

**BCG ANALYTICS**

# DONOR FILE HEALTH AUDIT



**Q: ARE YOU TRYING TO FIND GENERAL KNOWLEDGE ABOUT YOUR PRE-EXISTING DATA?**

**A:** Yes, I want to:

- ✓ Find year-over-year analysis of key performance metrics
- ✓ Understand metrics like acquisition, donor value, retention, reactivation, and upgrading
- ✓ Uncover areas of concern and areas of opportunities
- ✓ Receive a blueprint and action plan to change my data trends

**SOLUTION: DONOR FILE HEALTH AUDIT**

What's the next step? [Contact us.](#)