

CASE STUDY

Motivating Donors:*Driving greater engagement and giving***THE QUESTION: Donor Capacity**

A prominent community service organization with a large historical donor base conducted ongoing outreach that generated many small contributions, but few large donors. Management needed to understand better how donors perceived the organization and how its programs fit the special interests of potential large donors.

74&WEST designed a custom interview program that integrated brand messaging and program updates with questions about the donors' historical involvement with the organization and their current charitable interests.

THE APPROACH: Re-engage with Donor Priorities

74&WEST discovered that donors generally appreciated the organization's work but didn't absorb the details. Donors were out of date on the scope of services and the significant community impact. They were also confused by the organization's relationship to a larger affiliated entity and the implications for program funding.

THE IMPACT: Immediate Payback and Large Donor Engagement

The client realized from the detailed information that they hadn't been contacting larger donors effectively or creating compelling stories about their impact. In the first quarter of engagement they increased contributions by 9X the cost of the program and expanded their donor network leading to significant additional referrals.