## CASE STUDY

CHILD CANCER FOUNDATION

In 2023, CCF partnered with Dataro to see if AI propensity modeling could improve their appeal targeting and help reactivate lapsed donors.

Using Dataro's AI donor predictions, the Child Cancer Foundation NZ reactivated hundreds of long-lapsed donors in one campaign with 87% of revenue coming from the top 5,000 ranked lapsed donors.

By targeting the right donors and opting for a simple direct mail and email approach, CCF efficiently reconnected with its 'lost audience' and successfully reactivated donors leading to increased donor LTV.

87% revenue
from top 5,000 ranked donors

Reactivated hundreds
of lapsed DM donors
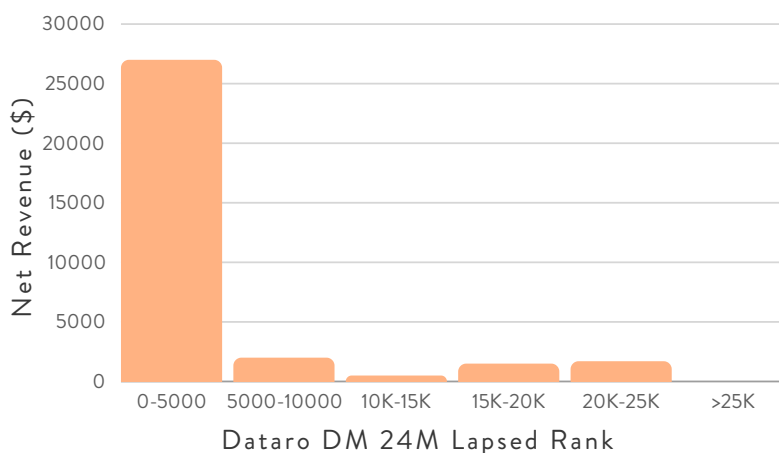
"We've seen significant benefits since adopting Dataro, immediately realizing a return on our investment. Dataro's AI donor predictions empowered our team to better understand our database and be in control of our targeting. Combining actionable data insights with strong creative ideas has helped us successfully re-activate an important group of donors and engage them with our mission again. The results of our reactivation campaign have completely exceeded our expectations!"

Francesca Powell - Marketing & Individual Giving Manager

How we did it

Dataro has an incredible track record for helping nonprofits improve their direct mail appeal performance, with more gifts received from less outreach. CCF has been working with Dataro since 2023 to improve its appeal selection process and drive better fundraising returns year on year.

In this case, Dataro's Direct Mail 24M Lapsed propensity model was integrated with CCF's CRM – Blackbaud Raiser's Edge NXT. Using machine learning, Dataro's model predicted how likely each lapsed donor would be to donate to an appeal if asked. Dataro's donor propensities were updated weekly in the charity's CRM.

CCF developed a bespoke reactivation campaign that utilized direct mail and email to engage the large lapsed audience. This campaign excluded recent appeal recipients with messaging focused on re-engaging a long-lapsed audience.

Analysing the results

The reactivation campaign reached approximately 10,000 lapsed donors via mail and 25,000 via email. Dataro's model identified these donors as being 'most likely to donate'.

Despite initial concerns about high direct mail return rates or low response rates, the campaign saw hundreds of long-lapsed donors reactivate.

Analysis revealed that the top 5,000 ranked donors, as identified through Dataro's Appeal 24M Lapsed propensity, contributed 87% of revenue towards the campaign. This insight provides a strategic focus for future campaigns, ensuring resources are directed toward high-potential segments.

By targeting the right donors and opting for a simple direct mail and email approach, CCF efficiently reconnected with its 'lost audience' and successfully reactivated donors.

WHY DATARO?

- Increase fundraising returns
- Reduces fundraising costs
- Faster campaign list creation

- Weekly updates of scores and ranks
- Protects donor privacy
- Secure cloud-based system

ABOUT DATARO

Dataro is the AI-powered donor scoring and fundraising analytics software built exclusively for nonprofits. We enable for-purpose organisations to take advantage of game-changing machine learning technology across their fundraising campaigns, helping them to raise more funds and have a greater impact.

DATARO PREDICT MODULES

- Direct Mail Appeals
- Recurring Giving Conversion
- Recurring Giving Churn
- Mid-Level Giving
- Major Giving & Bequests
- Ask Amounts, Channels, List Size

FUNDRAISING INTELLIGENCE

Includes:
- Donor Flow Reports
- Second Gift Rates & Trends
- Lifetime Value Insights
- Revenue by Program / Channel
- Live benchmarking data