

Case Study - Annualized ROI From A Monthly Sustainer Recruitment Campaign



Non-Profit Organization

Client Type: Faith-Based Organization

Audience: 0-24 Month Non-Teleresponsive & Teleresponsive Donors

Test Type: Monthly Sustainer Recruitment

Test Objective:

A long-standing client who relied heavily on revenue generated from its 'Monthly Giving Club,' requested that DCCI develop a 'monthly donor conversion strategy' for its 0-12 month donors while allowing a break even period of 12 months or less.

Details of Test:

DCCI developed a strategy that; identified segments with the highest likelihood for converting, produced a compelling appeal to maximized response, and developed an ask strategy to maximize monthly average gift.

Conclusion:

The campaign broke even between month 3 and 6 due to a double digit monthly conversion rate and a monthly average gift that was nearly 50% higher than the industry average! Additionally, the campaign exceeded the clients expectations by generating over \$50,000 in net revenue by month 6 and over \$134,000 in net revenue by month 12.

If you'd like to learn more about how DCCI can help your organization grow your monthly donor base while breaking even on the campaign in a short period of time, please contact us at: 1-800-398-GIVE (4483).