Adventures in Analytics
Welcome to our Journey!

Assess and manage risk.
Make better decisions.
Create value.
Your Speakers Today

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Portfolio Curator, Markamind
Pro Bono Analytics for Non-Profit
MULTIPLE OBJECTIVE DECISION ANALYSIS (MODA) of the Major Fundraising Program for Young Audiences New Jersey and Eastern Pennsylvania
About Young Audiences (YA)

- Mission: inspire young people and expand their learning through the arts
- Serves students from pre-K through grade 12
- Reached 12 million children over 42 years
Background on Kromite - Young Audiences Collaboration

Stick with tried and true
-or-
Try something new

Why MODA?
Value Hierarchy, Objective and Measures

Values for YA Primary Fundraising Activity

Meet Financial Need/Budget
- Capacity to reach targeted goals

Sustainable
- Engages Board Members
- Iterative model

Excite Donors & Community with Mission
- Deepen connection with existing donors
- Cultivate relationships with potential donors
- Exposure to broader community
Value Hierarchy, Objective and Measures

Meet Financial Need/Budget
- Capacity to reach targeted goals
  - Net Revenue
    - Self-identifying Interest
    - Time contributed by board members
- Engages Board Members
- Iterative model
  - Non-replicable hours
  - Degree of control
- Deepen connection with existing donors
  - # of repeat donors attending
  - Touch points
  - Conversion rate of 1st time donors to 2nd time donors
- Cultivate relationships with potential donors
  - # of new people attending and/or donating
  - # of first time donors
- Exposure to broader community
  - # of website hits

Sustainable

Excite Donors & Community with Mission
Alternatives

- Dazzle
- Creativity Luncheon
- Celebrity Concert
- Regional Events
- Major Gifts Program
- Benevon Model
- Project-Based Fund-a-Need
Weighting of objectives, subobjectives, and measures

<table>
<thead>
<tr>
<th>Objectives</th>
<th>Subobjectives</th>
<th>Measures</th>
<th>Weight of measures</th>
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<td>Meet financial need/budget</td>
<td>Capacity to reach targeted goals</td>
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<td>Exposure to the broader community</td>
<td># of first time donors</td>
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<td># of website hits</td>
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Weighting of measures

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<th>Subobjectives</th>
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Weighting of subobjectives

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Value produced by each alternative

- Celebrity concert
- Dazzle
- Creativity luncheon
- Major gifts program
- Fund-a-need
- Regional events
- Benevon

Value created by alternatives

- Reach financial goals
- Self-identified interest
- Time contributed by board members
- Non-replicable hours
- Degree of control
- # of repeat donors attending
- Convert 1st-time to 2nd-time donors
- Touch points
- # new attending
- # 1st time donors
- Website hits
Reduced weight of "Reach financial goals" by 50%
The differences of working with a nonprofit

- Operate within a set budget, not maximize profits
- Competitor landscape was less of a concern
- Consensus with board
- Emotional investment
How did we address differences?

- Educational moment

- Careful preparation of final report and presentation

- Final result was recommendation of top three alternatives for further analysis
Benefits from the analysis and process

- A clear “story” emerged
- A new decision-making approach
- Giving back to the community
- Deepen our experience with MODA
“It was a valuable learning experience to work with a consulting firm so vastly different than our usual collaborators. Kromite’s expertise helped us get a glimpse into the way data can be used to approach decisions, how to weigh variables, how to quantify and measure outcomes, and how to build models to predict outcomes.”

Ann Betterton, Development Director
“I believe the process helped identify potential risks and rewards and given us an ability to discuss those in an informed way with our trustees so that the conversation goes beyond hunches, fear and personal preference.”

Michele Russo, President & CEO
Data Visualization
2018 Project Name and Month
Patient Flow Simulator

Simulated Progression of Patients by Stage and Line of Therapy

- Stage III
  - Stage IV 1-line
  - Stage IV 2-line
  - Stage IV 3-line

- Stage II/1B

- Mortality

- 0 to 2000 Patients at Disease & Treatment Stage

- Start to 1 year Time
Why did I approach Kromite?

Markamind is a high growth agency that builds growth portfolios.

The Decision Inventory provided an new visualisation capability.
How did we start? (3 month trial)

MoU → Segmentation → Campaigning

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Memorandum of Understanding (MoU)
This MoU has been prepared to define a collaborative framework (between Federal Government, Fast 100, Councils) to lead the process of identifying business opportunities within existing frameworks for the following purposes:

- To establish a collaborative platform for the three entities (Federal Government, Fast 100, Councils).
- To address key areas of concern and potential opportunities for collaboration.
- To define roles and responsibilities of each party.

Duration and decision review process
The MoU will define the scope and objectives of the working relationship between the entities. After the first period, the MoU will be reviewed and refined to reflect the following periods:

1. Review period: 3-month period for further consideration
2. Negotiate a revised contract to establish a more formal partnership.
3. Review and revise the MoU to ensure continued alignment of business interests.

When next review period, both Fast 100 and Councils will prepare a clear statement of performance that reflects on the following points:
- What worked well and is to be continued.
- What did not work well and is to be changed.
- What was unclear and need further clarity.
- What other ideas should be considered for the next review period.

Markamind

Capital planning sacrifices early stage ventures

Investors are now more demanding and selective with the risks that they take. They want a great team, evidence of traction, and a clear picture of how capital will crystallise into future economic value.

“More than 80% of money invested by venture capitalists goes into the adolescent phase of a company’s life cycle.”

On average, great plans, people, and businesses succeed only one in ten times.

Source: Harvard Business Review
What have we learnt and changed?

**Service Design**
- Broadened focus
- Defined new role
- Created new capability
- Capture new use case
- Defined value prop.
- Repacked as solution

**Campaign Design**
- Tested traction
- Targeted range of users
- Started with contacts
- Also tested cold leads
- Refined the message
- Validated nascent market

**Promotional Offer**
- Repackaging offer
- Narrowed scope
- Refining collateral
- Build expert panel
- Deliver demo events
- 3 mth free trial
Final thoughts on approach

The goal is to give clients the benefits of DA without the extra work.

Decision makers want dynamic budgets without the effort.

Otherwise are content with status quo and focus on cost reduction.
We are happy to share more with you at your convenience

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