CASE STUDY

Sagacity
Part of Accenture Song

Transforming Fundraising Success Through Data-Driven Direct Mail

Client

Leading UK Charity

Direct Mail

Client Situation & Impact

With a commitment to both generating new donors and fostering high-value contributions, our leading charity client sought to enhance their fundraising efforts through targeted direct mail campaigns.

The client's challenge was expanding its donor base and acquiring high-value donors. Their aim was to raise funds and establish lasting connections with individuals who shared their commitment to supporting the cause for those in need.

The charity wanted the ability to tell their story through their campaigns and put a targeted personal message directly into the hands of their chosen audience.

Direct Mail

Prospect Lists

Predictive Analytics

How Did Sagacity Help?

Leveraging their existing supporter data, we crafted bespoke propensity models for each campaign. These models were engineered to identify prospects exhibiting a higher propensity to respond positively and become devoted donors.

The client's campaigns harnessed the predictive power of the propensity models to curate meticulously targeted prospect lists. In tandem, our team sourced niche data lists closely aligned with their best-performing criteria.

We also recognised the differences between the different contribution methods and ensured these were reflected in campaign selections.

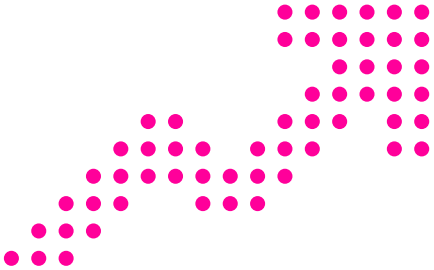
By employing a combination of predictive analytics and data-rich segmentation, we ensured the client was engaging with individuals who were genuinely interested in their cause.

This strategic alignment drastically elevated the overall effectiveness of the client's fundraising campaigns.

Outcome & Business Benefits

1,000's of new donors generated

As a result of our data-driven approach, the client elevated their fundraising campaigns to new heights by successfully attracting new donors and securing high-value contributions with a real interest in the charity.



Key Takeaways

Data-driven precision
Custom-built propensity models enable highly targeted outreach, enhancing campaign effectiveness

Effective donor acquisition
Data analysis and niche prospect sourcing yields thousands of new donors per campaign

Cultivating connections
Strategic data application leads to acquiring high-value donors with substantial contributions