

THIS WILL CHANGE THE WAY YOU LOOK AT DONOR DATA.

RAPIDREPORT
POWERED BY Blakely

One of the biggest gaps for many charitable organizations is that acting on current trends and results is challenging, in large part due to a lack of access to the insights decision-makers need to take strategic action. This can lead to a significant opportunity cost.

Frequently, charitable organizations rely on irregular or longer-term reporting by quarter or fiscal (quarterly, annually). Unfortunately, waiting to look at results can delay your ability to respond to new opportunities.

We've been working to change that with our new analytics tool: the **RAPID REPORT**.

WHAT IS IT?

The RAPID REPORT is a sister product to the BENCH, our cornerstone benchmarking report that we have been providing to clients for over 20 years.

The RAPID REPORT provides a dynamic snapshot of your program, tracking relevant KPIs on a monthly basis. It enables you to prioritize your investments and focus your team's efforts so you can re-direct resources as needed.

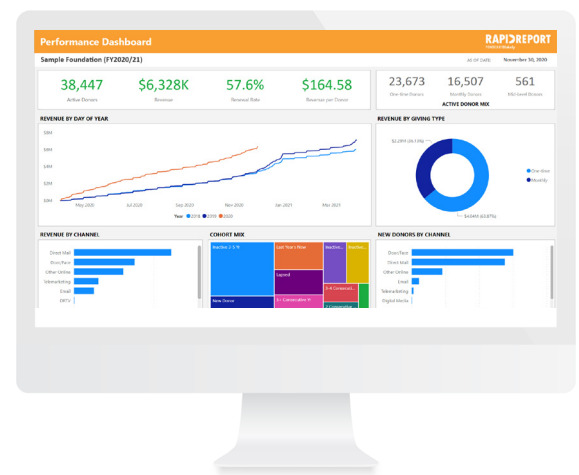
WHAT DOES IT MEAN FOR YOUR PROGRAM?

You can fill critical insight gaps and measure what truly matters.

Our insights are only as good as the data we have access to. The Rapid Report provides your metrics quickly, so you will no longer look back wishing you had known then what you know now.

This tool focuses on the key aspects of your program across all audience segments:

ACQUISITION • RETENTION • MONTHLY GIVING • MID-LEVEL



The Rapid Report can also uncover key opportunities for your file by identifying the drivers of higher-value giving from your donors.

The Rapid Report is a vital opportunity to empower your team with data.

With easy access to clear, outcome-focused reports that can be seamlessly transferred across platforms, you can take action quickly and impact results.

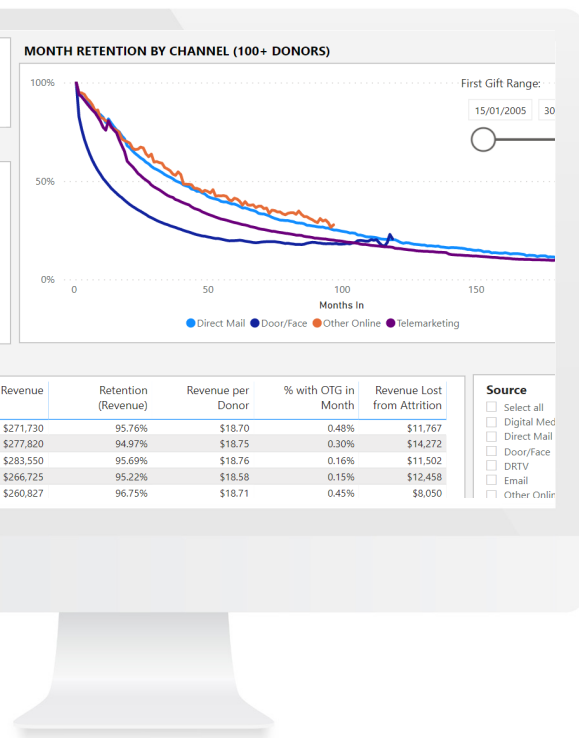
WHAT IS INCLUDED?

Monthly data refresh

Online platform access

Two licenses per organization

Quarterly review meetings with Blakely, to measure performance against KPIs and identify gaps and opportunities



HOW IS IT DIFFERENT THAN OTHER PRODUCTS ON THE MARKET?

It offers an **updated monthly** view into key trends in your donor behaviour.

It provides **interactive visual insights** into audience-based KPIs while also giving you the ability to slice and dice the data in ways that you can action quickly.

Data visualizations are **easily transferable** to other platforms (i.e. your next board report).

It is **more strategic** than tactical in nature, and it helps show the **bigger picture trends** across your donor segments, identifying opportunities or challenges that can be actioned immediately.

LEVERAGE THE POWER THAT RESIDES IN YOUR DONOR DATA.

READY TO LEARN MORE?

We would love to chat with you on how having access to current data more frequently could elevate results for your organization.

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