



# ALTERYX FOR NONPROFITS

TAP INTO DATA SCIENCE AND ANALYTICS  
TO ACCELERATE YOUR MISSION

BE NOT  
SIMPLY GOOD;  
BE GOOD FOR  
SOMETHING.

-Thoreau

#alteryxforgood

“We use Alteryx to analyze our donor and client data which increases our online and mail donations as well as improves the services and resources we provide to homeless and low-income families and individuals.”

—Pathways of Hope

It's a new data-driven world for nonprofits. Those that embrace data science and analytics can optimize fundraising programs, allocate budgets more optimally, communicate results to major donors and grantors more effectively, and better leverage, engage and retain volunteers. They can make smarter decisions faster, and do it all, without burning hours on spreadsheets. They use Alteryx.

It's why we created Alteryx for Good, a program designed specifically for nonprofits like you. So, you can put the most powerful yet easy to use analytics tools in the hands of your team. Smaller nonprofits get donated Alteryx licenses, and more established organizations can get Alteryx at a reduced cost. No matter the size of your organization, you can plug into the Alteryx for Good Co-Lab, stocked with volunteer experts who share your passion for doing good, and stand ready to help you turn your vision into reality.

## Nonprofits everywhere are using Alteryx to run smarter

Nonprofits globally are using Alteryx to make better data-driven decisions, like McKinsey Social Initiative, Baton Rouge Food Bank, Connect2Help 211, Kids Play International, Pathways of Hope, Lava Mae, Sustain International, Gary and Mary West Health, Best Beginnings UK and Stiftung Wagerenhof.

“With Alteryx workflows, we can show the community what is needed where, and how people can help in their communities.”

— *Ann Hartman,*  
*Director, Connect2Help 211*



Get started at:  
[alteryx.com/forgood](https://alteryx.com/forgood)

## About Alteryx for Good

We're passionate about the thrill of solving, for the greater good. Together we can make a significant impact within our communities and in the lives of others. It's why we created Alteryx for Good, a program designed specifically to give Alteryx Designer licenses free to nonprofits, students, and educators so they can experience the game-changing benefits of data science and analytic capabilities, and the opportunity to achieve their respective goals.

## Powerful data science and analytics capabilities have never been more in reach

U.S. 501(c)3 organizations and foundations, or non-governmental organizations can apply for the Alteryx for Good program:

- Organizations with income less than \$10 million get a donated, Alteryx Designer license from Alteryx for Good
- Organizations above \$10 million may qualify for a discount on Alteryx products
- Every Alteryx for Good license recipient can access our Alteryx for Good Co-Lab volunteers experts with a passion for analytics for good
- Resources on the Alteryx Community for pre-built analytics templates and workflows

## Five ways to power up your nonprofit with analytics

### 1. Dial up your donor outreach using data science and analytics

Alteryx can help you improve your targeting to acquire new donors, with powerful analytics around prospective donor demographic factors like financial or geographic segmentation, use predictive analytics to forecast fundraising outcomes, and model and optimize cost per outreach. You can even join your internal data with powerful public data sets like US Census data, to up your donor demographics game.

### 2. Unlock more value from existing donors and members using data-driven decisions

Analyze membership engagement, renewals, and even identify opportunities and patterns for effective membership product cross-selling like shifting from one-time gift to recurring donation, or where and who to target for corporate or product-based programs.

### 3. Wow your grantors and major donors with program effectiveness reports and analytics

Your constituents and funders want to know that your programs are effective, improving lives, and in line with your nonprofit's charter. Alteryx enables you to rapidly pull together data from multiple data sources to quickly provide metrics and reports about program outcomes and report on metrics like effectiveness, quality of outcomes, and cost-to-revenue ratios for each program.

### 4. Make the most informed decisions around expenses and budget allocation

Traditional financial reports just don't cut it anymore. You need to link financial performance with operational performance, to see what investments are having a positive, or subpar impact on program outcomes, and then allocate expenses more effectively to maximize use of funds. Alteryx helps you link your financial and operational data together across systems, to understand investments that are working and driving outcomes, and where to improve.

### 5. Optimize value staffing and volunteer resources

Your volunteers are a valuable resource. Dashboards and reports can show them the impact they're making to drive engagement, demographic analytics provides powerful tools to improve volunteer conversion, and spatial analytics can ensure volunteers are matched with the right programs and opportunities.