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**RESolutions TECH**

We often get ourselves into the rut of collecting our data with fine tooth precision without ever doing or knowing what to do with it once we have it to advance our cause. KeyDonor advances you to a whole new level where you can now make greater efficiencies through more effective use of your data and resources.

The course begins by assisting you to ask the right question(s) such as the all important, “Who is most likely to give to our Organization?” KeyDonor then walks you through the process of working your data to help answer your question(s) by assisting you decide which data you want to use. It then helps you through the process of taking it from your database, moving it to Excel, and then in to DataDesk which is the stats program that everyone can use as it is just so user friendly. So now that you have your question(s), you have your data in a format that you can analyze or mine; you then need to identify which of these data might predict your outcome (or answer your question(s)). Through audio/visual instruction, KeyDonor walks you through the process making it EASY to understand and remember. As you look at the possible predictors, KeyDonor assists you in asking further questions along the way that help you better understand your data and confirm your predictors. You clearly begin to see patterns and relationships in your data that you likely were never aware of before. Once your predictors are identified, the course again walks you through evaluating the significance of each of them and how to use this to then assign an overall score to these predictors. This score identifies the model constituent of your question(s) which in this case is which constituents are most likely to give to your Organization.

At the end of the course, it is clear that KeyDonor has taken you to a much higher level of understanding about your data. Your database has become much more than an address book or a place to track donor gifts; it has allowed you to find gold and has given your Organization the ability to focus on more data driven development. You are excited about your data and want to begin data mining right away. KeyDonor’s only limitation is that it leaves you hungry for more once this is complete and might be better if more advanced study links or resources were provided at the end.

This course is for everyone in fundraising and KeyDonor makes it so incredibly easy to understand that you, yourself, can begin to have an understanding of your data without having to totally rely on your Database Administrator or Statistician.

I have assisted many Colleges and other Non-Profits since May 2000 in setting up their data, cleaning-up their data, training users to make better use their databases and how to better understand their data. From this experience, I see tremendous value in this course for all levels of an Organization. After fully reviewing KeyDonor, I believe it to be a key tool to introduce and provide clear understanding in the area of Data Mining and Predictive Modeling whereby this level of understanding will allow Organizations no matter what their size, to save money, build better relationships, and raise more money!