

# Major Nonprofit Boosts Giving and Response

Path2Acquisition model and smart testing strategy improves results for cultural preservation and education client.



## Challenge

Unlike for-profit businesses, nonprofits have a mission to transform lives and communities. As a result of this client's 30+ years serving, they had developed a finely tuned awareness of the performance benchmarks required to drive sustained, cost-effective new donor acquisition.

The client was looking to reach new donors that could yield a combination of strong average gift-giving and consistent response rate – this balance can be elusive to achieve at scale.

**“In a nutshell – we want MORE Path2Response names!”**

**- Direct Marketing Manager**



# Solution

The Path2Response database includes millions of individual-level donation records across a vast array of nonprofit organizations. Given this massive dataset, we were able to build a custom-filtered prospecting universe based on the client's unique average gift and response targets.

We scored this prospecting universe with our Path2Acquisition solution to identify the optimal audience segments, and recommended a test strategy that would inform baseline results and potential rollout opportunities.

## Results



**127%**

Increase in  
Average Gift



**112**

Response Rate  
Index

The test yielded exceptional results, exceeding the client's targets for key performance indicators.

Our custom-filtered prospect audience boosted average gift amount by an amazing 127%! What's more, response remained strong with a Response Rate Index of 112.

The client is eager to rollout and expand into additional prospect segments in order to support their important mission.

