

# Fundraising Breakthrough for Global Health Support Organization

Consistent, game-changing performance and scale achieved with Path2Acquisition solution.



## Challenge

Known across the globe for successful delivery of medical support to imperiled populations, this client needed a shot in the arm for their fundraising strategies. Specifically, they were seeking substantial new donor growth in order to help support ongoing expansion of their global mission.

Finding only a few donors at a time was not sustainable. They needed access to large prospecting universes, optimized to consistently deliver new donor acquisition at scale.

**“The combination of breakthrough response rates and healthy average gift has been a game changer”**

**-Direct Marketing Manager**



# Solution

Since the Path2Response database includes robust donation and transaction histories for hundreds of millions of US consumers, we confidently recommended the client test our Path2Acquisition solution.

Keeping the goal of maximizing reach, we identified a sizable target universe for modeling and proposed a depth testing approach that would provide the client with clarity on future rollout potential in a near-term timeframe.

## Results



**218**

Income Per Piece  
Mailed Index



**131**

Avg Gift Index

Our model and testing approach proved to be hugely successful, and enabled the client to seamlessly rollout initiatives at substantial scale.

The client has seen consistently strong donor acquisition performance, with impressive Response Rate Indexes across multiple campaigns:

- Campaign 1: 126
- Campaign 2: 293
- Campaign 3: 163

