

Those That Can, Do

Semcastings' custom Wealth ID overlay used by major religious non-profit organization to identify donors with a higher capacity to give



Soliciting charitable donations is extremely competitive for non-profit organizations; because lists are shared among non-profits, it is often difficult to find new donors or those that aren't already being approached by other charities. While many organizations rely on the generosity of repeat donors for continuous donations, their contributions often reach a plateau, making it difficult for an organization to increase its gift amounts.

One solution is to identify and solicit likely donors of considerable financial means. When a major non-profit group that handles campaigns for several religious organizations was looking to increase campaign donations for its various causes, it approached Semcasting to help it figure out how to identify wealthy donors who would be likely to respond to a solicitation for an increased gift amount.



Analytics Creates Custom Wealth ID Overlay

Semcastings' On-Demand Targeting produces predictive models to create targeted prospect universes that are customized for every campaign. By applying over 500 variables to data on more than 120 million households, On-Demand Targeting produces models that are scored to produce highly-targeted mailing lists that can improve response rates by 7.5-15%.

Semcasting worked with the non-profit group to create a custom project to identify past donors who had enough discretionary income to make increased donations. Semcasting used On-Demand Targeting to build a wealth overlay model using geography and comparing assets and equity-to-debt, which created a ranking that determined which donors were most and least likely to increase their gift amounts given their financial status. The wealth overlay model was applied to a random sample of 15 existing lists of active and former donors chosen by the organization; Semcasting then generated new lists identifying those donors who were likely to increase gift amounts. The non-profit group used these new lists for a set of direct mail campaigns, with excellent results.

The Results

By examining the donors' financial status and creating the wealth overlay model, Semcasting was able to determine which donors had the means to make increased donations and identify those who were likely to do so. The organization appealed to these donors to increase their gift amounts, which they did. The campaigns using lists generated from the wealth overlay model had an average response rate of more than 2% and an average gift of \$15 per responder, with an increase of \$2.14 per mailing. The non-profit organization was able to increase its campaign response rate and average gift amount for several causes, simply by identifying those donors with significant financial means.