

WE Impact maximizes your investment and delivers an optimized and efficient solution to support your fundraising or sales and marketing programs via a tailored professional services engagement.

## WE Help Our Customers Achieve Their Business Goals

WE Impact is a defined, solution-focused, results-driven consulting engagement, designed to drive ROI for organizations using screening, modeling or data services in the implementation of a fundraising or sales and marketing engagement program.

Our structured, three-phased approach looks at your entire business to find ways WE can help you improve it.

You know your organization best, so WE works with you to find opportunities for better business outcomes.

## Structured Approach, Measurable Results

### Success Framework - Phase I

Your success is the foundation for our WE Impact engagement. That's why each project begins with the creation of what we call the "Success Framework" phase.

During this initial 30-day phase, WE works with you to gain a clear understanding of your goals, needs, infrastructure, and business processes.

We develop key deliverables and prep and screen your CRM/DMS data.

Deliverables include:

- » Client Assessment
- » Documentation Collection
- » Data Preparation
- » Data Screening

The results of this phase are delivered to you in a tactical working session conducted onsite or virtually.

### Calibration - Phase II

Ensuring success mean making the necessary adjustments. During the Calibration phase, which spans the next 30 days of the project, WE conducts and presents a data review, virtually or onsite, by a WE professional consultant. During this review appropriate models are selected to build on the screening results.

Further analysis and recommendations are conducted upon completion of a test appeal which utilizes the screening results.

Deliverables include:

- » Completion of screening and modeling
- » Executive Summary for client leadership
- » Refresher training and support on implementation and data integration
- » Strategic development session

### Assessment & Measurement - Phase III

Finally, during the Assessment & Measurement phase, WE brings it all together for you during tactical and executive read-out sessions where modeling results are presented to the client by the consultant, who also assists in the determination of full, ongoing process implementation, impact on case/ask strategy, and next steps.

Deliverables include:

- » Initial Results Analysis
- » Continuous Improvement Evaluation
- » Review if Data integration process
- » Reviews any immediate returns on the screening/ modeling make adjustments & recommendations
- » Identify next Phase of process improvements, specific campaigns and tools implementation



### WE Is Here to Help, for the Long Term

Upon the completion of WE Impact, you may continue with WE Impact Continuum, which provides ongoing guidance, assessment, and support for an additional defined engagement period.

### Trusted Partners

Our professional services team has decades of data and analytics business experience, functional knowledge and practical competence to provide decision-makers with actionable strategies to increase marketing and fundraising success, find qualified prospects, effectively reach target audiences, and handle complex data and IT integration challenges.

### Explore and Discover

Explore the world of big data with an expert guide. WE has navigated the waters of data and analytics since before they were buzz words. Let WE help YOU.



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