

- Situation**
- The client, a public nonprofit, is a Milwaukee foundation that has a unique and specific focus
 - The foundation also helps pool money and gate projects so each project has a larger and more measurable impact
 - The foundation focuses on operating efficiently, so it has tight self-imposed constraints around:
 - Staff resource usage
 - Operating budget
 - Volunteer support
 - The foundation is highly dependent upon a small group of aging donors located in a concentrated geographic area
 - The foundation is growing the number and reach of funded projects and requires a plan to expand beyond its current donor base

- Objectives** Build awareness of foundation's mission and grow its current donor base by:
- Increasing the geographic footprint of donors
 - Identifying qualified long-term donors
 - Reaching out to a more diverse, younger demographic
 - Engaging new donors at additional events, as well as at fundraisers

- Approach**
- Conduct a study to determine the best new audiences to target for acquisition
 - Develop a plan to increase the target mailings by 25%
 - Develop several awareness-building campaigns
 - Develop a series of fundraising plans and events for potential new donors
 - Create campaigns to drive donations

- Results**
- Event attendance is up 20% from the prior year
 - Educational events have drawn new donors and volunteers
 - Initial target mailing was 4 times larger than previous mailings, but had less than one quarter of the bounce rate, at only 2%
 - Donations of more than \$3,000 were received as a direct result of the first mailing to the new prospects
 - After the second mailing the initiative was ahead by more than \$2,000
 - Online donations are up 40% year-over-year
 - New fundraising and learning events are getting more new donors to attend
 - The project paid for itself a few months after launch and the lifetime value of the new donor base is valued at more than \$100,000