

Wiland

The Fundraiser's Field Guide to Donor Optimization

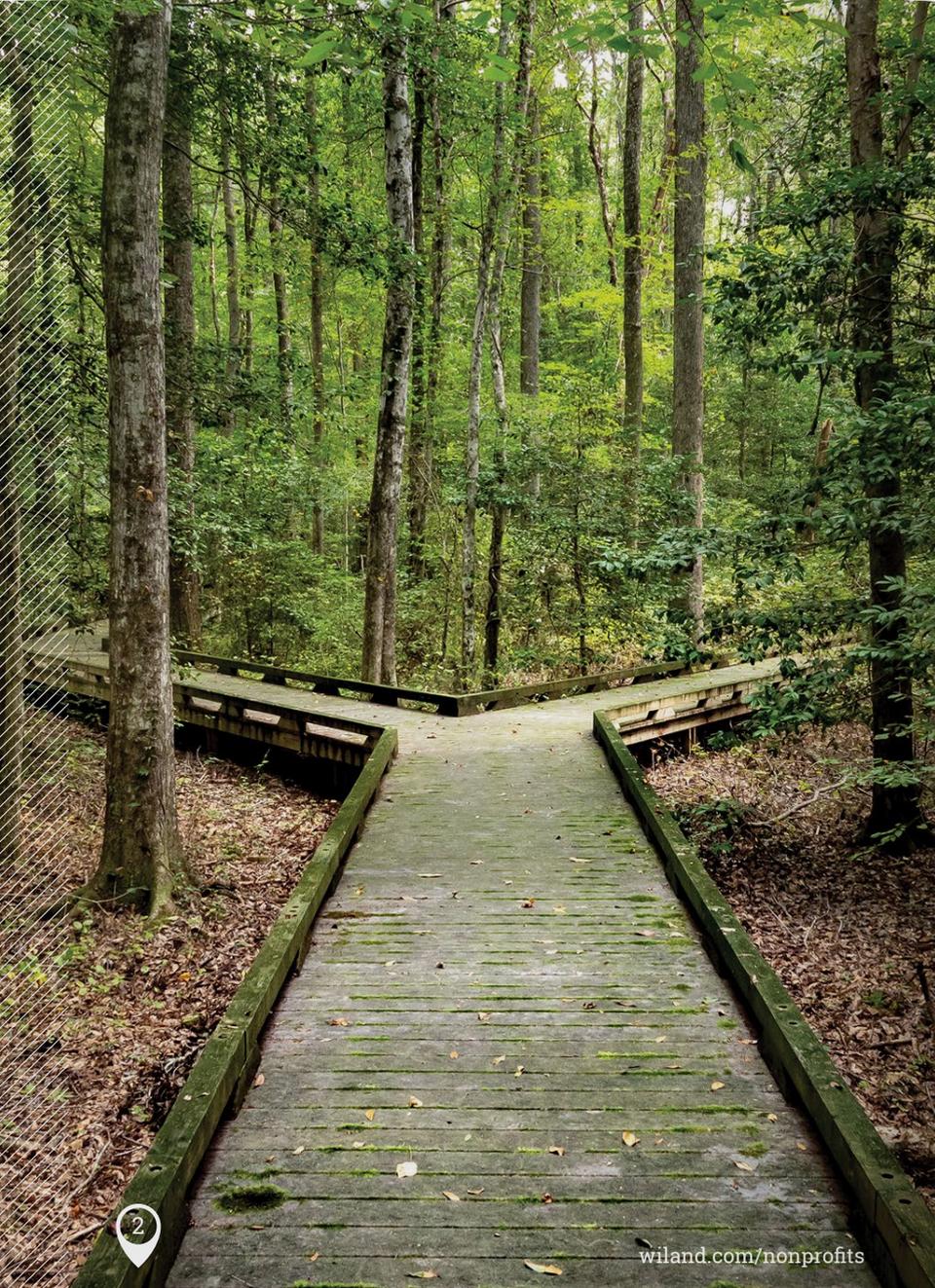


Tools and Strategies
to Navigate Today's
Charitable Giving Landscape



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At the Trailhead

All the gear you need on the path to donor optimization

Fundraising is a lot like hiking.

Both are filled with challenges and rewards. They both require skill, knowledge, and expertise. They both demand resilience and resourcefulness.

If you're reading this field guide, you're likely well aware of the challenges that fundraisers face—both perennial and the unique obstacles of today. The key to addressing these challenges lies in the most powerful resource a nonprofit has—its donor relationships. By ensuring that you fully understand each of your donors—their giving propensities, spending behaviors, and ideal donor journey—you can optimize all of your donor relationships to achieve the best ROI and long-term value.

Wilander is the leading outfitter of America's most successful nonprofits, equipping fundraisers for success in donor optimization with solutions proven to maximize giving at every stage of the donor journey.

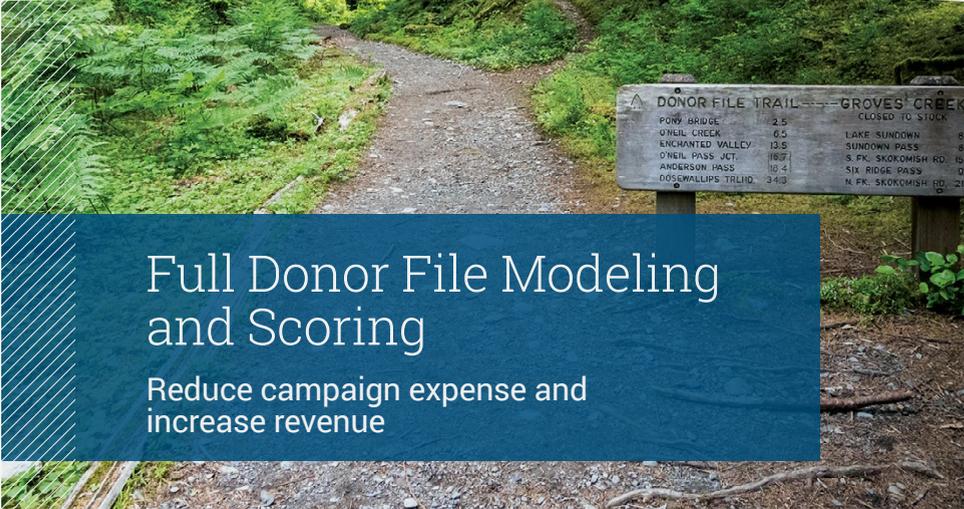


We've compiled this round-up of the gear you will need to achieve peak donor optimization. These tips, success stories, and take-aways will help you determine your next steps along the trail in optimizing your donor relationships.



“The key to addressing these challenges lies in the most powerful resource a nonprofit has—its donor relationships.”





Full Donor File Modeling and Scoring

Reduce campaign expense and increase revenue

Full donor file modeling and scoring is the most powerful, comprehensive solution for understanding the makeup of your existing donor base.

Wiland uses proprietary data and custom models to score your entire donor file—a panoramic view that is informed by Wiland's vast insights into how your donors give, spend, and engage with similar organizations and across other donation and spending categories. The insights you gain help you reduce campaign costs and increase revenue as you identify segments that previous analyses may have missed and determine the giving potential of each of your donors, including one-time donors, lapsed donors, and others.

Like your favorite trail, this is a solution that you should come back to time and again. We recommend quarterly, to ensure that your donor file remains tuned up to maximize response rate and revenue in every campaign.

This is great!



Trail Tip

Use full-file scoring to inform your segmentation strategy and improve the performance of every campaign.

Field Notes

Observed results of full donor file modeling and scoring with Wiland:

- Fine-tuned segmentation with clearer differentiation between segments*
- Higher response rates at deeper mailing depths*
- Increased average gift in both top and bottom segments*





Marketing Budget Optimization™

Improve campaign efficiency and reduce wasted fundraising spend

There's no place for waste on the fundraiser's trail, especially in light of ever-increasing mailing costs. Campaigns need to be as productive and cost-effective as possible—optimized to reach the people with the highest likelihood to give now and make repeat gifts. Marketing Budget Optimization is the tool that makes this a reality, and experienced fundraisers who have tested Marketing Budget Optimization won't mail without it.

With Marketing Budget Optimization, Wiland identifies the names on your net file that you should retain and those that you should omit—*before you mail*. This gives you a clear view of the likely responsiveness and long-term value potential of every name on your file. It also eliminates otherwise wasted marketing spend and concentrates fundraising dollars on the prospects and donors who will deliver both high response rates and high long-term value. You're empowered to reduce the impact of rising costs by mailing more efficiently than ever before.



OPTIMIZATION
OVERLOOK

Trail Tip

With MBO, there's no charge for optimization when Wiland replaces suppressed, low-response names with an equal number or more of high-response Wiland prospect names.

Field Notes

Actual results of using MBO:

- 81% increase in overall revenue per piece on 2 million+ prospect mailing
- Savings of \$1.3 million in marketing cost in single campaign while still achieving revenue goals
- 23% response rate increase on dropped and replaced prospect names



Lapsed Donor Reactivation

Mine your file for hidden-gem donors that are ready to re-engage

Non-Donor and Warm Name Optimization

Take your donor leads to the next level

Reactivating a lapsed donor is often easier and less expensive than acquiring a new one. Keeping donors engaged and cultivating lapsed donors are also crucial elements of building better donor relationships and instilling more trust and loyalty with your donor base.

Wiland helps you identify your high-value lapsed donors by leveraging our vast data assets to analyze their recent, relevant giving and spending activity. For instance, perhaps a lapsed donor recently gave to another organization in your category or exhibited spending behavior that has a high correlation with likelihood to donate to your cause. Identifying donors like these—those who are uniquely poised to re-engage and have high potential long-term value—helps you generate incremental revenue from reactivation efforts.

Just as some of your lapsed donors are on the cusp of engaging, so too are many of your non-donors and warm names. It's just a matter of figuring out which ones, so you can begin cultivating them.

Wiland helps you identify the non-donor and warm name contacts—survey responders, volunteers, and event participants—who are the most likely to give to your organization. By analyzing these donors' giving and spending behaviors—including donations to other organizations in your category and purchases with brands that have synergy with your mission—Wiland helps you reach the people most uniquely aligned with your cause and with the capacity to contribute. You're empowered to focus your efforts on reaching the people with the greatest giving potential based on their actual, total giving and spending behaviors.



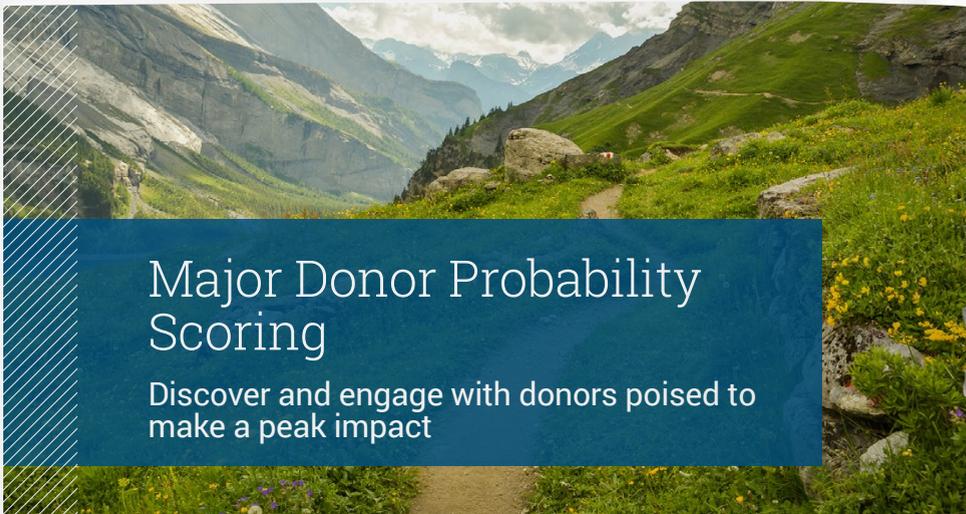
Field Notes

Results from using lapsed donor reactivation with Wiland:

• 18% gain in Gross Income per Name Mailed (GIPN) performance in a head-to-head test with another provider

• Added over 37% in incremental volume to lapsed donor mailings





Major Donor Probability Scoring

Discover and engage with donors poised to make a peak impact

Every nonprofit's file contains donors who have a propensity and capacity to make major gifts. Some of these donors are known based on their donation history with the organization. But some have yet to be discovered. Identifying and acknowledging them is key to gaining their high-level engagement.

With Major Donor Probability Scoring, Wiland leverages its comprehensive insights into donor giving and spending behavior as well as sophisticated predictive analytics to rank your active file and identify the donors most likely and capable of making a large-scale gift. In addition to these scores, Wiland provides a Gift Capacity Range for each probable major donor.

With this information, nonprofits and their major gift teams are equipped to acknowledge, engage, and cultivate potential major donors with appropriate, personalized messaging. Proactive identification of these highly valuable donors helps you optimize major giving and grow your program at a faster rate.



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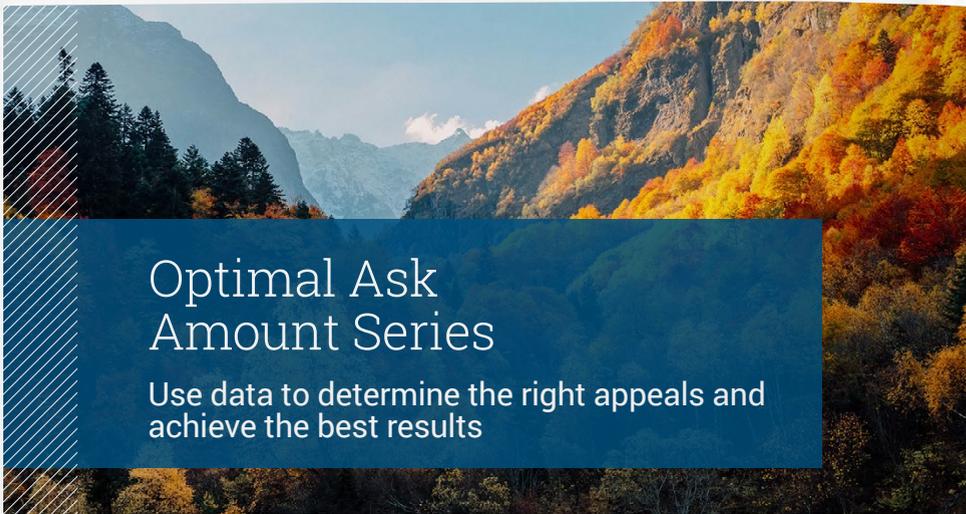
Trail Tip

Use these scores to determine which newly-identified individuals your major gifts team should spend their time reaching and cultivating.

Trail Tip

You can also use these scores to identify donors most likely to give through Donor Advised Funds and to identify likely Mid-Level Donors.

Field Notes



Optimal Ask Amount Series

Use data to determine the right appeals and achieve the best results

Every prospect and donor is different. So is their capacity to give. That means that finding their “giving sweet spot” is the key to a successful fundraising campaign.

Wiland’s Optimal Ask Amount Series helps you unlock the peak giving potential of your prospects and donors. By analyzing their giving and spending behavior elsewhere, Wiland helps you match the best appeals to the right prospects and donors. You’re enabled to prompt your prospects and donors with just the right donation amounts—neither too high nor too low. This personalized approach will lead to more productive campaigns and help you build better donor relationships that result in increased loyalty.



Trail Takeaway

- Pinpoint the right ask to lead donors to be more responsive
- Boost initial prospect gifts
- Increase donor contributions over time
- Filter out low-dollar donors to make campaigns more profitable



Trail Tip

Use Optimal Ask Amount Series to identify donors on your file with a weighted giving median that’s higher than their highest previous contribution to your organization. This will guide your strategy as you craft messaging at an individual level to help lead them toward higher giving levels or into special cultivation programs.



Field Notes



Digital/Direct Mail Co-Targeting

Simultaneously reach donors online and off for a measurable campaign boost

One of the simplest, yet most effective methods for maximizing your fundraising dollars is through digital/direct mail co-targeting. Your mail file is a finely tuned audience of people highly likely to donate to your organization, so to reach that same audience online is a powerful yet affordable way to boost campaign performance.

Digital/direct mail co-targeting entails using the names on your mail file to create a digital audience for programmatic or social media advertising that runs before, during, and after your direct mail campaign. Prospects and donors receive both a direct mail piece and see digital advertising that reinforces your campaign's message.

Donors who receive messages in multiple channels are more likely to respond and to make larger gifts—to the tune of three times more than mail-only donors¹. We recommend that fundraisers consider co-targeting strategy as part of every campaign to optimize their fundraising spend.

We gotta try this

¹ "Multi-Channel Donors Give 3x More, Yet Report Reveals Just 3% of Nonprofits Leverage Multi-Channel Communications." 2021, Business Wire.



Trail Tip

Test digital co-targeting in an upcoming campaign. Serve targeted digital ads to a portion of your mailing list and compare results with the portion that doesn't receive the ads to assess co-targeting's impact.

Field Notes

On average, Wiland clients have seen a 4:1 return on digital ad spend from the portion of their Wiland direct mail audiences also reached online.



Wiland View™ Data Append

Enrich your database to improve donor insight and campaign response rate

For nonprofit organizations with in-house data science teams or their own modeling capabilities, Wiland View is a powerful data enhancement product that helps them better understand their prospects and donors, predict their giving behavior, and determine how to optimize their future giving.

Applying advanced predictive analytics to our vast data assets, we develop predictive scores that rank your donors by their likelihood to take certain actions. Wiland delivers these scores and other data elements to your marketing or data science teams, enabling you to predict prospect and donor responsiveness to fundraising appeals with greater accuracy than ever before. Wiland View provides insight into the most important spending and life stage characteristics of a donor's life, with proprietary variables that predict every individual's propensity for future activity across critical dimensions relevant to the growth of your organization.

WILAND
VIEW



Trail Takeaway

- Enhance your own predictive modeling
- Optimize giving from existing donors
- Find more donors ready to give to your

Trail Tip

Reach out to your Wiland representative to learn how you can benefit from this powerful solution.

Field Notes

Talk to Wiland about Data Append.



Don't Go it Alone

Choose the right partner for your path to donor acquisition and optimization

The path to peak donor optimization can be complex. There are many routes you can take and many options to consider. That's why it's crucial to choose the right data partner with the tools to optimize your fundraising results.

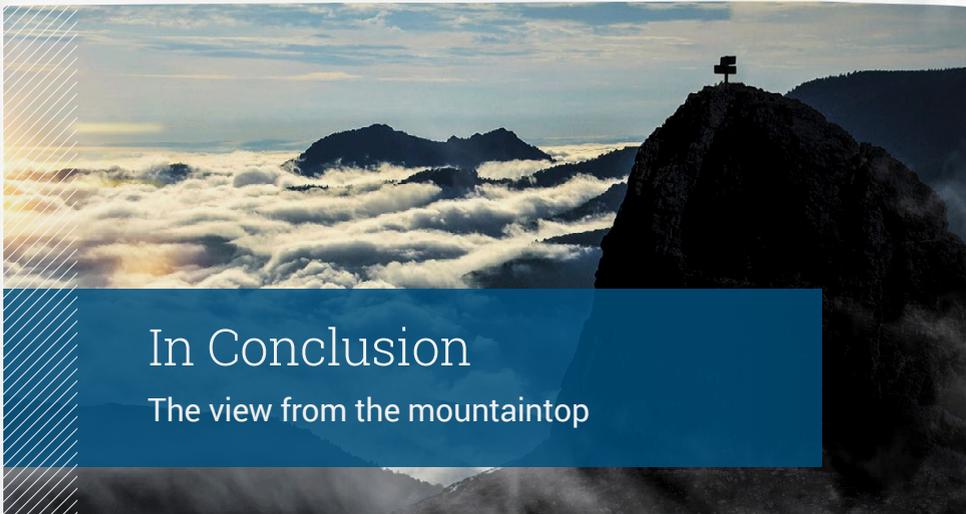
Here is a checklist of questions to keep in mind when choosing a data partner:

- Do they view my success as their mission?
- Is their privacy compliance both up-to-date and forward-looking?
- Is their data high-quality, privacy-forward, and ethically-sourced?
- Are they transparent about where and how they source their data?
- Can their data uniquely enhance and maximize my own?
- Are their results consistent and high-performing?
- Do they have expert-level industry experience?

Wiland's nonprofit team is the most experienced that you will meet—a group with vast knowledge about the charitable giving landscape and a commitment to continuous fundraising innovation. Wiland is also a company recognized for its culture of honesty, integrity, and transparency—a proven partner with a mission to drive your most ambitious fundraising results.

Wiland is the best predictor of donor response and is the trusted data partner and donor audience provider to nonprofit fundraisers across the country. By applying advanced predictive analytics to the largest donor database in the U.S., Wiland enables nonprofits and their agencies to reach people ready to give to their organizations immediately and to make repeat gifts at a high rate. Wiland is helping leading nonprofit organizations in all categories optimize their donor relationships at every stage of the donor journey and across all channels.

DONOR FALLS



In Conclusion

The view from the mountaintop

Fundraisers today are being asked to do more with less—to cultivate donors and achieve ever-greater results in the face of rising mailing costs and a complex digital fundraising environment.

By optimizing your donor relationships—creating an ideal donor journey and experience based on the unique propensities of each of your donors—you can achieve peak efficiency and ROI in your fundraising campaigns. You will also foster the most productive relationships between you and each of your donors.

Easy to test and implement within your fundraising programs, Wiland's industry-best donor optimization solutions help your fundraising dollars work harder, work smarter, and produce impressive results.



Ready to schedule a test of Wiland's optimization solutions?

Want to learn more about how partnering with Wiland will help your fundraising reach new heights?



Contact your Wiland representative or email us at info@wiland.com.



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DONOR OPTIMIZATION TRAIL



OPTIMIZATION POINT



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