

## Case History

### MarketGEM™ delivers business opportunity...

A leading international health charity required strategic insight into its donor base to drive its fundraising over the ensuing three years. Their donor data was restructured into an analysis universe so that it could easily be manipulated, facilitate the creation of derived data elements, build scoring models and deliver comparative reporting. In this way a single view of donors and supporters was constructed. They were scored according to the value/frequency/commitment level of their involvement across all of the charity's fundraising programmes and events.

The average lifetime of donors was established by tracking their involvement history on an individual level from their date of inception through to the date on which they terminated support, which demonstrated where the high-risk time points were. These key milestones for predicting churn were applied to identify donors who were entering the high-risk period for lapsing and those for reactivation. Additionally, a series of initiatives aimed at gathering more psychographic and attitudinal data were implemented which revealed significant levels of empathy or concern for certain issues that the charity wished to diversify into. The results gave the charity the confidence to move forward.

*'The analysis and segmentation of our supporter base has provided us with the insight and tools to move forward with a strategic long term fundraising plan. In particular, we've gained a real understanding of how and where to cross-sell amongst existing donors, can identify the key drivers that predict donor value and are moving forward with our first international/children's fundraising programme as a result.'* Direct Marketing Manager of Children's Charity.

