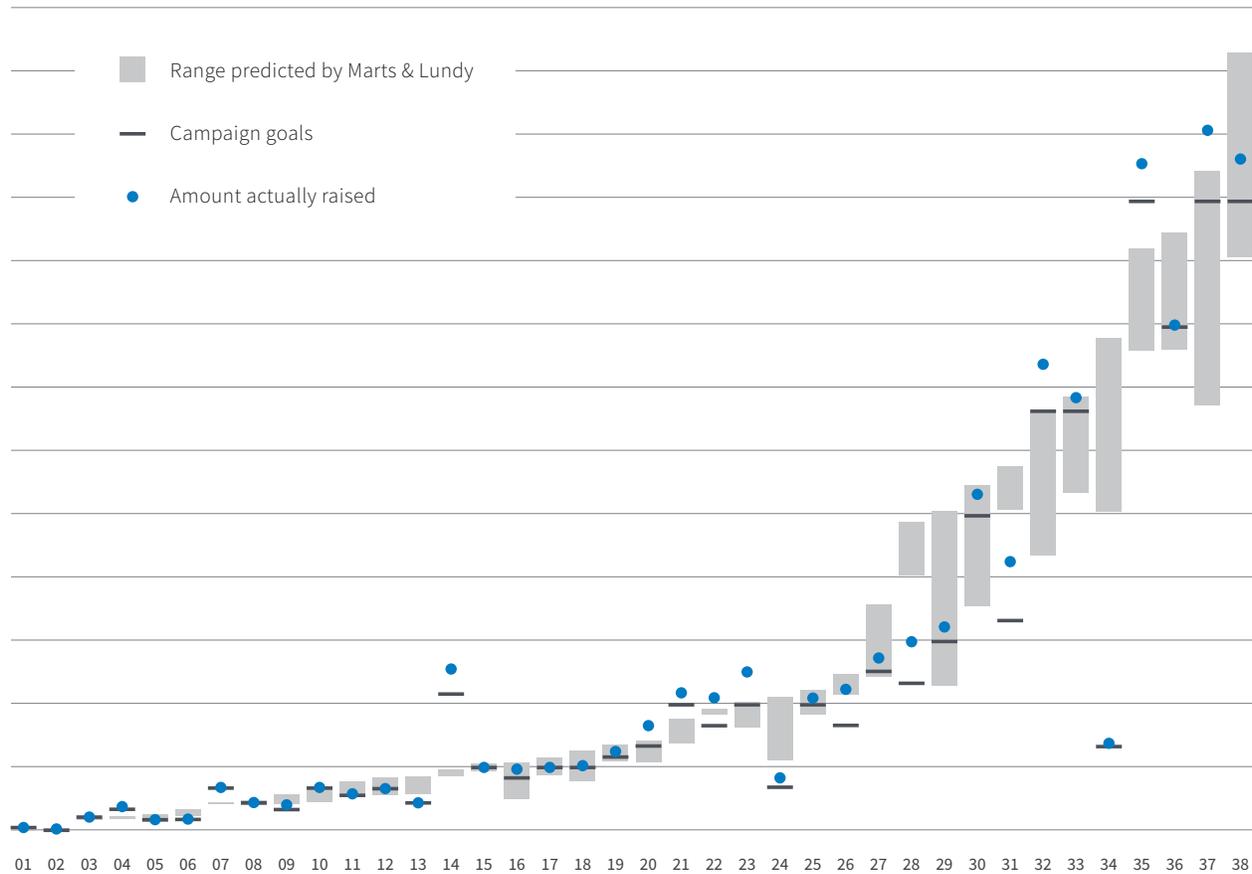


Capacity Analysis Continues to Prove Accurate

Marts & Lundy’s Capacity Analysis provides organizations with fundraising scenarios that closely predict campaign performance. This held true despite many of these campaigns’ overlap with the Great Recession.

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



Capacity Analysis Results

These statistics comprise 38 campaigns that finished during or before 2017: two were for Arts, Culture and Environment organizations, two for organizations within Health Sciences, seven for Independent Schools, nine for Private Colleges and Universities and 18 for Public Colleges and Universities. All organizations met or exceeded their campaign goals.

- ✓ 31 of 38 campaigns (82%) finished with totals within or above the predicted range.
- ✓ Of the 17 campaigns that set goals within the predicted range, four surpassed that range.
- ✓ Campaigns with fundraising goals beneath the predicted range raised, on average, 18 percent more than their objective.
- ✓ Meanwhile, the surplus from campaigns with fundraising goals within or above the predicted range was smaller: seven percent.

This suggests that the Capacity Analysis service accurately predicts campaign capacity, and that organizations choosing goals beneath their predicted range may be undervaluing their potential.

Choosing the Optimal Goal

Undervaluing campaign potential can result in leaving money on the table. Research suggests a “completion effect” that guides philanthropy—individuals will make larger gifts as a campaign approaches completion to help make its goal. But if the goal is set low and reached easily, these “completion donors” might not feel compelled to give—or to give as much. Of the 11 organizations with goals conservatively set beneath Capacity Analysis predictions, seven finished short of their predicted range.

Marts & Lundy’s Capacity Analysis helps organizations aim high and staff appropriately. It is a unique asset for those wanting to maximize their fundraising potential.