

Food Banks Grow Donor Base Dramatically by Profiling Current Donors



Client Name
One to One Group



Industry
Nonprofit



Location
Sarasota, FL

BACKGROUND

One to One Group, a Florida-based marketing services provider, works with a wide range of nonprofits across the United States, producing nearly 500 fundraising campaigns each year for various social services, educational, healthcare and faith-based clients.

The agency understands the importance of using data-driven, highly personalized direct mail campaigns to improve response rates for their nonprofit clients, says One to One Group President Brian Weiner.

THE CHALLENGE

Two of his clients, both South Florida food banks, conduct their annual acquisition mailings in October, to solicit potential donors for the Thanksgiving holiday appeal. Using the campaign “Set an Extra Place at the Table This Year with Your Donation,” each food bank sets goals for its annual fundraising campaign in order to feed the hungry in their multi-county regions.

“It’s critical for them to add to their donor base and to continually replace donors they’ve lost through attrition,” Weiner said. “This one direct mail piece is their biggest push of the year to grow and bring in the funds needed.”

Food banks depend on these donations in the weeks leading up to Thanksgiving to raise funds in an effort to provide thousands of meals for people in their community throughout the year.

THE SOLUTION

One of his food bank clients originally wanted to mail 100,000 pieces to the nearest zip codes to build its donor base and raise money. Weiner instead recommended that they use AccuData Integrated Marketing's AccuModel SnapShot to profile their existing donors and develop a report showing important characteristics to better target prospective donors.

"Using your analytics, we developed a more precise donor profile," Weiner said. "It's one of the first times I've ever recommended mailing fewer pieces. We went with quality of contacts over quantity and the yield has been far stronger this year."

"We were able to create a mailing that worked for our client far greater than the larger scale mailing would have."

AccuData provided a targeted list of approximately 70,000 prospects that, based on the demographic profile provided, were more likely to respond to the food bank's donation plea.

THE RESULTS

One of One to One Group's South Florida food bank clients saw 400 new givers in the first week after they completed the mailing, with more than 800 donors responding by the time Thanksgiving neared. "We're very proud of what we've accomplished for our food bank clients," Weiner said. "This response goes way beyond what they expected in terms of previous acquisition mailings."

Another Florida charity had a \$5,000 check mailed to them in the first week the targeted appeal was sent. "In terms of nonprofits, the mailing was a homerun for them," Weiner said. "It proved the effectiveness of using data and analytics to profile potential donors."

According to One to One Group's website, "We are committed to raising our clients more money by engaging their constituents in more productive and lucrative ways." With the help of AccuData's descriptive analytics and targeted prospect data, One to One Group was able to deliver memorable results for their nonprofit clients.