

Blackbaud FPM Predictive Scores

The **Blackbaud FPM Predictive Scores** are based on models that are built specifically for your institution. These scores are applied to the constituents in your database and reflect the individuals' giving opportunity in the current fiscal year. Your constituents are re-scored at the beginning of each fiscal year, taking into account the previous year's performance.

EVI – Expected Value Index (MG EVI, AG EVI)

Based on a predictive model that we've built specifically for your institution, its purpose is to rank order all of your prospects with a score from 1 to 99 based on their expected value to your institution next year. There is a unique EVI score for both Major Giving and Annual Giving. The EVI scores consider previous giving, wealth, and other demographic factors. The EVI is designed to accelerate prospects through the qualification funnel where specific analysis and discovery can be done.

PDI – Probability to Donate Index (AG PDI)

This score is an estimate of the probability to donate to Annual Giving. Its purpose is to rank order all of your prospects with a score from 0 to 100 based on their probability to donate to your institution this fiscal year. Used both in and outside of Annual Giving, the PDI score is a good barometer of affinity, as higher levels mean the constituent is more likely to engage with you (take a meeting, volunteer, attend an event).

Net Worth

This is a consumer marketing variable defined at the household level to predict the net worth of your prospects. This provides scores on a very broad coverage (>95% on average) of your constituents.

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