



HL POWER GRID SYSTEM!™

A SYSTEM OF **ANALYTICS-DRIVEN** FUNDRAISING AND ASSESSMENT TOOLS TO ENHANCE AN ORGANIZATION'S UNDERSTANDINGS OF THEIR STRENGTHS AND POTENTIAL.

1. **DATABASE AT-A-GLANCE GRID:** SHOWS YOU YOUR DONORS AND YOUR DOLLARS OVER TIME, SO YOU CAN SEE IF YOU ARE TRENDING UPWARD EACH YEAR.
2. **DINNER DONOR TRENDS AT A GLANCE:** OVERVIEWS YOUR DINNER DONORS AND WHAT THEIR GIVING HABITS ARE FROM YEAR TO YEAR.
3. **HL DINNER DONORS AT A GLANCE:** SEGMENTS YOUR DINNER DONORS TO VIEW WHICH DONOR GROUP IS STRONGEST AND WHERE OPPORTUNITIES STILL REMAIN.
4. **HL ALUMNI ANALYSIS GRID:** ANALYZES YOUR MOST POWERFUL ASSET: YOUR FORMER BENEFICIARIES.
5. **MVD™ AT A GLANCE GRID:** SHOWS YOU THE GIVING HABITS OF YOUR MOST VALUABLE DONORS.
6. **POTENTIAL MVD SCREENING GRID:** HELPS YOU ANALYZE THE GIVING POTENTIAL OF UNINSPIRED DONORS IN YOUR SYSTEM.
7. **INDIVIDUAL DONOR PROFILE GRID:** CHARTS THE PROGRESS OF A PLEDGE, FROM FORECAST TO FRUITION.
8. **SOLICITOR PROGRESS GRID:** VISUALLY CHARTS SOLICITOR'S PROGRESS TO ENHANCE MOTIVATION.
9. **HL PLEDGE PROGRESS GRID:** A POWERFUL INTERACTIVE TOOL THAT TALLIES YOUR SUCCESSES TO BOOST MOTIVATION AND DRIVE RESULTS.
10. **MEDIA AT-A-GLANCE GRID:** AN ADVERTISING TOOL DESIGNED TO GIVE AN ORGANIZATION A QUICK VIEW OF THEIR WEEKLY MEDIA CAMPAIGN AND ITS OPTIONS.
11. **DINNER TIMELINE GRIDS:** TIMELINES/CHECKLISTS OF THE STEPS TO SUCCESS FOR A MAJOR FUNDRAISING EVENT, BEGINNING 12 WEEKS BEFORE.
12. **HL POST-EVENT CLOSING FINANCIAL STATEMENT GRID:** A SYSTEM OF QUESTIONS THAT PROVIDE A SNAPSHOT OF YOUR CAMPAIGN IN RETROSPECT.
13. **HL INTERNAL DINNER OVERVIEW & EVALUATION GRID:** LISTS IMPORTANT FOLLOW-UP AND FOLLOW-THROUGH TASKS FOR AFTER THE EVENT, TO ENSURE YOUR STAFF COVERED ALL BASES IN CLOSING THE CAMPAIGN.
14. **CAPITAL CAMPAIGN SOLICITATION GRID:** A TOOL THAT ALLOWS YOU TO SEE YOUR HIGH AND LOW PLEDGE RANGES FOR YOUR DONOR BASE AND CHART THE STATUS OF EACH DONOR TO HELP YOU ORGANIZE YOUR GOALS FOR YOUR CAPITAL CAMPAIGN.