

**Presentation: Wednesday, October 23rd**

**PSM Speaker Series**

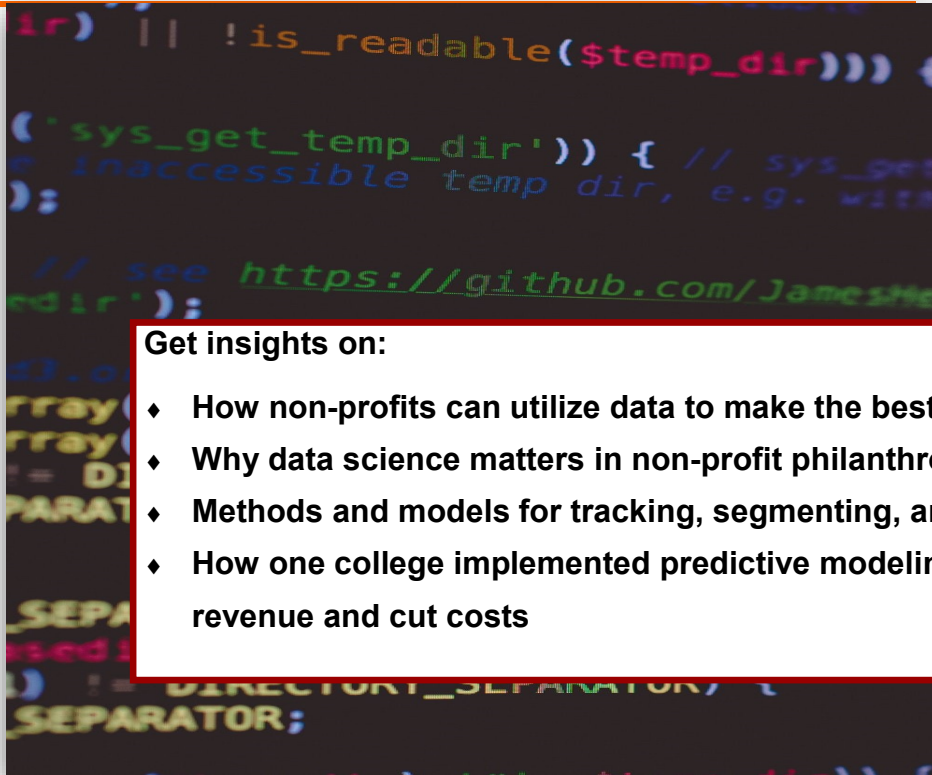
# **Data Science for the Greater Good: Using Analytics in Non-profits and Fundraising**

**Speaker:** Pamela H. Say,  
BA, MBA, CFRE

**Date:** Wednesday, October 23

**Time:** 5:00pm -5:45pm

**Location:** Bulger 216



## **Get insights on:**

- ◆ **How non-profits can utilize data to make the best uses of resources**
- ◆ **Why data science matters in non-profit philanthropy**
- ◆ **Methods and models for tracking, segmenting, and utilizing data**
- ◆ **How one college implemented predictive modeling and analytics to increase revenue and cut costs**

## **About the Speaker:**

Pamela Say, BA, MBA, CFRE is a sought-after, nationally-published author, speaker, higher education administrator, and small business owner. Her award winning work commands international attention. Say was featured recently in Advancing Philanthropy Magazine (a global publication of the Association of Fundraising Professionals) in a column on discovering your personal best leadership. In an interview with the Chronicle of Philanthropy, she contributed to a special insert entitled Fixing the College Fundraising Crunch. Say has raised millions of dollars for non-profit missions, inspired staff to smash through marketing metrics, and coached best-in-class teams. Her book Five Strategies to Increase Annual Fund Revenue features a case study in which she and her team increased annual revenue forty percent sustainably in three years by marrying the art and science of fundraising. One of the five strategies reveals how predictive modeling, analytics, reporting, and strategic database management led to measurable results in funding the mission. She has worked with some of the nation's top experts in fundraising analytics and continues to be a proponent for data science in the field.

## **PSM Speakers Series contact:**

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