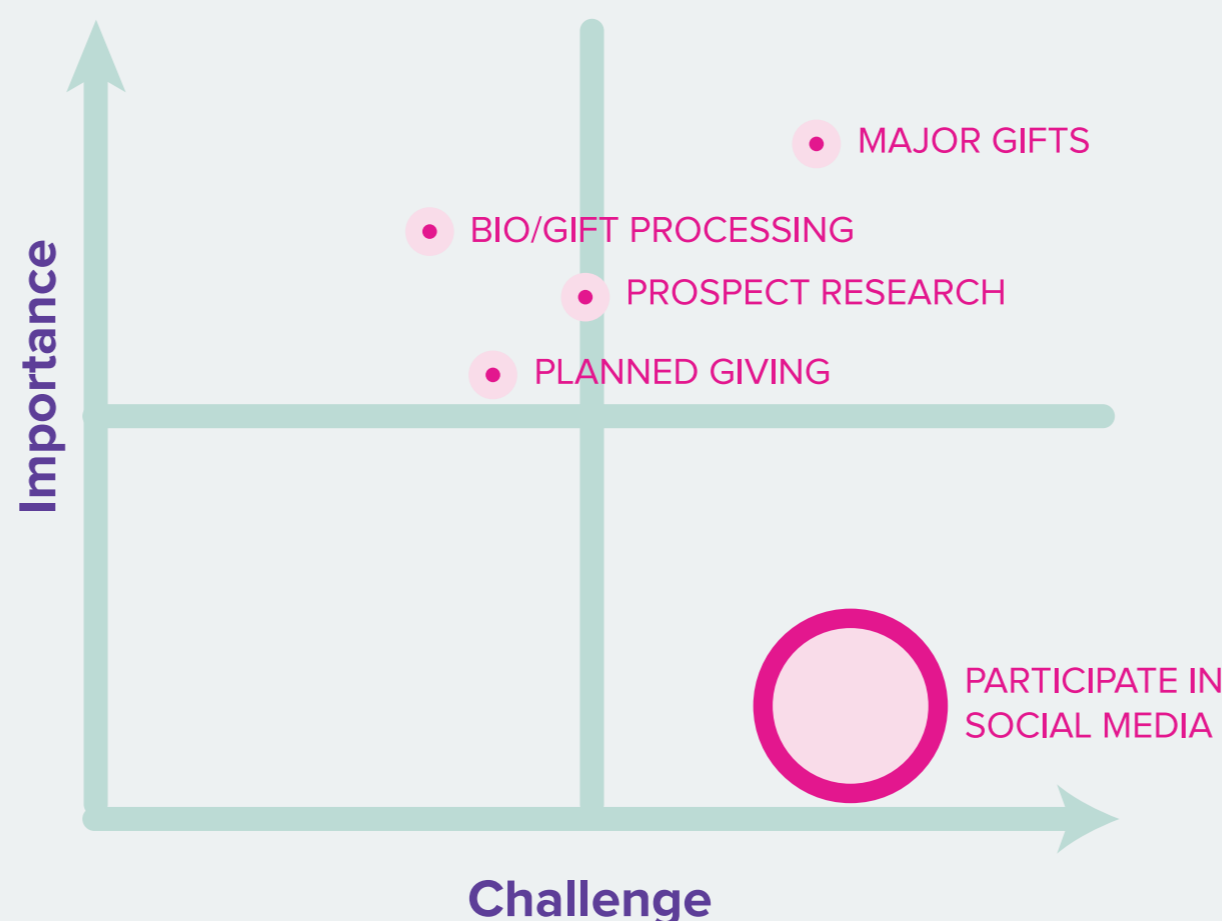
80% INACCURATE CAREER DATA



THE STATUS QUO

The majority of advancement professionals don't understand the value of social media.

STRATEGIC VISION IN ADVANCEMENT*



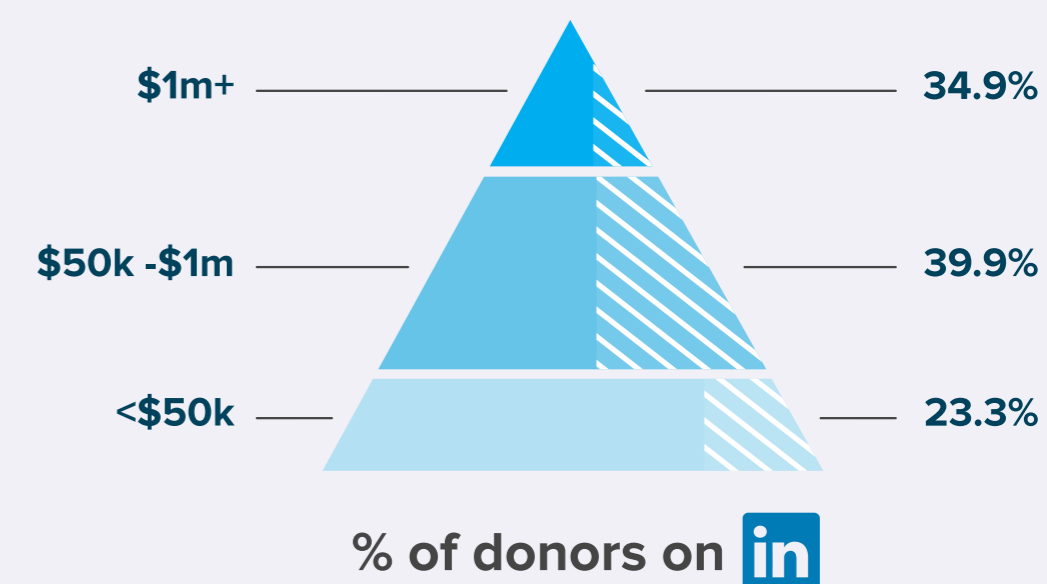
DOES YOUR ADVANCEMENT OFFICE HAVE A FULL-TIME SOCIAL MEDIA STAFF PERSON?

73% SAY NO!

THE OPPORTUNITY

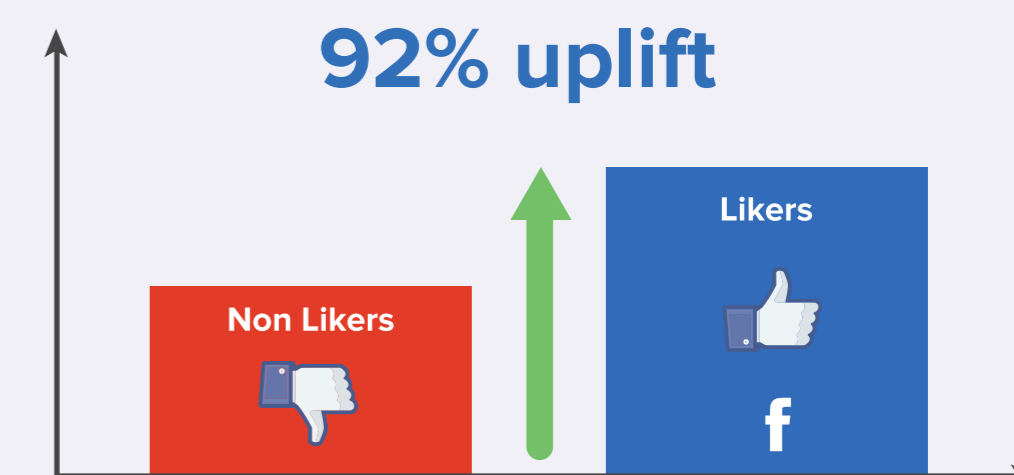
Meaningful insights from social media can help inform a constituent's capacity and willingness to give.

BIG DONORS ARE ON LINKEDIN**



More than a third of both top- and middle-of-the-pyramid donors have LinkedIn profiles.

FACEBOOK LIKERS GIVE MORE



THE SOLUTION

Social Donor Management



STEP ONE:

BUILD

Cultivate a highly engaged audience of current and potential donors on social platforms.



STEP TWO:

UNDERSTAND

Connect social data to your internal donor database for better segmentation and deeper insights.



STEP THREE:

ASK

Equip your team with deeper insights to work more efficiently, make better asks, and raise more money.



Want to learn more about social donor management? Join our next Social Donor Management Tutorial:

<http://get.evertrue.com/tutorial-on-social-donor-management>

*Results of a recent study from the Council for Advancement and Support of Education (CASE)

** EverTrue analysis of \$5B of giving data from a variety of educational institutions