

INSIGHTS FOR A STRONGER TOMORROW

Know what's happening in your fundraising — and what to do next.

Aspira helps nonprofit leaders understand where revenue opportunity exists, what deserves attention now, and which actions should happen next.

PEOPLE
INSIGHTS
GREATER IMPACT

Core assessments

Revenue Opportunity Assessment

Where is our most actionable fundraising opportunity, and what should leadership do about it?

Best when you need a practical picture of where revenue can grow.

Fundraising Capacity Assessment

Do we have the team structure, systems, and execution capacity needed to produce stronger fundraising results?

Best when staffing, ownership, process, or infrastructure may be limiting results.

Revenue Intelligence Review

What do donor and revenue patterns reveal — and what should we do about them now?

Best when you want a sharper, evidence-based picture of donor behavior and emerging opportunity.

What every Aspira engagement is built to do

- Clarify the situation
- Surface the most important opportunities
- Focus leadership attention
- Translate findings into practical next steps

Start with a conversation.

We'll ask the right questions, understand what you're trying to solve, and tell you whether an Aspira engagement is likely to create meaningful value.

ASPIRA PHILANTHROPY

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Specialized capabilities

Focused offerings for organizations with specific revenue questions, distinctive donor populations, or opportunities that call for deeper analysis.

Targeted offers

Planned Giving Prospect Intelligence

Which donors warrant a thoughtful planned-giving conversation?

Identifies and prioritizes the donors most deserving of planned-giving attention.

Membership-to-Philanthropy Assessment

Which members, subscribers, annual supporters, or lower-level donors show the strongest potential for deeper philanthropic engagement?

Best when you want to move supporters from participation into philanthropy.

Bespoke COMPASS Engagement

What if our question does not fit neatly into a standard assessment?

Custom analytical work for organizations with a unique revenue question, donor base, or strategic situation.

How to choose

- Need to identify your most actionable revenue opportunity? **Revenue Opportunity Assessment.**
- Need to examine capacity, structure, and execution? **Fundraising Capacity Assessment.**
- Need sharper donor and revenue insight? **Revenue Intelligence Review.**
- Need planned-giving prospects? **Planned Giving Prospect Intelligence.**
- Need to deepen member or supporter philanthropy? **Membership-to-Philanthropy Assessment.**
- Need a custom answer? **Bespoke COMPASS Engagement.**

Powered by COMPASS™

Aspira's analytical engine helps organize donor, fundraising, and related data into decision-ready insight.

DATA
RELATIONSHIPS
GREATER IMPACT

Start with a conversation.

If you are unsure which offer fits, we'll ask the right questions and tell you whether an Aspira engagement is likely to create meaningful value.

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