

# NESTT

## Network Engagement and Support Tracking Tool

Data analytics for modeling stakeholder behavior, predicting engagement, and strengthening sustainable movement building.

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# THE PROBLEM

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## **Supporter data is everywhere. Actionable insight is not.**

To ensure organizational sustainability, modeling donor behavior and identifying factors that drive decision-making are essential to prevent crisis and burnout.

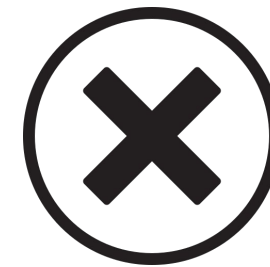
**Timely personalized communication is essential to movement work.**

A donor who gives in crisis may or may not become a steady supporter. A volunteer who completes training may or may not stay engaged.

Some pain points include:



**Inconsistent records across multiple data sources**



**Time-consuming manual data entry without analysis**

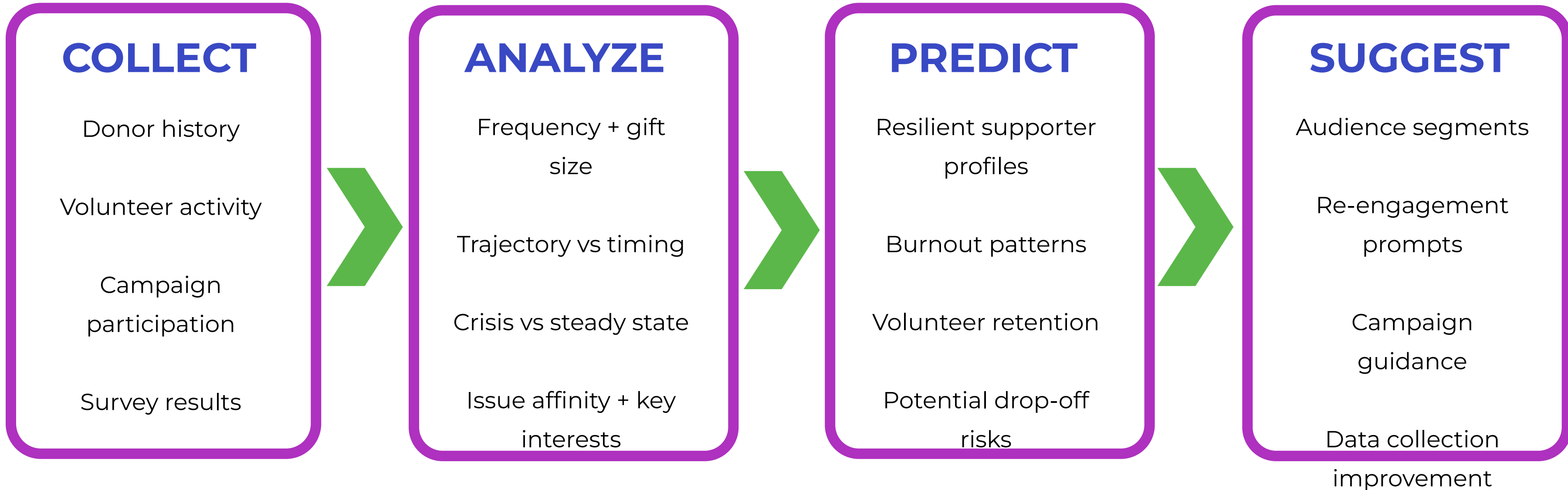


**Too much focus on individual data points, missing bigger-picture analysis**

# THE SOLUTION

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**NESTT turns movement data into actionable signals by identifying patterns and tracking engagement.**



# WHAT IS NESTT?

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**An adaptable data visualization and analysis framework for movement nonprofits**

## **PURPOSE**

Help organizations understand who continues to show up, and who is at risk of burning out by revealing patterns that predict sustained engagement.

## **FOCUS**

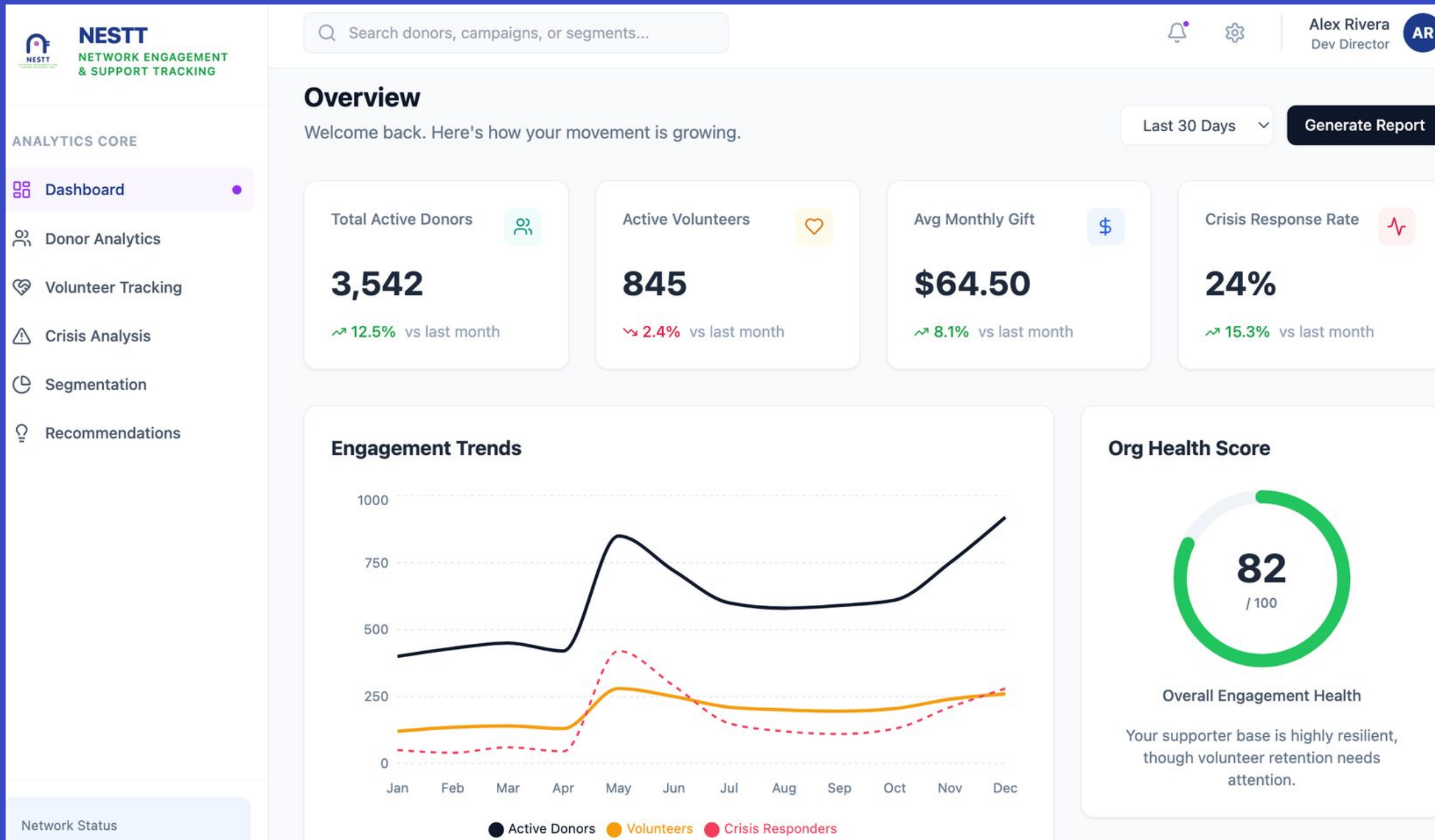
Model donor and volunteer campaign engagement behavior to determine factors that drive support and help organizations implement targeted communication.

## **OUTCOME**

Create strategic recommendations for fundraising, campaign planning, and donor segmentation.

# NESTT DASHBOARD

An elegant command center for mapping community engagement



# CORE QUESTIONS

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**What key factors drive donations to social justice-oriented nonprofits?**

2

**During urgent, controversial, or emotionally taxing moments, what behaviors predict continued engagement?**

3

**What do teams need to collect better data?**

4

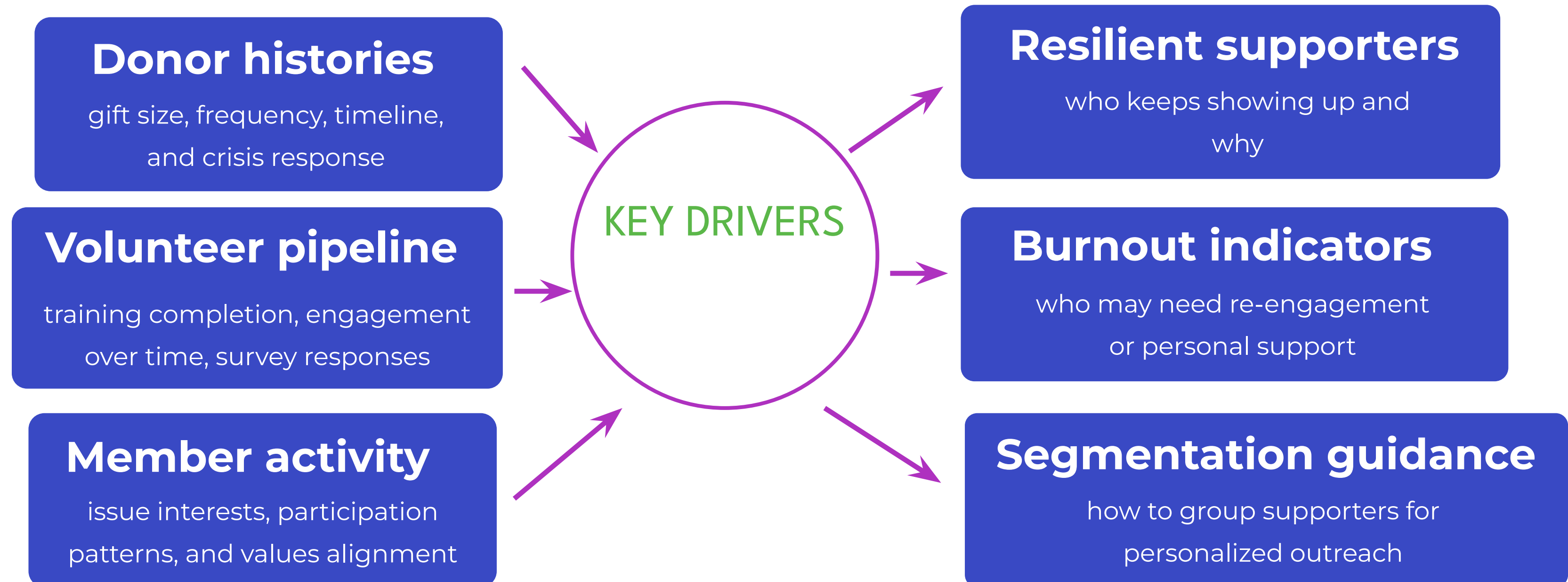
**How should stakeholders be segmented for clearer reporting, analysis, and communication?**

# CORE ANALYSIS

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## From historical data points to future strategy:

NESTT can link behavior over time to recommendations for fundraising and engagement strategy.



# FUTURE GROWTH

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**The next phase of NESTT can move beyond data analysis to provide deeper infrastructure for learning and strategic visioning.**



## **Predictive alerts**

Flag likely to lapse individuals before they lose interest



## **Optimized CRM design**

Help organizations identify fields, tagging structures, and regular reporting structures for improved CRM design



## **Ethical data governance**

Build informed consent, data deletion policies, and community accountability into the analytics model



## **Data literacy education**

Expand to build sustainable practices beyond the technology to ensure deeper understanding of data analysis and communication