

Contributions soar for non-profits leveraging new donor model

Political groups target AnalyticsIQ audiences to reach new pool of donors and lift donation amounts



Goal

Non-profits, including political organizations and committees devoted to change, are passionate about reaching their goals. To do so, it's critical for these organizations to raise funds, especially by reaching beyond their base of current loyal partners. They often ask, "How can we find new donors, without feeling the pinch of a dramatically lower ROI?"



Solution

To answer this question, AnalyticsIQ created a powerful model tailored specifically to political non-profits to help them reach their fundraising goals. To get started, AnalyticsIQ analyzed a valuable list of past, generous political donors, identifying the unique blend of PeopleCore attributes that made this audience different from the general population. AnalyticsIQ analyzed hundreds of elements, including those that intuitively appeared not to have a direct correlation to the fundraising cause.



Once the team pinpointed the common thread among contributors, they created a model to identify a list of individuals who had not given in the past. This audience exhibited all the qualities that made it appear likely they would donate, however, if targeted with marketing communications.

In short, AnalyticsIQ transformed a small list of highly valuable, prior donors into a much larger, scalable prospect list that non-profits could feel confident about using.



Results

Organizations using AnalyticsIQ's political-donor model experienced positive results across the board.

- The average ROI for direct mail campaigns targeting the model skyrocketed to **110.7%**
- Multiple campaigns saw a rise in responses rates by up to **25%**
- Fundraising teams leveraged the audience for **dozens** of mailer campaigns over the course of the year and continued to see positive, ongoing success



Continued Success

Non-profit marketing and fundraising performance can be strongly affected by economic and political climates, as well as recent public events. As a result, AnalyticsIQ team continues to work with their partners and clients to refine the data points used to fuel the model, as well as revisit the original seed file.

As with any marketing data model, adaptation to changing consumer behavior is required in order to see positive results on a continuing basis. By sharing performance data with AnalyticsIQ, users of this data continue to see success in the form of increased response rates and positive ROI.

Are you ready to experience winning results? Our flexible approach makes it easy. Whether you are looking to test, build custom models, understand lifetime value or target prospects across channels, AnalyticsIQ can be your partner.

Contact us today at sales@analytics-iq.com.