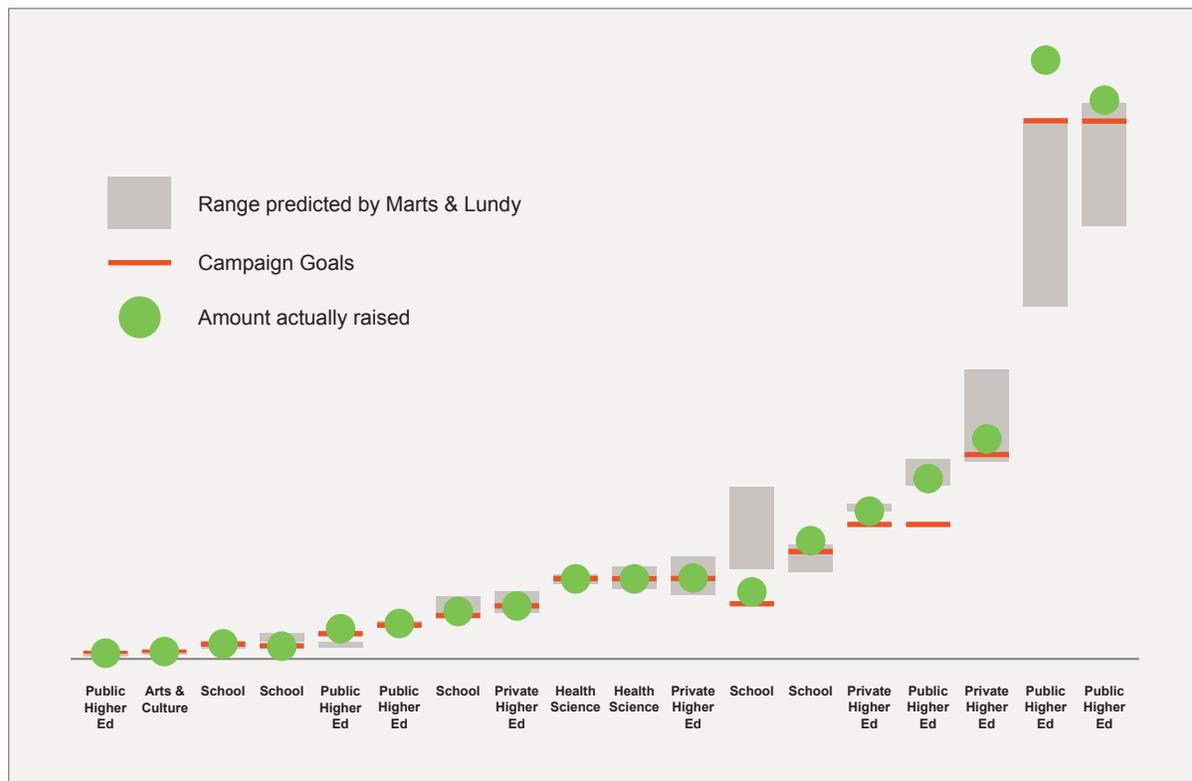


Capacity Analysis Continues to Prove Accurate

Marts & Lundy's Capacity Analysis continues to provide organizations with a predicted campaign range that tracks closely with their final performance. This is true despite the fact that many of these campaigns overlapped with the Great Recession.

In this briefing, we report the campaign success of Marts & Lundy clients who employed the Capacity Analysis service by comparing campaign goals and amounts raised to predictions provided by the Marts & Lundy Analytical Solutions team.



For campaigns ending in 2015 or earlier, all organizations met or exceeded their campaign goals.

- Organizations that set their goals below the Marts & Lundy predicted range exceeded their goals by 14 percent on average.
- Campaigns that selected goals within or above predicted ranges exceeded their goals by 4 percent on average.

These findings suggest that the Capacity Analysis service is accurately predicting campaign capacity. Furthermore, it would seem that organizations selecting goals below their Marts & Lundy predicted range could be undervaluing their potential.

Choosing the Optimal Goal

Undervaluing campaign potential can result in leaving money on the table. Research in philanthropy suggests that there is a “completion effect” in giving — individuals will make larger gifts as the campaign gets closer to completion in order to help make the goal. If a campaign goal is set too low and is reached too easily given the capacity of the organization’s donors, these “completion donors” might not feel compelled to give or to give as much.

Marts & Lundy’s Capacity Analysis is proving to be a valuable tool for organizations that are in discussion about the right-size campaign goal and the resources needed to achieve that goal.

**We invite you to learn more.
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