

# Faith-Based Organization Grows Membership

Custom-modeled prospecting audience delivers exceptional new member growth and solid ROI.



## Challenge

Faith-based organizations rely on an engaged and thriving membership.

This client has an active base of over 1 million members that support their mission-focused causes and programs.

Given their sizable base, the client was seeking a unique source to drive substantial new donor growth, while simultaneously delivering cost-effective performance.

**“We are  
delighted with  
the results!”**

**-Executive Director**



# Solution

After consulting with the client, we outlined a testing strategy using our Path2Acquisition solution. We created a customized model that specifically leveraged high-value responders that fit the characteristics of the client's optimal donor profile.

In order to streamline a path to maximum scale, we also recommended a depth testing approach that would quickly enable rollout to a universe of 100M names.

## Results



**135**

Response Rate  
Index



**122**

Income per Piece  
Mailed Index

The initial mailing and depth testing approach were a huge success!

Initial mailing results:

- Response Rate Index: 135
- Income per Piece Mailed: 122

The depth test revealed substantial additional scale, enabling the client to reach even more strong-performing new donors.

