CAMPAIGN INSIGHT 2018

HIGHLIGHTS

- SELF-SERVICE INSIGHTS FOR CAMPAIGN STAKEHOLDERS
- ANALYSIS AND TRENDS FOR CHARITIES
- SMART DATA DISCOVERY AND PREDICTIVE ANALYTICS FOR OPM CFC OFFICE
- "CLICK VS CODE" (NOT DEPENDENT ON TECH SKILLS) FOR LFCC CHAIRS & COMMITTEES
- FAST TIME TO VALUE - INSIGHT FOR THE FINAL 45 DAYS THAT DRIVES OPM, LFCCS, OCS AND CHARITY ACTIONS

WHY DOES IT MATTER?

THE FOLLOWING QUESTIONS GET ANSWERS

- What happened?
- Why did it happen?
- What will happen?
- What should I do about it?

USING DATA TO IMPROVE OUTCOMES

Digital transformation has arrived for federal, state, local government, and non-profits. The new CFC, launched in 2017, reimagined the Combined Federal Campaign (CFC) to become customer-centric as well as more responsive, agile, and with a clear value proposition.

The secret to being customer-centric is data and analytics: making every donor-charity interaction smarter. It means using data driven insights to optimize how Local Federal Coordinating Committees (LFCCs) and Outreach Coordinators (OC) engage with donors, charities, agencies and vice versa; measuring trends, and better using resources and marketing campaigns towards better pledge and charity outcomes. It means empowering OPM to aggregate data to understand mission effectiveness, identifying opportunities where the LFCC/OC/Central Campaign Administrator (CCA) can improve its partnership, and providing better transparency on progress to key stakeholders like charity federations and their members. Because driving mission outcomes requires empowering everyone with actionable insight from Federal Board Executives to campaign volunteers, and each participating charity.

SALESFORCE ANALYTICS ADVANTAGE

With Kaptivate's prebuilt connections and data flows it's never been easier to analyze data, and unlock data across legacy government systems, or siloed cloud apps, for a complete integrated view of programs, customers, and service. Salesforce *Einstein Analytics* power this versatility with the following key attributes:

- ***Complete*** - Your campaign organization can get started in minutes with customizable Analytics Templates, or build flexible dashboards from scratch that provide LFCCs and Outreach Coordinators with instant visibility into marketing effectiveness, donor concentrations, underserved federal communities, and trends across all channels.
- ***Connected*** - OCs and Campaign Volunteers can take action on insight infused into their standard work processes.
- ***Intelligent*** - Unlike traditional tools, Einstein Discovery helps program managers quickly sift through vast amounts of data, enabling them to make smarter decisions with transparent, AI-powered predictions and recommendations. Then it generates answers, explanations, and recommendations in a way that's easy for LFCC and Agency heads to use.
- ***Mobile*** - With Einstein Analytics, government workers have access to data at their fingertips and can act on insights from anywhere, to make data driven decisions from OPM to the OC "ground game" at every installation.
- ***Platform*** - Data preparation tools allow analysts to manipulate and ingest data from anywhere quickly. This ease of integration will help transform CCA's data from flat file to a real-time, decision support engine.
- ***Government-Ready*** - Part of Salesforce Government Cloud (for qualified U.S. based customers), Einstein Analytics, has compliance with comprehensive privacy and security standards and certifications, including some of the following:
  - FedRAMP (Federal Risk and Authorization Management Program) and
  - Defense Information Systems Agency Impact Level 4 (IL4) Certification.
- ***Secure*** - Einstein Analytics has different levels of security that OPM and the LFCC can implement to ensure that the right user has access to the right data.

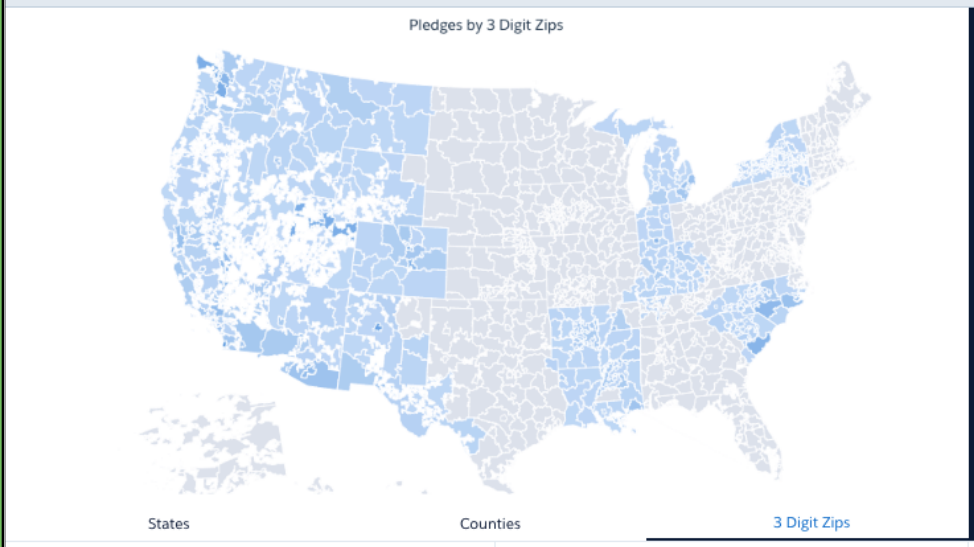
About Kaptivate Analytics

We don't bet on hunches. We help our clients identify actionable intelligence and insight. That's why we've partnered with Salesforce, the leaders in business intelligence platforms.

Data Visualizations & Actionable Intelligence

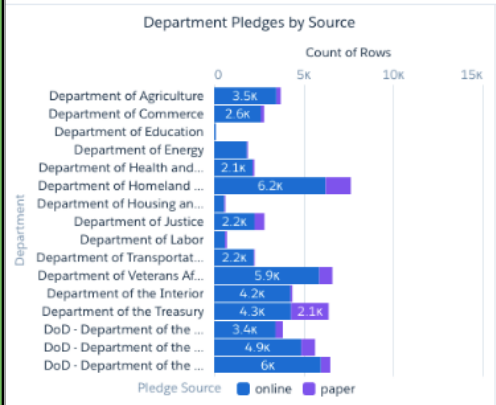
OPM Pledge Analytics

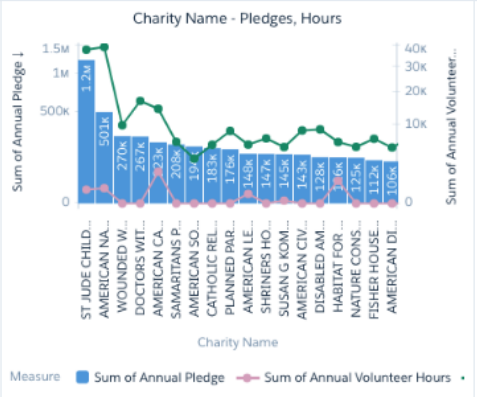
Department: All | Agency: All | Office: All | Payment Method: All | Charity Name: All | Pledge Source: All | Donor Type: All | Zone: All

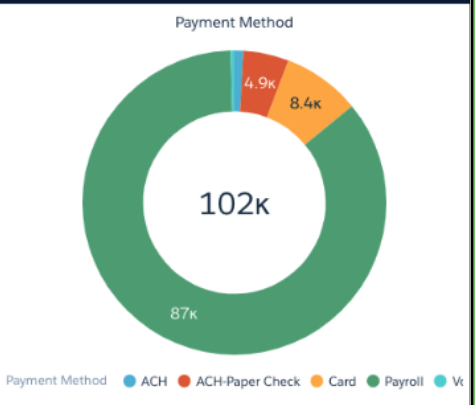


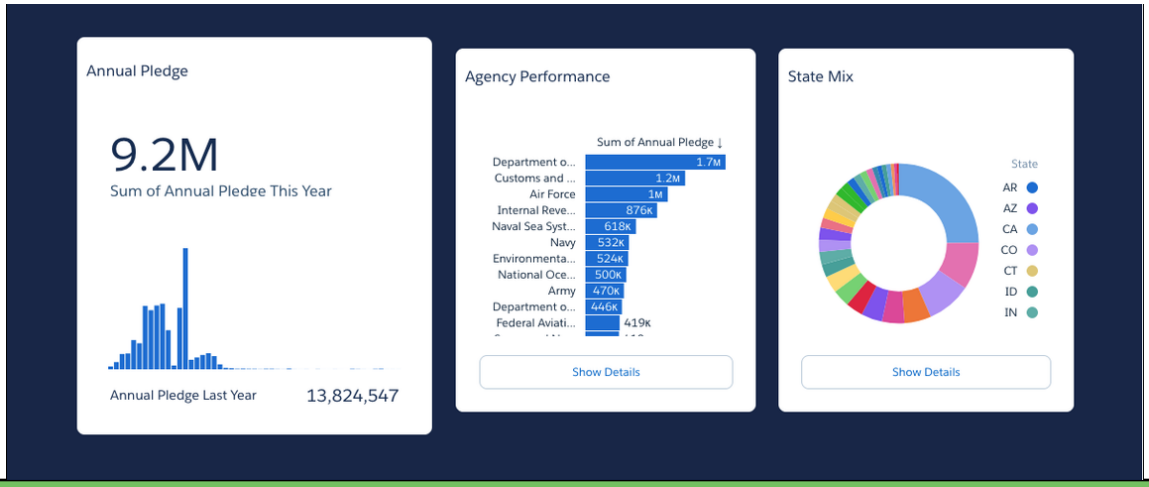
Pledge Metrics

Pledge Total	23.0M
Volunteer Hours	24.3K
$ Value of Hours Volunteered	553.5K







Details

#	Department	Agency	Office	Charity Name	Donor Type
1	Independent Executive & Quasiofficial Agencies	National Credit Union Administration	Other (CFC:JM2JQE)	ST JUDE CHILDRENS RESEARCH HOSPITAL INC	Federal Employee o
2	Department of the Interior	Office of the Secretary of the Interior	Other (CFC:JRQ3F1)	WOMENS AND CHILDRENS ALLIANCE INC	Federal Employee o
3	Military - Air Force	Air Force	Other (CFC:8RT29L)	NATURE CONSERVANCY	Federal Employee o