



Melissa Bank Stepno

Director of Professional Services

Target Analytics at Blackbaud

[Read Bio>>](#)

Segmenting for Success: Identifying Wealth and Philanthropy in YOUR Database

Topic: Research and Analytics (RA)

Using the power of predictive modeling, Target Analytics recently completed a meta-analysis of household wealth, assets and philanthropy across the United States. The findings indicate that we can segment the US population into just 5 primary donor groups, focused primarily on past philanthropic behavior and further differentiated by current financial circumstances and household demographics. Join us to learn how you can take advantage of these findings to work efficiently on the prospects in your database who have the greatest wealth and propensity to give to your organization.